

RECONCEPTUALIZING INTELLECTUAL PROPERTY IN AI-GENERATED CONTENT WITH ETHICAL AND LEGAL IMPLICATIONS FOR MALAYSIAN DESIGNERS

WARDI, R. H.^{1*} – KHALID, K.² – ANWAR, R.¹ – NASER, F. L.¹

¹ *College of Creative Arts, Universiti Teknologi MARA (UiTM), Selangor, Malaysia.*

² *College of Engineering, Universiti Teknologi MARA (UiTM) Pahang Branch, Pahang, Malaysia.*

**Corresponding author
e-mail: rainzwar[at]uitm.edu.my*

(Received 04th May 2025; revised 08th August 2025; accepted 16th August 2025)

Abstract. Artificial intelligence (AI) in the creation of audio, video, and visual (AVV) content is a risk to conventional ideas of authorship and ownership in intellectual property (IP) law. This report discusses the legal and ethical implications of AI work on Malaysian designers, highlighting gaps in current IP laws that are still human-centered and inadequate for regulating AI creativity. Taking a mixed-methods research approach (to include an analysis of legal documents, interviews with experts, and surveys of the stakeholders), the research has identified the presence of high uncertainty levels related to the right to authorship, consent to use data, and moral responsibility. To implement the policy change, considering the Utilitarian Theory of Intellectual Property, the AI Ethics, and the Compliance Theory, we propose the following conceptual framework that must lead to the reformulation of the policy with the introduction of the elements of bioethics and virtue ethics to create transparent and fair attribution systems. The findings underscore the need for a Malaysian IP system, and more specifically, for the Malaysian Intellectual Property Organization (MyIPO) to adopt AI-sensitive regulations and codes of conduct. It has been proposed to design systems of content authentication, universal ethical guidelines, and inter-agency collaborations, both to protect innovation and the rights of the creators. This paper provides a step-by-step roadmap for transforming IP governance in Malaysia, offering a way to achieve a balance between technological innovations, legal certainty, and cultural understanding in AI-based creative industries.

Keywords: *AI-generated content, intellectual property rights, ethical governance in AI, MyIPO regulatory framework, authorship and ownership in AI*

Introduction

Implementing AI in audio, video, and visual (AVV) content production has integrated technology into the field, providing new avenues for growth while presenting new challenges. The creation of AI-generated art has shifted how we perceive authorship and originality, raising global concerns for Intellectual Property (Cebi et al., 2023). Highly sophisticated AI capable of creating high-end AVV content independently brings forth extensive debates regarding the protection of copyrights and the ethics of their designers (Nyaboke, 2024). Malaysia must develop a comprehensive legal framework to clarify ownership rights, authorship claims, and copyright protection for AI-generated audio, video, and visual (AVV) content, as global discussions about IP rights and AI-generated content continue to expand. Copyright and public domain rules are insufficient to address workflow generated by artificial intelligence, since they keep focusing on human authors. A monitoring system, resolution methods, and compliance enforcement protocols do not yet exist for AI-generated content. The creative industries of Malaysia need further investigation into AI ethics because designers, policymakers,

and legal professionals lack proper guidance to balance innovation against creator rights while addressing bias, cultural sensitivity, and training dataset usage. In Malaysia, there is still a lack of a legal framework that governs AI content, which results in unclear regulations. The Malaysian Intellectual Property Corporation (MyIPO) manages all public notifications pertinent to these developments. Current IP laws are directed toward protecting human authors while not effectively managing existing gaps (Jing-Jing et al., 2023). This calls for urgent reforms in Malaysia's IP law enforcement and the establishment of ethical frameworks that guard the rights of creative individuals while fostering industry innovation. Malaysia faces challenges in its IP legal frameworks because they fail to address AI-generated AVV content appropriately. The human-based foundation of traditional copyright law creates confusion about AI work exclusivity since copyright remains unestablished for AI-generated content. AI content generation tools utilizing existing datasets trigger ethical complications that violate data privacy rules, affect the material's valid use, and breach consent rights (Hu, 2023). Designers' use of AI remains challenging because they must handle legal and ethical uncertainties that lack clear definitions of their obligations or rights (Mahingoda, 2024). Worldwide bodies like the European Union and the World Intellectual Property Organization (WIPO) have built policy reforms to handle these matters. Still, Malaysia remains without complete methods to regulate the impact of artificial intelligence on intellectual property rights (Jobin et al., 2019). The risks of legal disputes, infringement cases, and human creative subtraction stem from the absence of a formal legal and ethical framework.

