

# NYTimes: What Do You Do When A.I. Takes Your Voice?

In “What Do You Do When A.I. Takes Your Voice?” (The New York Times, May 16, 2024), The New York Times discusses the [class action lawsuit](#) filed on behalf of voice-over actors who had their voices cloned, and then sold by California-based tech company LOVO, Inc., all without the actors’ knowledge, permission, or compensation.

Pollock Cohen partner Steve Cohen, who is representing the lead plaintiffs, Paul Skye Lehrman and Linnea Sage, filed the class action lawsuit in federal court in the Southern District of New York. The lawsuit alleges violations of an individual’s rights of publicity, deceptive business practices, and fraud among other claims and seeks to certify a class of hundreds of voice-over actors.

As the article notes, “The couple join a growing number of artists, publishers, computer programmers and other creators who have sued the makers of A.I. technologies, arguing that these companies used their work without permission in creating tools that could ultimately replace them in the job market.”

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

[The New York Times: What Do You Do When A.I. Takes Your Voice? | NYTimes](#)