

## AI in Augmented Reality and Entertainment

Authored by Jennifer Maisel for ABA's Business Law Section  
Publication  
8.15.19

Associate Jennifer Maisel ("Jen") authored a chapter titled "AI in Augmented Reality and Entertainment" published in the American Bar Association (ABA) new book, *The Law of Artificial Intelligence and Smart Machines*. The book provides an in-depth examination of how artificial intelligence has evolved, how it will affect the legal profession, and how the law will be reformed to meet the new realities created by AI. Beginning with a history of AI to exploring the special legal problems such as intellectual property development and labor replacement, this guide discusses risks imposed by artificial intelligence and how to effectively mitigate those risks.

Jen's article on AI in augmented reality and entertainment explores the legal areas of potential interest and regulation as AI-powered tools continue to proliferate in the entertainment services industry, including copyright and right of publicity, invasion of privacy, defamation, breach of contract and virtual torts. The chapter also discusses limitations on liability, including First Amendment defenses, terms of use agreements, and the safe harbor under 47 U.S.C. § 230.

The book is edited by Ted Claypoole of Womble Bond Dickinson. Jen and Ted conducted a related webinar sponsored by the ABA Business Law Section Cyberspace Law Committee entitled, *What US Lawyers Should Know About Artificial Intelligence*. You can hear a clip of Jen from the webinar, discussing the Securities and Exchange Commission's (SEC) use of unsupervised machine learning, by clicking [here](#).

"

### Key Contact

Jennifer B. Maisel

### Technologies

Artificial Intelligence (AI) & Machine Learning (ML)