Kirk Sigmon Quoted in WIRED on AI Clones in the Gaming Industry

Banner Witcoff's Kirk Sigmon was recently featured in WIRED's article, AI Slop Is Ripping Off One of Summer's Best Games. Copycats Are Proving Hard to Kill, offering industry insights on the legal complexities surrounding intellectual property (IP) in gaming.

Kirk says that AI tools can accelerate the creation of game content, but they can also complicate the already murky waters of IP protection. "AI definitely makes slop generation faster," he explains, but notes that cloning and knockoff issues have existed for decades. Savvy developers might use AI to generate original assets and code, making infringement harder to prove. While platforms have the final say in removing game clones, smaller developers are burdened with the process of filing the report, which can take days or weeks. Sigmon suggests that social pressure, like complaining to storefronts or enlisting fans, can be an effective tool, since most gamers aren't "fan[s] of half-hearted slop games."

To read the full article, visit WIRED here.

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