The academic field of AI and intellectual property experiences increasing attention, but researchers still need to fill numerous knowledge gaps, especially when studying Malaysia. Most of the scholarly work examines Western intellectual property systems but neglects to investigate Malaysia's legislative framework's specific legal and cultural aspects (Zheng, 2023). The current literature does not integrate ethical considerations into legal frameworks since these domains remain treated as disconnected entities instead of being considered symbiotic issues (Lee and Luo, 2024). This research studies Malaysia's IP regulations related to AI-generated AVV content by analyzing designer ethical challenges while developing policy suggestions for MyIPO governance in this domain. The research investigates two main questions: (1) What provisions do Malaysia's present IP statutes provide for AI-generated works, and (2) What deficiencies exist in defining ownership and authorship? Integrating AI into creative processes creates several ethical challenges for designers while affecting their ability to follow ethical standards. MyIPO needs to create strategies to balance innovation development and creator rights protection. The findings of this study are expected to support present discussions about AI along with intellectual property rights and ethical design methods, thus offering essential knowledge to Policymakers, design practitioners, and legal professionals in the evolving AI content realm.

Literature review

The emergence of AI in the creative industries has raised concerns concerning the governance of IP as it pertains to authorship and ethical issues. With the increasing popularity of AI-generated audio-visual content, there is a corresponding debate on how AI should be authorized and the scope of ownership. As noted in the earlier chapters, Malaysia does not have established policies regarding the copyrightability of works produced by AI, which creates a vacuum for designers, developers, and policymakers.

The review analyses the international and national legal attitudes towards AI-generated content, the ethics of employing AI in creative fields, and the intervention of the MyIPO as the main body responsible for IP protection. Here, we look at some published work along those lines and show gaps in how the problem is dealt with and how it could be resolved in the face of advanced AI technologies. The review is systematically structured into three fundamental sections to analyze the relationship between artificial intelligence and copyright thoroughly. The first section, Legal Frameworks for AI-Created Works, examines existing laws and evolving policies regarding AI-generated content. The second, Standardization of Ethical Guidelines, explores the need for universal ethical standards in AI-driven creativity. Lastly, Impact on Creative Professions, considering IP Issues, examines how AI-generated works affect artists, writers, and designers, addressing concerns about ownership, authorship, and rights.

Legal framework for AI-created works

Cebi discussed how AI changes the concept of IP by producing new problems of authorship and originality (Cebi et al., 2023). The authors argued that current copyright issues are how AI-produced content is handled since human creativity is substituted by algorithms in the production of art, which changes the essence of authorship and ownership. The global issue of AI and copyright laws is about what needs to be done to the existing laws to comply with modern technological advances. In his work, Nyaboke (2024) argues that the existing IP systems are too inadequate to deal with the new reality of AI-generated content and advocates for radical approaches to legislation. Policymakers must engage in international dialogue on ethical rights in AI-generated art, as unclear regulations highlight the need for comprehensive policy reform (Cebi et al., 2023). The European Union, World Intellectual Property Organization (WIPO), and other jurisdictions have implemented new policies to address AI challenges that Malaysia should examine when creating its AI legislation. Malaysia faces even more regulatory hurdles with AI-generated content than its Western and regional counterparts because it does not have AI-specific IP laws, has slow-moving policies, and weak enforcement systems. The country's current human-based copyright laws do not acknowledge AI as a creator because Malaysia has no AI-specific copyright rulings or evolving legislative frameworks like those in the European Union and the United States. Singapore and Indonesia have initiated AI governance dialogues for policy protection, whereas Malaysia faces challenges in developing clear guidelines for AI enforcement and compliance. The development of AI ethics and content ownership guidelines in Malaysia faces challenges due to its multicultural and legal pluralistic nature. It must balance global IP standards with local cultural, religious, and economic factors. These issues arise because Malaysia lacks a unified legal framework for AI-generated content. Jing-Jing et al. stressed that immediate action is necessary to create thorough governance regulations by adjusting existing laws and ethical AI decision systems (Jing-Jing et al., 2023).

The calls for ethical standards gain particular importance in Malaysia because its technology and law interface remains less developed than in other regions. Policymakers who integrate ethical standards within their initiatives will create a stronger system to handle the ethical aspects of content produced by AI. Current national laws do not effectively establish standard accountability procedures that identify responsible parties who generate infringing content using AI systems. A study by Satory et al. explores how present data privacy and cybersecurity laws fail to address

the issue of AI accountability. The paper examines how legal liability becomes challenging to determine because AI-generated works create various ethical and legal complications that require effective accountability systems to address them. Hu explains in his study that AI generates various literary outputs yet causes difficulties with authorship determination and inherent bias detection, which traditional legal systems struggle to resolve (Hu, 2023). The concept expressed by Mahingoda shows how new legislation needs to recognize AI-generated creativity while protecting human creators' rights to recognition (Mahingoda, 2024). The interaction of AI in creative processes necessitates a nuanced understanding that balances innovation with the core principles of intellectual property protection. The rapid evolution of IP laws demands that Malaysian policymakers quickly learn from international case studies regarding AI creative applications because of the existing risks of abuse. These initiatives will enhance Malaysia's legal stance by aligning its framework with international leading standards. Jobin et al. performed an international review of AI ethical guidelines that led to the discovery of a vital shortcoming in AI governance ethics. Research findings highlight strong opposition to the lack of globally recognized ethical standards for artificial intelligence, emphasizing the necessity of behavioral transparency and accountability in ensuring the responsible and appropriate use of AI technology. Without universal guidelines, the risk of unethical practices, misuse, and biased decision-making increases, raising concerns about fairness, safety, and long-term societal impacts (Jobin et al., 2019). Establishing standardized regulations remains crucial for the ethical deployment of AI.

