

INTELLECTUAL PROPERTY IN THE AGE OF AI

Navigating Opportunities and Risks



Course Overview

Are your AI generated assets fully protected under current IP laws?

Are your AI generated assets protected, do you understand the legal risks of AI tools, and are you ready to secure ownership in an AI driven market. This program equips professionals with clear, practical guidance on how AI changes the rules of Intellectual Property.

Participants explore copyright, patents, trade secrets, data use, authorship, ownership and liability issues that emerge when AI supports or creates work. With real examples and structured frameworks, the course shows how to manage risks and protect innovations responsibly. It offers a balanced view of opportunity and compliance, helping organizations act with confidence in the evolving digital space.

Learning Outcomes

- Understand how AI disrupts traditional IP concepts
- Identify IP rights in AI outputs
- Manage copyright, patent and trade secret risks
- Address ownership and authorship challenges
- Apply practical safeguards to protect AI innovations

Who Should Attend?

- Business owners and senior management
- Start-ups and scale-ups leveraging AI tools
- In-house legal, compliance and risk teams
- Developers and R&D teams
- Content creators and digital platform operators
- Professionals involved in data, software and automation

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1 Day Program

09:00 AM - Introduction and Ice Breaking

09:15 AM - Module 1: Introduction to Intellectual Property

- What is IP
- Business Value: Why IP is critical for business growth and asset valuation

10:30 AM - Morning Break

10:45 AM - Module 2: Introduction - AI and the Changing IP Landscape

- Copyright fundamentals applied to AI outputs
- Ownership of AI generated content
- Human authorship vs machine creation
- Use of copyrighted materials in AI training
- Risks of infringement in generative AI tools

12:00 PM - Lunch Break

01:00 PM - Module 3: Patents, Algorithms and AI Innovations

- Patentability of AI related inventions
- Inventorship challenges in AI assisted inventions
- Protecting algorithms, models and technical processes
- Disclosure risks and novelty concerns

02:00 PM - Module 4: Trade Secrets, Data and Confidential Information

- Data as a strategic asset in AI systems
- Protecting training data, models and outputs
- Managing confidential information in AI deployment
- Internal governance and access control measures

03:30 PM - Afternoon Break

03:45 PM - Module 5: Legal Risks, Liability and Compliance in AI Use

- Liability for infringing AI outputs
- Risks arising from third party AI platforms
- Contractual considerations when using or deploying AI
- Managing reputational and regulatory exposure

04:30 PM - Module 6: Practical Workshop

- AI and IP Risk Management Toolkit

05:00 PM - End of training



Azarith Sofia Aziz

Snapshot

- Registered Patent Agent
- Registered Trademark Agent
- Registered Industrial Design Agent
- HRDCorp Accredited Trainer
- Member, Malaysian Intellectual Property Association (MIPA)
- Master of Intellectual Property (MIP)
- Advocate & Solicitor of the High Court of Malaya

Professional Background

Azarith Sofia graduated from Universiti Teknologi MARA (UiTM) with a Bachelor of Legal Studies (Hons) in 2014, followed by a Bachelor of Laws (LL.B) (Hons) in 2015. She later obtained her Master of Intellectual Property (MIP) from Universiti Kebangsaan Malaysia (UKM) in 2018.

She completed her pupillage at Messrs. Raja, Darryl & Loh, where she gained early exposure to litigation, trial preparation, corporate due diligence, and trademark prosecution work. She was admitted as an Advocate & Solicitor of the High Court of Malaya in 2016.

In 2017, Azarith joined Messrs. Azmi & Associates as an Associate in the Multimedia, Technology and Intellectual Property Practice Group. Over the years, she held various positions and was ultimately promoted to Partner in 2024. During her tenure, she was honorably mentioned by Legal 500, with the editorial commentary recognizing her as “a key contact for cases at the intersection of media, IT, and IP.”

She also contributed significantly to the firm’s industry recognition, including:

- Technology, Media and Telecommunications Law Firm of the Year
- ALB Malaysia Law Awards 2024
- Ranked in Intellectual Property
- ALB Asia IP Rankings 2025

With nearly a decade of experience, Azarith advises clients across a broad spectrum of Intellectual Property (IP) and Technology, Media & Telecommunications (TMT) matters. Her passion for the field—combined with her ability to work both independently and collaboratively, strong communication skills, and adaptability in fast-moving environments—has fueled her professional growth and allowed her to build wide-ranging expertise within a relatively short span of practice.

