

GENERATIVE AI

TRANSFORMING THE LEGAL LANDSCAPE

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- Director of Knowledge & Innovation at Perkins Coie LLP
- Former practicing attorney (corporate, securities, M&A)
- Member of firm's AI Policy Governance team and Information Governance Steering Committee
- Firm's point person for Generative AI for the practices
- My focus is on how we leverage this technology responsibly and practically

INTRODUCTION



JACOB HASLER

- Knowledge & Innovation Attorney at Perkins Coie LLP
- Former practicing attorney (corporate, securities, M&A)
- Leader in the firm's efforts to help its practices adopt, and adapt to, Generative AI

AGENDA

Generative AI Overview

Emergence of Generative AI in Legal

Use Cases & Demos

It's Your Turn



WHAT IS GENERATIVE AI?

AI PRIMER

- **Artificial Intelligence** has been around in some form since the 1960s, has many applications, and is continuing to evolve.



Computer Vision



Natural Language Processing - NLP



Recommender Engines



Machine Learning

WHAT IS GENERATIVE AI?

- **Generative AI (Gen AI)** - a type of ML capable of **generating new content** such as text, images, video, code, etc. in response to prompts.
- **Large Language Model (LLM)** - a language model consisting of a neural network with many parameters that has been pre-trained on large quantities of text. LLMs are a type of Gen AI since they generate new combinations of text.
- **GPT** - one series of LLMs, created by the company OpenAI. Has been in development since 2018. Most recent release is GPT-4.
- **ChatGPT** - a chatbot, built initially on GPT-3.5 and then upgraded to GPT-4, that has been trained to interact with humans in a conversational way.
- Basically: AI > Gen AI > LLM > GPT > ChatGPT



Generative AI - latest

Source: Nicola Shaver, Legaltech Hub, on [LinkedIn](#)

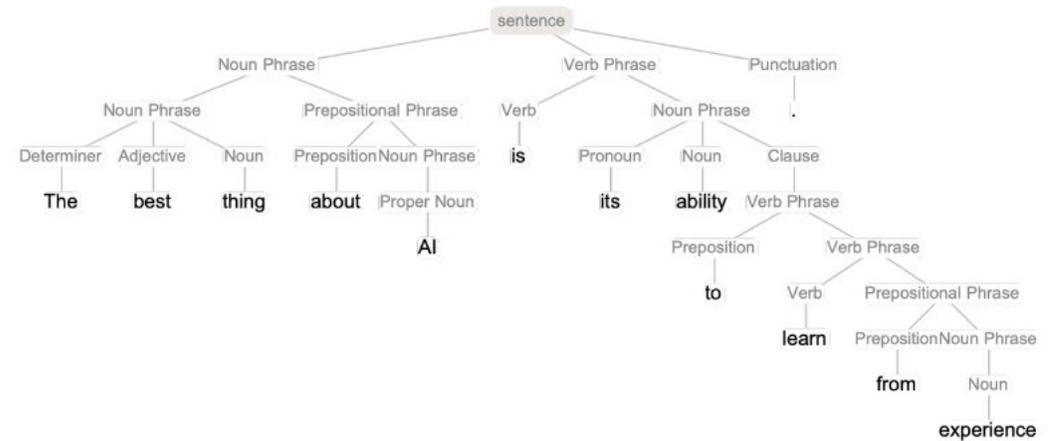
PREDICTIVE TEXT LANGUAGE MODELS

In their most basic form, generative language models rely on probabilities and word relationships in a limited fashion, i.e., one word followed by another word

Technical enhancements have made these models incredibly sophisticated.

