



# AI in Action

Real World Applications for Law Firms Today

1

# Paul



5

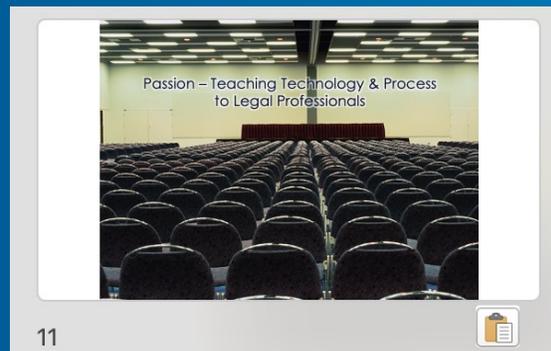
## Artificial Intelligence Adoption

- 79% of Lawyers Using AI in 2025 (Clio)
- 19% in 2024 (Clio)
- 74% of Lawyers Using AI in 2024 (Ironclad)
- 41% Lawyers Using AI in Sept 2024 in UK (Lexis)
- 11% Lawyers Using AI in 2023 in UK (Lexis)
- 32% Lawyers Using AI in (ABA)
- 48% of Lawyers Report using AI (my surveys)



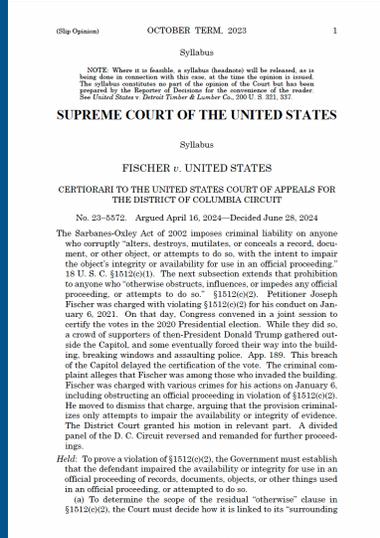
19

## Let's Re-Do These Slides



25

# Let's Summarize a Case



## Definitions

### Artificial Intelligence (AI)

- Technology that enables machines to learn from experience, adapt to new inputs, and execute tasks resembling human capabilities.



29

## Definitions

### Reactive AI

- Type of artificial intelligence (AI) that uses algorithms that produces predictable outcomes based on input.
- It does NOT learn.
- Example: Autocompleting words and phrases



30

## Definitions

### Generative AI

- Type of artificial intelligence (AI) that uses algorithms and potentially massive data sets to create new content, such as text, images, audio, and videos.
- Learns as it receives more data after being trained on a set of data.
- Been around since the 1950's but with today's computer memory and processing power, generative AI has become quite popular in the past 5 years.



31

## Definitions

### ChatGPT - Generative Pre-Trained Transformer (GPT)

- Generative AI Tool created to function like a human brain, trained on input, such as large data sets (e.g., documents), to produce outputs (answers to questions).
- ChatGPT is a chatbot that uses a large language model (LLM) to create human-like text responses to user prompts.



32

## Definitions

### Large Language Model (LLM)

- Generative AI Tool
- Trained on massive amounts of data (books, articles, the internet) to learn how language works.



33

## Definitions

### Large Language Models Can

- Generate Text
- Translate Text
- Interpret Human Language
- Understand how words, characters and sentences function together
- Create computer programming code
- Understand the complexities of natural language



34

## Reasoning Model vs. ChatGPT-4o

### Regular ChatGPT4o

General-purpose assistant good at casual conversations, brainstorming ideas, and basic problem-solving. It's like a knowledgeable friend who answers quickly but might skip steps when solving complex math or coding problems.



35

## Open AI o3-mini (Reasoning Model)

### General Chat

- A faster, cheaper version of OpenAI's reasoning models:
- Sometimes hides its work (private "thinking" steps)
- Adjustable effort - Choose quick answers (low) or detailed solutions (high)
- Built-in fact-checker - Uses web search to verify answers
- Free tier access - Available to all ChatGPT users



36

## Deep Seek-R1 (Reasoning Model)

### Math/Coding Projects

- Specialist in logic puzzles, math, and coding. It works like a mathematician showing their work on a chalkboard:
- Always shows its work (visible step-by-step reasoning)
- Open source - Anyone can inspect/modify its code
- Costs 98% less than OpenAI's comparable models
- Trained through trial-and-error learning (like practicing math problems)



