

Intellectual Property Detection Model

Hive is excited to launch the new Intellectual Property (IP) Detection model and its associated API. The API will accept images and videos, and return potential matches against the Hive index. These matches will inform you about unauthorized uses of trademarked characters and ensure compliance with intellectual property laws. In the following post, we'll explore how the IP Detection model and its new API can help your business fight against intellectual property fraud.

Detecting IP Fraud: Uses for Enterprise

The new Intellectual Property Detection model and API are similar to our Copyright Search tools, modified to identify characters protected by IP law. The API automatically flags content that produces matches in the index. The IP Detection model can check large swaths of content that would be time-consuming and costly for a human to complete without assistance.

Licensing companies can use the IP Detection API to ensure their licensees are using the IP within the scope of their licenses. They can integrate this model into their workflows by screening content uploaded to their licensees' platforms. Other entities with intellectual property, like merchandising companies, can use the API to scrape online retailers and identify trends in counterfeit merchandise. These trends can inform product development by providing insight into popular designs or character uses. Information about illegal uses can also serve as evidence for legal action. Any company involved in the creation, distribution, and promotion of trademarked characters will benefit from incorporating this service into their workflow.

Final Thoughts

Hive's Intellectual Property Detection model builds on the work we began with our Copyright Search API, which is designed to safeguard proprietary content. As text-to-image models like [Dall-E 2](#) and [Midjourney](#) gain popularity and establish themselves in the mainstream, there's an increasing risk of malicious third parties infringing on your company's trademarks. Our IP Detection Model empowers you to protect the integrity of your trademarked characters and maximize the value of your intellectual property. To learn more about how you can use our IP Detection Model, please contact us at example@hive.ai.