OUR PRACTICE

Artificial Intelligence

The continued proliferation of AI-based technologies, including generative AI platforms, presents a variety of legal challenges for companies of all sizes and in all industry sectors. Baker Donelson's dedicated AI Team is a multidisciplinary group of attorneys who have considerable experience with AI-based technologies and industry-specific experience. The Firm's AI Team includes members of multiple practices, including Technology; Data Protection, Privacy and Cybersecurity; Intellectual Property; Labor and Employment; Health Care; and Advocacy. All members of our AI Team regularly engage with companies across industry sectors in transactional, labor and employment, regulatory, compliance, and litigation matters. The combination of technological proficiency and industry-specific legal acumen allows us to provide our clients with practical, efficient, and effective strategic advice and counsel in an evolving regulatory landscape. Additionally, multiple team members hold an Artificial Intelligence Governance Professional (AIGP) certification through the International Association of Privacy Professionals (IAPP), the world's largest privacy organization.

The AI Team counsels companies that are developing AI-based technologies as well as those that are deploying these tools and looking to understand the legal implications and risk mitigation strategies. We have assisted organizations of all sizes with matters such as establishing policies and procedures; developing contracting strategies; addressing requirements regarding bias and non-discrimination; and advising regarding intellectual property, privacy, data use, and information security considerations.

Industry sector experience includes:

- Construction
- Consumer goods
- Education
- Energy
- Financial services
- Health care
- Hospitality
- Industrial
- Manufacturing
- Transportation and logistics

Our AI attorneys have assisted companies and organizations of all sizes in:

- Establishing current policies and procedures
- Contractual language with vendors
- Intellectual property rights and licensing
- Data use considerations
- Discrimination concerns in hiring
- Privacy compliance
- Cybersecurity

♛ Representative Matters

- Represented a Fortune 100 client in its negotiations with an AI human resources vendor for the global rollout of an AI tool designed to align job candidates with available employment opportunities.
- Advised a multinational software company regarding AI governance and the policies and procedures applicable to its AI products, systems, and services.
- Assisted a health care provider in deployment of an AI-enabled chatbot.
- Advised clients on legal and regulatory considerations associated with the deployment of AI tools, including in context of employment (recruiting), interaction with customers and users, and automation of industrial processes.
- Represented a Fortune 100 client in its negotiations with a vendor of AI-enabled clinical trial recruitment services.
- Serving as outside general counsel for a provider of AI-enabled patient engagement and symptom management services.
- Advised a provider of computer-vision security services regarding the deployment of its service offerings and applicable data privacy and security requirements.
- Advised a higher education institution regarding the regulatory considerations for its use of AI-enabled services for student engagement.
- Developed policies and procedures regarding the use of AI tools and services for a national non-profit organization.
- Represented a leading behavioral health physician group in the procurement and negotiation of a master services agreement for the development of an AI platform intended to enhance clinical care and health care operations, addressing various legal issues, including data privacy and emerging artificial AI laws.
- Represented a national post-acute care provider in a joint venture to develop an AI coding tool, advising the internal AI steering committee, reviewing proposed agreements, and addressing various legal issues related to data privacy and AI laws.