Generative AI's Impact on Knowledge Ownership: Ensuring Fair IP Attribution

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Abstract: With the in-depth application of generative artificial intelligence (Gen AI) in the field of knowledge management (KM), the traditional intellectual property (IP) system is facing serious challenges. The AI-driven knowledge production model blurs the clear boundaries of traditional IP ownership, resulting in increased uncertainty in the distribution of rights and an aggravation of the imbalance in the pattern of interests. This dilemma is further amplified by Gen AI's unique "black box" and "autonomous" characteristics, and it is difficult to determine a clear ownership subject for its automatically generated content. These challenges have exposed the fundamental limitations of the traditional IP framework, which is based on an anthropocentric knowledge production paradigm that is difficult to adapt to the characteristics of knowledge innovation in the AI era. By systematically combing the solutions proposed by various countries in the field of KM, combined with the analysis of international typical cases, this study focuses on the mainstream coping strategies, including the separation of moral rights and economic rights, the collective management authorization model, the transformation of the safe harbour principle, and the exploration of patent paths. The results show that the existing schemes have significant limitations: they are insufficient in terms of technical adaptability, legal compatibility and ethical legitimacy. These solutions focus too much on rights segmentation and ignore dynamic collaboration; Emphasis is placed on post-event relief, and there is a lack of source governance. In order to overcome these limitations, this study innovatively proposes an optimization framework of "technology-law-governance": develop an interpretable contribution tracking algorithm at the technical level, and construct a causal mapping of data-model-knowledge assets; At the legal level, a mixed ownership structure is designed to balance private rights protection and public access through hierarchical rights confirmation. At the governance level, a global coordination mechanism has been established to use smart contracts to achieve real-time distribution of cross-border IP rights. This integrated solution aims to reconstruct the IP system in the AI era, promote technological innovation while maintaining the sustainability and fairness of the knowledge ecosystem.

Keywords: Generative AI, Intellectual property, Knowledge management, Technology-Law-governance framework, Hybrid property rights

1. Introduction

The rapid development of the new generation of AI is profoundly changing the paradigm of KM, creating great opportunities and serious challenges. AI technology has become the core driving force for the digital transformation of various industries, but its rapid development has also completely shaken the foundation of the traditional IP system, exposing major shortcomings in the ownership identification and management mechanism of AI-generated content (AIGC). The inherent "black box" nature of AI models leads to the opaque decision-making process, and its self-generation ability makes it difficult for the creator to identify the subject (Rezaei, 2025). This situation has been further exacerbated by the global application of AI, and cross-border data flows and cooperation have had a huge impact on the traditional IP system based on territorial jurisdiction. With the wide application of Gen AI in key knowledge work areas such as legal document drafting and medical research, it is urgent to build flexible and fair IP management solutions. According to Priority Research, the global AIGC market will exceed US$22.12 billion by 2025, with a compound annual growth rate of 27.02%, highlighting the urgency of solving this problem - not only to ensure the innovative development of the digital economy, but also to safeguard the legitimate rights and interests of creators.

Current research on these challenges is still fragmented and in-depth. Although important breakthroughs have been made in technical areas such as explainable AI and contribution tracking algorithms, these advances have not yet been effectively integrated into legal and governance frameworks. The reform plans of the copyright system proposed by academics, including the separation of economic rights and moral rights, the collective management model, and the adjustment of the safe harbour principle, are often difficult to fundamentally deal with the complex network of "human-machine-enterprise" multi-subject collaborative creation in the development of AI systems. Although the blockchain-based ownership recognition system has potential, it is limited by scalability challenges. International policy coordination is also hampered by jurisdictional differences. This fragmentation leads to existing solutions that only address the symptoms and do not get to the root of the problem.

In light of the limitations of current research, this paper will explore ethical issues in the use of Gen AI in KM. By constructing an innovative tripartite framework of technology-law-governance (TLG), it systematically addresses these critical gaps. At the legal level, it proposes a pioneering hybrid ownership structure that balances private incentives with public access through dynamic, hierarchical rights recognition—a significant improvement over the current "all-or-nothing" approach to copyright. The governance pillar automates cross-border IP distribution via smart contracts, addressing long-standing challenges in judicial coordination. Together, these components represent a paradigm shift from a static "rights segmentation" model to an adaptive "responsible coexistence" system. This framework can effectively reduce litigation costs associated with IP while increasing transparency in content creators' compensation. By addressing technical, legal, and governance issues simultaneously, this study provides, for the first time, a comprehensive solution that ensures fairness in the AI-driven knowledge economy while maintaining innovation, which is particularly relevant in industries where knowledge integrity is crucial, such as academic publishing, legal services, and healthcare information systems.

