

A CLE Series

Brewing the Future

In-House Legal in the Age of
LegalTech and AI

Corporate IP Strategies in the Age of AI

Tuesday, January 14
@Surly Brewing Co.

WE'RE SPEAKING



Ben Armitage
Shareholder and President
Billion & Armitage



Greg Smock
General Counsel and
Chief Compliance Officer
Reprise Biomedical, Inc.



Robert Crist
Intellectual Property
Lead for Endoscopy
Medtronic



Mike Geise
Chief Intellectual
Property Officer
General Mills



Ann McCrackin
Founder
AI-Enabled Attorney LLC



Matt Prater
Senior Counsel,
Intellectual Property
SABIC

Panel Topics

1 Introduction to AI and IP Strategies

2 AI in Patent Prosecution

3 AI's Role in Branding, Marketing,
and Product Development

4 Vendor and Third-Party Contracting
in Light of AI

5 Case Studies and Real-World Examples

6 Closing Thoughts

Use of AI: Contrasting Viewpoints



“Never underestimate the resistance to change from lawyers.”

- J. Stephen Poor



Clients aren't captive subjects anymore.

2025 is the year of adapt or die.

(h/t Andrew Wilkinson)



Follow

I recently hired a lawyer to give me an opinion on a personal corporate structure question.

He took 3 weeks, wrote me a convoluted and confusing memo, and insisted on a hour long call. Then he charged me \$5,000.

I asked Claude the same question.

Claude gave me a perfect response.

It basically said the same thing, except instantly and easy to understand.

RIP most legal work 🕒 🗿

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137 comments - 13 reposts

“2025 is the year of adapt or die”

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