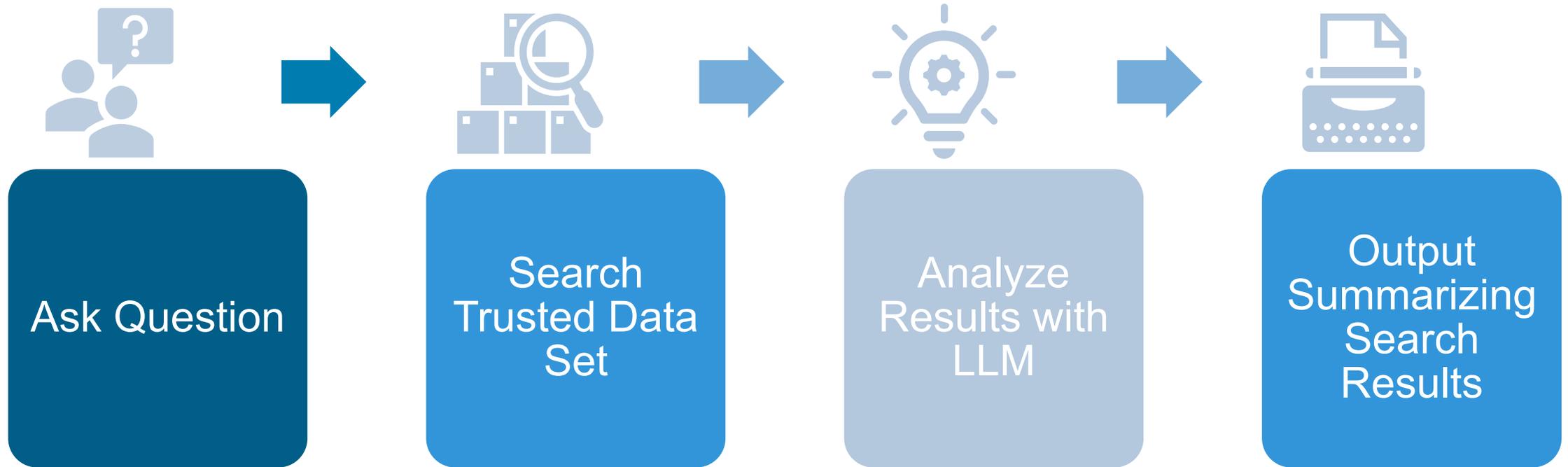
The best thing about AI is its ability to

learn	4.5%
predict	3.5%
make	3.2%
understand	3.1%
do	2.9%



IMPROVING ACCURACY

- **Retrieval Augmented Generation** or “RAG” is a technique used to reduce hallucinations where LLM analysis is grounded in data from a reliable source.



WHAT GENERATIVE AI IS NOT



- Sentient
- A complete replacement for expertise in a given area
- A complete replacement for an attorney
- (...or a complete solution to every problem)



EMERGENCE OF GENERATIVE AI IN LEGAL

EXPANDING THE LEGAL TOOLBOX

General Use Tools

- [ChatGPT](#) (The “OG” of GAI tools)
- [Google Bard](#) (Comparable to ChatGPT)
- [Microsoft CoPilot](#) (Think “Super Clippy”)

Specialized Tools

- [Casetext CoCounsel](#) (Favored by litigators)
- [Harvey](#) (Favored by transactional attorneys)
- [Lexata](#) (Capital markets research)
- Many more...