2. Literature Review

Knowledge management, as an important branch of the field of management, is an activity of planning and managing knowledge, knowledge creation process and knowledge application. Early research focused on knowledge classification of explicit and tacit knowledge and knowledge transformation mechanism using Socialization-Externalization-Combination-Internalization (SECI) model (Nonaka & Takeuchi, 1995), emphasizing the culture and process design of knowledge creation and sharing (Alavi & Leidner, 2001). In recent years, research has gradually turned to technology-driven knowledge governance, knowledge ecosystem construction, and the role of knowledge in innovation (Argote & Fahrenkopf, 2016).

With the development of emerging technologies such as the Internet, many researchers have begun to researched the combination of KM and technology, marking that the international research on KM is gradually becoming intelligent (Shi &Tian, 2024). In this context, the breakthrough of Gen AI technology has injected new impetus into KM research and practice. AI consists of human intelligence and intuitive ability to generate creative and novel ideas that drive organizational innovation, which is classified as a competitive advantage because of higher experience-based thinking (Liebowitz, 2006). In the field of KM, AI drives innovation, optimizes business processes, and improves market competitiveness by supporting the sharing and transformation of tacit knowledge (Olan et al., 2022).

The explosive development of Gen AI makes the production and distribution of knowledge face great changes, and the emergence of AI poses unprecedented challenges to the traditional IP system. It is generally believed in the current research that the creation process of Gen AI involves the complex interaction of data input, algorithm iteration and human intervention, resulting in the fuzzy definition of the subject of rights (Lucchi, 2024). Fenwick and Jurcys (2023) revealed the hybrid network characteristics of "human-machine-enterprise" in the process of creation, and the "author-centric" framework in the traditional copyright law is difficult to define the copyright allocation under this mode. In addition, the content generation mechanism of Gen AI is also an impact on the "idea-expression dichotomy", which is a challenge to the theory of copyright system. (Zhang, 2024)

In September 2022, Jason Allen applied for copyright registration for a work created using AIGC: Theatre D 'opera Spatial. Allen believes that his creative input to AI Midjourney involves "inputting a series of prompts, adjusting the scene, choosing the parts to focus on, and determining the tone of the image", which is on a similar level to that expressed by other types of artists, and that the potential AIGC generation works are only the raw materials transformed by his artistic contributions. But the US Copyright Office demanded that the content generated by AIGC be excluded from the registered copyright, while Allen insisted on registering the copyright of the entire work. In the end, the copyright Office refused to register the work because it could not determine that Allen had created the work entirely by hand. Traditional IP law has "human creators" as its core, but as this case shows, AIGC's creative process involves multiple participants, resulting in ambiguous judgment of the subject of rights and difficulty in defining the ownership of rights. At the same time, at the legal level, the current law lacks clear norms for "non-human authors" and cannot determine the degree of human intervention in AIGC.

At the same time, Gen AI lacks legal constraints, and the use of unauthorized training data has led to disputes over the boundary of rights and unbalanced distribution of benefits. Thongmeensuk (2024) compares the text data mining (TDM) exception clauses in the EU, the UK and Japan, and points out that there are significant differences in the applicability of the copyright exception to AI training data in the existing legal system, which may lead to an imbalance of interests between right holders and developers. The 2023 Stability AI lawsuit, in which artists alleged that their AI models were trained on their work without authorization, still dismissed most of the three artist plaintiffs' claims for lack of clarity and specificity. Such disputes highlight the practical problem

that it is difficult to protect the rights and interests of the original works in the commercial application of Gen AI training, which is prone to cause IP disputes and ethical disputes (Alavi et al., 2024).

In the face of these challenges, the academic community has proposed many solutions, but there are still limitations at multiple levels. Although schemes such as the separation of authorship right and property right, can balance the interests of developers and users, but due to the unsynchronization of AI laws in various countries, laws cannot effectively constrain Gen AI in the scenario of transnational cooperation. RAI (Responsible artificial intelligence) principles can reduce ethical issues by reducing bias through explainable AI, but they still focus on "rights cutting", More standardized frameworks and longitudinal studies are lacking (Boege et al., 2024). These limitations indicate that there is a lack of interpretable contribution traceability tools at the technical level.

