



Reinhart Launches New Artificial Intelligence Group

MILWAUKEE – [Reinhart Boerner Van Deuren s.c. \(Reinhart\)](#) announces the formation of its [Artificial Intelligence \(AI\) Group](#), a new legal service area consisting of a cross-disciplinary team of attorneys that counsels companies on the integration of AI-powered solutions and services into their businesses.

Led by Shareholder [David Hanson](#), Reinhart’s AI Team gathers attorneys and professionals throughout the firm who understand the technology that drives AI and automated systems and use their deep experience in navigating the technical nuances and regulations required to effectively incorporate, use and protect this technology. Their areas of focus span core client needs, such as intellectual property, litigation, labor and employment, corporate law, data privacy and cybersecurity, health care, and banking and finance.

“More than a year after the debut of ChatGPT, the explosive growth of artificial intelligence continues to disrupt and transform modern business operations,” said Hanson. “In response, Reinhart has built a robust, AI-focused team that solidifies the firm’s commitment to staying at the forefront of emerging technologies, serving our clients not just as advisers, but as trusted partners.”

Reinhart’s new service group provides clients with a comprehensive approach to AI, including guidance on licensing and regulations, patent and trademark strategies for AI assets, product design and risk, the Internet of Things (IoT) and metaverse, as well as ethical considerations, all while helping to avoid the many potential risks and pitfalls.

In addition, the team will leverage their experience in obtaining AI-related patents, pursuing or defending claims of misappropriating AI-based trade secrets and helping clients roll out AI-based workforce performance review systems.

For more information on how Reinhart attorneys can help your business with the complexities and nuances of AI, contact [David Hanson](#) or another member of [the Artificial Intelligence Team](#).

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