37

## Agentic AI

- Uses "Reasoning Engine"
- Can act independently to make decisions *without constant human guidance*.
- Multi-step Problem Solving



38

## Agentic AI -

- **Autonomous Document Analysis:** The AI agent can independently scan all contracts, identify relevant clauses (e.g., termination, liability, or confidentiality), and flag potential issues like ambiguous language or non-compliance with regulations.
- **Suggestions for Improvement:** It can suggest revisions to strengthen weak clauses or ensure the contracts align with the client's goals.
- **Prioritization:** The AI can rank contracts based on risk levels, allowing the lawyer to focus on the most critical ones first.



39

## ABA Formal Opinion 512

### AMERICAN BAR ASSOCIATION

STANDING COMMITTEE ON ETHICS AND PROFESSIONAL RESPONSIBILITY

Formal Opinion 512

July 29, 2024

#### Generative Artificial Intelligence Tools

*To ensure clients are protected, lawyers using generative artificial intelligence tools must fully consider their applicable ethical obligations, including their duties to provide competent legal representation, to protect client information, to communicate with clients, to supervise their employees and agents, to advance only meritorious claims and contentions, to ensure candor toward the tribunal, and to charge reasonable fees.*

#### I. Introduction

Many lawyers use artificial intelligence (AI) based technologies in their practices to improve the efficiency and quality of legal services to clients.<sup>1</sup> A well-known use is electronic discovery in litigation, in which lawyers use technology-assisted review to categorize vast quantities of documents as responsive or non-responsive and to segregate privileged documents. Another common use is contract analytics, which lawyers use to conduct due diligence in connection with mergers and acquisitions and large corporate transactions. In the realm of analytics, AI also can help lawyers predict how judges might rule on a legal question based on data about the judge's rulings; discover the summary judgment grant rate for every federal district judge; or evaluate how parties and lawyers may behave in current litigation based on their past conduct in similar litigation. And for basic legal research, AI may enhance lawyers' search results.

This opinion discusses a subset of AI technology that has more recently drawn the attention of the legal profession and the public at large—generative AI (GAI), which has a variety of uses



49

## Confidentiality Rule 1.6, Comments 18 & 19.

- Do not share personal data/information with the AI tool, use generic info (like you would with Google) ...
- UNLESS your AI tool is private and limited to your data set and not shared outside your law firm.
- Attorney should disclose that they are using AI in the engagement letter or fee agreement.



51

## Competency 1.1, Comment 8.

### Maintaining Competence

[8] 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 relevant technology, engage in continuing study and education and comply with all continuing legal education requirements to which the lawyer is subject.

- AI does not feel or evaluate truth or falsehood
- Very sophisticated guessing machine based on correlating billions of data points.
- Helpful, but everything still must be verified (Lexis Protégé and Westlaw's Edge)



53

## Supervision Rule 5:1 and 5:3

- Supervise to make sure all are using AI properly and understand the risks
- Must supervise attorneys to ensure compliance with Rules of Professional Conduct (5:1)
- Must supervise non-lawyers (5:3)



55

## Reasonable Fees

- The Florida Bar requires that any fees associated with AI usage must be reasonable and transparent to clients. Lawyers cannot charge clients for time spent learning how to use AI tools but can charge for the time spent on actual legal work facilitated by AI, such as drafting and reviewing documents.



57



59

**Perplexity (ChatGPT Meets Google)**

Citation Rich

The image shows a blue background with a light blue banner at the top containing the text "Perplexity (ChatGPT Meets Google)". Below this is the Perplexity logo, which consists of a stylized geometric icon followed by the word "perplexity" in lowercase. Underneath the logo is the text "Citation Rich". A small white logo is in the bottom right corner.

61



62

## Open AI

- Founded by Sam Altman and others in 2015
- Originally focused on machine learning tools for video games
- Created to function like a human brain to answer questions
- Best known products are Dall-E and Chat GPT



63

## Chat GPT Notes

- Use On-Premise Licensing if entering sensitive information
- Chat GPT-3.5 (Data Set Up to September 2021)(Free Version)
- Chat GPT-4o (Plus) is up to date
- Excellent to Help You with writing
- NOT OK for Legal Research!
- Does NOT Use Retrieval-Augmented Generation (RAG) (significantly reduces hallucinations)



64

## Retrieval-Augmented Generation

Method used in artificial intelligence (AI) to make responses more accurate.

