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### RESEARCH ARTICLE

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### INTELLECTUAL PROPERTY & ARTIFICIAL INTELLIGENCE (Towards fraud deduction)

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#### Manuscript Info

##### Key words:-

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#### Abstract

Now a day's online transactions have become an important and necessary part of our lives. As frequency of transactions is increasing, number of fraudulent transactions is also increasing rapidly. Artificial Intelligence identifies the error and deducts the fraud. In the global innovation economy, demand for intellectual property titles patents, trademarks, industrial designs; copyright is rapidly increasing and becoming more complex. The Intellectual Property (IP) industry is another market where Artificial Intelligence (AI) could have a profound effect. Traditionally powered by paper, manual searches and lengthy decision-making processes, AI can be deployed to simplify day-to-day tasks and deliver increased insight from IP data.

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#### Introduction:-

Now-a-day's online transactions have become an important and necessary part of our lives. As frequency of transactions is increasing, number of fraudulent transactions is also increasing rapidly. Machine learning algorithms, like supervised learning and unsupervised learning etc., are help to reduce the fraudulent transactions. The same set of algorithms are implemented and tested using an online dataset. Various institutions have been using machine learning tools for a number of operational applications. Now a day's Artificial Intelligence and machine learning, Internet of Things (IoT), Big data, Block Chain these are playing key role in every organization.

The fundamental goal of the Intellectual Property (IP) system has always been to encourage new technologies and creative works, and to create a sustainable economic basis for invention and creation. The broad use of AI technologies will also transform established IP concepts – patents, designs, literary and artistic works, and so on. Copyright is an important IP asset for AI, as it protects the technology product (code and data) from unauthorized use and reproduction. Contributors to the technology should be identified and tracked. AI systems can also generate new works protectable by copyright, such as creating new artwork or music.

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AI is pushing innovation in new ways and accelerating with technological advancements in computing power, data and algorithms. This has led to a recent uptrend in AI deployment by companies ranging from startups to long-established institutions.

### **Artificial Intelligence**

In our common saying, AI is the ability of a computer system to take the decision on its own. According to Mr. John McCarthy, artificial intelligence basically is the notion of a program, processing and acting on information, such that the results are parallel to how an intelligent reasonable man would respond in response to similar input. However a few years later of the introduction of AI technology, the question arises whether the output rendered is the result of its own intelligence or of its creator. Artificial intelligence systems gathered the attention of the legal authorities when computer work was denied copyright by Registrar of Copyrights on grounds of indeterminate legal status.

### **Importance of Artificial Intelligence**

AI has been an interesting topic for everyone around the world. AI is not made just for gathering information, but they are made to act as if they are smart and sometimes even seem human. In layman terms, AI is technology that behaves responds and acts like human or other animals. The primary goal of AI is to enable innovation and to minimize human labour and to build up the human capability to the maximum extent possible. AI is a field of computer science that includes machine learning, natural language processing, and speech processing, expert systems, robotics and machine vision. AI tools automate decision making using programming rules and, in some cases, training data sets. For example, AI tools can derive credit score measurements from disparate data sets, and detect and recognize objects from image data.

Human subject matter experts can provide feedback on results as part of training or testing process. Machine learning can adapt its programming based on feedback. The data can be represented by various graph and network structures. For example, an artificial neural network or neural net is a system designed to process information by simulating the framework of biological brains.

### **Past, Present, and Future of Artificial Intelligence**

AI is the combination of science and engineering to create intelligent machines that are able to react and solve problems like humans. Years of rapid and complex development have allowed AI to grow significantly in its capacity and ability to mimic human functions to the point that the main focus has shifted from learning human functions to improving functional efficiency. In 1996, Deep Blue, a chess-playing AI computer developed by IBM, beat the reigning world champion—a human—in a game of chess. Twenty years later, Alpha Go, developed by Alphabet Inc., defeated the world's best player of the board game Go.

With such astonishing innovation arriving in the blink of an eye, AI has raised public concerns regarding the unpredictable intelligence and capabilities of machines learning at increasingly exponential rates, and what IP implications might arise in the near future.

### **Intellectual Property Rights**

A right that is had by a person or by a company to have exclusive rights to use its own plans, ideas, or other intangible assets without the worry of competition, at least for a specific period of time. These rights can include copyrights, patents, trademarks, and trade secrets. The reasoning for intellectual property is to encourage innovation without the fear that a competitor will steal the idea and / or take the credit for it.

Copyright: which protects music, films, literature and other creative works, as well as source code for computer programs? Copyright applies for 70 years after the death of the copyright holder.

Patents: which provide protection for novel technical solutions to problems? Patent applications are published after 18 months. A patent applies for a maximum of 20 years.

Trademark: which is protection for a symbol for a company, a product or a service? It could for example consist of words, figures, letters/digits, personal names or slogans. It could also be a specific formulation of the product itself, known as packaging. The trademark must be considered unique and be distinguishable from other similar products or services. Trademark protection applies for a period of ten years and can then be extended indefinitely by ten years at a time.

