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Assignment Part 1B

MelodyMind Executive Strategy Brief

Confidentiality Disclaimer

Please note: My actual strategic innovation is confidential and cannot be disclosed in this assignment. It is intended to be shared only in a secure, encrypted, person-to-person setting with authorized University officials. This assignment is not the appropriate forum for that level of protected detail, especially if submissions are stored or transmitted via third-party platforms. Therefore, for the purpose of this case study and strategic demonstration, I will refer instead to a placeholder research brand that I personally operate: Dream-Single.net. This site is not under legal protection as intellectual property but serves as a public-facing research tool for digital platform studies. All strategic recommendations herein reflect that substitution.

Executive Strategy Brief

MelodyMind's leadership faces a critical juncture in shaping how the company leverages AI while remaining compliant with evolving intellectual property (IP) laws. The company's recent shift toward human-AI hybrid creation models is a positive step. However, to mitigate risk and preserve brand trust, a sharper legal and operational strategy is required. Using my own public research project, Dream-Single.net, as a stand-in example, this brief outlines recommended approaches.

1. Legal Risk Mitigation Strategy

MelodyMind should implement a dual-tiered IP review process for all AI-generated works involving human input. First, file copyright registrations for hybrid outputs where human authorship is clear. Second, create internal disclosure checklists for all datasets used in AI training to ensure compliance with fair use and licensing rules. Joining coalitions like the AI IP Alliance can help influence evolving legislation while shielding the company from isolated legal exposure.

2. Product Development Aligned with IP Protection

Product workflows should retain human-in-the-loop auditing and maintain a visual/audio revision history. This documentation not only strengthens legal claims to authorship but also appeals to users who value authenticity. Additionally, ensure that new tools built for creators include embedded licensing prompts and auto-attribution mechanisms. These features should respect cultural source data, especially from Indigenous or marginalized creators.

3. Data Acquisition and Licensing Framework

All data sources used for AI model training should meet a clear 'chain-of-title' threshold, meaning the origin, consent, and rights must be traceable. A smart contract layer could enforce automated royalty payments to original creators. Partnering with blockchain licensing platforms will improve transparency and build trust. In the context of Dream-Single.net, I treat data contributors as participants, not products—this same principle can guide MelodyMind's licensing ethics at scale.