Standardization of ethical guidelines

Legal challenges arise because organizations use different ethical guidelines to establish compliance methods. In Malaysia, legal considerations often precede ethical concerns, necessitating a balanced regulatory approach. The impact of multinational organizations on Malaysian policies remains substantial. According to Zheng's reasoning, adequate legal frameworks exploring AI developments require comprehensive input from different professional backgrounds. Implementing thorough ethical guidelines requires extensive collaboration between Malaysian sectors and stakeholders as well as international partners, according to Zheng (2023). The advancement of AI and IP law discourse in Malaysia requires strong participation from non-governmental and civil society organizations. Their services link existing regulatory structures and how the public expects them to function. Ethical rules must be developed based on the Malaysian cultural norms and values, which are the multicultural heritage of the country, rather than the rules that are developed based on legal requirements. Constant communication and cross-border adaptation of experiences are an urgent need today, since it is necessary to strike a balance between the protection of work and the rights of human creators in the context of AI. A complex system of AI governance implies that academic institutions should cooperate with industrial representatives and governmental officials who will create this system jointly. Malaysia needs to make changes to its legal system in order to introduce a uniform level of ethics in the case of AI systems and products. Universal legal regulations should be formed to direct the AI industry into the market, as AI requires universal knowledge to be applied locally. There is a need to have local systems in protecting intellectual property rights, and there is also a need to have local systems in creating ethical technological systems. The idea of intellectual property laws and ethics is a bad one that will not allow

Malaysia to regulate AI-generated content, as new, flexible systems are supposed to be created to address these established issues properly. Active development of a strategic alignment should be created by both governmental legal departments and ethical experts to incorporate artificial intelligence systems and intellectual property protection.

Impact on creative professions

The creative industries face significant intellectual property challenges from Artificial Intelligence (AI) production, necessitating further research within Malaysian boundaries. Expanding AI-generated AVV content requires a complete understanding of AI, creative output, and IP legislation. Academic research discussions from recent times align on essential themes that demonstrate significant areas that require further investigation into intellectual property issues. The main issue regarding AI-generated works involves determining authorship and originality in these creations. AI manipulation within the creative industry requires the creative community to rethink traditional ideas of authorship, which copyright law operations must also adjust, according to Lee and Luo (2024). The introduction of AI leads scholars to agree that it creates confusion regarding traditional creativity standards and ownership disputes for AI-created works (Nyaboke, 2024). AI improves creative human agency, but Watkins and Barak-Medina explain that this results in opposing forces between ownership rights and intellectual property protection (Watkins and Barak-Medina, 2024). Developing proper frameworks that handle AI-generated artworks becomes essential since traditional IP laws show limited ability to deal with this emerging phenomenon (Nyaboke, 2024). Research from different fields demonstrates that legal systems need changes to work correctly in modern, fast-evolving technology environments. Hu emphasizes in his work how AI-generated literary content has transformed writing processes, thus affecting the familiar copyright framework while asking for new methods to determine original work value (Hu, 2023). These transformative changes affect the literary field, AVV, and the arts and music sectors. The music generation process becomes complex because of transparency issues and IP rights problems (Batlle-Roca et al., 2023). Increasing IP rights complexity derives from varying legal systems across different regions, thus requiring worldwide resolution systems (Cebi et al., 2023).

Artificial intelligence entering creative industries creates cultural sensitivity prospects and job-related consequences. Xue highlights AI technology's opposing characteristics, which require a thorough assessment for building inclusive content systems (Xue, 2024). AI-generated content requires a deep understanding of Malaysian cultural norms and intellectual property law in this country, which stands out for its cultural diversity. The authors suggest that Malaysia adopt Indonesia's approach to creating solid copyright frameworks that protect AI-generated creative works (Putri et al., 2024). The demand for culturally sensitive legal responses proves the need to update laws that tackle AI integration effects in creative fields (Nyaboke, 2024). The ongoing discussions about AI-generated content fail to provide conclusive evidence regarding its practical effects on Malaysian creative occupations. Artists, filmmakers, and designers rarely engage in academic discussions due to the disconnect between theoretical research and practical realities. Based on research conducted by Hoque, data has been identified concerning the fact that AI will eliminate creative position roles in the workforce. The current research fails to demonstrate its relevance to the Malaysian creative industry, making it necessary to conduct studies that analyze AI's influence on

local creative workers (Hoque, 2024). The convergence of artificial intelligence technology with creativity and intellectual property management creates inspiring prospects and substantial work areas. Studies in this field show growing interest, but scientists agree that many unaddressed areas exist, including localized research and empirical data analysis in Malaysia. Researchers must create a detailed understanding of AI content creation effects on creative fields, as well as the necessary legal instruments for safeguarding creative work.

