

## NAVIGATING THE AI LEGAL LANDSCAPE



### Things You or Your Clients Need to Think About Before You USE AI Technologies

- ✓ Do you/ your employees / your clients use AI platforms in the workplace?
- ✓ Do you know whether the AI platforms used are open or closed AI systems?
- ✓ Do you know the Privacy Policies, Terms of Use, Terms of Service, and Licensing Agreements associated with these AI Systems?
- ✓ Will the information you put into the AI Platform be used by the Platform? For what purposes?
  - Are you granting a license for AI Platforms to use your logos, trademark, artwork, writings, etc.
- ✓ Is the information you disclose to AI Platforms confidential?
  - In 2023, [Samsung employees accidentally leaked trade secrets by using ChatGPT](#)
- ✓ Have you used materials generated by AI platforms? In what ways?
  - Who owns the material produced by the AI platform? What contributions are yours? Can you claim ownership in what the AI platform produces?
  - Are you running the risk of infringing on the works of third parties (copyright, trademark)
    - [Eight daily newspapers, including the New York Times, sued OpenAI and Microsoft, accusing them of copyright infringement](#). If what AI platforms produced was based on these materials and is substantially similar, there are risks.
- ✓ AI Platforms are known for hallucinations. Have you checked the accuracy of the materials that the AI platforms have produced?
- ✓ Do you rely on contractors to perform certain functions? Do you know if they use AI platforms to perform their work?
- ✓ Do you require disclosure when AI platforms are used – either by you or your partners/vendors/contractors? OR AI platforms?
- ✓ Do you have an AI policy in place?

### AI Legal Landscape

Businesses face many legal challenges in the rapidly evolving world of Artificial Intelligence (AI). From data privacy concerns to intellectual property rights, the legal implications of AI are vast and complex.

### Experience in AI Law

Our team is well-versed in the latest AI legal developments. We understand the complexities of AI law, including:

- **Data Privacy and Protection:** We can help businesses understand and comply with data privacy laws while leveraging AI technologies.
- **Intellectual Property Rights:** We can assist businesses with protecting intellectual property rights while leveraging AI technologies.
- **Ethics and AI:** We can guide businesses in developing ethical AI practices that avoid potential legal pitfalls.
- **Policies and Best Practices:** Developing policies for best business practices when working with AI platforms
- **Transactions:** Transactions including providing protections when contracts involve the potential use of AI platforms and services

### Tailored Legal Solutions

Every business is unique, and so are its legal needs. We provide tailored legal solutions that align with your business goals and the specific challenges you face in the AI domain.