

## ARTIFICIAL INTELLECTUAL IN THE ASPECT OF INTELLECTUAL PROPERTY RIGHT

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Artificial Intelligence (AI) is now very actively being studied and developed. The multifunctionality and the great opportunities have made the use of AI relevant in various fields. Artificial intelligence significantly facilitates the life of a person, where the speed of information processing and how effectively distributed resources (time, finances, material values) are important. The greatest efforts of programmers, linguists, psychologists, mathematicians, engineers and cybernetics are concentrated in this area, and lately lawyers and intellectual property professionals. All of them address specific issues that are related to the development, manufacture, implementation of Artificial Intelligence in various areas of human life. At the same time, new methods of scientific research are emerging, a new perspective on certain scientific solutions is being formed, and there is a need for an interdisciplinary (integrated) approach to obtaining and analyzing the results obtained.

In terms of intellectual property rights, AI itself and the results of its activities are a matter of debate, and there are currently no specific legal provisions. The difficulty is that Artificial Intelligence itself is a complex system that combines various intellectual property rights. Each intellectual property has a proprietary and personal non-proprietary right.

For the most part, AI is represented by copyright - computer programs and databases that make it work. However, there are also industrial property such as trademarks, industrial designs, inventions. For a long time the leaders in the Artificial Intelligence market have been trademarks of companies such as IBM, Microsoft, Samsung, but new players are emerging in this market. Industrial designs in AI are presented in the form of a user interface or design solution. One area of application of AI is to conduct a patent search and to analyze the inventive activity of various patent bases. Inventions related to Artificial Intelligence can be divided into three areas: *scope of AI* (most applications are submitted for transport, telecommunications and security); *functional applications* (computer vision, language processing - translation, search, etc.) and *AI technologies* (machine learning, neural networks, etc.).

Thus, Artificial Intelligence is a complex intellectual property entity that requires the concerted action of all intellectual property departments to protect the rights of all subjects.