Malaysia Intellectual Property Corporation (MyIPO)

Using AI to create AVV content generates significant intellectual property rights challenges throughout Malaysia and its neighboring territories. The Malaysian Intellectual Property Corporation (MyIPO) must address key tasks arising from the development of artificial intelligence (AI) technology by conducting an in-depth examination of its new challenges. To begin with, the IP debate in the era of AI requires reconsideration of the traditional legal frameworks. Conventional norms of human authorship operate under Malaysian IP law, unaware of the issues arising from AI content. Conventional IPR regimes have been inadequate following advancements in recent art and technology, according to Mahingoda (2024) and Nyaboke (2024). Emerging new AI technology brings copyright ownership issues that call for such a change in evolution. MyIPO must develop an imperative program to re-engineer IP law into technological innovation without compromising creative work. AI-generated image identification procedures call for the urgent intervention of MyIPO through its core function as the sovereign responsibility of its activities. GANs generate unique AVV elements that lead to precise image output by AI, according to Poredi et al. (2024). The most pressing problem in identifying AVV materials is distinguishing between what is produced by AI algorithms and human-made materials. MyIPO requires powerful authentication technology to detect AVV content, as this capability would enable it to prevent potential IP incidents. AI work protection would allow MyIPO and other authorities to fight against IP theft and safeguard fair use, Poredi et al. (2024) and Rudnicka et al. (2024) conclude. Creative sectors adopting AI technologies produce ethical dilemmas regarding establishing proper ownership of genuine creative works. The research indicates that generative AI technologies generate challenges for current IP legal frameworks because they transform innovative products and modify asset values (Zhou and Lee, 2024). MyIPO must collaborate with policymakers, stakeholders, and creative community members to address ethical problems through innovative practice and legislation development. Protecting creators' rights alongside promoting innovation-friendly conditions is of the highest importance.

The global perspective and jurisdictional comparisons help Malaysia understand how to improve its IP framework when it comes to AI. Multiple studies show that nations require immediate legislative changes because they need international cooperation to handle AI-generated content complexities (Mahingoda, 2024). MyIPO can lead dialogues within ASEAN member states and international communities to create innovative IP protection frameworks supporting innovation growth. Summative assessments from MyIPO need to resolve the existing issues that AI-generated AVV content creates for intellectual property systems. MyIPO should work to fix existing legislation while creating authentication methods and adopting ethical practices to make Malaysia's IP framework accept AI-generated content while safeguarding the rights of original creators.

Theoretical references

Artificial intelligence integration within creative activities intensifies discussions on intellectual property rights and related ethical and legal systems. The issues between intellectual property and artificial intelligence are analyzed through three fundamental theories: the utilitarian Theory of Intellectual Property, the Ethics of AI and Technology Adoption Models, and the Compliance Theory in regulatory governance (*Figure 1*).

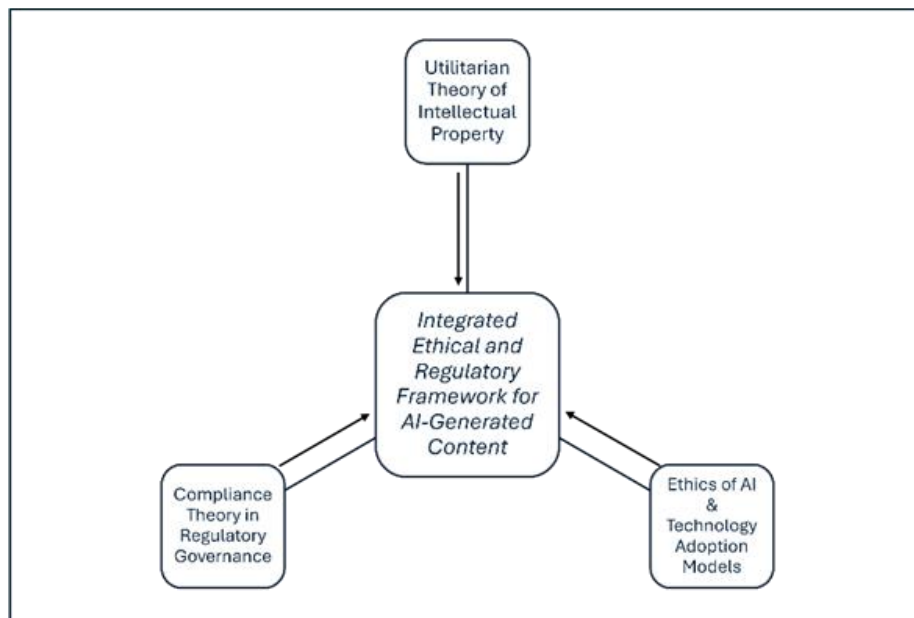


Figure 1. *Integrated ethical-compliance theoretical framework for AI-generated creativity.*

