

Artificial Intelligence & Machine Learning

Business, research and development, health care, customer service, marketing, and other activities, interactions, and endeavors are changing with the advancement of artificial intelligence (AI), machine learning (ML), natural language processing (NLP) and robotics. These innovations are affecting speed, productivity, capacity, and privacy while creating new risks and opportunities.

Different industries and use cases incorporate AI, ML, NLP and robotics in a variety of ways, resulting in a wide range of potential benefits, risks, issues and impacts. As a team, we have extensive experience advising clients about AI, ML, NLP and robotics relevant to their industries and use case(s), including the following:

AI, ML, NLP and robotics are all technologies our team is familiar with. We understand how to effectively tailor, balance and leverage these technologies for our client's benefit. These include but are not limited to companies in the emerging technology sector, health care systems, life science, medical device, consumer products, transportation, drones and defense.

In the existing and evolving areas of law involving AI, ML, NLP, and robotics, we can also efficiently allocate and/or mitigate risks and benefits for our clients.

- Leading creators and developers of AI, ML, NLP and robotic technologies in raising funds, developing and protecting their intellectual property. This includes underlying models, algorithms and data sets, commercializing their technology with customers, and practically navigating regulatory and compliance environments. The respect pertains to but is not limited to privacy, regulatory approvals, product liability, safety, bias, discrimination, and otherwise monetizing and selling their AI, ML, NLP, and/or robotic business and assets.
- Guiding buyers and users of small and large organizations of AI, ML, NLP and robotic technologies who want to pilot, test and eventually deploy and use these advancing technologies to transform their operations, reduce costs, improve quality, reduce errors and more.
- Directing organizations that want to partner or collaborate on AI, ML, NLP or robotic projects by combining and/or learning from their respective data sets and other assets.
- Advising users of AI and ML platforms regarding rights to work product produced, confidentiality, trade secrets, intellectual property creations, and derivative works including source code, artwork, ChatGPT and other content.

Matters

- Advised numerous emerging companies in raising funds, protecting their IP and transacting with customer, partners and suppliers
- Advised several health systems in acquiring AI, ML, and NLP technologies, as well as managing regulatory risks, privacy concerns and other issues
- Assisted clients in forming a number of partnerships between AI and machine learning companies, as well as large cloud and hardware/chip providers

Publications

May 13, 2026

Who Owns AI-Generated Content? Human Authorship Still Controls, and Documenting the Creation Process Is Critical

May 7, 2026

U.S. and Allies Release “Careful Adoption” Guidance for Agentic AI

May 5, 2026

AI Chats Are Discoverable—And Trigger Preservation Obligations

April 21, 2026

5 ways your doctor may be using AI chatbots — and why it matters

Quoted, CNN

March 25, 2026

Not a Vibe: The Rise of the agentic AI hacker in cybersecurity

Author, The Daily Journal

March 15, 2026

How AI May Be Used In Fintech Fraud — And Fraud Detection

Quoted, Law360

March 9, 2026

What GCs Should Keep In Mind When Developing AI Addenda

Co-Author, Law360

March/April 2026

AI's Evolution and the Essential Role of AI Literacy

Co-Author, Utah Bar Journal

February 25, 2026

Court Rules on How Client Use of AI for Legal Strategy is Not Protected

February 17, 2026

The Hidden Risks of AI Notetakers: What Organizations Need to Evaluate Before Deployment

January 30, 2026

Utah Approves AI for Prescription Refill Process as States Test AI Governance Models

January 22, 2026

Trends in AI and Privacy Litigation: How AI Is Impacting the Privacy Litigation Space in 2026

Co-Author, 2026 Technology Transactions & Data Privacy Report

January 22, 2026

AI-Driven M&A Deals: Navigating Data and Model-Centric Acquisitions in 2026

Co-Author, 2026 Technology Transactions & Data Privacy Report

January 22, 2026

Agentic AI for General Counsels: What You Need to Know

Co-Author, 2026 Technology Transactions & Data Privacy Report

January 22, 2026

Beyond the Buzzword: Managing AI Bias Risk in Recruiting After Mobley v. Workday

Co-Author, 2026 Technology Transactions & Data Privacy Report

January 12, 2026

2026 Technology Transactions & Data Privacy Report

December 19, 2025

New Executive AI Order Mandates Minimally Burdensome Approach by States

November 27, 2025

USA: AI in recruiting: Innovation, regulation, and risk mitigation for employers

Co-Author, Data Guidance

November 25, 2025

White House Draft EO Targets State AI Laws as New EO Emphasizes Security

November 25, 2025

From Risk Aversion to Real-World Impact: How Medtech Firms Can Harness AI

Quoted, Medtech Insight

November 17, 2025

Integrating AI into Patent Practice: Tools, Compliance, and Workflow Optimization

Co-Author, Thomson Reuters

November 12, 2025

Landowners are going all out to ride the multibillion-dollar data-center wave

Quoted, The Business Journals

October 29, 2025

Joint Commission and Coalition for Health AI Release First-of-Its-Kind Guidance on Responsible AI Use in Healthcare

October 29, 2025

Trademark Risks in the AI Age: Navigating Infringement, Dilution and Genericness

September 19, 2025

How Polsinelli Revamped Its Tech Procurement, Evaluation Processes for the AI Era

Quoted, LegalTech News

August 5, 2025

What You Need to Know About California's Finalized CCPA Amendments: Part Two

July 31, 2025

A Closer Look at America's AI Action Plan: What's Inside and What You Need to Know

July 29, 2025

America's AI Action Plan is a "National Security Imperative"

