AIEI

**AI ETHICS AND INTEGRITY
INTERNATIONAL ASSOCIATION**

SEPTEMBER 2025

AI HORIZON

JOURNAL

#2
EDITION

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Member's Voices is a regular column where active members are invited to share insights, experiences, or initiatives related to ethical AI. If you are interested in contributing, please reach out to us at info@ai-ei.org for more details.

IMPACT

BEST PRACTICES

Best Practice is a regular column where active members share the practices they follow in their daily AI business activities. If you are interested in contributing, please contact us at info@ai-ei.org

ASSOCIATION UPDATES

SERGIY BARBASHYN
President of the AI Ethics & Integrity
International Association (AIEI)

WELCOME MESSAGE

I've seen a world rushing forward with AI, but our laws are struggling to keep up. This is the reality of our time: a profound, transformative technology is reshaping every industry and aspect of society, yet it operates within a fragmented and uncertain regulatory landscape. The chasm between the speed of innovation and the pace of governance has created a new frontier, the one where ethical leadership and proactive action are no longer optional but are our only viable options.

In this second edition of the AI Horizon Journal, we venture to the very heart of this new frontier. Within these pages, we hear from legal professionals at the forefront of this shift, as they navigate what is being called "The Great Transformation of Lawyers". We explore the pressing questions of intellectual property, where trailblazing organizations like INTA are moving to establish foundational principles that protect both creators and consumers. We also examine the human element, with a look at the societal impact of AI from its potential to revolutionize healthcare and education to the serious risks of bias and job displacement that must be addressed.

This issue is a testament to a growing understanding that waiting for top-down regulation is not a strategy. Instead, we must look to verifiable self-governance. You will discover how leading companies are engineering trust from within, using frameworks that prove their commitment to integrity and transparency.

With the launch of our new Legal Committee, the AIEI is translating these principles into tangible action. We are moving beyond dialogue to provide the practical guidance and collaborative community necessary to navigate this next phase.

As a member of this community, you are part of the solution. We invite you to explore this issue, engage with its insights, and join us in forging a future where artificial intelligence serves humanity responsibly, transparently, and ethically.

AIEi

AI ETHICS AND INTEGRITY
INTERNATIONAL ASSOCIATION

AI HORIZON
CONFERENCE

LISBON, PORTUGAL
NOVEMBER 11, 2025

To read more about the conference
or apply to attend — scan this QR code or visit
ai-ei.org/ai-horizon-conference

ABOUT CONFERENCE

The AI Horizon Conference 2025 is a dedicated event hosted by the AI Ethics and Integrity International Association (AIEI) event that gathers AI entrepreneurs, investors, and industry leaders. This conference highlights ethical AI leadership and innovation, uniting variety of forward-thinking organizations in a global AI movement.

On November 11, 2025, during Lisbon's Web Summit, the AI Horizon Conference will tackle the complex ethical and governance challenges of artificial intelligence. Organized by the AI Ethics and Integrity International Association (AIEI), this new forum aims to be more than just a discussion; it's a platform for producing tangible solutions.

Set just moments from the main Web Summit venue, the conference will feature a keynote address and a comprehensive panel discussion. The panel will bring together leaders from technology, academia, and regulatory bodies to dissect key issues like transparency in AI systems, effective governance models, and AI's broad societal and economic impact.

In a dedicated session, a select group of early-stage startups will present their solutions to an audience of potential partners and investors. This segment is designed to give emerging companies a boost, connecting them with the resources and visibility they need to accelerate their growth.

The event will also shine a light on positive change through the AIEI Awards Ceremony. These awards will honor organizations that have made significant contributions to ethical AI throughout the year. By celebrating real-world achievements, the AIEI hopes to inspire other companies to adopt similar, responsible practices.

Beyond the formal agenda, the AI Horizon Conference will prioritize both structured and informal networking. Attendees will have ample opportunities to exchange ideas, build connections, and explore collaborative projects. The goal is to create a dynamic environment where concepts can quickly evolve into actionable initiatives.

The AI Horizon Conference will draw a global audience of tech professionals to a focused, results-oriented discussion. It's an opportunity to move beyond the hype and address the fundamental frameworks that will govern the future of AI. The conference's emphasis on ethics and integrity reflects a crucial shift: the success of AI will depend not only on its power but also on our ability to wield it responsibly.

A Detailed Agenda of the AI Horizon Conference 2025:

6:00 PM - 7:00 PM: Registration & Networking. Guests arrive, check in, and enjoy a relaxed start with light drinks and snacks.

7:00 PM - 7:10 PM: Opening Words from the AIEI Board. The board officially opens the evening, shares a few key updates, and welcomes everyone to the conference.

7:15 PM - 7:55 PM: Keynote & Panel Discussion. A keynote speech will be followed by a dynamic panel discussion featuring experts from across the AI industry.

8:00 PM - 8:15 PM: Startup Pitch Session. Discover bold new ideas from emerging companies during this fast-paced session, where founders will pitch their innovations to potential partners and investors.

8:15 PM - 8:30 PM: AIEI Awards Ceremony. We'll celebrate organizations that have made a real impact in advancing ethical AI throughout 2025.

8:30 PM - 11:00 PM: Networking & After Party. The evening concludes with music, cocktails, food, and conversation, providing a chance for all attendees to build new connections.

