AI & Partners
Amsterdam - London - Singapore

Guide on Gen AI Governance and Ethics (ASEAN)

The US Patent and Trademark releases describes the challenges and goals its navigating towards using the full potential of AI for agency operations.

What are four unique Gen AI risks?
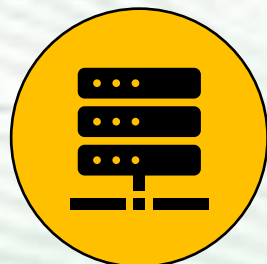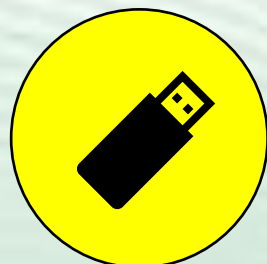See **Slide 2** for details.
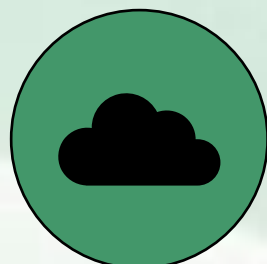
Four unique Gen AI risks:

Gen AI systems can make highly coherent and persuasive mistakes.

Gen AI systems can amplify false or misleading information.

Gen AI can create realistic content like deepfakes and phishing emails.

Gen AI systems may lead to legal issues if copyrighted works are used as training data without permission.

AI & Partners
Amsterdam - London - Singapore

Mistakes and human-traits

Inaccurate responses

Deepfakes, and malicious activity

infringement of IP rights

Delivering AI for Good:

- **Creating an inventory of Gen AI use cases**. Firms can create an inventory of responsible Gen AI use cases by highlighting instances in which employees, business units, and stakeholders are using Gen AI in an exemplary way.

- **Promoting awareness and education on Gen AI.** Firms can serve as the vehicle for educational measures on Gen AI that promote awareness and skill development, such as by launching enterprise-wide campaigns.

How can firms address Generative AI risks?
Check the research report for more details.