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Artificial Intelligence
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ARIANNA EVERS

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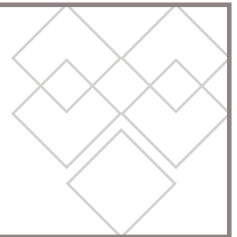
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Artificial Intelligence

ARIANNA EVERS

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PERSONAL BIOGRAPHY

Arianna Evers helps clients navigate privacy, cyber security and AI-related challenges in an increasingly complex and fluid legal environment. She represents clients in high-stakes enforcement actions with regulators, including the FTC and state attorneys general as well as in litigation concerning alleged privacy, data security and consumer protection violations. A significant portion of Ms Evers's practice involves advising clients on their development and use of AI and other emerging technologies. She provides clients with a thoughtful, practical approach to managing legal and reputational risks in an area with a tremendous amount of legal uncertainty.

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Q&A WITH ARIANNA EVERS

How do you stay ahead in your field? Are there any emerging trends or innovations you are particularly excited about in your area of expertise?

◆ Being an artificial intelligence (AI) lawyer is incredibly challenging because the technology is changing so quickly, as are legal and policy developments. And the types of legal issues implicated by AI really run the gamut. Even though my focus is on governance, privacy, cyber security and regulatory related AI issues, I need to have a general understanding of the latest ways in which other developments – for example, in IP or trade – might change the trajectory of AI law. I spend a tremendous amount of time each day reading business, technical and legal publications, speaking with clients about their concerns, and meeting with others who focus on AI law and policy about what they are seeing and hearing.

Could you discuss a particularly rewarding project or case you have worked on? What made it stand out for you?

◆ There are two AI-related projects that come to mind that have been particularly rewarding. One was helping a large technology company train its text and multimodal large language models. This was truly a firm-wide effort that involved managing a team of attorneys from a wide array of practice groups in WilmerHale's US and UK & European offices to advise on guardrails for how the models could respond to various user prompts. This project illustrated for me early on that being a good AI attorney is understanding all the various legal issues that these technologies raise, and the need to provide quick and practical legal advice. The second is my work on our firm's AI Committee, which is a small group of partners and other stakeholders at WilmerHale that are helping to drive the firm's strategy around our adoption and governance of AI technologies.

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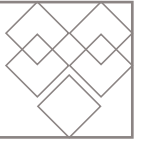
What are your predictions for the future of your legal specialty? How do you see your vocation evolving over the next few years?
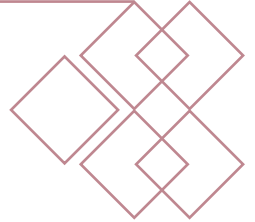
◆ The field of AI law is anticipated to evolve and change rapidly, demonstrating considerable variations across different jurisdictions. This will sustain its status as a highly dynamic and challenging area for legal practitioners. However, it will also maintain its appeal and novelty for professionals who are interested in helping clients navigate complex legal landscapes. Because of this, lawyers who can demonstrate sound judgement and flexible thinking are going to continue to be in high demand. Clients need trusted advisers who can help them anticipate where the law is going as they manage potential risks related to AI adoption and development. ■

> "THE FIELD OF AI LAW IS ANTICIPATED TO EVOLVE AND CHANGE RAPIDLY, DEMONSTRATING CONSIDERABLE VARIATIONS ACROSS DIFFERENT JURISDICTIONS. THIS WILL SUSTAIN ITS STATUS AS A HIGHLY DYNAMIC AND CHALLENGING AREA FOR LEGAL PRACTITIONERS."

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REPRESENTATIVE ENGAGEMENTS

◆ Serves as AI counsel for multiple clients across industries – including technology, defence, healthcare and financial services, providing advice on corporate governance, privacy and cyber security, legal developments, and analyses and advice relating to new AI laws and regulations.

◆ Advises a major technology company on the training, development, deployment and red teaming of several generative AI foundation models (text and multimodal), as well as how to identify and mitigate legal risks associated with their commercial release.

◆ Advises clients building foundation AI models as well as those looking to leverage AI in their products, services and day-to-day operations on implementation concerns, data privacy risks, cyber security, governance and appropriate policies, risk management, fairness and discrimination.

◆ Advises a multinational aerospace and defence technology company on AI in the context of governance, board oversight, regulatory developments, contracting and procurement, and IP.