BECOME SUPPORTER

If you are in AI and want to delegate a speaker, set up a branded wall, or organize a promotion to attract sponsors, partners, or investors – reach out to us for more details at **info@ai-ei.org**

10,000+
REGISTRANTS

140
JURISDICTIONS

AI AND THE IP ECOSYSTEM

INTA'S FOUNDATIONAL PRINCIPLES

Article By Filipe Fonteles Cabral - Member of INTA's Artificial Intelligence Advisory Group and Vice-Chair of its Data Protection Committee

T his year, representatives from the AI Ethics and Integrity International Association (AIEI) visited the International Trademark Association (INTA) Annual Meeting in San Diego. The AIEI team spoke with various associations and startups, engaging in rich discussions on how artificial intelligence is transforming the intellectual property industry, from brand creation to protection. These conversations delved into a range of critical topics, including the ethical considerations of AI, its impact on trademark and data protection, and the challenges of balancing rapid technological innovation with established legal frameworks. The delegation gained valuable insights from industry leaders, including Filipe Fonteles Cabral, a key member of INTA's Artificial Intelligence Advisory Group and Vice-Chair of its Data Protection Committee, and representatives from innovative companies like The RightHub, Pulpou, and AIP Genius.

The International Trademark Association (INTA) is a leading global organization dedicated to intellectual property. Founded in 1878, it represents over 6,700 member organizations from 185 countries, including corporations, law firms, and government agencies. INTA's mission is to protect and promote trademarks while fostering innovation. It serves as a global platform for policy advocacy and professional education on how intellectual property intersects with business, law, and technology. As AI redefines brand protection, INTA has proactively outlined foundational principles for AI and IP policy, emphasizing transparency and human oversight to balance technological innovation with the rights of brand owners.

T he rise of generative AI in recent years has sparked intense debate about its impact on various branches of intellectual property (IP). AI systems are capable of generating content (such as text, images, designs, and even inventions) that traditionally fall within the scope of IP protection. The evolution of AI challenges traditional notions of human creation and introduces new legal concerns for IP owners, AI users, and developers.

The International Trademark Association (INTA) is committed to elevating the understanding of and respect for IP rights and works both to promote effective laws and policies worldwide on IP rights and to harmonize their implementation. The Association is actively involved in ongoing discussions on the convergence of AI and IP.

INTA'S AI-RELATED INITIATIVES

As AI systems develop, they increasingly impact society. Governments are working to define legal and policy frameworks. In some cases, the policies and proposed regulations contain provisions that address IP issues.

With the objective of supporting governments and regulators in the analysis of issues arising from the friction of AI and IP and guiding INTA's advocacy on the subject, the Association's Board of Directors recently voted to adopt a resolution establishing an initial set of foundational principles to help guide policy development on the intersection of AI and IP rights. The Resolution affirms the importance of human oversight in IP decision-making, supports transparency in AI-generated content, and calls for balanced regulation that protects innovation, proprietary data, and consumer trust.

The foundational principles adopted in the Resolution emphasize the importance of balancing innovation with the protection of IP rights. Key elements of the Resolution are: recognition of human contributions, human oversight in IP decisions, transparency and consumer trust, protection of proprietary information.

The Resolution is the result of collaborative work by INTA's Artificial Intelligence Advisory Group (AIAG), which consolidated expert consensual views from various INTA committees on key legal and policy issues at the intersection of AI and IP. The AIAG is now delving into the perspectives that did not reach consensus among its members.

Filipe Fonteles Cabral

A lawyer, partner and head of the Data Protection team at Dannemann Siemsen in Brazil. He holds a master's degree in law from the State University of Rio de Janeiro (UERJ) and a doctorate from the same university, with a thesis on artificial intelligence and patent law. He is a member of INTA's Artificial Intelligence Advisory Group and Vice-Chair of its Data Protection Committee.

As the legal implications of AI continue to evolve, the need for informed, adaptive frameworks becomes ever more critical, and INTA is playing a central role in guiding businesses and policymakers through the unique complexities of IP in this context.

The following key legal issues surrounding the use of generative AI—presented across some of the most predominantly used IP rights, namely: copyright, trademarks, designs, and patents.

COPYRIGHTS

Issues surrounding AI and copyright can generally be divided into two groups: the input and the output stages of the AI tool.

In the input stage (covering data mining, AI training, and dataset preparation), the central concern is potential copyright infringement. Rights holders argue that using protected works without authorization to train AI systems violates their rights if no license has been obtained.

In contrast, many AI developers claim that such use constitutes fair use, especially when it is transformative and does not interfere with the market for the original work. Rights holders also call for greater transparency regarding how data is collected and used during training. Several lawsuits around the world are currently testing these arguments.

In the output phase (when the AI system generates content in response to user prompts), three main legal issues arise: authorship, ownership, and potential infringement of third parties' rights due to the work product. Most copyright laws require a human author to grant protection, which excludes works generated solely by AI.

Nevertheless, some argue that AI can produce original content, such as text, music, or artwork, raising questions about who (if anyone) should be recognized as the author. The ownership debate centers on whether the rights should belong to the AI's developer, the AI user, or another party.

Finally, even if AI-generated content is technically new, it may still infringe existing copyrights if it closely resembles protected works, even without direct copying.

TRADEMARKS AND DESIGNS

The rise of AI tools capable of generating names, logos, slogans, designs, and even branding strategies, is creating new challenges for trademark and design laws.

When AI autonomously generates brand elements, questions arise about liability for potential infringement. For instance, if an AI tool creates a logo similar to a registered mark, or a design that resembles an existing product configuration, who is responsible—the AI user, the AI developer, or the AI provider (as in Software as a Service)? Some scholars have even discussed assigning liability to the AI tool itself, though granting legal personality for machines has proven too complex for the time being.

INTA International Trademark Association

Moreover, the widespread use of AI in content generation increases the risk of unintentional duplication, making it more difficult to ensure that marks or designs are truly new or original.

Further, considering that in some jurisdictions trademark rights stem from use in commerce (not necessarily from registration before the authorities), an eventual market flooded by new identification elements created by AI increases the complexity of clearance searches. These issues highlight the need to adapt trademark and design frameworks to address the growing role of AI in brand development and marketing.

