

New York Sun: How To Protect the Property-Right in One's Own Voice

In “How To Protect The Property-Right in One's Own Voice” (The New York Sun, October 23, 2024), Steve Cohen, partner at Pollock Cohen LLP, discusses the legal challenges of AI-driven voice cloning and the [class action lawsuit](#) filed by Pollock Cohen on behalf of lead plaintiffs Paul Skye Lehrman and Linnea Sage against LOVO AI.

In the article, Steve Cohen explains that LOVO AI used the actors' voices without permission to train its text-to-speech software, later selling those cloned voices for various projects. He also discusses the No Fakes Act, a bipartisan legislative proposal designed to safeguard individuals' voice and likeness rights from unauthorized digital replication. Cohen remarks, “instead of allowing AI to run amok now — and later play whack-a-mole reining them in — Congress could pass the No Fakes Act.”

To read the full article, click on the link below (a subscription may be required).

[How To Protect the Property-Right in One's Own Voice | New York Sun](#)