



Dave Hanson Shares Perspectives on Generative AI at The Future of Business Summit

Dave Hanson spoke at the Future of Business Summit, presented by *InBusiness Madison*, as a part of the panel "Practical Applications of Generative AI in Your Small Business." Alongside a futurist, a creative professional and an academic, they examined the transformative impact of generative artificial intelligence (AI) on their industries and small businesses, highlighting emerging opportunities and potential challenges. The summit convened national and local thought leaders to discuss opportunities and challenges facing the future of business.

Hanson is a shareholder in the Intellectual Property and Litigation practices as well as the chair of the AI specialty group. He counsels clients on patent, trademark, copyright and trade secret cases as well as Taft Hartley and ERISA litigation, including withdrawal liability matters. As a member of the AI team, Hanson advises clients on the technical and regulatory requirements, challenges and opportunities of AI technology.

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