

# Artificial Intelligence (AI)

In the rapidly evolving world of artificial intelligence (AI), businesses must navigate a complex legal landscape to harness the full potential of AI technologies while ensuring compliance and mitigating risks. Amundsen Davis can provide tailored legal services to businesses integrating AI into their workflows.

Our team is able to capably handle your AI related legal issues from the filing of a patent on a newly developed AI technology to resolving litigated disputes involving use of AI and everything in between.

## **Regulatory Compliance**

- **Adherence to Laws and Regulations:** Ensuring compliance with local, national, and international laws governing AI use, such as data protection laws (e.g., GDPR, CCPA), industry-specific regulations, and emerging AI-specific legislation.
- **Ethical AI Practices:** Advising on ethical guidelines and best practices for AI deployment to prevent discrimination, bias, and other ethical issues.

## **Data Privacy and Security (employee use, vendor use)**

- **Data Protection:** Advising on data collection, storage, and processing practices to ensure compliance with privacy laws.
- **Cybersecurity:** Providing guidance on securing AI systems and the data they process from cyber threats.

## **Intellectual Property**

- **IP Protection:** Assisting in the protection of AI-related intellectual property, including patents, trademarks, and copyrights.
- **Licensing Agreements:** Drafting and negotiating licensing agreements for AI technologies and software.

## **Contract Drafting and Negotiation**

- **AI Contracts:** Drafting, reviewing, and negotiating contracts related to AI development, deployment, and use, including service agreements, partnership agreements, and procurement contracts.
- **Liability and Risk Management:** Addressing issues related to liability and risk management in AI contracts.

### **Litigation and Dispute Resolution**

- **Dispute Resolution:** Representing businesses in disputes arising from AI use, such as intellectual property infringement, breach of contract, or regulatory non-compliance.
- **Litigation Support:** Providing support in litigation involving AI technologies

### **Labor and Employment**

- **Workforce Impact:** Advising on the impact of AI on the workforce, including issues related to job displacement, retraining, and labor relations.
- **Workplace Monitoring:** Ensuring compliance with laws governing workplace monitoring and employee privacy when AI is used for performance tracking and surveillance.
- **Hiring and Recruiting Practices:** Ensuring hiring and recruiting policies that involve AI are in compliance with local and federal laws.
- **Policies for Use:** Assisting with creating internal policies on employees using AI in the workplace.

### **Risk Management and Due Diligence**

- **Risk Assessments:** Conducting risk assessments to identify potential legal and regulatory risks associated with AI use.
- **Due Diligence:** Performing due diligence in mergers and acquisitions involving companies that develop or use or contractor with business partners that use AI technologies.

### **Industry-Specific Advice**

- **Health Care:** Ensuring compliance with health care regulations including patient privacy and data security considerations when using AI for medical diagnosis, treatment planning, and other applications.
- **Finance:** Advising on regulatory compliance and risk management for AI applications in financial services, such as algorithmic trading, credit scoring, customer service tools and similar.
- **Manufacturing:** Addressing legal issues related to the use of AI in manufacturing processes, including product liability and safety standards, employee monitoring and similar.
- **Transportation:** Ensuring compliance when utilizing AI in everyday features like dash-cameras to emerging features like crash avoidance systems and autonomous vehicles.

### **Training and Education**

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- Legal Training: Providing training and education for business leaders and employees on the legal implications of AI use and the importance of compliance with relevant laws and regulations.

## Alerts

Minimizing Product Liability Risks Caused by AI: Practical Tips for Businesses  
Article, *Amundsen Davis Product Liability Alert*, March 26, 2025

## Events

AI Developments in Convenience Services: Incorporating it Legally and Avoiding Roadblocks  
Speaking Engagement, The NAMA Show 2025, Seminar; Las Vegas, NV, May 7, 2025

Navigating IP Rights in the AI Boom  
Event, Amundsen Davis, Webcast, May 7, 2025

What is Generative AI & How Does it Work?  
Speaking Engagement, Brookfield, WI, September 12, 2024

## Published Works

The European Union's AI Act Makes Its Mark and U.S. Businesses Are Within Its Reach  
Publication, *USLAW Magazine*, Summer 2025

## Blog Posts

5 Reasons Your Bank Needs an AI Policy (Right Now)  
*Banking Brief: Financial Services Insights*, May 1, 2025

Bringing AI Out of the Shadows: How to Manage the Use of AI in Your Workplace  
*Labor & Employment Law Update*, January 28, 2025

The Consumer Financial Protection Bureau Proposes New Rule for Automated Valuation Models  
*Banking Brief: Financial Services Insights*, September 6, 2024