PATENTS

The use of generative AI to create patentable inventions raises legal uncertainties around inventorship, ownership, and core patentability requirements. Most patent laws require inventors to be natural persons, though AI can autonomously generate inventions. So how should we deal with the issues of inventorship and ownership? As of today, AI tools lack legal status and cannot themselves hold rights. Assessing the novelty and non-obviousness of AI-generated inventions is also challenging. These requirements are traditionally evaluated based on what a person skilled in the art would find new or inventive. But, because AI systems can process massive datasets and identify complex patterns beyond human capabilities, it becomes more difficult to determine whether an invention is truly novel and non-obvious, or simply a sophisticated result of data analysis.

Disclosure is another hurdle, as patent law requires inventions to be described clearly enough to be replicated—something not always possible when AI's reasoning is opaque or complex.

Whether AI-assisted replication should be accepted or if human effort alone should remain the standard is a question that may arise in many jurisdictions.

Whether it is trademarks, copyrights, patents, or other forms of IP, we are at the beginning of the journey toward building a governance framework that is sensible; balanced; rewards innovation; and promotes safe, trusted, and transparent digital experiences. INTA's AI foundational principles are the building blocks for an evolutionary approach to the challenges ahead.

In the following pages, INTA members provide insights, sharing their perspectives on the challenges AI poses to the intellectual property industry.

To read more about International Trademark Association, scan this QR code or visit www.inta.org

ANAQUA®

NAVIGATING THE FUTURE
OF INTELLECTUAL PROPERTY WITH AI

RightHub from Anaqua is the first and only Intellectual Property Management System (IPMS) built from the ground up with AI, transforming how legal teams and IP professionals handle intellectual property by automating traditionally manual tasks like docketing, renewals, and brand protection. As Intellectual property (IP) evolves and AI reshapes the digital landscape, RightHub from Anaqua empowers professionals to manage complexity with confidence.

What are the biggest technical or operational limitations you currently face when applying AI in your IP workflows?

When we consider the limitations that are faced when applying AI within the IP industry, there are a few different things we must work with. The first is data fragmentation. IP data, because of its global usage, is fragmented across the worlds different patent offices and national registries, with inconsistent formats and uneven metadata. Harmonising it into a single, AI-ready layer is the core challenge.

We are also focussing on model reliability, with accuracy and hallucinations as key risks. Grounding the software in the right context with clear confidence signal and human-in-the-loop, remain core challenges for us to meet. This is critical in assisting in legacy integration. It is not just plugging into IPMS/docketing, it is fitting AI into legacy workflows and making AI and human collaboration intuitive, which is helping to convince a traditional industry that AI is the future for their workflows.

The final limitation we are working to better handle is compliance & privacy,

which is an area that is specifically important in the IP management space. Ensuring outputs are never trained on confidential client matter by default, is vital for the legal compliance of our users, but also to their success in managing their various patents and IP.

How do you measure or validate the impact of your AI-driven features from a user or business perspective?

At RightHub from Anaqua, it is crucial to us that we receive feedback from users, especially as we introduce new features such as AI-docketing. We do this through stringent human feedback loops, with validation from domain experts through structured review channels that are built into the product. We work actively on the feedback we receive and action, where possible, any error reports that we then use to feed our evaluation sets.

As well as receiving feedback from the people that use the software every day, we also make use of validation methods in-house. We test the system on curated, labelled examples and run side by side A/B trials against the current workflow to measure real gains, that we can then use to develop the AI before a user runs into the same problem. As part of this, and as part of trying to provide a product that benefits existing workflows, we also require human review for high-risk steps within these validation methods.

In your view, could self-regulation and voluntary AI declarations serve as a practical response to the current fragmentation of AI regulatory frameworks across jurisdictions?

In short, yes! Clear voluntary disclosures can serve as a practical bridge

while formal rules remain fragmented across industries and jurisdictions. The most useful commitments include transparent model and data provenance to reassure users that data is not being shared and publishing evaluation results on core IP tasks such as retrieval accuracy, hallucination rates and language coverage. We also include default client-data isolation, documented human-review points, audit logging and retention, incident reporting, and vendor and third-party risk controls. These measures improve comparability and trust across jurisdictions and should complement, not replace, statutory requirements and independent audits as regulation matures. We are constantly trying to find ways to make legacy workflows work with AI and instil confidence in our users, which we do with a long list of protections, checks and balances.

ROHIT SALUJA
Rohit Saluja, Head of AI
at RightHub from Anaqua

pulpou

AI IN IP: MOVING FROM DEFENSE TO STRATEGIC ADVANTAGE

Pulpou is a global platform that gives brands the clarity they need to protect their value and control how they show up in the market. The company helps organizations monitor unauthorized sellers, detect pricing violations, and uncover market distortions – turning fragmented data into actionable insights. Its proprietary technology equips legal, compliance, and marketing teams with rare visibility into how unauthorized commercialization unfolds, empowering them to act with precision not only to prevent loss, but to uncover commercial opportunities hidden in fragmented channels.

FROM TAKEDOWNS TO ROOT CAUSE: A SHIFT IN MINDSET

In the field of intellectual property, AI is often associated with speed and volume: scanning marketplaces, flagging listings, and scaling enforcement. But scale without strategy can lead to noise. Pulpou focuses instead on helping companies understand the why behind the data. Rather than relying on isolated alerts or mass takedowns, Pulpou's platform identifies the root causes of unauthorized commercialization, recurring seller behavior, regional patterns, and structural weaknesses in distribution. This shift from reactive enforcement to proactive analysis enables organizations to act with greater precision and context. Each AI-generated detection is fully traceable, with transparent logic and human oversight built in. This level of explainability has been critical in building trust, both in the technology and in the decisions it supports. For many clients, this has opened the door to broader action: not just removing harmful listings, but engaging more strategically with the sellers or dynamics behind them.