Utilitarian theory of intellectual property

Intellectual property rights operate according to utilitarian theory since the producers of works benefit from their labor, resulting in innovation and general artistic development in society. The theory requires specific definitions of ownership of inventive work regarding safeguarding human inventive incentive in visual and artistic works. Content generation by AI presents issues in existing intellectual property law by establishing ambiguous ownership positions among consumers, developers of AI systems, and AI. Evasive standards of managing AI content creation pose daunting legal challenges since no regulatory systems exist. Designers and artists will not produce new material because artificial intelligence copies human work so well, thus making it simple to plagiarize their ideas without credit or payment. Present uncertainties contradict the essence of IP laws since the laws must protect inventions and provide public access to inventions developed by humans. The existing IP system is challenged in the context of AI content creation since lawyers and policymakers are involved in the conversation, too. The U.S. Copyright Office says copyrights can protect human works because AI-created material does not deserve protection. Evolutionary artificial intelligence technology warrants a prompt review of intellectual property law, as it establishes robust security systems for safeguarding original, innovative works of content and art.

Ethics of AI and technology adoption models

Creative professionals require ethical guidelines to direct their AI implementation efforts in their respective fields. Introducing AI technology into artistic and design markets generates ethical dilemmas about fair practices of original work and reasonable technology usage. The five main principles that make up the ethical framework of AI, developed by Floridi and Cowls (2019), include beneficence, non-maleficence, autonomy, justice, and explicability. The ethical framework provides organizations with an essential tool to defend their AI applications against ethical breaches, copyright infringements, and bias spread. The framework requires transparency as one of the main requirements of the AI systems. Software developers of AI and artists should know how AI systems work when large amounts of data are involved in content generation. The non-maleficence principle shields the AI systems against adverse consequences by ensuring that the system does not produce unsafe outputs that comprise misinformation, stereotyping, and degrading human creativity. The AI models' training process should be ethically monitored to ensure the usage of copyrighted materials. The unauthorized usage of artistic materials by AI firms causes legal and moral problems that result in the criticism of their activities by people. Ethical principles that govern the development of AI should be standardized since the process of innovation must not be disrespectful of intellectual property rights and human modes of production.

Compliance theory in regulatory governance

Compliance Theory examines the motivating factors of adhering to the legal and regulatory standards and forces them to uphold the laid-down laws and standards. This theory is very important in the governance of intellectual property (IP) in solving the issues posed by the AI-generated content. MyIPO and other international IP organizations have the role of developing and implementing IP laws that govern the complexity of AI technology. Organizations should develop simple compliance strategies to effectively manage AI-generated content. The strategies are supposed to give a clear guideline regarding the copyrightability of work generated by AI and have inspection systems to enable the stakeholders to know their legal standing. Through educational programs, individuals in the art and development sectors can understand the changing rules of intellectual property laws involving artificial intelligence systems. The development of new standards by policymakers requires adaptable approaches to integrate AI progress and resolve ethical problems stemming from unauthorized copyrighted data in AI training processes. The copyright law reform process must begin immediately, according to discussions between legal experts and AI specialists. Comprehensive policies to protect intellectual property rights in AI-generated visual content can be created by combining compliance theory with ethical and regulatory aspects.

Conceptual framework

The integrated ethical and regulatory framework for AI-generated content are shown in the *Figure 2*.

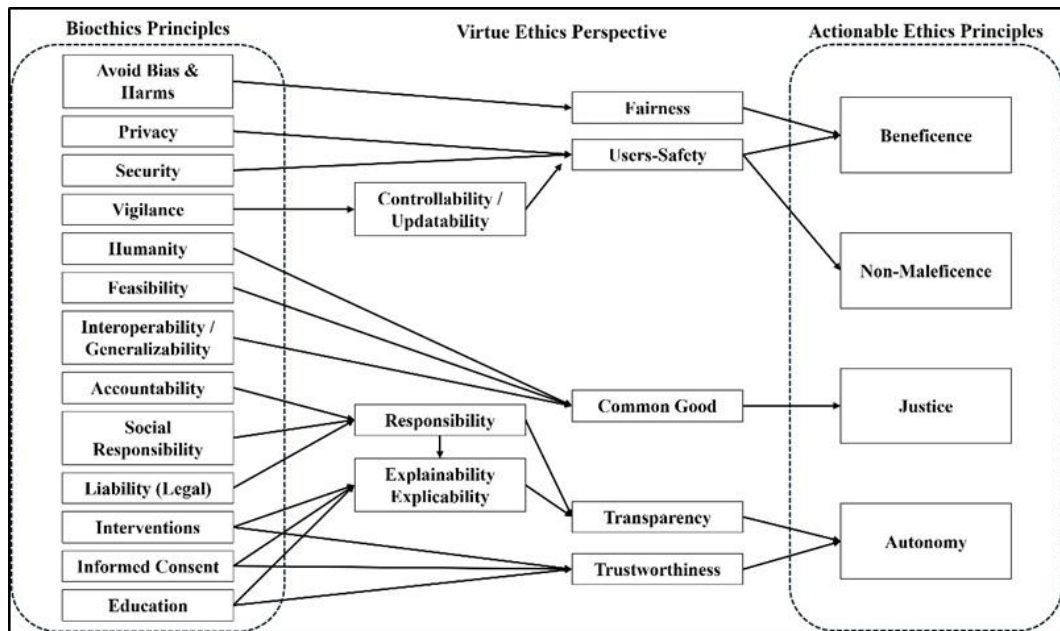


Figure 2. Integrated ethical and regulatory framework for AI-generated content.

