

Artificial Intelligence

RELATED SERVICES

- Advertising & E-Commerce
- Blockchain & Cryptocurrency
- Cyber, Privacy & Data Security
- Employment
- Intellectual Property Litigation
- Technology Litigation

CONTACTS

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Partner

OVERVIEW

Our clients are at the forefront of the artificial intelligence revolution, and GRSM is right beside them, helping them harness AI's transformative power while safely navigating the rapidly changing legal landscape. We provide counseling, transactional and litigation services to a wide range of companies on the many legal issues presented by AI. Our lawyers are leaders in the field who are frequently called upon to publish and speak on AI-related topics. We also draw on the experience of the firm's litigation, technology, privacy, e-commerce, intellectual property and employment teams to provide the full spectrum of counsel to our clients.

COUNSELING

We provide strategic advice to clients involved in AI technology development and AI content creation. We address data collection, content creation and compliance strategies. We advise on copyright, unauthorized data access and privacy issues. We assist clients in understanding the implications of misleading or deceptive AI-generated information, known as hallucinations. We track and advise on recent legislation spanning data protection, algorithmic transparency, and consumer rights.

LITIGATION

Our highly experienced litigators represent clients nationwide in AI-related lawsuits. We regularly defend cases concerning computer trespass, copyright infringement, advertising, and consumer data issues. We handle cases concerning alleged bias in AI algorithms, misuse of AI-generated content, and data protection. We also assist clients in responding to Federal Trade Commission and other regulatory inquiries, investigations and enforcement actions.

TRANSACTIONS

We support clients who license AI solutions to their clients or engage in other transactions involving AI technologies. We negotiate, structure and finalize AI-related transactions to safeguard intellectual property, define the scope of authorized use, and limit liability. We help our clients to protect their intellectual property and data from infringement and misuse by others. Our goal with every AI-related transaction is to ensure that clients can fully monetize and reap the benefits of AI while minimizing potential risks.

INDUSTRIES

We currently serve clients in the technology, finance, healthcare, insurance, advertising, entertainment, e-commerce and other industries.

OUR APPROACH

We monitor developments in AI technology and AI-related legislation, regulatory action and litigation. Our team members have advanced computer science and linguistics degrees, have taught judges about the use and legal implications of AI, and regularly write on AI topics and speak before industry trade associations. We take pride in providing our clients with current insights and strategies to help them succeed in this dynamic field.

GRSM's AI team also helps the firm incorporate the latest technologies into the firm's operations to ensure a state-of-the-art legal practice that can benefit from technological advances that improve efficiencies, maximize speed and reduce costs for our clients.

REPRESENTATIVE EXPERIENCE

- Helping leading advertising agencies and content creators launch and license AI tools to their e-commerce clients in connection with content creation
- Defending a national business accused of using AI to make biased or discriminatory decisions

affecting consumers, employees and job applicants

- Assisting financial publishers implement and advertise the use of AI in connection with stock recommendations
- Assisting AI image creator businesses advertise and license their AI tool for sale to consumers
- Advising entertainment industry clients on copyright and copyright infringement issues with respect to AI-created works
- Obtaining a patent and copyright registrations relating to machine learning algorithms and data collection and training
- Handling large technology transactions concerning generative AI and large language models to procure AI technology, participate in AI collaborations, and maintain data protection
- Defending against litigation involving AI tech startups, securities claims, and alleged trade secret misappropriation