

Scarlett Johansson hits AI app with legal action for cloning her voice in an ad

As reported by *Variety*, the 22-second ad showed Johansson behind the scenes while filming *Black Widow*, where she actually says “What’s up guys? It’s Scarlett and I want you to come with me.” But then, the ad transitions away from Johansson, while an AI-generated voice meant to sound like the actress states: “It’s not limited to avatars only. You can also create images with texts and even your AI videos. I think you shouldn’t miss it.”

At the very bottom of the ad, *Variety* reports that Convert Software – the developer behind the app – included text that reads: “Images produced by Lisa AI. It has nothing to do with this person.” Representatives for Johansson tell *Variety* that the actress was never a spokesperson for the app and that her attorney, Kevin Yorn, “handled the situation in a legal capacity.”

“We do not take these things lightly. Per our usual course of action in these circumstances, we will deal with it with all legal remedies that we will have,” Yorn said in a statement to *Variety*. Neither Yorn nor Convert Software responded to *The Verge*’s request for comment about the nature of the legal action.

<https://www.theverge.com/2023/11/1/23942557/scarlett-johansson-ai-app-developers-lawsuit>