Artificial Intelligence and Intellectual Property Valuation: Legal Challenges, Commercial Exploitation, and Economic Growth

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Abstract

Artificial Intelligence (AI) is transforming the creation, management, and commercialisation of intellectual property (IP), challenging conventional approaches to IP valuation and protection. As AI-generated innovations and creative works become increasingly prevalent, existing legal frameworks struggle to determine ownership, assess economic value, and regulate commercial exploitation. This study examines the evolving relationship between AI and intellectual property valuation, with a particular focus on the legal, commercial, and economic implications of AI-driven innovation. The research adopts a qualitative doctrinal methodology, supported by a comparative analysis of statutory provisions, judicial developments, policy documents, and international best practices relating to intellectual property and artificial intelligence. It critically evaluates the adequacy of existing IP laws in addressing valuation challenges arising from AI-generated assets and explores emerging models for licensing, commercialisation, and technology transfer. The study finds that traditional valuation methods are increasingly inadequate for AI-generated intellectual assets due to uncertainties surrounding ownership, inventorship, originality, and market assessment. It further highlights that inconsistent legal standards across jurisdictions create barriers to investment, innovation, and cross-border commercialisation. The research argues that a balanced legal framework, incorporating transparent valuation principles and adaptive regulatory mechanisms, is essential to unlock the economic potential of AI-driven intellectual property. By bridging the gap between legal doctrine and commercial practice, this study contributes to ongoing discussions on strengthening IP governance in the digital economy. Its findings offer practical insights for policymakers, legal practitioners, researchers, and businesses seeking to promote innovation while ensuring effective protection and sustainable commercialisation of intellectual property in the AI era.

Keywords

Artificial Intelligence, Commercial Exploitation, Digital Innovation, Economic Impact, Intellectual Property Valuation.