Framework operational mechanism

The framework in this paper allows for a more structured operational mechanism to relate bioethics, virtue ethics, and actionable principles to formulate an assessment and guiding approach on AI-driven creative processes. At its heart, the framework illustrates how the foundational principles of bioethics, that is, power is bias, privacy, and accountability, act as input dimensions that guide a virtue ethics input perspective. This intermediary layer is a mediating bridge to extract action-guiding ethics principles (e.g., justice, autonomy, and beneficence) that directly affect policy, governance, and intellectual property (IP) within AI-enhanced design ecosystems. This development raises questions of ethical scaffolding that are crucial for Malaysian designers working with AI-generated content, seeking to uphold creators' rights while accommodating the changing position of AI as a co-creator. The working mechanism starts with discerning the most relevant bioethical principles for Malaysian design purposes, particularly given AI's increasingly autonomous or semi-autonomous content generation abilities. Legal (and moral) issues of liability and accountability, for example, become urgent when AI tools remix existing copyrighted content, potentially infringing upon the rights of the original human creators. These problems are framed within responsibility, a virtue ethics principle critical for assigning moral ownership to the outputs produced by AI. Explaining and explicability are part of this, and they mandate that designers and AI developers be able to trace the origin, logic, and process that leads to AI-generated works. Such transparency fosters ethical IP attribution and bolsters trust, an indispensable prerequisite for safeguarding both the principal concern of public good and the independence of creators. As an example, when a batik pattern or a soundscape based on some Indigenous motifs is generated by an AI system, the person responsible for the AI-generated result must be able to explain the data sources, including the data science steps taken to justify the originality and ownership claims.

The framework ultimately leads to actionable ethics principles that can guide regulatory/law/and institutional approaches to intellectual property for AI-generated works. Ownership as justice is a vast topic for discussion to reconcile ownership

between human creators and AI systems. In contrast, ownership is automatically related to the moral right of designers to control how their data, style, and labour are utilized in AI training. Moreover, beneficence and non-maleficence guarantee that AI should be used in Malaysian creative industries for the public good and not cause economic or cultural harm, especially to marginalized or traditional craft communities. This uniquely layered principle enables responsiveness, cultural sensitivity, and ethical atonement in the operating mechanism, leading with the underlying model. Through this, Malaysia can help maintain human creative agency by safeguarding citizens and evolve its IP structures with the adaptive imprints of generative AI technologies, thereby facilitating multi-agency efficient application.

Materials and Methods

This paper is conceptual but it provides the proposed strategy of data analysis of the larger study. Thematic analysis of qualitative data collected through interviews, focus group discussions, and reviews of legal documents will be performed with NVivo to determine which issues of authorship, ownership, and ethical governance recur. The processing of quantitative survey data will be carried out with the help of SPSS/R, descriptive and inferential analysis, as well as the correlation between stakeholder knowledge and views on the regulation of AI-generated content. These methods will be supplemented by comparative legal analysis of Malaysian statutes with international ones (e.g., WIPO, EU AI Act). These analytical steps are developed in such a way that the research questions will be fully answered by the future empirical results. An analytical system based on a thorough review of policies and legal frameworks, interviews with specialists, surveying, and the case study allows evaluating the relationship between laws on IP rights and ethical standards and compliance mechanisms. This study will be exploratory and descriptive as it will examine Malaysian legal shortcomings, moral issues, and regulatory gaps.

In this study, the author will examine the Malaysian intellectual property systems and global practices such as the WIPO and the EU AI Act, to determine how MyIPO and other stakeholders deal with the impacts of creative ownership and authorship of AI technology. The study will explore the ethical issues that designers encounter in the use of AI. The study examines ways in which MyIPO and other regulators ought to enhance their systems of governance in order to balance between technological advancement and protection of creative rights. The information gathering involves carrying out legal document analysis, implementing interviews and focus groups, surveying, and reviewing case studies. The legal and policy strategy evaluation will involve a review of the existing intellectual property laws, AI regulation solutions, and MyIPO structure to identify the weaknesses in the law. Data pertaining to the research will be collected by semi-structured interviews with three main stakeholders, which are IP lawyers and AI developers, policymakers at MyIPO, and creative industry professionals. The interview analysis will be performed using the NVivo software in order to gain insights into legal uncertainties, ethical threats, and compliance risks in cybersecurity operations. Graphic designers, digital artists, and content creators will discuss their problems with ownership battles, AI discrimination, and AI ethics in automated design in FGD. The knowledge of the designers, AI developers, and legal professionals on the regulations of the AI-generated content will be measured with a survey study based on a stratified sampling method. The survey of the stakeholders will be analyzed statistically with the

