

Lowenstein Sandler Launches Chatbot For Website Users

By **Matt Perez**

Law360 (April 16, 2024, 3:51 PM EDT) -- Lowenstein Sandler LLP on Tuesday announced the launch of Lowenstein AI, a chatbot to help external users navigate the firm's website.

The use of Lowenstein AI is intended to streamline access to the firm's website and generate educational and informational content for site users, Lowenstein Sandler said, though the firm warned against using the chatbot as a substitute for obtaining legal advice.

The announcement comes around a month after Lowenstein Sandler hired Michael Caplan, a former executive at Goodwin Procter LLP, as its chief operating officer. At the time, Caplan highlighted his hopes of incorporating technology into the firm's client service model.

On Tuesday, Caplan said that the adoption of a chatbot illustrates to clients that the firm is suited to counsel companies interested in the technology.

"By quickly recognizing the power of generative artificial intelligence — and then building this customized chatbot from the ground up — Lowenstein tangibly demonstrates that we are early adopters," Caplan said in a statement. "We understand our clients' objectives and challenges regarding AI technology because we are immersed in it ourselves.

Lowenstein Sandler said the generative AI was developed by the firm's marketing team and attorneys from its cybersecurity, emerging companies and intellectual property practices. The program was "trained" on all information and data on the firm's website, and pulls from external data sources to provide relevant responses, according to the firm.

"Our firm's decades-long focus on the technology sector gives us unparalleled experience in guiding clients through uncharted regulatory landscapes in disruptive industries like crypto, fintech and now AI," Mark P. Kessler, chair of Lowenstein's intellectual property group, said in a statement. "Our new chatbot illustrates that at our firm, we practice what we preach: we not only advise companies on leveraging cutting edge technology to their advantage, but we strategically employ that technology ourselves."

Lowenstein Sandler joins other firms in investigating the use of artificial intelligence in day-to-day operations and, in the case of Hogan Lovells in December, launching their own chatbots. The firm introduced the software Eltemate Craig at the end of the year to help its attorneys and clients to draft and organize legal documents more efficiently.

Since the emergence of popular generative AI tools like ChatGPT, the legal industry has sought to research and incorporate the technology — with both positive and negative outcomes — making it one of the areas of greatest concern for legal tech leaders in 2024.

"We are thrilled to be leading the charge as one of the first major law firms in the country to implement generative AI to help clients and other website users efficiently find the targeted answers they seek or the specific lawyers they want to contact," Kevin Iredell, Lowenstein Sander's chief marketing officer, said on Tuesday.

Lowenstein Sandler employs more than 350 lawyers in New York; New Jersey; Palo Alto, California; Utah; and Washington, D.C.

--Additional reporting by Jake Maher. Editing by Alanna Weissman.

All Content © 2003-2024, Portfolio Media, Inc.