

FİKRİ MÜLKİYET HUKUKUNDA GÜNCEL GELİŞMELER - III ULUSLARARASI SEMPOZYUMU

ÖZET METİN BİLDİRİ KİTABI

16-17 MAYIS 2025

Editörler

Doç. Dr. Canan KÜÇÜKALİ

Prof. Dr. Mustafa YASAN

Dr. Öğr. Üyesi Aytağ Ceyhun ÇAKIR



FİLİZ KİTABEVİ
İSTANBUL
2025

CURRENT DEVELOPMENTS ON INTELLECTUAL PROPERTY LAW - III

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PROTECTING THE DESIGNS OF EMBROIDERY IN UZBEKISTAN: THE NECESSITY OF INTELLECTUAL PROPERTY RIGHTS FOR DESIGNERS^{*}

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In an era marked by rapid technological advancements, the protection of traditional art forms, such as embroidery, has become increasingly important. As embroidery designs hold cultural significance and embody unique artistic expressions, it is essential for designers to secure their intellectual property (IP) rights to prevent unauthorized usage. In particular, with the rise of artificial intelligence (AI) and the increasing ability to replicate or modify traditional designs without consent, the need for robust IP protection has become even more pressing. This article focuses on the case of Uzbekistan, where traditional embroidery plays a significant role in cultural heritage and serves as a source of income for many artisans. The article examines the necessity of providing IP protection for embroidery designers, particularly in the context of technological developments such as AI, which can easily infringe upon the rights of creators by reproducing or manipulating designs without proper authorization.

^{*} This study has been checked by a plagiarism detection program and has undergone peer review.

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The importance of securing intellectual property rights for embroidery designers in Uzbekistan cannot be overstated. As the global demand for handmade and traditional products grows, there is an increasing risk of exploitation by third parties who may use these designs without permission for commercial gain. Without legal safeguards, designers have limited options to protect their creations, potentially leading to the erosion of their cultural value and financial loss. IP rights, such as copyright and design protection, would grant designers exclusive control over the use of their work, ensuring that their artistic contributions are recognized and properly compensated.

The role of AI in the design and reproduction of traditional embroidery patterns raises additional concerns. With the advent of AI algorithms capable of generating embroidery designs that resemble traditional patterns, designers are vulnerable to having their work copied, altered, or exploited without their consent. This technological development poses a threat to the authenticity of traditional designs and undermines the livelihoods of artisans who rely on their unique creations for income. By securing IP rights, designers can safeguard against such infringements, ensuring that their work remains protected and their rights are upheld in the face of technological advancements.

In conclusion, the integration of intellectual property rights into the traditional embroidery sector in Uzbekistan is crucial for ensuring the continued preservation of cultural heritage and protecting the livelihoods of artisans. IP protection will not only safeguard designers against unauthorized use by third parties, including AI systems, but also provide a legal framework for the sustainable development of the embroidery industry. By empowering designers with the tools to protect their creative works, Uzbekistan can foster an environment where traditional craftsmanship is respected and valued in both local and global markets.

Keywords: Intellectual Property Rights, Embroidery Designers, Uzbekistan, Artificial Intelligence, Copyright Protection, Cultural Heritage, Traditional Art, Design Protection, Cultural Exploitation, Sustainable Development.