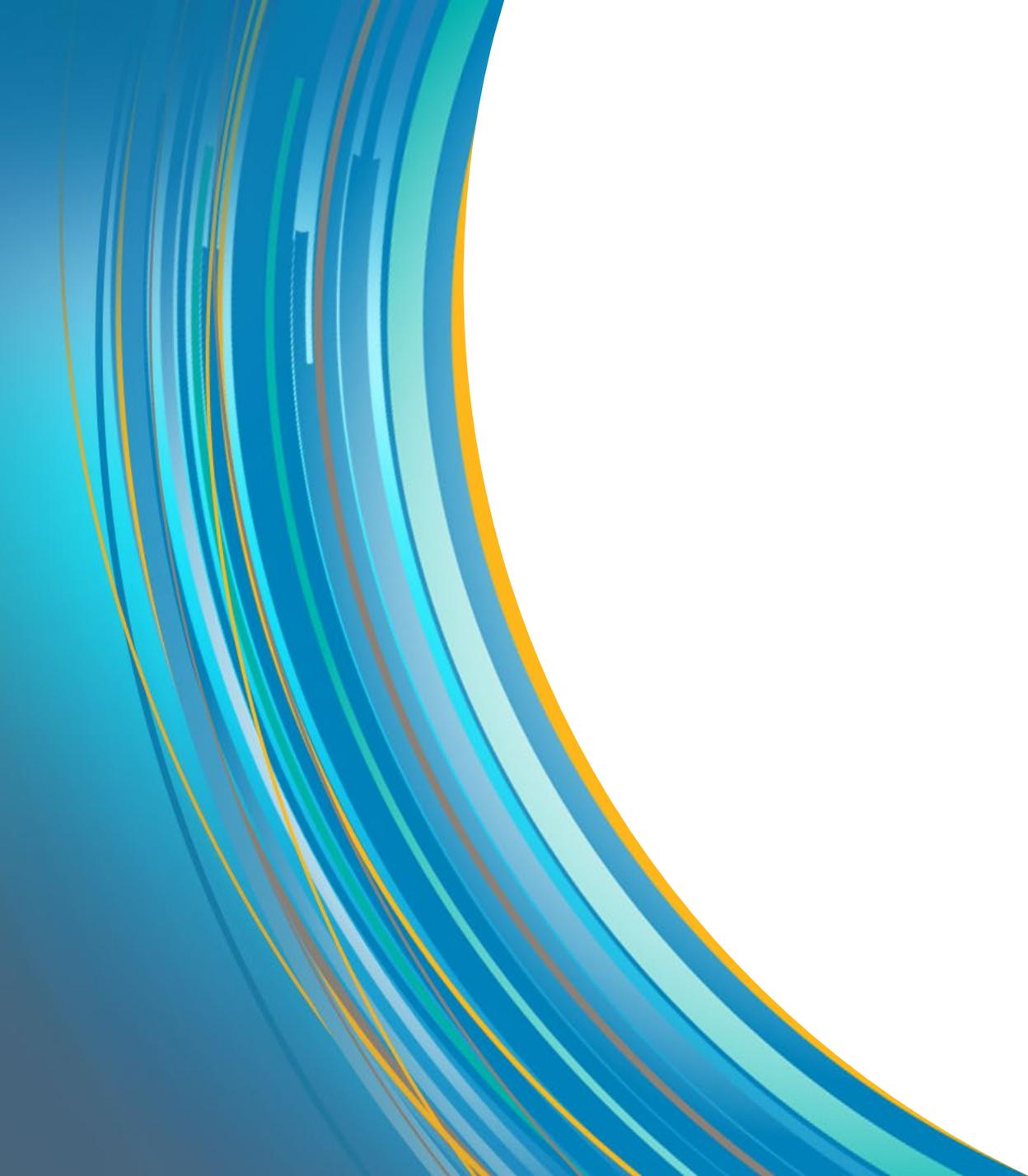
EXPANDING THE LEGAL TOOLBOX

LEGAL TASKS

- Legal Research
- Summarization & Analysis
- Synthesizing Data
- Basic Drafting and Contract Review

NON-LEGAL TASKS

- Marketing Copy
- Drafting Emails
- Brainstorming
- Presentations
- Simple Automation
- Translation
- Other...



AI IN ACTION

AI AS A SIDEKICK

“ChatGPT is less like a Magic 8 Ball that spits out a perfect answer and more like a brainstorming partner who is tireless but not very smart.”

- ~~Deputy Barney Fife, Andy Griffith Show~~
- Shira Ovide, Washington Post (9/5/23)



