



# Artificial Intelligence and Intellectual Property

Our intellectual property team specializes in new technologies, including AI. With over a decade of experience advising on AI-related IP issues, we are leaders in addressing generative AI technology. Leveraging our deep knowledge in IP law and AI, we provide tailored, comprehensive services to meet your needs, ensuring strategic guidance through all industry changes driven by generative AI.

## WHAT SETS US APART

**A Practical Approach:** We recognize that protecting and enforcing intellectual property rights goes beyond mere legal compliance—it's about aligning legal strategies with your business objectives to drive growth and success, while minimizing risks.

**Our Clients:** We represent diverse clients from all over the world, ranging from startups to multinational corporations. Whether you're a tech disruptor pioneering AI solutions or a traditional industry player adapting to the impact of generative AI, we have the expertise to meet your intellectual property needs.

**Innovative Delivery:** Embracing cutting-edge, proprietary technology and innovative practices, we strive to deliver efficient and effective legal solutions. We are committed to staying at the forefront of legal innovation.

**Commitment to Excellence:** At the heart of our practice is an unwavering commitment to excellence. We approach every case with diligence, attention to detail, and a focus on achieving the best possible outcomes for our clients. Trust us to provide top-tier legal representation and strategic guidance you can rely on.

**Industry Know-How:** With years of experience serving clients across various industries, including technology, healthcare, manufacturing, and beyond, we possess in-depth industry knowledge. Our team has also been using, and advising clients on the use of, AI for more than a decade, prior to the advent of new generative AI technologies. We combine this with deep knowledge and insight into AI technologies and their impact to offer tailored solutions that address the unique challenges and opportunities posed by new forms of AI.

## OUR INSIGHT

Seyfarth's [Gadgets, Gigabytes & Goodwill Blog](#) explores a wide range of legal issues surrounding intellectual property, including AI-related litigation, government regulations and guidance related to AI, and the impact of AI on the authorship or protection of intellectual property. The blog provides insight and guidance for companies of all sizes, while at the same time discussing newsworthy developments in the areas of patent, trademark, and copyright.



[Gadgets, Gigabytes & Goodwill Blog](#)

## OUR SERVICES

- AI-related copyright, patent, and trademark litigation (enforcing rights or defending against infringement claims).
- Advice and counseling on minimizing risk of unauthorized exploitation of IP assets by AI platforms or other third parties.
- Advice and counseling on the development of internal AI programs and large language models and the selection of third-party, commercial AI programs.
- Advice and counseling on best practices, and developing and implementing policies and guidelines, for use of AI in connection with existing IP assets.
- Advice and counseling on implementation of, or compliance with, the intellectual property-related provisions of AI-related laws, regulations, and government guidance, such as the EU AI Act, the USPTO's Inventorship Guidance for AI-Assisted Inventions, and other data protection, privacy, and ethics laws and rules.
- Review and counseling on written agreements between client/prospective client and counterparties that relate to the use of AI.
- Advice and counseling on minimizing risk of infringement liability when using AI to create new content.
- Advice and counseling on protecting AI-related inventions.
- Prepare and prosecute patent applications involving AI-related inventions. For the last nine years, our team has prepared and prosecuted AI-related inventions for a range of industries and applications, including, but not limited to, autonomous vehicles, computer vision, federated learning, wireless communication, natural language processing, recommendation systems, robotics and automation, and financial services.
- Intellectual property portfolio management and strategic planning in the AI space, including IP audits and asset mapping to leverage AI technology effectively.
- Due diligence and risk analysis for mergers, acquisitions, or investments, assessing the IP and technology assets involved, and identifying AI-related risk.

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## KEY CONTACTS



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