

Preface

The relationship between creativity and intellectual property law has entered a transformative phase marked by rapid technological innovation, evolving social realities, and the expanding influence of the digital economy. In this context, the ***Journal of Intellectual Property Rights*** is pleased to present this Special Issue devoted to the contemporary challenges and emerging dimensions of creative works and intellectual property.

The contributions brought together in this issue reflect the increasingly interdisciplinary nature of intellectual property discourse. They engage with pressing questions concerning authorship, ownership, cultural identity, technological disruption, and the protection of creative labour in a world where traditional legal assumptions are being continuously tested.

One of the central themes emerging from this collection is the growing impact of digital technologies on creative expression and legal protection. The rise of artificial intelligence, digital replication, blockchain-based assets, and new modes of dissemination has complicated established understandings of originality, performer rights, authenticity, and ownership. The scholarship featured in this issue critically examines these developments and highlights the urgent need for adaptive legal and policy frameworks capable of responding to the realities of the digital age.

Equally significant is the renewed attention to questions of cultural heritage, collective creativity, and community rights. Several contributions underscore the limitations of conventional intellectual property regimes in addressing forms of creativity rooted in oral traditions, indigenous knowledge systems, and shared cultural practices. These discussions invite a broader reconsideration of how intellectual property law can better recognize and safeguard cultural expressions that do not easily fit within individualistic models of authorship.

The issue also revisits the enduring concerns of individual creators and rights holders. From the protection of creative ideas and artistic integrity to the commercialization of personality and identity, the articles collectively demonstrate that creators continue to navigate complex legal and economic structures in pursuit of recognition, control, and fair protection. At the same time, important questions surrounding freedom of expression, parody, criticism, and access to knowledge remain central to contemporary intellectual property debates.

Another important dimension explored in this issue is the comparative and international character of intellectual property governance. Experiences from different jurisdictions reveal both shared challenges and diverse regulatory responses, offering valuable insights for future reforms and policy development. These perspectives reinforce the idea that intellectual property law today functions within a deeply interconnected global environment where technological and cultural developments transcend national boundaries.

This Special Issue seeks not only to contribute to academic scholarship but also to encourage meaningful dialogue among researchers, policymakers, practitioners, creators, and institutions engaged in shaping the future of intellectual property law. The discussions presented here reflect the need for legal systems that are both innovative and inclusive — systems capable of balancing technological progress with cultural preservation, commercial interests with public access, and individual rights with collective creativity.

As the Editor, I am confident that the insights and perspectives contained in this issue will stimulate further research and thoughtful engagement with the evolving landscape of creative works and intellectual property. By bridging the gap between technological innovation and legal protection, we can ensure that the "spark" of creativity remains a source of economic and cultural empowerment for all.

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