The programming team in company are the main contributor to the text-to-image software. I feel like the labor should be fairly compensated by fair amount of cash payed to them if person or group want to buy the image. There should be intellectual property protection on those company whom created these images.

From the textbook, it stated that paying the programming team for their efforts, it will increase the purchasing in the digital-art which as more money flows in, more software will be produced. As a hole, the new software invented can benefit the society. In other words, the more the new software are, the better quality and options people can choose.

By applying Rule Utilitarianism, indicated that it is a valid statement: “Extending intellectual property rights to AI-generated art would produce better AI and better art.” Because there is a IP protection on these AI-generated art, the programming team tends to produce more and better AI and art because they have earnings on it which will motivates them to work hard. Besides that, I believe the protection is also very useful in preventing other company to copied the art. There will be less chaos if the protection is activated, and the market tends to be more fair between these companies.