The current research clearly reveals the impact of Gen AI on the IP system, highlighting the necessity of building a systematic AIGC equity distribution system and mechanism, but fragmented solutions are difficult to cope with the systemic challenge. Although some scholars have begun to discuss its legal and ethical impact, there is still a lack of effective technical support for property rights protection, no clear theory to help identify the ownership of rights, there is a research gap, and theoretical and practical breakthroughs are urgently needed. This paper proposes to build a three-in-one integration TLG framework, which provides a new path for stimulating AI innovation and ensuring the sustainability of knowledge ecology.

3. Research Method

This paper sorted out the solutions of cases collected at home and abroad, found that most of them focused on technology and law. Through sorting out many relevant literatures, it found that there were many similarities in data transaction circulation. An article published in this field introduced the three-way governance method of data transaction circulation, including technology, law and standards. Similarly, the Fair IP Attribution applied to KM in this subject is also applicable to this method, but the formulation of global standards is vague and one-sided. However, they both belong to the new technology, they were virtual and non-physical, and they have similar technical supervision, legal rules and governance mechanisms. Finally, it is determined to adjust this method in terms of statement. constructing a "technology-legal-governance" trinity integration framework.

Through theoretical integration, this study discusses the ethical problems of using Gen AI in KM and feasible solutions from classical cases, analyzing the solutions and features from the aspect of three dimensions in order to provide reference and inspiration for the research and practice of KM and related fields.

4. Technology-Law-Governance Framework

4.1 Technology

At the technical level, interpretable contribution-tracking algorithms need to be developed to establish causal links between data, AI models and the generation of knowledge assets. Solving AIGC intellectual property problems requires deconstructing the whole Gen AI process: from user input data through model decision processing to generating output (text/image/code and other knowledge assets). The data layer contains expert training data and user newly added data, the model layer involves algorithm design, training process and parameter optimization, and the output layer points to the final generated results. To determine the proportion of equity ownership, it is necessary to quantify the information transmission and transformation path in the whole process. In view of excessive intervention may lead to interest game and black-box operation, it is suggested to implement multi-party verification mechanism through third-party platforms and reconstruct causal logic mapping with interpretable algorithms (Xu, 2022). The data dimension should quantify the influence weight of the sample on the output. The model layer needs to record key decision nodes through blockchain technology to achieve multi-party supervision; The output layer needs to track the interaction process between user input and model reasoning, analyse the semantic correlation strength of input prompts and generated results through comparative learning, and embed visual interpretation modules (such as causal heat maps with key contributing factors) in the generated interface to form interpretable AIGC reports with legal effect.

4.2 Law

Employing the traceability algorithm of explainable contributions, it is easy to systematically backtrack to the originated content along with their creators, paving the way for both property right enforcement and benefit distribution. However, that only answers the “who contributed what” question, not how to fairly allocate IP rights among stakeholders. The rights and interests in KM among creators, users, and the public vary and are

continuously evolving. Therefore, it is necessary to develop a hybrid property rights model that blends private rights protection with public access governed by hierarchical authorization.

4.2.1 The core concept of mixed ownership structure

There are many examples of mixed ownership forms organized around private rights and public property, usually with a hierarchy in the positing of powers that pits individual IP interests against those based on social public values. In essence, it sets up a knowledge resources hierarchy to confer rights such that stakeholders (creators, businesses and the public) access varying levels. In this way, it can also ensure that the private rights of creators are protected, while promoting knowledge sharing and popularization.

The goals of mixed property rights architecture are three main protect private rights, promote the sharing of public knowledge, and realize flexible profit distribution. The first is to protect private rights, that is, through the design of clear property rights structure, to ensure that knowledge creators and data providers have clear ownership and use rights. Then, on the premise of not infringing on private rights, it promotes the sharing and circulation of knowledge in the public domain to avoid the monopoly of knowledge resources. Finally, different levels of rights and interests are set according to the use scenarios and needs, which can not only protect the economic interests of the creators, but also make the knowledge benefit the society and realize the flexible benefit distribution.

4.2.2 The design mechanism of hierarchical rights confirmation

The hierarchical rights verification architecture proposes to divide IP into tiers or levels by their implementations and value where each level should have independent rights holders with trial usage grants. Therefore, this paper not only create a more flexible and transparent mechanism for the utilization of knowledge, but also have better alternatives to approach conflicts between safeguarding individual rights with public interests.

Division of Equity Levels

The first step is to recognize what hierarchical right confirmation truly means: demarcate the margins of rights at different tiers. Levels at which to decide on IP rights share.

Knowledge Producers: As human rises higher in the awareness pyramid, a growing percentage of these items become the source of truth. At this level, the creator holds all IP rights and can use, copy, change, or even sell them — totally unrestricted. The creator can also release their IP to the public, share it, or license its use (and profit) to others and institutions (Xu, 2022).