### **Objectives of IPR:-**

IP rights are vital to the success of a business or brand. There are laws that protect owners of IP. Mostly in the form of patents, copyrights, and trademarks. However, violation of the terms of these protections can lead to misappropriation and unfair competition. Generally, the objectives of IP law include:

Financial Incentive- IP rights give creators of IP a financial incentive.

Economic growth- IP law can facilitate economic growth by giving statutory expression to the creators' economic rights and promoting economic and social development through the fostering of fair trade.

To give statutory expression to the moral and economic rights of creators in their creations and such rights of the public in access to those creations

To promote, as a deliberate act of government policy, creativity and the dissemination and application of its results and to encourage fair trading which would contribute to economic and social development.

### **Intellectual property as an asset**

Intellectual property is a general term for the set of intangible assets owned and legally protected by a company from outside use or implementation without consent. Stemming from its ability to provide a firm with competitive advantages, defining IP as an asset aims to provide it the same protective rights as physical property. Obtaining such protective rights is critical as it prevents replication by potential competitors—a serious threat in a web-based environment or the mobile technology sector, for example.

An organization that owns IP can realize value from it in several ways, namely through utilizing it internally—for its own processes or provision of goods and services to customers—or sharing it externally. The latter can be achieved through legal mechanisms such as royalty rights.

There is an extensive international system for defining, protecting, and enforcing intellectual property rights, comprising both multilateral treaty schemes and international organizations. Examples of such treaties and bodies include the Trade-Related Aspects of Intellectual Property Rights (TRIPs), World Intellectual Property Organization (WIPO), World Customs Organization (WCO), United Nations Commission on International Trade Law (UNCITRAL), World Trade Organization (WTO), and European Union (EU). Nonetheless, there are variations in the respect for and enforcement of rights at a local level.

### **The Role of Artificial Intelligence in Intellectual Property**

Artificial Intelligence (AI) has been a technology with assure for decades. The capacity to influence vast volume of data swiftly and capably, identifying patterns and speedily analyzing the majority of best solution can be useful to thousands of day-to-day scenarios. However, it is set to come of age in the period of big data and real time decision – where AI can give solutions to age old issues and challenges.

Consider, as an example, traffic management. The first traffic management system in London was a manually operated gas-lit traffic signal, which promptly exploded two months after its introduction. Since this inauspicious start, a complex network of road closures, traffic management systems, traffic lights and pedestrian crossings have served to drive increased complexity into travelling in the City. Today traffic travels slower than ever, despite the plethora of new systems being added to better manage the system.

AI has the potential to change this. It can harvest data on traffic volumes, historical trends and current blockages to quickly calculate the most optimal solution for traffic in London. It can do this in near real time, constantly tweaking and managing flow to deliver the best possible solution.

This is why AI is increasingly the go to technology for organisations wanting to solve highly complex and data heavy challenges. Digital retailers are using AI-powered robots to run warehouses. Utilities are using AI to forecast electricity demand. Mobile networks are deploying AI to manage an ever-increasing demand for data. We stand on the threshold of a new age of AI powered technology.

The Intellectual Property (IP) industry is another market where AI could have a profound effect. Traditionally powered by paper, manual searches and lengthy decision-making processes, AI can be deployed to simplify day-to-day tasks and deliver increased insight from IP data.

### **Artificial Intelligence and Intellectual Property**

In the global innovation economy, demand for intellectual property titles patents, trademarks, industrial designs; copyright is rapidly increasing and becoming more complex. Artificial intelligence, big data analytics and new technologies such as block chain can be used to address the growing challenges facing IP offices (IPO).

### **AI protected by IPR**

Legal problems concerning artificial intelligence-related models and systems are always an aspect to worry about in a long run. Law firms are of the feel that appropriate legal measures are necessary for tech companies when it comes to managing intellectual property (IP), patents and other legal assets associated with AI. In addition, there are IP components such as copyrights for AI-based software or products that go into various other businesses, which can. All in all, if any institution or company or even a person, comes up with newer inventions in AI, they are bound to face legal or security issues one way or the other.

Looking on the other side, with technology being indispensable in our lives, issues such as security and privacy are looming over us. Since AI and related fields are making headway, it is often suggested that it should also see rigorous developments for mitigating adversaries in parallel.

### **Conclusion:-**

AI is now delivering real value to companies that need to solve complex issues. Within IP management, AI can empower IP professionals. Day-to-day IP tasks can be time consuming, but AI technology enables professionals the time to focus on more strategic decisions in their portfolio. It will also drive improved accuracy while reducing the risk of IP insight and intelligence moving on as employees do. For IP professionals, the real opportunity however comes from the insight that AI can provide into otherwise impenetrable and inaccessible volumes of data. AI will help IP professionals generate business insight that can open up new markets, accurately value an IP portfolio and deliver a better understanding of what and where the next generation of IP investment should come from.

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5. Practical applications of artificial intelligence techniques include data mining, automated bots, self-managing systems, as well as computer aided design ("CAD") or video games.