A CLE Series

Brewing the Future

In-House Legal in the Age of LegalTech and Al

Corporate IP Strategies in the Age of Al

> 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 Al-Enabled Attorney LLC



Matt Prater Senior Counsel, Intellectual Property SABIC



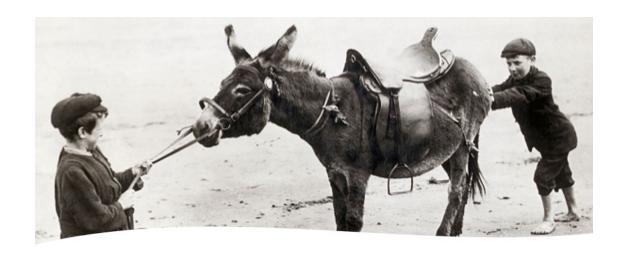
Panel Topics

- 1 Introduction to AI and IP Strategies
- 2 AI in Patent Prosecution
- 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 Al: Contrasting Viewpoints



"Never underestimate the resistance to change from lawyers."

- J. Stephen Poor



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

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