Licensing layer, sharing layer: The knowledge bridge through licensing agreements, creators may license IP to others.

Public Domain Layer: The most open level, aimed primarily at the public and academic research fields. At this level, knowledge sharing, citations and reproductions are free. Yet, it has to be ensured that they are not infringing upon the personal privacy of the creator, trade secrets and other fundamental rights. Additionally, these private rights may be protected via means such as anonymization and de-identification (Xu, 2022).

Rights Flow and Conversion

The hybrid property rights structure needs to build a reasonable rights transfer mechanism to reconcile private rights and public access demands, allowing creators to license part/all of their IP through payment or free, but ensuring their continued control over the work and reasonable benefits. At the same time, a gradual opening path should be designed to make knowledge assets gradually transition from shared use to the public domain. Such a phased opening mechanism can drive innovation iteration while protecting the rights and interests of creators. To prevent the abuse of rights, it is necessary to set the application field and the limitation range of use constraints, and establish a backtracking verification mechanism to ensure the continuous compliance of the license terms.

4.2.3 Balance between private rights protection and public access

Designing a mixed property rights structure requires finding a balance between private rights protection and public access. Transparency is reflected in the legal terms and actual operation, and the standardized license agreement can clearly define the boundary of rights. Moreover, the structure should have the flexibility to adapt to technological development and social needs, not only protect the rights and interests of creators, but also promote the dissemination of knowledge. Finally, it is necessary to establish an effective regulatory mechanism to ensure that the use of knowledge complies with the requirements of the agreement and safeguard the

legitimate rights and interests of all parties. These elements are interrelated and constitute a complete property rights system together.

4.3 Governance

Building a global collaborative governance mechanism is an important way to solve the issue of Gen AI equity distribution, and to achieve fair equity distribution between creators and AI by forming unified equity distribution standards for Gen AI among different countries. However, at present, there is no effective collaborative governance model in the world. Therefore, how to promote policy coordination and unified standards among countries has become a topic that cannot be avoided in building a global collaborative governance mechanism.

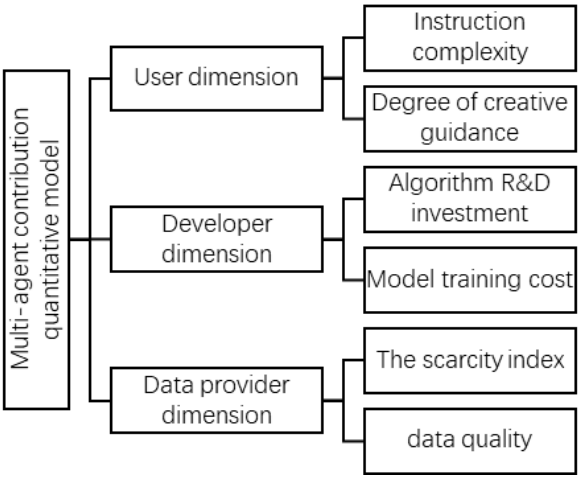
4.3.1 Smart contracts to achieve equity distribution

Smart contracts rely on the decentralized execution and transparent traceability characteristics of blockchain, which can effectively avoid single points of failure and human intervention, ensure the multi-party verification mechanism, and establish a traceable dispute resolution framework while ensuring the transparency of transactions, thus improving the reliability and security of contract execution. Its automated characteristics support the precise allocation of AIGC rights and interests, promote international uniform rights and interests' allocation and implementation standards, and help global governance coordination (Song, 2008). The implementation process needs to be divided into three stages: technical preparation, rule construction and ecological cultivation to promote Gen AI equity allocation system, and uphold the principle of "responsible innovation" to balance technological innovation and intellectual property protection, so as to promote the progress of AI technology and maintain the sustainability of human knowledge ecology.

Period 1: Technical Preparation

In the technical preparation phase, to ensure the accuracy and effectiveness of the smart contract, the development of an international standard for the calculation of AIGC contribution values is a top priority. In order to realize the fair distribution of rights and interests, we construct a scientific multi-agent contribution quantitative model. The model is evaluated from three dimensions: customer, developer and data provider, so that each subject's contribution rate has a basic measurement standard.

The multi-agent contribution quantitative model is constructed as shown in Figure 1.



