

David Kim Details Ways for Safeguarding Personal Identity in the AI Age in *New York Law Journal*

In the News

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Stinson LLP Partner [David S. Kim](#) authored an article for the *New York Law Journal*, "Beyond Scarlett: Safeguarding Personal Identity in the AI Age."

Kim examines the challenges generative artificial intelligence (genAI) poses to individual rights and explores the legal complexities arising from artificial intelligence platforms' ability to produce hyper-realistic images, videos and audio that closely mimic an individual's affectations. He examines a case involving the exploitation of actress Scarlett Johansson's voice to highlight the need for clearer legal protections in the safeguarding of personality rights in the digital age.

Kim emphasizes the need for proactive measures in response to the rapid advancements, and as legislative efforts continue, he says it is necessary to find a balanced approach to adequately address these emerging issues.

"The ease of creating convincing digital replicas raises complex questions about identity, consent and personal rights in the digital age," he writes. "As technology continues to advance, it is crucial for businesses and individuals to keep up with the developments in privacy and publicity laws, as well as advancements in genAI technology, and take appropriate measures to protect personality rights in this rapidly shifting legal landscape."

Kim leverages his deep experience in intellectual property and technology law to advise clients across various industries on litigation and business matters. With an entrepreneurial flair and a background in systems engineering and e-commerce, he thrives on guiding clients through complex legal issues, identifying business opportunities and protecting their intellectual property.

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