

# Howard Hogan Discusses AI-Generated Deepfakes with Managing IP

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Managing IP

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[\*Managing IP\*](#) (subscription required) recently interviewed partner Howard Hogan, chair of our Consumer and Retail Practice Group, about AI-generated deepfakes. He said that striking the right balance between innovation and protection is key to resolving legal issues surrounding deepfakes. “It will be a combination of litigation and lawmaking that ultimately wins the day,” Howard said. Howard noted that there is “a real hunger for more legislative guidance in this space” and that the U.S. does not have “the same kind of legal protection, for example, that fashion designs in France or the EU have.”

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[Howard S. Hogan](#)

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