

## INFORMATIONWEEK QUOTES GEOFFREY LOTTENBERG IN, "IS SYNTHETIC DATA THE FUTURE OF AI MODEL TRAINING?"

**As AI models require more and more information, synthetic data might be the answer. But users have both benefits and risks to consider.**

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"If we start with the notion that synthetic data is created by a machine, then the idea of training a secondary AI system with synthetic data, the implication is that would not violate anyone's particular copyright or other IP rights," says Geoffrey Lottenberg, partner and lead of intellectual property and technology group at business law firm Berger Singerman.

### **Related Team Member(s)**

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Geoffrey Lottenberg