Grounds responses in real-time to authoritative legal databases (Lexis, Westlaw) or verified private closed data sources (your NetDocuments, iManage, SharePoint repositories) rather than relying on trained knowledge on the internet.



65

# Do NOT Use ChatGPT for Legal Research

AI IN COURT

## 90-Day Suspension of Colorado Lawyer Who Filed ChatGPT-Written Motion with Hallucinated Cases

Looks like the main problem wasn't the blind reliance, but the coverup.

### Lawyer apologizes for fake court citations from ChatGPT

By Tomi Liska | CNN  
Updated 3:28 PM EDT, Sun May 28, 2023



New York [CNN] — The meteoric rise of ChatGPT is shaking up multiple industries — including law, as one attorney recently found out.

23 10:53 AM

lll, released yesterday:

disciplinary Judge approved the parties' stipulation to  
Triaiah C. Crabill (attorney registration number 56783  
n ninety days to be served and the remainder to be  
ul completion of a two-year period of probation, wi  
ook effect November 22, 2023.

ar/s TECHNICA

"NONE OF THESE CASES EXIST!"

### Michael Cohen's lawyer cited three fake cases in possible AI-fueled screwup

Lawyer David Schwartz must explain why a motion cited "cases that do not exist."

JOHN BROOKIN | 1/23/2023, 12:28 PM



66

# LLMs are Entry Level First Year Clerks ... You Verify Everything & Rewrite!



67

## Use Legal Specific AI Tools for Legal Research

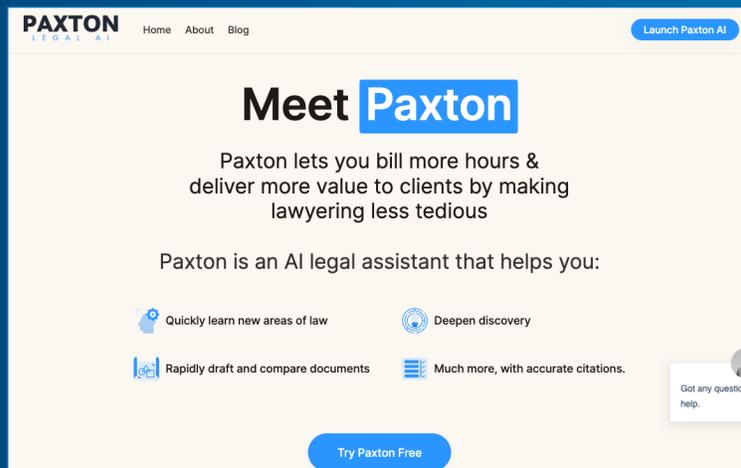


ChatGPT 58%-82% vs Specialized Tools between 17%-33%  
Stanford University, May 23, 2024



68

## Use Legal Specific AI Tools for Legal Research



69

## Use Legal Specific AI Tools for Legal Research

Oct 23, 2023 · Knowledge

### Content



We are pleased to announce the first product released with the [ndMAX Suite](#), PatternBuilder MAX, is available for purchase for our US, AU, and EU customers on 23 October 2023.

This exciting new product enhances NetDocuments' native, no-code document assembly and workflow capabilities by enabling firms to create custom generative AI prompts and automations tailored to the needs of specific practice areas and legal tasks. There are out-of-the-box apps available, plus our no-code approach allows you to easily build, modify, and tailor apps specific to your unique use cases and needs.