"eCommerce has redefined how brands compete, and exposed how easily they can lose control," says Paula Farina, Head of Global Brand and

Marketing at Pulpou. "What we're building isn't just a tool. It's the kind of infrastructure that will be increasingly essential for any brand aiming to scale in the next five years if they want to protect pricing, positioning, and long-term value."

EXPANDING COMMERCIAL IMPACT THROUGH SELLER TRANSFORMATION

Beyond enforcement, the removal of problematic sellers from the market has opened up unexpected commercial upside for many of Pulpou's clients. In several cases, companies

PAULA FARINA
Head of Global Brand
and Marketing

have not only cleared unauthorized listings, they've identified sellers with strong presence and demand who were operating informally, and converted them into official distributors or retail partners.

This shift has proven highly efficient: rather than acquiring entirely new sellers, brands are transforming existing ones who are already reaching their audience. The result is faster onboarding, expanded product offering, and significantly higher ROI. At the same time, official channels benefit from a cleaner environment. Authorized partners feel protected.

WHY IP NEEDS ITS OWN AI ETHICS FRAMEWORK

The use of AI in IP enforcement raises specific ethical questions that go beyond general regulatory guidance. While frameworks like the EU AI Act and OECD AI Principles have laid foundational principles around transparency, accountability, and risk, the IP and legaltech space requires more focused attention.

Key questions remain around what qualifies as actionable evidence in AI-driven systems, where human oversight should intervene, and how companies should balance efficiency with fairness. In the absence of clear standards, companies often operate within fragmented practices, exposing themselves to inconsistent outcomes and compliance uncertainty. A harmonized framework tailored to the realities of IP enforcement would not only support stronger governance, it would increase the legitimacy of AI-powered tools.

THE NEXT FRONTIER: MARKET FORESIGHT, NOT JUST ENFORCEMENT

While AI has traditionally been used in IP to identify infringements, organizations are beginning to harness it for broader strategic intelligence. Pulpou works with global brands using price tracking and behavioral detection not just to respond to violations, but to inform market positioning, detect channel instability, and anticipate threats across regions.

In one case, a leading health and nutrition company used the platform's localized price insights to adjust commercial strategies across multiple retailers. In another, a major marketplace integrated Pulpou's detection system into its own brand protection infrastructure.

These examples reflect a growing trend: companies are moving beyond enforcement alone. They are using AI to unlock real-time visibility into how their brand is presented, perceived, and sold, transforming complexity into clarity. Company contribution by Pulpou – insights provided by Paula Farina, Head of Global Brand and Marketing.

AI AND INTELLECTUAL PROPERTY:
RESPONSIBLE INNOVATION FOR A CHANGING LANDSCAPE
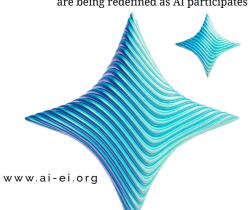
HADY M. KHAWAND
Founder & CEO, AÏP Genius

For many years, the IP landscape has been structured in a way that limits IP owners' direct access to their own information and requires navigating a maze of fragmented processes. While technology at IP offices has improved, the system often remains complex, costly, and inefficient.

At AÏP Genius, we are building an end-to-end solution that redefines how IP is managed - bringing together advisory, clearance, filing, prosecution, portfolio management, and enforcement into one seamless platform.

Powered by vertical AI and proprietary, jurisdiction-specific knowledge bases curated by IP experts, our mission is clear: to enhance, not replace, professional expertise, and to make IP services faster, clearer, and more accessible across borders.

NEW CHALLENGES IN THE AI ERA

The rise of AI has exposed some of the biggest challenges facing today's IP systems. Authorship and originality are being redefined as AI participates in the creation of works and inventions. Enforcement is more complex, with digital content spreading instantly and disputes crossing multiple jurisdictions. Meanwhile, the territorial nature of intellectual property rights clashes with the borderless reach of AI, leaving businesses navigating uncertain legal ground.

A RESPONSIBLE END-TO-END APPROACH

At AÏP Genius, we believe AI must be adopted responsibly and transparently across the entire IP lifecycle:

- Regulatory alignment: Our solutions are designed to comply with evolving frameworks like the EU AI Act.
- Expert-driven knowledge bases: Outputs are rooted in curated, jurisdiction-specific data, ensuring accuracy, explainability, and the guarantee that no copyrighted material is used unethically.
- Human-AI synergy: Every step of the workflow integrates

Human-in-the-Loop (HITL) oversight, empowering professionals with clarity and efficiency while maintaining accountability and trust.

This end-to-end model ensures that AI strengthens the system as a whole rather than adding another layer of complexity.

THE FUTURE OF IP IN AN AI-DRIVEN WORLD

Looking ahead, AI will reshape IP in three key ways:

- Registration systems will become faster and more efficient, reducing examination times from weeks to minutes.
- Enforcement will evolve into a proactive, global process, with AI detecting and addressing infringement in real time.
- New service models will unite advisory, filing, and monitoring in seamless ecosystems, enabling IP owners to manage their rights directly and efficiently.

In this transformation, human expertise will remain essential. The role of lawyers and IP professionals will shift toward strategy, creativity, and judgment, while AI handles the complexity and speed.

At AÏP Genius, our vision is to be the trusted backbone of this evolution—pioneering an ethical, transparent, and jurisdiction-specific platform that covers the full IP lifecycle, empowering both innovators and the professionals who protect them.

THE CCBE PRESIDENT ON NAVIGATING AI'S IMPACT

In today's interview, we are speaking with Thierry Wickers a member of the Bordeaux Bar. He was President (bâtonnier) of the Bordeaux Bar and has held various positions within the French Bar, including President of the National Council of Bars (2009-2011). He is the author of a book on the profession entitled "La grande transformation des avocats" (The Great Transformation of Lawyers) and one of the authors of "Règles de la profession d'avocat" (Rules of the Legal Profession), a reference work on ethical and professional rules. He is the current President of the CCBE (2025).