July 28, 2025

Trump AI Action Plan addresses slow-to-adopt sectors like healthcare

Quoted, Healthcare IT News

July 25, 2025

What You Need to Know About California's Finalized CCPA Amendments: Part One

July 18, 2025

Regulatory Trend: Safeguarding Mental Health in an AI-Enabled World

July 11, 2025

AI vs. Authors: Two California Judges, Two Directions and More Uncertainty on Fair Use and Copyright

July 8, 2025

New Laws Show How States Are Checking AI Developers

Co-Author, Law 360

July 8, 2025

The AI Red Flags In DOJ Fraud Investigations

Quoted, Law360

July-August 2025

AI for GCs: What You Need to Know in 2025

Co-Author, The Journal of Robotics, Artificial Intelligence & Law Vol 8 No 4

May 9, 2025

Two New AI Laws, Two Different Directions (For Now)

April 28, 2025

CIPA meets AI: Genesys case signals compliance challenges ahead

Co-Author, Daily Journal

April 14, 2025

Using AI in hospitals: the HIPAA hurdle

Quoted, Medical Technology

April 11, 2025

DeepSeek's Emergence And What It Suggests For AI Use

Co-Author, Law360

March 2025

Not All Works Are Created Equally: An Examination of the Entanglement Between Copyright and Artificial Intelligence

Co-Author, 39th Texas Forum for Paralegals and Attorneys: Brave New (Legal) World

February 27, 2025

AI for GCs: What You Need to Know in 2025

February 25, 2025

Some States Step Up Early to Regulate AI Risk Management

February 19, 2025

GenAI + Data Center Boom = Electrical Grid Crisis

Quoted, Commercial Observer

February 18, 2025

Attys Talk AI Risks, Compliance At Health Law Conference

Quoted, Law360

February 6, 2025

2025 Technology Transactions & Data Privacy Report

February 2025

AI Risk Management in the United States: Looking Ahead

Co-Author, Practical Guidance Journal 2025 Edition 1

January 29, 2025

NY Proposes AI Layoff Disclosure Rule Under WARN Act

Quoted, SHRM Online

January 29, 2025

USPTO Announces New Artificial Intelligence Strategy

January 8, 2025

Polsinelli Life Sciences Spotlight - Volume 1 - Looking Back, Moving Forward: A Year in Life Sciences

August 22, 2024

Monitoring The Risks That Come With Using Artificial Intelligence In Home-Based Care

Quoted, Home Health Care News

August 8, 2024

Utah: AI law seeks to balance consumer protection and innovation

Co-Author, DataGuidance

July 26, 2024

The EU AI Act is Here, and the Clock is Ticking!

June 10, 2024

Do I Really Have To? A Two-Part Framework for Determining if the EU AI Act Applies to You

Part 1: What's Your Role?

May 6, 2024

New USPTO AI Guidance

Author, Connect on Tech

Summer 2024

Artificial Intelligence and Employment Law

Co-Author, Employee Relations Law Journal Vol 50, No.1

March 22, 2024

Beyond the List: How big St. Louis law firms use artificial intelligence in their practices

Featured, St. Louis Business Journal

March 20, 2024

Recent Developments in Artificial Intelligence and Blockchain Cases 2024

Contributor, American Bar Association

February 29, 2024

The USPTO's AI Inventorship Guidance

February 6, 2024

AI is Fueling a Major Contract Dispute in the Music Industry: Why it Matters for Your Business

January 24, 2024

AI for GCs: What You Need to Know for 2024

January 24, 2024

2024 Tech Transactions & Data Privacy Report

January 24, 2024

Considerations for Artificial Intelligence and Employment Law

December 22, 2023

FTC Settlement with Rite Aid Mandates AI System Assessment

December 12, 2023

The EU AI Act, The World's First Comprehensive AI Regulatory Scheme

December 7, 2023

Key tips on AI for startups

Featured, MATTER

December 6, 2023

Biden's October 30, 2023, Executive Order on AI: Key Takeaways for Health Care Stakeholders

November 29, 2023

Is the EU AI Act Faltering?

November 16, 2023

Unpacking the Executive Order on AI (for Data Privacy)

November 3, 2023

Unpacking the Executive Order on AI (for Cybersecurity)

October 2023

Copyright Ownership in Works Created by AI Applications

Author, The Licensing Journal Vol 43 No 9

September 21, 2023

Training AI/ML on copyrighted information

Author, Westlaw Today

September 2023

Identifying and Managing Risk Posed by Chat AI in Licensing Arrangements

Author, The Licensing Journal Vol 43 No 8

September 2023

Emerging AI risks require vigilance from in-house legal counsel

Financial Times

Sep/Oct 2023

Artificial Intelligence Applications and the Rules of Professional Conduct

Co-Author, Utah Bar Journal

August 24, 2023

The Real Risks of Artificial Intelligence in the Workplace: EEOC Obtains First Settlement in AI Class Action

Polsinelli At Work Blog

August 7, 2023

Concerns and Considerations for Using Generative Artificial Intelligence as Part of Routine Business Operations

July 25, 2023

Generative AI's 'Industry Standards' for Cybersecurity and Data Privacy Could be Here Sooner Rather than Later

May 17, 2023

Artificial intelligence authored software development

Co-Author, Daily Journal

May 10, 2023

Proposed Regulatory Oversight on the Emerging Use of Artificial Intelligence in Digital Health

May 4, 2023

Artificial Intelligence Has a NIST Framework for Cybersecurity Risk

March 16, 2023

Chatbots: Select Legal Considerations For Businesses