Note: R&D=Research and Development

Figure 1: Multi-agent contribution quantitative model

In order to realize the fair distribution of Gen AI technical achievements, it is necessary to build a multi-agent contribution quantitative model and establish a scientific equity mapping by systematically evaluating the differentiated inputs of users, developers and data providers. User contribution is measured by instruction complexity and innovation: rigorous instructions generated by deep thinking can guide AI to produce specialized content, and its creativity can trigger breakthrough innovation, which constitutes a core value metric. Developer contribution covers the full cycle investment of algorithm development, including the intellectual resources consumed by research iteration and parameter optimization, as well as the high computing power required for model training and operation and maintenance costs, which need to be converted into assignable equity

weights. Data provider contributions are based on the dual dimensions of data quality (accuracy/completeness) and scarcity: high-quality data lays the foundation for model learning, first-source scarce data reduces training costs and improves output uniqueness, and such resources should be given more weight in allocation. The model realizes the accurate matching of contribution and benefit through dynamic evaluation mechanism, and builds a sustainable cooperative ecology.

Period 2: Rule Formation

In the process of formulating rules, the initiator needs to take the lead in establishing a global smart contract governance cooperation mechanism, jointly establish the basic principles and framework of fairness, transparency and security, form an international consensus, and ensure the equality of rights and obligations of all parties. In the implementation phase, it is necessary to build a transparent supervision system, accept extensive supervision, prevent misconduct, and establish a code protection mechanism to resist the risk of technical attacks and data leaks, and ensure the security of participants' assets and privacy. The whole process should be open and inclusive, take into account the political, economic and cultural differences of various countries, and work together to promote the construction of a global governance system.

Period 3: Ecological Cultivation

During the ecological cultivation period, an incentive system for open-source communities and developers should be established to achieve fair distribution of rights and interests through smart contracts. Build a developer collaboration platform to promote technology sharing and joint research, optimize algorithms and break through technical bottlenecks. Set up a special fund to reward developers with outstanding performance in smart contract and AIGC technology innovation, and attract enterprises and scientific research institutions to participate in open-source projects to jointly promote the progress of research and development, and application of AIGC technology.

4.3.2 Global collaborative governance mechanism through smart contracts

At the technical level, smart contracts can solve the problem of AIGC equity allocation with unique technical characteristics, accurately measure the contribution of users, developers and data providers in the Gen AI creation process, avoid human intervention and disputes, and provide technical guarantee for the realization of global collaborative governance. In terms of system, each country should organize multiple forces to participate in the formulation and revision of the standard, formulate unified international rules, clarify the rights and obligations of each subject, and ensure the sustainable development of human knowledge ecology.

5. Conclusion and Limitations

Traditional IP frameworks have shown many problems under the impact of AI, and many typical cases have appeared around the world. This paper proposes an innovation optimization framework through a case study, and analyses it from the three dimensions of technology, law, and governance, so as to provide a reference for the construction of an AI-driven KM system in China. It is worth noting that the research methods in the field of data transactions provide suitable analytical tools for this topic. The research results have improved the domestic IP system to a certain extent, provided a basis for responding to the demand for legal revision brought about by technological innovation, and helped to maintain the fairness of the knowledge ecology and ensure the sustainability of AI development.

However, there are obvious limitations in this study: the sample size of the case is insufficient in terms of research methodology, and the research content focuses on the theoretical discussion of Gen AI and the traditional IP system rather than practical verification. Nevertheless, this study still provides an innovative solution for the Gen AI IP distribution system.

6. Future Study

Although existing research has deeply explored the impact of KM strategies on organizational performance (Liu et al., 2023) and the complexity of cross-country knowledge transfer (Liu et al., 2022), the rise of Gen AI has posed new challenges to the field of KM. In particular, theoretical breakthrough and practical exploration are urgently needed in IP protection. Future research can combine organizational learning theory (Liu et al., 2022) to explore how to balance the efficiency of Gen AI on knowledge sharing with the infringement risk in the process through dynamic capability construction. In addition, future studies can explore the role of AI agent and top managers, such as chief knowledge officer (CKO) (Liu et al., 2018) in KM and the impacts of AI agent and top managers collaboration on knowledge ownership.

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Ethics Declaration: This study followed the ethical norms of academic research. The data used in this study were either publicly available or secondary data and all data were collected within a legal and ethical framework. In addition, this study did not involve any experiments, interviews, or surveys that could have had a direct impact on the participants. Therefore, according to the relevant ethical requirements, this study did not require formal ethical approval.

AI Declaration: This study used AI tools in the writing process. This paper uses AI tools to assist with literature search and some text editing. The use of AI tools accounted for less than 13% of the overall content of the paper, and all results and text were thoroughly reviewed and revised by the authors. The main ideas, analyses, and conclusions of the study were done independently by the authors, and the AI tools were only used as an aid and did not have a decisive influence on the final content and conclusions of the study.

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