THIERRY WICKERS
President of the CCBE, Member of the Bordeaux Bar

Today, we explore with him how artificial intelligence is reshaping legal services, what challenges it poses for lawyers, and how professional bodies like the CCBE are responding to these rapid technological shifts.

Q: We understand you have a distinguished background in the legal profession and currently serve as President of the CCBE. Could you briefly share what led you to engage with the field of AI and digital transformation?

There is nothing more stimulating than change and innovation. I have always been interested in the impact of information technology on the legal profession and on client behaviour. A long time ago, I spent many hours coding and wrote management software for my firm. You can't use AI without mastering prompt writing. Writing structured prompts is just as exciting as computer coding.

Q: While the article reflects your personal perspective, not the official position of CCBE, could you briefly introduce CCBE to our readers?

Many of them are not lawyers and may not yet be familiar with its mission. To get to the heart of the matter, the CCBE is the voice of lawyers in Europe. Through its members, the national bar associations, the CCBE

represents more than one million lawyers in Europe. It is the interlocutor of the European institutions. It works to defend the role of lawyers and bar associations in a democratic society. It promotes the values of the rule of law, the independence of the judiciary, and access to justice. It was the CCBE that identified the need for a binding legal instrument to protect lawyers and their independence. The Council of Europe's Luxembourg Convention on the Protection of Lawyers is the result of the CCBE's efforts.

Q: How is artificial intelligence currently reshaping the landscape of professional services, such as legal, accounting, and consulting fields?

The first thing that will change is the customer's journey. Customers were already in the habit of looking for answers on the internet. Now, their reflex will be to submit their problems to AI. It is through dialogue with AI that they will become aware of the nature of their problem. They will also ask AI for advice on choosing the professional best suited to deal with the problem. The AI then gives the customer the opportunity to evaluate the quality of the professional's work, putting an end to the information asymmetry that characterizes the market for trust goods. Finally, it is clear that AI will lead to a reduction in the cost of all intellectual services, particularly legal services.

Q: What do you see as the most pressing challenges AI poses to lawyers? In your view, who holds responsibility when AI is deployed in legal work – the lawyer or the system? And should lawyers bill for AI-assisted work?

We must start with issues related to confidentiality and data protection. Lawyers have a duty to guarantee the confidentiality of the data entrusted to them by their clients. They must therefore ensure that the tools they use are compatible with confidentiality requirements. I would also like to emphasize the need for adequate training for lawyers, not only those entering the profession, but also all others. To use a well-known phrase,

AI may not make lawyers disappear, but it will certainly eliminate those who do not know how to use it. Another challenge is that of human supervision in the organization of law firms.

If the machine is more qualified than the lawyer, the latter is not able to judge the relevance of the AI's response. This is a situation that must be avoided at all costs. Obviously, law firms will also have to review their business model: if legal services take less time to deliver, their price should decrease. Of course, there may be a temptation to continue billing as if nothing has changed, without passing on the lower production costs to the client.

But firms that behave in this way will find it difficult to remain in the market once some of their competitors are able to offer equivalent services at lower prices.

Q: We heard the argument that AI tools used in the legal profession should be licensed or approved by national bar associations. What is your view on that?

Bar associations can indeed consider assisting lawyers by identifying tools that comply with ethical rules. However, there are other initiatives that bar associations must take. Firstly, bar associations have a duty to provide all lawyers with high-quality

training in the use of AI. They can also take initiatives to pool costs and enable lawyers to access artificial intelligence tools on affordable terms.

As I practice in France, I can cite the initiative taken by the Paris Bar Association in this area. It is also the role of bar associations, through the publication of ethical rules or guidelines for use, to draw lawyers' attention to the precautions they must take when choosing tools. The CCBE will soon publish guidelines for lawyers. I will conclude by mentioning another initiative by the French Bar Association.

It has decided to invest in a solution, Juripredis, which is obviously fully compliant with the ethical rules governing lawyers. It uses a European LLM (Mistral) and is also remarkably effective and offered at very attractive prices.

Q: Finally, do you believe AI will replace lawyers? If so, in which areas or functions?

I have already mentioned the fact that AI is shaking up the foundations of the relationship between lawyers and their clients by interfering in the process of choosing a lawyer or by allowing clients to assess the quality of a lawyer's services. Artificial intelligence will also challenge the current economic model of the profession. Lawyers' services are expensive,

which makes it difficult for many people to access the law and justice.

The use of AI should reduce the cost of legal services. The number of people who can afford to pay for a lawyer should increase. I do not believe that lawyers will disappear. However, I do believe that we will see the rules governing the legal services market being challenged. If all goes well, a new balance should be found, with services becoming less expensive and more accessible to a greater number of citizens, which should lead to progress in terms of access to the law and the rule of law.

Disclaimer. This article reflects the author's views and is not an official position of organizations such as the CCBE or the Bordeaux Bar.

> ❝
> *The use of AI should reduce the cost of legal services. The number of people who can afford to pay for a lawyer should increase.*
>
> *— Thierry Wickers, President of the CCBE, Member of the Bordeaux Bar*

Addressing AI Regulation Gaps and Security Risks

Dmytro Yasmanovych

Compliance Services Lead, Hacken

Regulating AI: Can Self-Governance Bridge the GRC Gap?

AI is evolving in a regulatory vacuum. The EU AI Act won't fully enforce high-risk rules until 2027, and most jurisdictions remain tentative. Frameworks like ISO 27001 or SOC 2 are valuable, but weren't built for AI risks such as data poisoning and prompt injection as described by my colleague next. The gap between today's regulation and AI's demands is widening.

