



Artificial Intelligence

Reinhart's Artificial Intelligence (AI) Team assembles attorneys and professionals throughout the firm who deeply understand the technology that drives AI and automated systems. As more companies across all industries start integrating AI into their everyday business, they will need help navigating the technical nuances and regulations required to effectively incorporate, use, and protect this technology.

As AI pervades every facet of modern business operations and outpaces conventional legal strategies and responses, we have built a cross-disciplinary team of AI-focused attorneys from across many of our core practice areas, including Intellectual Property, Litigation, Labor and Employment, Corporate Law, Data Privacy and Cybersecurity, Health Care, and Banking and Finance, allowing us to provide clients with a comprehensive approach to getting the most out of AI while helping them avoid its many potential risks and pitfalls.

We regularly help our clients:

- Comply with the rapidly expanding web of global AI regulations;
- License and contract for AI-enabled products, services, and systems;
- Develop and secure patent, copyright, trademark, and trade secret strategies and protection for AI assets;
- Use and manage big data and preserve cybersecurity and data protection;
- Navigate privacy laws and emerging claims of rights of publicity;
- Improve product design to reduce products-liability risk;
- Participate in evolving commercial spaces, both real and virtual, such as the Internet of Things (IoT), the Industrial IoT, and the metaverse;
- Maintain compliant hiring and employment programs that integrate AI; and
- Foresee ethical issues and concerns about fairness, equity and transparency in AI.

Matters

- Prepared a patent application for a startup company involving the use of artificial intelligence (AI) to assess vehicle and tire conditions and perform longitudinal analysis for fleet analytics, including predictive maintenance, inventory planning and identification of factors leading to excessive wear.
- Represented an artificial intelligence technology development company in connection with startup formation

and legal infrastructure, a \$7 million seed preferred equity financing, customer and vendor contract support, and with intellectual property legal protection design.

- Represents companies developing artificial intelligence (AI) tools and platforms, advising on legal issues related to product development, commercialization and growth.
- Advises companies across industries on the adoption and integration of artificial intelligence (AI) into existing business operations and with AI risk management.
- Helped develop a comprehensive artificial intelligence (AI) governance framework for a client, extending existing cybersecurity and compliance controls, defining permissible AI use, and implementing safeguards to prevent unauthorized or unapproved AI tools from entering business workflows.
- Strengthened vendor oversight by negotiating artificial intelligence (AI) specific contract terms for an SaaS deal.
- Evaluated business and legal risks associated with a client's artificial intelligence (AI) rollout, with a focus on employment practices.

Key Contact



David G. Hanson

dhanson@reinhartlaw.com

414.298.8324