



Kilpatrick

AI LEGAL CONSULTING

Kilpatrick Connect



All companies
are now
AI companies



Artificial intelligence (“AI”) is an essential and growing component of every business. AI can unlock new revenue streams, optimize operations, enhance decision-making through data-driven insights, personalize customer experiences, and drive innovation. But it also presents challenges, including regulatory non-compliance, data biases, cybersecurity vulnerabilities, high implementation costs, ethical challenges in usage, and reputational damage if AI-driven outcomes harm customers, employees, or stakeholders.

Kilpatrick Connect is a legally focused consulting and advisory offering designed to help you address and leverage all aspects of AI. Our offerings are customized to guide you through the complex legal, regulatory, and policy environment related to AI. We support the creation of practical and actionable strategies and solutions, ensuring your business stays compliant, mitigates risks, and is positioned for growth. **Kilpatrick Connect is built upon Kilpatrick’s AI, legal, and industry expertise and delivered through a confidential attorney-client relationship.**

Kilpatrick Connect can support all aspects of your AI initiatives, offering comprehensive legal guidance, crisis management, and issue-specific counsel, as well as complementary services in parallel with traditional consulting firms.



Comprehensive Approach

Our services, supported by Kilpatrick’s 650+ attorneys and lobbyists, cover all aspects of AI regulation and risk management, ensuring a legally holistic and actionable approach to guide your AI strategy.



Secure and Confidential

As a multinational law firm representing 1/3 of the *Fortune* 50, Kilpatrick maintains the highest standards of security and our AI consulting services are conducted within a confidential attorney-client relationship.



Solutions for Today and the Future

Despite its omnipresence and advancements, AI remains in its infancy, necessitating approaches that not only address its current capabilities and effects, but also prepare for evolutions, novel use cases, and expanding impacts.



Dedicated to You

Success at Kilpatrick rests on our strong and enduring connections with our clients and colleagues. We understand your business and partner closely with you to assess your unique situation and achieve your AI goals.



Committed to AI

Kilpatrick has developed a secure, internal AI platform, Kwery, to leverage the technology for the benefit of our clients. Our AI practices and technologies meet the highest ethical and security standards and use comports with our clients’ directives.



Trust and Expertise

With 165 years of expertise and client success, Kilpatrick is your dedicated partner for identifying and addressing the myriad legal intricacies and impacts of AI.

Today's AI Landscape

AI discussions typically focus on two main types: **Predictive AI** and **Generative AI**. While technically distinct, these systems are increasingly commingled and integrated to meet evolving needs. **Agentic AI** is emerging as the next essential category of AI system.

Predictive AI

A class of AI models designed to analyze historical data and identify patterns to make informed predictions about future outcomes. These systems primarily use machine learning algorithms, often trained on large datasets, to forecast trends, behaviors, or events. The accuracy of predictive AI models depends on the quality and volume of the data used, as well as the sophistication of the algorithms employed. By leveraging patterns in data, predictive AI models help entities make proactive decisions, optimize resources, and mitigate potential risks.

Generative AI

A class of AI models that emulate the structure and characteristics of input data to generate derived synthetic content. This can include text, images, videos, audio, code, and other digital content. Generative AI relies on probabilistic models to make informed guesses about what new data might look like based on the input data it has seen. Generative AI can adapt and create personalized outputs based on user input, making it versatile for a wide range of applications.

Agentic AI

A class of AI systems capable of autonomous decision-making and action, often operating independently to achieve specified goals. These systems are designed to interact dynamically with their environment, adapt to changing conditions, and execute tasks with minimal human intervention. Agentic AI is distinct from both predictive AI and generative AI, although it may incorporate elements of each. It is increasingly being applied in areas like virtual assistants, robotics, and complex systems management.

\$1 Trillion

In capital expenditures earmarked for AI development, infrastructure, and implementation.

Complex Policy and Regulation

AI will be governed by a complex and continuously developing patchwork of global, federal, and state legislation and regulations.

Continued Advancements

Recent breakthroughs in AI—including generative AI for creating content and innovative solutions and agentic AI for autonomous task execution and adaptive interactions—are transforming industries.

Rapid Adoption

AI technology has been adopted faster than any other recorded technological development and is still in its early stages.

How We Can Help

Kilpatrick Connect offers tailored, legally focused services to support companies in adopting, responding to, and addressing the impacts of AI. While the use and impacts of AI are unique to every entity, below are just a few of the areas Kilpatrick Connect can address to ensure your organization meets its AI objectives.

Regulation and Legislation

A key challenge in AI development is navigating, monitoring, and responding to evolving global, federal, state, and agency rules and regulations to ensure compliance, address implementation, and manage legal risks while also advocating for your interests.

Liability and Litigation

Liability is “the trillion-dollar question” in AI, with unclear and evolving risks that affect not only the company using AI but also its partners, competitors, service providers, and suppliers, raising critical questions about responsibility, harms, and related complex litigation.

Insurance

A key consideration for companies using AI is how their insurance policies—as well as those of third parties they engage with—address AI-related incidents and coverage, necessitating a thorough review of existing coverage and the need for specialized policies.

Intellectual Property

The rapid advancement of AI, and particularly generative AI, is transforming intellectual property law, challenging traditional concepts of authorship, ownership, and infringement, while raising questions about patentability, trademark, and copyright protections; issues like the use of training data and the creation of AI-generated content further complicate matters of infringement, right-of-publicity, and fair use.

Employment

AI is transforming the employment sector and is broadly utilized by applicants, employers, and company departments, including human resources.

But this widespread use presents risks which are further complicated by potential biases in AI systems and data. Companies must limit risks and ensure compliance with varying regulatory requirements across jurisdictions to avoid potential liabilities.

Privacy and Cybersecurity

Emerging AI technologies are reshaping privacy and cybersecurity, presenting challenges like re-identification risks and potential data leakage, while also enabling stronger privacy tools for individuals. In cybersecurity, AI enhances defense mechanisms but also introduces new threats, such as advanced AI-driven cyberattacks and increased capabilities for malicious actors.

Energy

AI technologies are transforming the energy sector by optimizing production, distribution, and related efficiencies while also managing real-time fluctuations in power generation and consumer demand. AI-driven predictive maintenance and forecasting helps prevent failures, reducing downtime and operational costs. The adoption of emerging AI technologies also influences energy demand and supports the expansion of energy production capabilities.

Contract Provisions and AI Policies

As AI technologies evolve, companies must prioritize AI-related provisions in contracts to mitigate risks and ensure compliance with shifting regulatory requirements. Relatedly, companies—whether using internal or public AI systems—must implement clear policies, governance standards, and protections on appropriate and restricted uses of AI.

Connect with Us

Ready to take the next step in your AI journey? Reach out to your Kilpatrick attorney or contact one of our Kilpatrick Connect Directors to learn how we can help your organization navigate the legal complexities of AI and position your business for success.

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