

The Content Origin Protection and Integrity from Edited and Deepfaked Media Act of 2024 [COPIED Act]

- Directs the National Institute of Standards and Technology (NIST), in consultation with the U.S. Patent and Trademark Office (USPTO) and the U.S. Copyright Office, to facilitate development of guidelines for voluntary, consensus-based standards and for detection of synthetic content, watermarking and content provenance information, including evaluation, testing and cybersecurity protections. Directs NIST to establish grand challenges for the development of technologies to label and detect synthetic content and carry out research programs to promote advances in the technologies. NIST is also directed to carry out a public education campaign with USPTO and the Copyright Office regarding synthetic content and deepfakes.
- Requires developers and deployers of AI systems and applications used to generate synthetic content (i.e., AI-/algorithmically-generated or modified content) to give users the option to attach content provenance information within 2 years.
- Requires developers and deployers of AI systems and applications used to generate covered content (digital representations of copyrighted works) to give users the option to attach content provenance information within 2 years.
- Prohibits removing, altering, tampering with, or disabling content provenance information, with a limited exception for security research purposes.
- Prohibits the use of “covered content” (digital representations of copyrighted works) with content provenance to either train an AI-/algorithm-based system or create synthetic content without the express, informed consent and adherence to the terms of use of such content, including compensation.
- Creates a cause of action for the owners of “covered content” (digital representations of copyrighted works) and State attorneys general to seek declaratory or injunctive relief or compensatory damages from entities that improperly use covered content in violation the Act in any court of competent jurisdiction.
- Clarifies Federal Trade Commission’s (FTC) section 5 enforcement authorities regarding unfair and deceptive practices to include violations of this Act.
- Authorizes the Commission (primarily through referral to the Department of Justice), State attorneys general, and affected individuals to bring suits to enforce prohibitions on impersonation and recover damages.