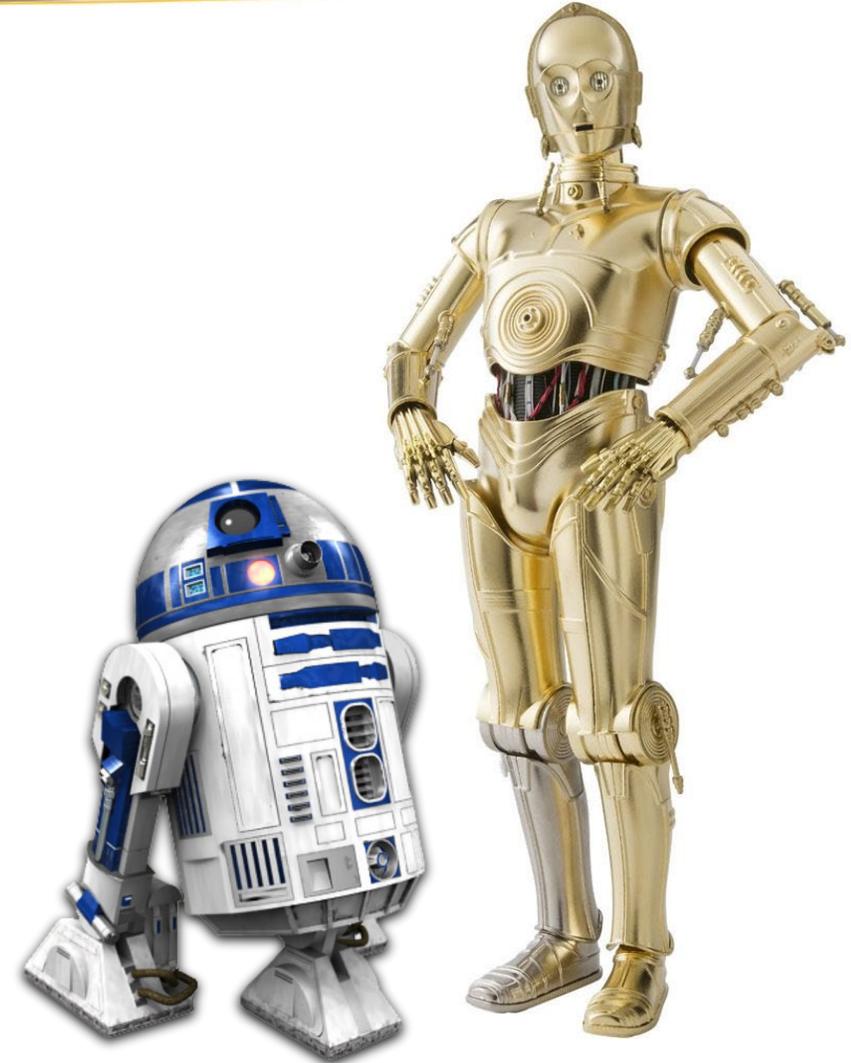
KNOWING WHEN TO USE YOUR SIDEKICK

STRENGTHS

- Brainstorming
- First drafts
- Getting a high-level overview of a concept, field
- Summarizing long or complex documents
- Modifying content based on particular facts or circumstances

WEAKNESSES

- One-and-done responses
- Factual responses (unless using trained tools, like CoCounsel, or RAG)



