

## INDUSTRY

# Artificial Intelligence (AI)

Launched in 2023, Benesch’s multidisciplinary AI Commission is dedicated to helping clients safely and legally deploy AI technologies and tools to enhance operations, drive innovation, and optimize and customize customer experiences. Our team advises on the legal implications of AI innovations and associated risks while proactively monitoring proposed laws, regulations and litigation.

## Who We Serve

- B2B/B2C businesses
- Developers
- Investors
- Collaborators
- Service providers
- Users/Integrators

## What We Do

- Business advisory services
- IP counseling
- IP and technology transactions
- Legal, regulatory and legislative developments
- Litigation and alternative dispute resolution

## Our Experience



Our current work centers on advising clients on generative AI-related copyright issues, rights and responsibilities.



Our attorneys are frequently called upon to speak at various panels and conferences and are sought after for their thought leadership.



As the AI industry evolves, our approach is to continue exploring tools to realize efficiencies but to be *smart* in their deployment, not just *fast*.

By the  
**Numbers**

30+

**Attorneys on our team,**

bringing together the experience and skill sets of several practice areas, including Intellectual Property (IP), Data Privacy & Cybersecurity, Labor & Employment, Corporate, Healthcare, Real Estate and Litigation

## Industry Recognition

### Recognized Nationally

by Best Law Firms® in  
Intellectual Property Litigation



### Recognized

by Chambers



# Thought Leadership

## Recent Speaking Engagements

- Safely Using AI to Enhance B2B Marketing Strategies & Business Results
- Guidance for the Legally Compliant Deployment of AI Tools
- The Rise of Machines: Practical Legal Solutions for AI & Logistics
- Artificial Intelligence and Cybersecurity

## Recent Publications

- Monthly AI Newsletter
- Where AI Regulation Stands Today
- AI and Regulatory Compliance - Governance for Maximizing Operational Results
- Fighting AI and Deepfake Misuse in Music
- Privacy Enforcement is Rising and Data Breaches Aren't the Reason

## Representative Matters

- ▶ Assist a large healthcare system with the development, deployment and implementation of a responsible AI security policy to govern security and data protection terms and conditions for procurement of AI tools.
- ▶ Assist several clients in the negotiation of vendor agreements for the procurement of technology solutions including and incorporating AI features and functionality.
- ▶ Represent a large client through a competitive RFP process in the procurement of enterprise IT services, including certain application development and management services that relate to AI development and deployment.
- ▶ Provide guidance to several clients related to data use and compliance obligations as they relate to AI tool usage and data privacy concerns.
- ▶ Assist clients in the navigation of certain legal compliance requirements related to the use of AI tools for certain consequential use cases.
- ▶ Assist a large energy and global materials science company with the development, deployment and implementation of an enterprise-wide responsible use and AI governance policy governing employee and contractor use of AI tools in furtherance of job functions, including ethical considerations, best practices and a use case approval process.