The question is whether self-governance can credibly bridge this gap while addressing GRC challenges:

Governance: Who is accountable when AI fails?
Risk: How do we assess AI risks like bias or adversarial prompts?
Compliance: How do we prove controls work as models evolve?

The Path to AI Leadership

At Hacken, we propose a multi-layered control system as the core of self-governance. Traditional frameworks like ISO 27001 and SOC2 provide the foundation; AI-specific standards such as NIST AI RMF and ISO 42001 introduce lifecycle management and explainability; and voluntary transparency measures, from model cards to red-teaming reports, act as trust-builders.

To make these controls effective, organizations also need formal oversight, with an AI Compliance Officer treating datasets, training pipelines, and model releases as governance assets, as well as holistic risk mapping that documents AI-specific threats and links them to concrete controls.

External Frameworks as Anchors

Self-governance is strongest when it mirrors current regulatory requirements:

NIST AI RMF

offers a structured lifecycle (Govern → Map → Measure → Manage) that gives organizations both vocabulary and methodology for AI governance.

ISO/IEC 42001

the world's first certifiable AI governance system, embeds lifecycle and ethical considerations into auditable requirements.

The EU AI Act

sets the benchmark, introducing risk tiers, red-teaming, logging, transparency, and human-in-the-loop expectations.

Self-Govern Your AI, Smarter

Waiting for regulators is not a strategy. Self-governance can bridge the GRC gap by adopting standards early, documenting controls, and stress-testing against real risks. Yet few organizations can design effective AI governance alone. This is where Hacken adds unique value: we've helped clients navigate unregulated frontiers for eight years in blockchain security. Done right, compliance shifts from burden to advantage.

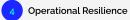## Hacken GRC AI Blueprint

1 Governance Foundation

- Expand existing ISO 27001 scopes to cover LLMs, datasets, and training pipelines.
- Define clear policies on data use, model explainability, and monitoring.

2 Risk Management & Controls

- Maintain threat models that explicitly cover prompt injection, poisoning, and bias.
- Implement compensating controls such as output validation, bias detection, and throttling.

3 Standards Alignment

- Adopt NIST AI RMF and ISO 42001 for structured governance.
- Map controls to anticipated EU AI Act requirements.

4 Operational Resilience

- Secure the MLOps pipeline with hardened endpoints, audit trails, and anomaly detection.
- Publish transparency artifacts like model cards or red-teaming reports.

5 Trust & Continuous Improvement

- Use ISO/SOC2 attestation to prove foundational security.
- Supplement with voluntary audits and third-party validation.

Stephen Ajayi

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AI in Web3: Risks, Controls, and the Road to Verifiable Outputs

AI Security Risks

AI is a force multiplier in Web3—for developers and hackers alike. Deepfakes, voice clones, and LLM-polished outreach amplify phishing, grant fraud, and DAO manipulation—human trust can now be faked in 4K. Prompt injection and agent hijacking let hostile inputs steer agents unless sandboxed with strict permissions. Oracles and data pipelines become high-value targets: poisoned inputs can shift on-chain outcomes without touching the chain. Supply chain risks —backdoored weights, swapped models, or stolen keys—can bias results or divert assets. AI also fuels MEV, front-running, and thin-liquidity manipulation, while the determinism gap persists: AI is stochastic, blockchains are not.

Web3 x AI in the Near Future

We move from impressive AI to provable AI. Off-chain oracles and coprocessors will return proofs: small models via zero-knowledge, heavier inference via trusted hardware or diverse committees. High-impact outputs should carry verifiable receipts before altering on-chain state.

Security economics follows. Restaking will scaffold decentralized AI services—scoring, inference, monitoring—run as opt-in "verifiable services" with slashing for misbehavior. Over time, expect on-chain SLAs: uptime, correctness, and response windows tied to model and dataset IDs.

AI as Core Infrastructure in Web3

AI is now the core Web3 infrastructure. It flags code risks faster than humans, guides auditors to critical logic, and powers monitoring and AML with graph analytics that surface illicit patterns in minutes. For oracles, AI cross-checks sources, scores confidence, and quarantines suspect signals before they hit contracts. In incidents, it clusters phishing domains and traces funds, turning noise into clear action. Developers gain speed with AI that drafts tests, refactors code, and highlights gas hot spots—guarded by CI and human review. The result: an evolving partnership where AI accelerates Web3 without losing accountability.

Decentralized AI

DeAI runs on decentralized infrastructure secured by Web3 primitives, shifting from "trust one provider" to auditable intelligence. Training stays off-chain, but results return on-chain only after verification—via zero-knowledge proofs, hardware attestations, or multi-party approvals.

Risks mirror broader AI security: poisoned data, tampered models, collusion, or over-permissioned agents. Effective controls treat AI systems as critical infrastructure: diversify providers, red-team before launch, enforce least-privilege with human checks, and maintain a transparent audit trail.

"AI and Web3 move faster than rulebooks, so trust must be engineered through continuous, verifiable security and self-governance."

In these pieces, Hacken experts outlined a path from box-ticking to proactive governance: closing the AI GRC gap through self-governance and securing the AI–Web3 stack with provable outputs, risk detection, and day-to-day controls.

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CEO & Co-Founder of Hacken

IMPACT OF ARTIFICIAL INTELLIGENCE APPLICATIONS ON SOCIETY

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Artificial intelligence (AI) technology has rapidly developed in recent years, transforming many aspects of modern life, from how businesses operate to how individuals interact with technology. AI encompasses a range of technologies designed to simulate human intelligence, including machine learning, natural language processing, and computer vision. As AI applications become prevalent in sectors such as healthcare, finance, and education, studying their social impacts is becoming increasingly important. This article will detail the social impacts of AI applications, exploring both the opportunities they present and the challenges faced.