help of SPSS or R to reveal the patterns and correlations in the responses of the participants. As one of the methods of analysis, a global conflict study on the problem of infringement of copyright on AI and policy interventions will be carried out. In order to track the paths of the existing research rules, MyIPO chooses to use specific material created by AI. This paper will review court rulings, MyIPO decision outcomes, and describe content moderation processes. The research will employ the required ethical measures, including consent procedures, privacy, and compliance with the Malaysian Personal Data Protection Act (PDPA). The findings generated through the study will assist MyIPO to develop balanced policies that will combine the safeguarding of creative ownership and the facilitation of AI innovation. The research will generate practical measures to enhance the intellectual property safeguarding in the AI-enhanced creative sector in Malaysia and the designers will still manage the production of the AI content in an ethical and legal manner.

The legal document analysis examines the existing intellectual property (IP) legislation in Malaysia to define the stance on whether it provides enough protection to AI-generated content and specifically answers Research Question 1 about what is provided. The interviews with IP lawyers, AI developers, and policymakers by the experts will provide information about the legal ambiguities and regulatory deficiencies that will be included in Research Question 2 on the gaps in defining authorship and ownership. The focus group discussions (FGDs) in the form of interviews with designers and digital artists cover the ethical concerns and professional problems of these professionals and shed more light on the impacts of AI-generated content on creative jobs. Lawyer and AI developer stakeholder surveys gauge the perception of the AI-generated content regulations, and corroborate the findings on the absence of policies and adherence. Finally, the comparative research on the international cases of AI copyright could provide a knowledge source, which could be utilized to inform the Malaysian policymakers about the disconnection between the creation of AI and the safeguarding of such inventions.

Results and Discussion

The expected outcomes of this concept paper are not empirical data but estimated insights of the combination of the theories of law, ethics, and compliance in a unified conceptual model. The framework shows how Malaysia can start to take steps to overcome the weaknesses of its existing intellectual property (IP) legislation with regards to AI-generated content, specifically in audio, video, and visual (AVV) creative sectors. The framework predicts new routes to understanding authorship, ownership, and accountability in a manner that balances human creativity with AI-enabled co-creation by placing utilitarian intellectual property theory in parallel with AI ethics and compliance theory. On the regulatory level, the framework portends that the IP laws in Malaysia, which are still largely humanized, will be in dire need of a reform. The lack of recognition for AI as a potential co-creator presents risks of prolonged disputes over authorship and ownership, as well as gaps in enforcement. The expected results, then, are the emergence of AI-sensitive legislative amendments, higher copyright standards, and systems that would help define liability in the context of AI-generated works. These would put Malaysia on a path to global best practices as seen in the European Union Act on Artificial Intelligence and the World Intellectual Property Organization (WIPO) guidelines, and be sensitive to socio-cultural and legal pluralism in Malaysia. Ethically,

the framework anticipates the continuation of the most serious issues, including training datasets bias, transparency in the process of making algorithmic decisions, and the use of copyrighted material in AI systems. These problems necessitate the incorporation of ethical standards, such as accountability, explicability, justice, and beneficence into the governance systems.

Through the incorporation of virtue ethics and bioethical positions, the framework demonstrates the necessity to protect marginalized communities, including traditional craft communities, against cultural theft or financial damage due to the uncontrolled use of AI. The expected solutions involve the emergence of digital authentication systems that can discriminate between human and AI-created works, uniform ethical standards that can be used in any creative industry. The findings place the Malaysian Intellectual Property Organization (MyIPO) at the centre of promoting reform institutionally. The framework expects the role of MyIPO in leading policy discussions, supporting the authentication of digital content and the development of compliance frameworks that encourage innovation and protection. Such institutional changes will lead to an even playing field where technological advancement will go on without undermining the interests of human innovators. Lastly, the framework places Malaysia in the context of the larger global discourse. It expects that when national policy is harmonized with international standards, at the same time taking into account cultural and legal specificity, Malaysia can become a regional model of ethically-based governance of AI. The contribution of the conceptual framework, in general, is to offer policymakers, creative practitioners, and regulators a forward-looking roadmap that can keep innovation going, protect the rights of creators, and build more trust in people in AI-enhanced creative economies.

Conclusion

The integration of artificial intelligence (AI) into the audio, video, and visual (AVV) content creation process has challenged the traditional meanings of authorship, ownership, and creative agency. It presents serious legal and ethical issues to the intellectual property (IP) regulation in Malaysia. Such research shows that the existing IP framework in Malaysia, which is based on the human-centered definition of creativity, is not well prepared to cope with the new realities brought by generative AI systems. The legal uncertainty of the AI-generated works harms the rights of the designers and jeopardizes the principles of originality and responsibility of creative practice. The ethical issues, especially data provenance, consent, and bias in the training data of AI, are also critical, as they add to the necessity of a quick regulatory change. The results affirm that Malaysia has to use a futuristic multi-stakeholder model to revise IP laws and develop ethical frameworks of AI use that are contextually specific to the socio-cultural and legal environment of the country.