Expertise

A. Intellectual Property (IP):

- Advising on the protection of intellectual property domestically and internationally, and managing intellectual property portfolios.
- Drafting, negotiating and advising on IP licensing agreements, including technology transfer agreements.
- Advising on strategies for the commercialization of IP assets.
- Preparing and issuing cease and desist letters to protect IP rights and prevent unauthorized use.
- Conducting comprehensive audits of a client's IP assets.
- Conducting IP due diligence in mergers, acquisitions and other transactions.
- Drafting and negotiating agreements for the assignment and transfer of IP rights, including sales and mergers.
- Advising on the IP aspects of joint ventures and collaborations, including ownership, use and commercialization of jointly developed IP.

B. Technology, Media and Telecommunications (TMT)

- Legal advisory services on:
 - Technology & Software Licensing, Digital Transformation, SaaS, Cloud Services, Hardware Supply, Maintenance Services and Outsourcing
 - E-commerce platforms, digital payments and online services
 - Terms and conditions, privacy policies and user agreement for online platforms and digital services
 - Telecommunications (network infrastructure, interconnection and service level agreements (SLAs).)
 - Media & Content Protection (Licensing, Broadcasting, Film Production, Printing, Publication, Talent Management)
 - Data Privacy & Cybersecurity
 - Emerging Technology Legal Advisory (AI, Blockchain, Fintech, NFTs)

Publications & Speaking Engagements



Azarith has written and co-authored numerous articles published across both local and international platforms, including the Global Intellectual Property Convention, Asian-MENA Counsel In-House Community, Global Legal Group, Mondaq, Conventus, Legal 500, HG.org Leading Lawyers, and the American Malaysian Chamber of Commerce (AMCHAM).

Based on Mondaq readership analytics, she ranks among the Top 20% of authors globally for her listed topics and industry categories, and is recognized as “Very Popular” in Malaysia. Her co-authored article, “Overview on the Appointment of Personal Data Protection Officer under the Personal Data Protection Act 2010,” received the Thought Leader – Autumn 2025 Award from Mondaq.

Azarith is also a frequent speaker at conferences, seminars, and webinars on intellectual property, technology, and commercial law. As an HRD Corp Accredited Trainer, she delivers structured and impactful training programmes for corporate and institutional audiences.

Her past speaking and training engagements include sessions for:

- DRB-HICOM Group
- Johor Corporation (JCORP)
- PROTON Group
- Malaysian Industrial Development Finance Berhad (MIDF)
- UMW Group
- Majlis Amanah Rakyat (MARA)
- Perbadanan Kemajuan Negeri Selangor (PKNS)
- Universiti Putra Malaysia (UPM)
- Universiti Teknologi Malaysia (UTM)
- Universiti Sains Islam Malaysia (USIM)
- Universiti Teknologi MARA (UiTM)

Clients who benefited from Azarith's training



List of Training / Speaking Engagements



- Invited as chairperson for “Malaysia Property Law Conference 2025: Navigating Change in Property Law in the Era of Economic Uncertainties, Market Shifts and Legal Responses” organised by Comfori on 23-24 October 2024.
- Invited as spekaers for “Law Meets Tech: Ensuring Compliance in the age of Digital and AI-Driven Workplaces” webinar organised by Johor Corporation (JCORP) on 21 August 2025.
- Invited as speaker for “Intellectual Property: Masterclass” organised by KL Business & Legal Institute (KLBLI) on 16 June 2025.
- Invited as chairperson for “Women in Leadership Conference 2025” organized by Comfori on 16 April 2025 and 17 April 2025.
- Invited as speaker for a talk session on “Structuring, Protecting & Growing Your Startup” organized by Qiub on 25 February 2025.
- Invited as speakers for “Azmilaw Knowledge Sharing Session – Introduction to Intellectual Property & Trademark” for UEM Sunrise Berhad on 20 February 2025.
- Invited as speakers for “Mastering Intellectual Property Innovation and Commercialization” on 25 November 2024.
- Invited as speaker for “Malaysia Property Law Conference 2024: Advancing Thought Leadership in Property Law” organized by Comfori on 23-24 October 2024.
- Invited as speaker for a seminar on “Intellectual Property Protection in Biotechnology” for Universiti Malaya on 20 August 2024.
- Invited as speaker for “Intellectual Property: Masterclass” organised by KL Business & Legal Institute (KLBLI) on 29 April 2024.
- Invited as speaker for a talk session on “Copycat? No. Copyright, Yes!” for Universiti Teknologi MARA (UiTM) Puncak Alam’s Final Year Graphic Design Showcase 2024 – Beyond by Bold on 11 February 2024.
- Invited as speaker for a legal career talk on ‘Exploring Copyright Litigation & Arbitration: A Comprehensive Overview’ for AIKOL Legal Career Fair 2023 at International Islamic University Malaysia (IIUM) on 26 October 2023.
- Invited as speakers for a webinar on ‘Making the Most Out of IP - Introduction to IP commercialization’ for Malaysian Industrial Development Finance Berhad (MIDF) on 24 October 2023.
- Invited as speakers for a webinar on ‘Deep Dive – Introduction to Research & Development (R&D) of Products’ for Malaysian Industrial Development Finance Berhad (MIDF) on 5 October 2023.
- Invited as speakers for a webinar on ‘Bird’s Eye View - Introduction to Intellectual Property (IP)’ for Malaysian Industrial Development Finance Berhad (MIDF) on 13 September 2023.