POSITIVE SOCIAL IMPACTS OF ARTIFICIAL INTELLIGENCE

AI applications significantly contribute to improving quality of life. In healthcare, AI-supported diagnostic tools analyze medical images with very high accuracy, examining genomic data to provide early diagnoses and personalized treatment plans for patients. AI-powered chatbots in healthcare settings can alleviate the burden on providers by answering patient queries and enhancing patient satisfaction.

In education, AI technologies provide customized learning experiences designed to meet the specific needs of each student. By examining learning behaviors, these systems pinpoint areas where students face challenges and arrange educational resources accordingly to enhance overall learning results and create a more efficient and engaging learning experience. Furthermore, AI can streamline administrative duties, enabling teachers to focus more on instruction.

The business sector gains from enhanced efficiency and productivity thanks to AI. By automating routine tasks, employees can concentrate on more strategic efforts, while AI-enhanced data analytics allows for improved resource distribution and more streamlined operations. From increasing sales to optimizing sup ply chains, AI has a significant influence on businesses, playing a crucial role in overall economic growth. For instance, in the manufacturing sector, automation allows factories to produce more with less labor. Enhanced decision-making mechanisms through data analytics can also improve customer experience. In customer service, AI-driven chatbots and virtual assistants reduce response times and increase customer satisfaction. For example, AI that analyzes user behavior on e-commerce platforms can create personalized marketing strategies, boosting sales while providing customers with a more satisfying shopping experience. AI also significantly contributes to strengthening social connections. AI-supported translation services break down language barriers, promoting communication between different communities.

Within the realm of social media, AI algorithms produce content that both informs and engages users, while community-building applications leverage AI to link individuals with similar inter ests across geographical boundaries. Additionally, AI systems can bolster safety and security through crime prediction models, surveillance tools, and incident response strategies, contributing to lower crime rates and enhanced public safety.

NEGATIVE SOCIAL IMPACTS OF ARTIFICIAL INTELLIGENCE

Despite its benefits, the rise of AI has undeniable negative social effects. One of the primary concerns is job loss due to automation. As AI technologies become capable of performing tasks traditionally carried out by humans, many workers, especially in sectors like manufacturing, retail, and customer service, are facing job insecurity. The emergence of new job categories necessitates that individuals possess the required skills, which mandates reforms in educational systems. A report by McKinsey predicts that by 2030, automation could displace as many as 800 million jobs, potentially worsening economic inequality and leaving individuals who are unable to take part in retraining programs at a disadvantage.

Furthermore, biases within AI systems pose ethical issues related to discrimination. AI algorithms can adopt and exacerbate biases found in their training data, resulting in unjust treatment in areas such as hiring, law enforcement, and credit evaluations. For example, the use of facial recognition technology is troubling because it tends to be less accurate for individuals with darker skin tones, raising concerns about its use in policing and monitoring. These biases significantly impact marginalized communities and reinforce systemic inequalities.

Privacy concerns also play a significant role in discussions about AI applications. The widespread use of data collection practices raises critical questions about consent and the ethical use of personal information. Individuals may be unaware of the extent to which their data is tracked and analyzed, which can lead to privacy violations and potential misuse. The consequences of data breaches and cyberattacks pose additional risks, as personal information can be exploited by malicious actors. Although technologies like deepfakes have potential benefits in entertainment and other fields, its negative impacts present serious challenges that must be addressed through ethical considerations, regulation, and public awareness.

Additionally, overreliance on AI technologies poses psychological and societal risks. Increasing dependency on AI can diminish critical thinking skills in decision-making processes. For example, people might accept AI recommendations without questioning them, which diminishes the value of human judgment. Additionally, over-reliance on AI-assisted devices can lead to social isolation and mental health challenges related to increased screen time.

ETHICAL CONSIDERATIONS

The societal effects of AI bring with them ethical issues and the necessity for appropriate regulations. As these systems become more integrated into daily life, the need for developing fair and responsible artificial intelligence becomes critical. Ethical guidelines need to be developed to guarantee accountability and transparency in AI algorithms and decision-making processes. Developers and organizations that employ AI technologies should consider their broader societal implications and collaborate with interdisciplinary teams comprising ethicists, technology experts, and community representatives. Implementing frameworks that encourage fairness and mitigate biases is crucial. Conducting regular audits of AI systems to identify potential biases and discriminatory effects should be a standard practice. Additionally, enhancing public awareness of AI technologies and their functioning can empower individuals to make informed choices regarding their use and help foster trust in AI systems.

Recently gaining importance, Agentic AI refers to artificial intelligence systems designed to operate autonomously and make decisions or take actions toward specific goals. Unlike traditional AI, which largely relies on human input or operates under fixed parameters, agentic AI can dynamically adjust its behavior according to its environment and experiences. Such AI systems can be applied in various fields, including robotics, autonomous vehicles, and complex gaming systems. However, the ethical and security issues related to agentic AI become even more significant, as the ability to make independent decisions can lead to misdirections or unintended consequences.

SOCIAL CHANGE AND ADAPTATION

As AI technologies develop, society must adapt to the challenges and opportunities these technologies present. Education is crucial in equipping future generations with the necessary skills to thrive in an AI-focused environment. Curriculum reforms ought to emphasize critical thinking, digital literacy, and interdisciplinary education, equipping students to engage with AI in a responsible and effective manner.

Governments and policymakers need to take proactive steps to shape a future in which AI benefits everyone. This includes crafting regulations that encourage innovation while protecting the rights and welfare of citizens. Proposed policies may involve setting up ethical oversight boards, developing retraining programs for workers affected by automation, and providing incentives for organizations to prioritize equity in their AI applications.

Encouraging public dialogue and collaboration among stakeholders from government, industry, academia, and society can help create a more inclusive approach to AI development. By integrating diverse viewpoints into the decision-making process, we can devise solutions that reduce the negative social repercussions of AI while enhancing its positive impacts.