The conceptual framework provided in this paper brings together the use of bioethical principles, virtue ethics, and practical ethical imperatives that can inform the process of operationalising IP protections in the context of AI-enhanced creative industries. The research provides a solid theoretical framework to comprehend how the regulatory, moral, and technological imperatives could be aligned based on the Utilitarian Theory of Intellectual Property, Ethics of AI, and Compliance Theory. The given framework suggests that transparency, trustworthiness, and responsibility are the mediating virtues necessary to guarantee the fairness, autonomy, and beneficence of

creative outputs. The same values may be institutionalized by revising MyIPO policies, enhancing the mechanism of compliance enforcement, and developing culturally sensitive ethical codes. The study highlights the importance of striking a balance between fostering innovation and safeguarding human creative agency, particularly for marginalized or traditional artistic groups that the unchecked spread of AI may disproportionately impact.

Future policies should focus on multi-agency cooperation between MyIPO, creators, law professionals, and AI developers to co-create legislation and ethics that follow best practices globally and local realities. Mechanisms such as content authentication tools, public education initiatives, and cross-sectoral dialogue forums will build legal and moral resilience within Malaysia's creative economy. In conclusion, this study lays the groundwork for a reconceptualized, ethically grounded, and technologically adaptive intellectual property regime, one capable of supporting Malaysia's transition into a future where AI is not only a tool of creativity but also a subject of legal and moral accountability.

Acknowledgement

The author want to thank all co-authors for their valuable time, knowledge, and cooperation, which made the writing possible.

Conflict of interest

The authors confirm that no conflict of interest is involved with any parties in this paper.

REFERENCES

- [1] Battle-Roca, R., Gomez, E., Liao, W., Serra, X., Mitsufuji, Y. (2023): Transparency in music-generative AI: A systematic literature review. – Research Square 34p.
- [2] Cebi, E., Reisoglu, P., Goktas, E. (2023): The influence of artificial intelligence on copyright law. – International Social Science and Law Policy 2(2): 33-41.
- [3] Floridi, L., Cowls, J. (2019): A unified framework of five principles for AI in society. – Nature Machine Intelligence 1(1): 65-67.
- [4] Hoque, F. (2024): Is artificial intelligence possibly taking over designers' jobs in the future? – International Journal of Science and Business 31(1): 26-35.
- [5] Hu, Y. (2023): Literature in the age of artificial intelligence. – In Proceedings of the 3rd International Conference on Education, Language, Art and Intercultural Communication, Atlantis Press 7p.
- [6] Jing-Jing, W., Mao, W., Wenjie, W. (2023): The ethics of artificial intelligence: Sociopolitical and legal dimensions. – International Social Science and Law Policy 2(2): 27-32.
- [7] Jobin, A., Ienca, M., Vayena, E. (2019): The global landscape of AI ethics guidelines. – Nature Machine Intelligence 1(9): 389-399.
- [8] Lee, H., Luo, M. (2024): Transforming creative process: A systematic literature review of discourse on AI image generators. – Proceedings of the Association for Information Science and Technology 61(1): 986-988.
- [9] Mahingoda, C. (2024): Challenges and frontiers in intellectual property rights amidst the rise of artificial intelligence. – SLIIT Journal of Humanities and Sciences 4(2): 1-16.

- [10] Nyaboke, Y. (2024): Intellectual property rights in the era of artificial intelligence. – *Journal of Modern Law and Policy* 4(2): 57-72.
- [11] Poredi, N., Sudarsan, M., Solomon, E., Nagothu, D., Chen, Y. (2024): Generative adversarial networks-based AI-generated imagery authentication using frequency domain analysis. – In *Disruptive Technologies In Information Sciences SPIE VIII 13058*: 376-390.
- [12] Putri, R., Nursalamah, P., Monica, A., Putri, D. (2024): Penguatan hukum hak cipta atas karya seni buatan AI di Indonesia dalam rangka penguatan sektor industri kreatif 5.0. – *Wacana Hukum* 30(1): 1-16.
- [13] Rudnicka, Z., Szczepanski, J., Pręgoska, A. (2024): Artificial intelligence-based algorithms in medical image scan segmentation and intelligent audio, video, and visual content generation: A concise overview. – *Electronics* 13(4): 35p.
- [14] Watkins, R., Barak-Medina, E. (2024): AI's Influence on Human Creative Agency. – *Creativity Research Journal* 13p.
- [15] Xue, F. (2024): AI integration in creative industries: Challenges and opportunities. – *Applied and Computational Engineering* 104(1): 21-27.
- [16] Zheng, Y. (2023): Redefining rights in the age of AI: Philosophical perspectives in shaping the future of international human rights law. – *Lecture Notes in Education, Psychology and Public Media* 16(1): 124–132.
- [17] Zhou, E., Lee, D. (2024): Generative artificial intelligence, human creativity, and art. – *PNAS Nexus* 3(3): 8p.