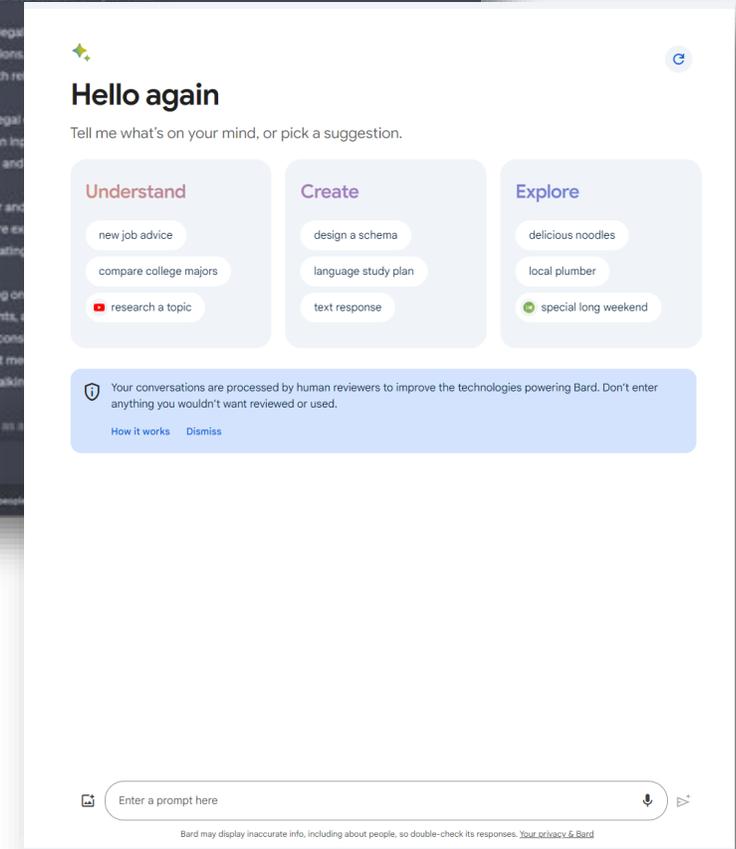
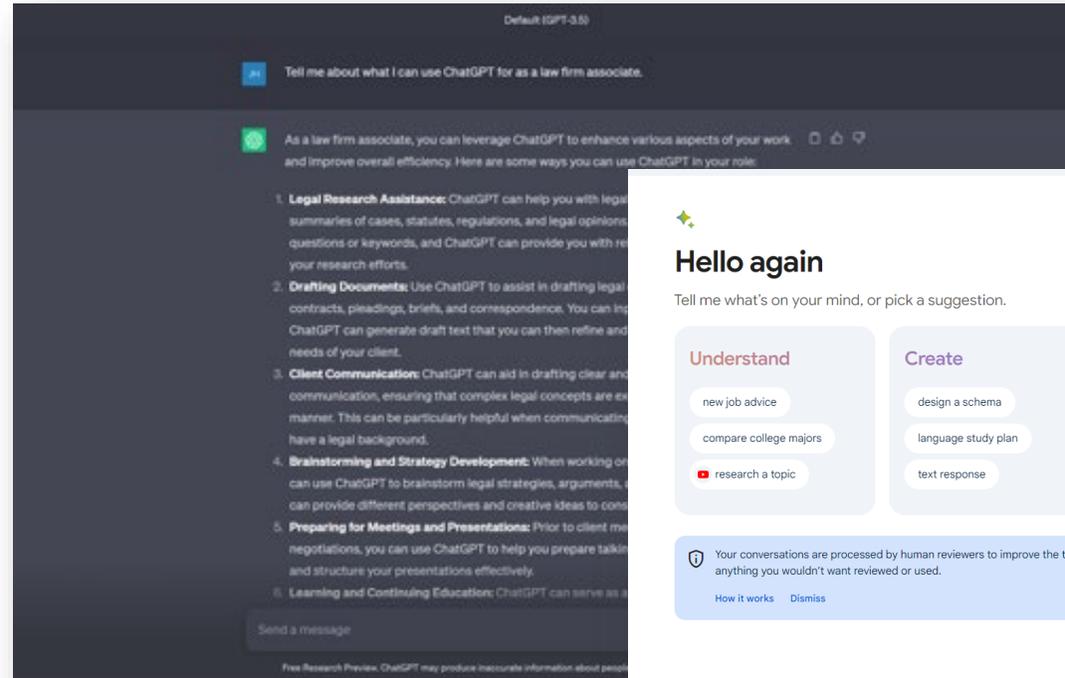
EXAMPLES USING CHATGPT & GOOGLE BARD

LIMITATIONS:

- Not legal specific
- Not closed systems
- Hallucinations!

BUT...

- They're free
- They're flexible
- They're excellent creative partners



TO DO THIS ON YOUR OWN



Readable Summary:
Ask for summary of something you want to better understand, e.g., a new law

Give it a style (NYT journalist)

Give it an audience (high school student)

Slides:
Ask to turn the summary into slides or talking points

Tell it how many slides (2-3)

Analysis:
Ask it to give you the pros and cons

Tell it how many on each side (3)

Impact:
Ask about the impact to a specific role

Tell it who that person is (recruiter, Washington-based company)

Change perspective:
Ask about the impact to a different role

Tell it who that person is (first-year associate at a large law firm)

WHAT ARE SOME OTHER USE CASES?