In conclusion, while artificial intelligence is poised to reshape the business world and offers transformative possibilities for society, it also brings significant challenges that must be addressed carefully. As we adopt AI in health, education, business, and other areas, it is essential to tackle the potential for job loss, bias, privacy concerns, and over-dependence. In the future, it will be crucial to adopt interactive, inclusive, and ethical approaches to balance the societal impacts of AI and integrate this technology sustainably.

GLOBAL APPROACHES TO AI REGULATION: A COMPARATIVE GUIDELINE

The rapid advancement of artificial intelligence (AI) is transforming society, the economy, and ethical frameworks, generating novel opportunities while simultaneously presenting potential challenges in the domains of security, privacy, and human rights. Regulation of AI is imperative to achieve a balance between innovation and the safeguarding of public interests, thereby ensuring the responsible deployment of technologies on a global scale.

INTERNATIONAL APPROACHES TO AI REGULATION

International organizations, such as the OECD and UNESCO, have formulated key recommendations that serve as the foundational framework for national approaches to AI regulation. The OECD updated its AI Principles in 2024, emphasizing values such as inclusive growth, transparency, and accountability, with the objective of providing adaptable guidance to member states. UNESCO, in its 2021 Recommendations on the Ethics of AI, underscores the importance of global collaboration to prevent regulatory fragmentation, incorporating ethical considerations into educational and technological strategies. These frameworks influence policies in the EU, the USA, and the United Kingdom, fostering the harmonization of standards within the context of international law.

AI REGULATION IN THE EUROPEAN UNION

The European Union has adopted the AI Act as the first comprehensive legislative instrument for AI regulation, classifying systems according to risk levels, namely unacceptable risk, high

risk, limited risk, and minimal risk.

Systems posing unacceptable risks, such as social scoring or manipulative practices, are prohibited effective from February 2025, whereas high-risk systems (in fields such as medicine, law enforcement, or education) are subject to stringent requirements concerning transparency, safety, and conformity assessment.

Key stakeholders, including providers, developers, and users, bear clearly defined obligations, with an emphasis on the protection of fundamental human rights in accordance with the EU Charter of Fundamental Rights.

In July 2025, the European Commission issued guidelines on General-Purpose AI models (GPAI), which entered into force in August 2025, enhancing transparency and accountability. This relatively stringent legislative approach positions the EU as a global leader in ethical AI regulation, albeit sparking debates regarding its potential to impede innovation.

AI REGULATION IN THE UNITED STATES

In the United States, AI regulation is predicated on America's AI Action Plan, issued by the White House in July 2025 under the Trump administration, which prioritizes market freedoms, the elimination of excessive regulations, and the export of technologies.

This plan replaced the prior Executive Order (EO) 14110 of President Biden's administration from October 2023, which focused on safety, ethics, privacy, and human rights protection, but was rescinded by President Trump in

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January 2025 due to its perceived role as a barrier to innovation.

The plan encompasses over 90 federal actions across three pillars: accelerating innovation, building AI infrastructure, and asserting global leadership, with an emphasis on collaboration with the private sector and the reduction of barriers to business.

Currently, America's AI Action Plan constitutes a strategic document that has not been fully implemented, necessitating ongoing monitoring of its execution and potential legislative amendments.

In contrast to the EU, the USA eschews a single comprehensive statute, favoring recommendations and executive orders, such as EO 14277 and 14278 from April 2025.

AIEI
AI ETHICS AND INTEGRITY
INTERNATIONAL ASSOCIATION

NAVIGATING THE NEXT FRONTIER:
AIEI LAUNCHES GLOBAL LEGAL COMMITTEE

The AI Ethics & Integrity International Association (AIEI) has formally established its new Legal Committee. This step is a direct evolution of the association's mission, moving from the articulation of ethical principles to their practical application in the legal and regulatory sphere. With AI increasingly reshaping industries and the legal profession itself—the committee provides a structured framework for responsible governance.

The committee's mission is to assist with the association's principles for responsible AI and to help organizations and governments align innovation with legal responsibility. Its work is guided by five key objectives:

• Supporting the creation and review of AI standards.
• Addressing professional responsibility and setting standards for AI use within the legal sector.
• Systematically monitoring AI regulation across key jurisdictions and analyzing legal risks.
• Fostering legal education and awareness through events and content.
• Providing legal guidance on AI compliance, including the production of authoritative opinion papers.

International interest in the committee is high, with membership applications received from 17 countries, including the United States, the European Union, the United Kingdom, India, and Turkey. This broad representation reflects the global nature of AI governance challenges.

The committee's structure is designed for both authority and inclusion. It is led by a Chair and up to two Vice-

Chairs. Membership is organized into two tiers:

1. **Full Members:** These are active AIEI members or representatives from official partner organizations. They have full participation and voting rights and are eligible to be elected for leadership roles. They can propose agenda items, be credited as authors of selected results, and attend all meetings.
2. **Associate Members:** These are volunteer experts who can join discussions and contribute to work streams. While they have no voting authority, they can propose agenda items, though their meeting attendance is by invitation only.

The committee has a clear and practical roadmap for 2025-2026. It plans to finalize its leadership and launch working streams in the coming quarter. Throughout 2025, the committee will begin systematically tracking country-level AI laws and regulations and will contribute to upcoming revisions of international AI ethical principles and standards. Looking ahead to 2026, it aims to continue updating its tracking of regulations and contribute to the AIEI's international AI ranking award.

By bringing together legal and technical experts from around the world, the AIEI Legal Committee is well-positioned to lead the global dialogue and provide the guidance necessary to ensure that artificial intelligence is developed and used responsibly. This is a crucial step in bridging the gap between rapidly advancing technology and the legal frameworks needed to govern it.

To read more about the
AIEI Legal Committee, scan
this QR code or visit
www.ai-ei.org/legal-committee

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If you're inspired by our work and want to join the
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