Insights

- Early Retirement decreases your life expectancy
- Online daters more consistently rated as attractive receive less interest
- Vegetarians miss fewer flights
- Local crime increases after sporting events

**Bad Days**

- Online daters more consistently rated as attractive receive less interest
- Vegetarians miss fewer flights
- Local crime increases after sporting events

**Using Predictive Analytics**

- Prediction drives the coupons you get at a grocery store.
- HP earmarks each of its 330,000 employees according to a "Flight Risk" the expected chance he will quit his job so they can intervene or plan accordingly.
- Phone companies know if you're going to leave perhaps before you start looking. They look at dropped calls, phone usage, billing info and whether your contacts have left.
- Predictive computers help determine who belongs in prison. To assist with sentencing and parole, officials in states like Oregon and Pennsylvania consult machines that assess the risk a convict will offend again.
ABA Model Rules

Client Lawyer Relationship

A lawyer shall provide competent representation to a client. Competent representation requires the legal knowledge, skill, thoroughness and preparation reasonably necessary for the representation.

Maintaining Competence

1. To maintain the requisite knowledge and skill, a lawyer should keep abreast of changes in the law and its practice including the benefits and risks associated with internet technology, engage in continuing legal education and comply with all continuing legal education requirements to which the lawyer is subject.

Access to Technology Training

Technology Buzzwords

- Analytics
- Artificial Intelligence
- Machine Learning
- Robo Advisors

The T. J. Hooper, 53 F.2d 107, 111 (S.D.N.Y. 1931)

Lexis Continuing Legal Education
Credit Card Analytics

High-performance computing environment delivers extensive amounts of "clean" data, and lays the foundation for artificial intelligence to present that data in an easily digested format.

Analytics in Statutory Analysis

Analytics in the Law

Descriptive • Diagnostic • Predictive • Prescriptive

Artificial Intelligence

- Ross
- Kira
- Luminance
• If Anna opens the door (input), a light should go on (output).
• When Anna hits 1, 0, 0, (input) this means her pizza should cook for 1:00 minute.
• When Anna hits “start”, (input) the turntable should move (output).
• When the timer hits 0, the heat should stop, and a beep should sound.
Legal Evolution: Analytics and Artificial Intelligence in the Law 2019-2021

Start

Is it Red or Blue?

Put on Leash

NO

Is the Leash On?

NO

Put on Leash

YES

Is the Leash On?

NO

Go to the park

YES

Must Offer Water

Is the dog tired?

NO

Play with the dog

YES

Go home

End

Boolean Searching

AND

OR

NOT

Top Use Cases

Coding 101

Algorithms

Analytics in Action

• $37 Million
• $270,000 Legal Defense Fees

Lexis Continuing Legal Education
Your New Associates

- BakerHostetler
- DLA Piper
- Clifford Chance
- Womble Carlyle
- Latham & Watkins
- Von Breisen & Roper

Baker McKenzie launches artificial intelligence robot in Paris

A new AI platform launched by Baker McKenzie in Paris is part of its digital transformation strategy. Baker McKenzie has launched AI personal assistant Lexmont, providing its lawyers with a weekly selection of both relevant and personalized documents to support the firm's digital transformation and innovation efforts. Based on cutting-edge technology and “smart” algorithms, it has been designed to help lawyers save time by automating routine tasks and allowing them to focus on more complex work.

Firm leaders seek to quell fear that fear. BakerHostetler chief information officer, Bob Craig, stated, “AI is not a way to replace our attorneys. It is a supplemental tool to help them move faster, learn faster and continually improve.” We don't anticipate any cut in numbers, neither do we necessarily anticipate any cut in hours... We do anticipate more focus on perhaps the higher level points,” says Sally Wiles, a partner in the London-based international firm Slaughter and May, who works on the development of Luminare.
Litigation Analytics

Timeline

• 1994- Mattel hires Carter Bryant
• 1998- Carter takes sabbatical and creates Bratz design
• 1999- Returns to Mattel
• 2000- Carter meets with MGA (“frankenbarbie”)
• 2001- Bratz released
• 2002- Bratz named “Toy of the Year” and dethrone Barbie. Mattel receives note about Bratz’s origin.

Analytics in Action

• $1 Billion Dollars
• 150 Countries

Case Study- Mattel v MGA

Setting the Stage:

Counsel
Court System

The Barbie Wars

Case Study- Mattel v MGA

Mattel

MGA

Carter Bryant
Task: Is Settlement an Option?
Who is he and how can he help us win?
Who Won?

The Trial
Jury Instructions

- Human physiology is not copyrightable, but distinct physiology can be (i.e. Bratz)
- If Carter thought of Bratz while under the employ of Mattel, then Mattel owns Bratz

The Verdict

- Bratz are copyrightable
- Carter’s ideas are owned by Mattel
- $100 Million
- Worldwide Injunction

The Appeal
Does Judge Alex Kozinski help or hurt?

If you want to refer to someone as a nubbish, you call him a Woody Allen type; or if it’s someone who throws his weight around, you might call him the Arnold Schwarzenegger of his profession.

Or if you want to evoke the image of a blonde with a waxen smile, wearing a glitzy evening gown on a game show, who could easily be displaced by a robot, you’d refer to - never mind, don’t even think of it. You might have to pay you-know-who a royalty for the privilege.
“America Thrives on Competition; Barbie, the all-American girl, will too.”

Final Thoughts

- Data
- Humans
- Independent Judgment