

Insights: News

Joe Petersen Quoted by **The American Lawyer**

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Silicon-Valley Office Managing Partner **Joe Petersen** was interviewed for *The American Lawyer's* article, "As Plaintiffs Lawyers Embrace AI to Identify Claims, Is IP the Next Goldmine?"

Artificial intelligence tools like EvenUp and Eve have bolstered plaintiffs' firms ability to identify and generate personal injury and labor and employment claims, and some Big Law defense attorneys see intellectual property infringement matters as the next frontier.

Among the pioneers are companies like SoundPatrol, which originated in Stanford University's AI Lab and works to be a "24/7 surveillance system" for unauthorized audio. However, some IP lawyers say they also are seeing agentic AI technology used to look for infringement claims on the internet in addition to music.

Joe Petersen, an IP partner with Kilpatrick Townsend & Stockton, said he had seen an uptick in claims by plaintiffs' firms using generative artificial intelligence to search for cases of alleged copyright and trademark infringement.

Read the full story [here](#).

Related People



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