

6/13/2025

The AI Top 10

1

REPUBLICANS REVISE BAN ON STATE AI REGULATIONS IN BID TO PRESERVE CONTROVERSIAL PROVISION

6/6/2025 - Senate Republicans have revised their tax bill to discourage states from regulating AI by tying federal broadband funding to a 10-year moratorium on such regulations, replacing an earlier outright ban. The move has sparked bipartisan concern among state lawmakers and digital safety advocates, while AI industry leaders argue that uniform federal oversight is preferable to a fragmented, state-by-state approach. The provision is part of a broader tax package that includes extending Trump-era tax cuts and expanding commercial spectrum access, with Republicans aiming to pass it using a simple majority vote under budget reconciliation rules.

2

L'ORÉAL TAPS NVIDIA TECH TO SUPERCHARGE ITS AI EFFORTS

6/11/2025 - L'Oréal has announced a strategic partnership with Nvidia to enhance its artificial intelligence capabilities to bolster its marketing efforts. Through the partnership, L'Oréal aims to integrate Nvidia's microservices software to help the company create AI-generated ads and product recommendations, thereby improving marketing strategies and delivering more personalized customer experiences. L'Oréal investment in AI reflects a larger trend of consumer companies investing in AI to enhance their business functions, design new products, and target potential customers.

3

AI VIDEO PUSHES BOUNDARIES OF VICTIM IMPACT STATEMENTS

5/30/2025 - In a groundbreaking case, a Phoenix courtroom witnessed the use of an AI-generated video to deliver a victim impact statement, digitally recreating the deceased victim to speak at sentencing. While emotionally powerful, the video raised ethical and legal concerns about authenticity, consent, and potential undue influence on sentencing outcomes.

4

UK MINISTERS DELAY AI REGULATION AMID PLANS FOR MORE 'COMPREHENSIVE' BILL

6/7/2025 - UK ministers have postponed AI regulation by at least a year, opting instead to introduce a more comprehensive bill in the next parliamentary session that will address both safety and copyright concerns. The delay has sparked criticism, particularly from the creative sector, over the government's handling of copyright issues, especially as a separate data bill currently allows AI training on copyrighted material unless creators opt out. Despite backlash and amendments from the House of Lords, ministers remain firm, promising future assessments and a cross-party working group to address the complex intersection of AI and copyright.

5

LVMH BETS ON AI TO NAVIGATE LUXURY GOODS SLOWDOWN

6/9/2025 - LVMH is increasing its investment in artificial intelligence to effectively overhaul its supply chain management, product development, e-commerce, and pricing. By leveraging AI, the company aims to optimize inventory management, deliver more personalized customer experiences, and more accurately predict changes in consumer demand. These initiatives are particularly timely as many luxury brands are navigating a challenging market characterized by slowing growth and shifting consumer sentiment.

6

PERPLEXITY AI GETS CYBERSQUATTING CUT FROM TEXAS CO. TM SUIT

6/2/2025 - A Texas software company's cybersquatting claim against Perplexity AI was dismissed due to insufficient evidence of bad faith. The court found that merely offering to purchase a trademark or using a similar domain name does not meet the legal threshold for cybersquatting under the Anticybersquatting Consumer Protection Act.

7

GENAI ADOPTION OUTPACES GOVERNANCE, ERNST & YOUNG FINDS

6/5/2025 - A new EY survey reveals that while 75% of companies are using generative AI, only a third have strong governance frameworks in place, prompting half of executives to increase investment in responsible AI practices. Despite widespread adoption, many C-suite leaders lack awareness of key risks — such as bias, data misuse, and regulatory non-compliance with only 18% of CEOs confident in their fairness controls and even fewer in regulatory adherence. The report stresses the need for clear governance, transparency, and human oversight, as consumer concerns about AI responsibility significantly outpace those of corporate leaders.

8

TSMC NAVIGATES TARIFF PRESSURES AMID STRONG AI DEMAND

6/03/2025 - Taiwan Semiconductor Manufacturing Company (TSMC) reported that while tariffs have had some impact, global demand for AI chips remains robust. The company continues to play a pivotal role in the U.S.-China tech rivalry, with its advanced chipmaking capacity seen as a strategic asset. U.S. efforts to localize semiconductor production have intensified. Despite the ongoing trade policy tensions, AI demand remains strong, driven by the rapid adoption of AI technologies across various industries.

9

PLAINTIFFS APPEAL AI SALES PLATFORM'S WIN IN IDENTITY MISUSE SUIT

5/30/2025 - Plaintiffs alleging that AI sales platform 6Sense misused their identities to promote its services are appealing a dismissal. The court found no direct commercial use of individual identities but acknowledged the plaintiffs' standing based on mental anguish, setting up a nuanced appellate challenge.

CALIFORNIA SENATE ADVANCES AI REGULATION BILLS DESPITE FEDERAL PUSHBACK

6/5/2025 - Two California AI regulation bills, SB 243 and SB 420, have passed the state Senate, aiming to address mental health risks and increase transparency in automated decision-making systems. SB 243 targets AI chatbots used for emotional support, banning addictive engagement tactics and requiring clear disclosures that the bots are not human, while SB 420 mandates impact assessments and user notifications when AI is used in decision-making, along with options for human appeal. These efforts may conflict with a proposed federal moratorium that would block state-level AI regulations for a decade, intensifying the debate over who should govern AI development.