List of Training / Speaking Engagements

- Invited as speaker for 'Webinar: Research & Commercialisation Agreement' for Universiti Teknologi Malaysia (UTM) on 7 September 2023.
- Invited as speaker for a webinar on 'Ethics in Intellectual Property (IP) Filing' for Universiti Teknologi Malaysia (UTM) on 30 August 2023.
- Invited as speaker for a webinar on 'Copyright on Tiktok: Are Content Creators Being Protected?' for Intellectual Property and Technology Law Students' Association (IPTLSA) on 31 March 2023.
- Invited as speaker for a webinar on 'Trademark & Brand Protection Strategies – What You Need to Know' for DRB-HICOM BERHAD's Group of Companies on 29 October 2022.
- Invited as speaker for a 'Webinar on Research & Commercialization Agreement' for Universiti Teknologi Malaysia (UTM) on 10 October 2022.
- Invited as speaker for a seminar on 'Intellectual Property Rights: Relationship Between Academician And Student' for Universiti Malaya (UM) on 26 July 2022.
- Invited as speaker for a 'Briefing On Intellectual Property Guidelines' for UMW Group on 30 June 2022.
- Invited as speakers for a 'Webinar Harta Intelek' organised by Proton to the legal, business and R&D personnel of Proton Group on 31 March 2022.
- Invited as speaker for a 'Webinar on Research & Commercialization Agreement' for Universiti Teknologi Malaysia (UTM) on 27 January 2022.
- Invited as speakers for a 'Legal Seminar on Intellectual Property & Intellectual Property Laws in Malaysia' organized by the Legal Affairs Department of DRB-HICOM Berhad to the legal and key personnel of DRB-HICOM Group of Companies on 25 November 2021.
- Invited as speakers for a 'Webinar Harta Intelek' organised by Legal Department of Universiti Sains Islam Malaysia (USIM) on 8 September 2021, 15 September 2021 and 22 September 2021.
- Invited as speakers for a 'Kursus Pentabiran Kontrak Sistem Teknologi Maklumat (Kajian Kes bagi Perjanjian Sistem ERP & TCMS MARA)' for Majlis Amanah Rakyat (MARA) on 7 September 2021.
- Invited as speakers for a 'Klinik Perundangan 02/2020 - Copyright & Trademark, Things You Should Know' for Perbadanan Kemajuan Negeri Selangor (PKNS) on 1 July 2020.
- Invited as speakers for a 'UiTMLaw Webinar Series with the Industry – Patent Commercialisation Through Joint Venture (JV) Company: A Case Study' on 12 June 2020.
- Invited as speakers for a 'Bengkel Struktur Baharu Pelesenan Harta Intelek UPM' for Universiti Putra Malaysia (UPM), during a half day workshop on 23 January 2020.
- Invited as speakers for a 'Seminar on Information Technology Agreement' for Universiti Sains Islam Malaysia (USIM) on 4 November 2019.
- Invited as speakers for a 'Seminar Mengenai Perjanjian Teknologi Maklumat' for Universiti Putra Malaysia (UPM) on 27 March 2019.
- Invited as speakers for a 'Legal Talk - Introduction to Intellectual Property Rights in Malaysia' for Perbadanan Kemajuan Negeri Selangor (PKNS) on 23 November 2018.
- Invited as speakers for a 'General introduction to Intellectual Property Rights in Malaysia and intellectual property dealings in research and publication' for Universiti Sains Islam Malaysia (USIM) on 20 September 2018.
- Invited as speakers for a 'Kursus Pengurusan Kontrak ICT MARA' for Majlis Amanah Rakyat (MARA) on 21 and 22 November 2018.
- Invited as speaker for a seminar on 'Introduction to Intellectual Property Rights in Malaysia and Intellectual Property Valuation' for Universiti Putra Malaysia (UPM) on 1 March 2018.