



The Intersection of Copyrighting and AI

June 2025

Welcome to your June 2025 edition of the Carr & Ferrell newsletter. This month, we explore the evolving landscape of intellectual property at the intersection of AI, technology, and creativity. Whether you're a startup founder, legal professional, or simply IP-curious, we've curated the latest headlines, legal tips, and firm updates to keep you informed and empowered.

In the News

White House Fires Copyright Office Director Over AI Policy Clash

Shira Perlmutter, former U.S. Copyright Office director, was dismissed following a dispute with the White House over how AI-generated works should be regulated. Her cautious stance on AI copyrightability clashed with the administration's push for broader protections of AI-assisted content. The move signals intensifying debate around ownership in the age of artificial intelligence.

[Read more.](#)

Why AI Can't Replace Creative Intent in Marketing

Even the most advanced AI lacks the intuitive, emotional, and strategic insight that human creatives bring to the table. This article explores why marketing still relies heavily on human originality—despite the rise of generative tools. The conclusion? Creative intent is irreplaceable.

[Read more.](#)

USPTO Launches New Identity Verification

The USPTO has rolled out a streamlined, secure verification process to make access to patent services faster and more reliable. This tech-forward update simplifies how users prove their identity when filing or managing patent applications. It's a significant step toward modernizing the patent system.

[Read more.](#)

AI in Manufacturing: Who Owns the Formula?

From pharmaceuticals to personal care, AI is revolutionizing how products are formulated and refined. But when a machine contributes to an invention, the question of intellectual property becomes complex. Who really owns the rights—the developer, the AI, or the company?

[Read more.](#)

U.S. Copyright Office Clarifies AI Copyrightability

The Copyright Office confirms that AI-generated content lacking substantial human input is not eligible for protection. However, when humans provide meaningful creative direction, AI-assisted works can qualify. It's a strong statement reinforcing the primacy of human authorship in the IP landscape.

[Read more.](#)

“Do It on AI” Claims Are Abstract Ideas

A recent Patently-O analysis highlights a ruling where AI-based claims were found to be too abstract for patent protection. The decision reiterates the USPTO's caution around granting patents for vaguely defined or algorithmic processes. It's a timely reminder that AI applications still require specific, tangible utility to qualify.

[Read more.](#)

AI, Art, and Copyright: The Human Element Matters

As creative professionals embrace AI, questions about authorship and copyright arise. This piece from the Library of Congress argues that human judgment, editing, and conceptual input are still essential for copyrightability. AI may assist, but the human mind is still the recognized creator in the eyes of the law.

[Read more.](#)

Your Legal Questions Answered

Q: Can you use photos instead of drawings in a provisional patent application?

Photos can sometimes be used in place of drawings. [Learn more >](#)

Q: Can you join the USPTO Pro Bono program if you live outside the U.S.?

The USPTO Pro Bono program is designed to help U.S.-based inventors gain access to legal support. [Learn more >](#)

Q: How do I revive a dead patent after missing a maintenance fee for seven years?

Missing a fee can cause your patent to lapse, but you may still have options depending on how long it's been and why it was missed. [Learn more >](#)

Q: Can I protect two inventions in one patent application?

If your idea includes multiple inventions, it may seem convenient to file once—but is that allowed? [Learn more >](#)

Do you have a question that needs answering?

[Send us your query](#) and we will include the answer in a future newsletter.

From the Desk of John Ferrell



What to Do When You Have Shared Too Much with Your AI Chatbot.

John Ferrell, Esq. breaks down the risks of oversharing your private or confidential information with AI systems.



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