- **Write or edit a job description**
 - Describe the position and ask for a job description, or
 - Paste in your job description and ask to edit it for a different context or to make it clear
- **Write a cover letter or candidate response letter**
 - Give the author and recipient personas and describe a few things to highlight
 - Continue to iterate (the first version may come out too formal)
- **Apply thought leadership to a specific situation**
 - Paste in the text and ask for a summary; give it parameters if appropriate
 - Identify the context in which to apply takeaways; tell it what you want (e.g. a list)
 - I did this on a book summary of the 10 Laws of Influence as applied to law firm knowledge management – [link here](#).
- **Prepare for an interview**
 - Brainstorm talking points, summarize articles written by the interviewer or practice descriptions



IT'S YOUR TURN

GET SOME FIRST-HAND EXPERIENCE



- **GO**
 - Try some work-related tasks with ChatGPT, Bard or another free GAI tool
 - Summarize, synthesize, draft or edit communications
 - Share your successful use cases with your peers



- **CAUTION**
 - Review for accuracy & bias
 - Especially if you rely on ChatGPT for facts (vs RAG)
 - Review for writing clarity and style
 - ChatGPT can be wordy and sometimes informal
 - Consider saving chat history to be able to iterate and share

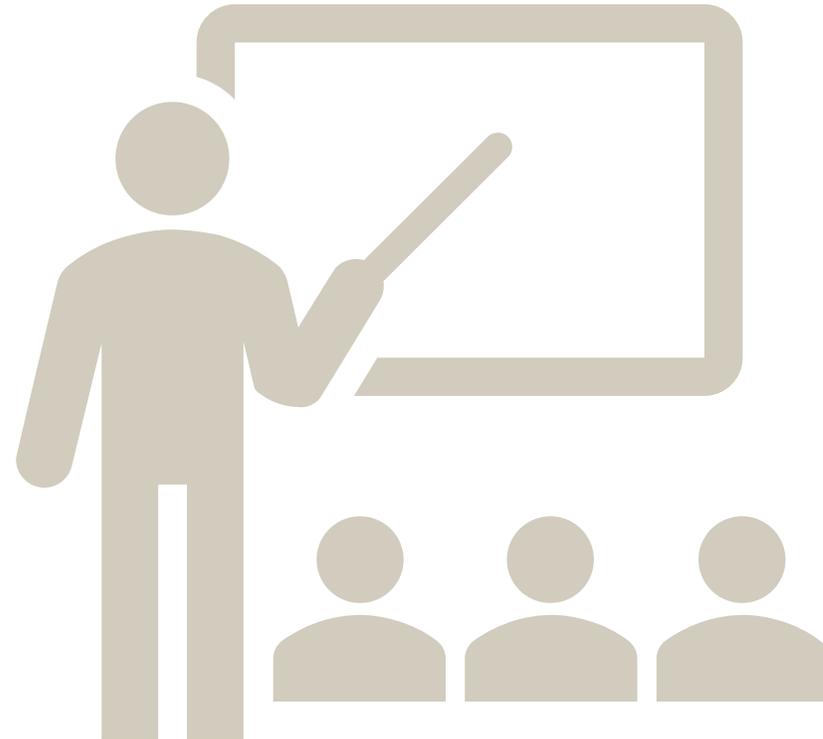


- **STOP**
 - Do not include any confidential or firm-identifiable information

REFINE YOUR PROMPTING

TIPS FOR BETTER PROMPTS

- Be Clear & Specific
- Set the Context
- Specify the Format
- Provide Examples
- Control the Length
- Ask for Step-by-Step Guidance
- Use Conditional Statements
- Reference Specific Knowledge
- **Iterate & Refine**



CORE COMPETENCIES



Understand the difference between public and private GAI



Be able to evaluate and verify the reliability and quality of outputs



Understand effective GAI prompting



Recognize security and ethical risks and know how to alter processes to mitigate risks



Understand applicable law and regulations as they develop

RESOURCES



- **NYT for general news**
 - [Artificial Intelligence spotlight](#)
 - [On Tech: A.I. newsletter](#)
- **Law.com for legal industry news**
 - [Artificial Intelligence](#)
- **Directories of GAI for Legal**
 - [Legaltech Hub LLM list](#)
 - [LawNext \(by use case\). Also Resources](#)
- **Prompting**
 - [Master the Art of Prompt Writing: 6 Tips To Writing Better Prompts | Copy.ai](#)