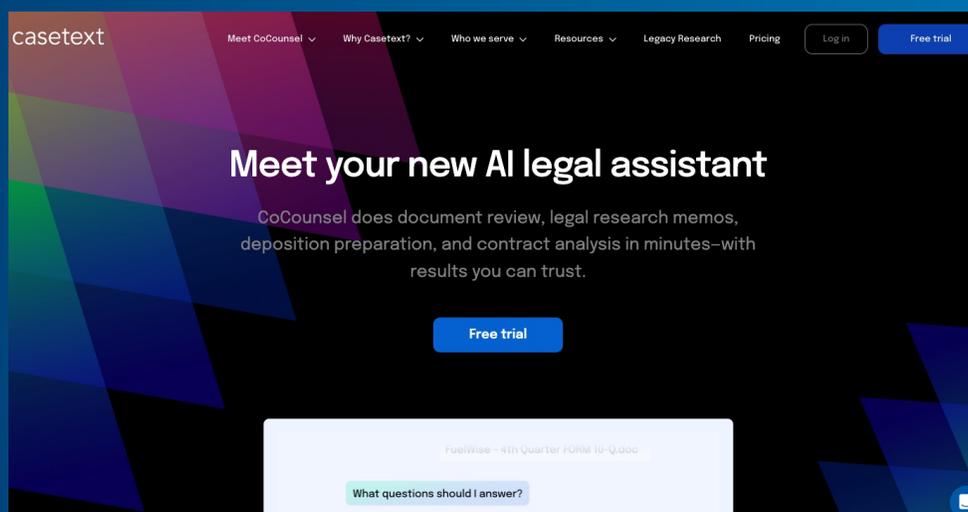
PatternBuilder MAX brings AI directly into your NetDocuments experience. Some key features include:

- Ensures responsible use of AI directly within NetDocuments
- Empowers your organization with AI-based apps for internal and external use
- Allows organized automations by matter, practice group, or department
- Delivers an easy way to create and manage more effective prompts for specific use cases
- and more . . .



70

## Use Legal Specific AI Tools for Legal Research



71

## Use Legal Specific AI Tools for Legal Research



72

## HotDocs and XpressDox

- HotDocs / WealthCounsel (Wealth Dox) – working on having AI answer questions for the client.
- XpressDox – has AI assistant to help you code the document for you.



74

## Practice Management Tools (Clio, Centerbase, FileVine, etc.)

- Document/Template Drafting
- Smart Time Tracking
- Client Intake & Communication
- Sending Reminders
- Assigning Tasks Automatically based on Matter Type
- Email & Calendar Management



75

## Use ChatGPT to Help you Write

“draft a non-compete provision that indicates that the non-compete does not apply if the employer (1) reduces salary; (2) changes job duties; (3) fails to provide needed support; (4) if the company's mission changes; and (5) if terminated.”



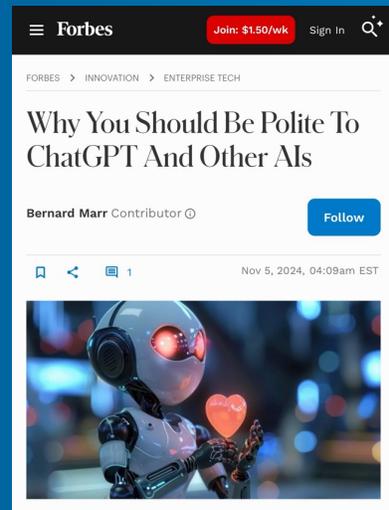
76



77

## Be Polite - Say "Please" and "Thanks"

- Polite Prompts Consistently Outperforms Impolite Prompts
- 30% Drop in Performance



78

## Prompts are Conversations!

- Most enter one prompt & stop
- Aim for 3-5 follow-up prompts (Clarify)

“Explain a Motion for in Limine”

“Explain it to me as if I am an 8<sup>th</sup> grader”



79

## Asian Efficiency's PWCOI Formula

- **P**ersona
- **W**ho you are
- **C**ontext
- **O**utcome
- **I**nstruction



80

## Sample Prompt

- **Persona** – You are an accountant.
- **Who you are** – I am an 8th grader.
- **Context** – I am summarizing the concept of present value to a jury in an opening statement.
- **Outcome** – Plain English.
- **Instruction** – Please summarize the concept of present value.



81

## Sample Prompt

“You are an accountant. The audience is a jury. Assume the audience is made of individuals with an 8<sup>th</sup> grade education. Please summarize in plain English the concept of present value using a common factual situation they would understand.”



82

## Drafting a Post or Article

“What is a trust protector?”



83

## Draft a Social Media Post

“You are a lawyer preparing a social media post for business development purposes. Please draft a social media post **explaining the role of a trust protector**. The target audience is anyone thinking about hiring a lawyer for estate planning.”

“Re-write to an eighth-grade audience”



84

## Perplexity (ChatGPT Meets Google)



- "I am visiting Grand Rapids, MI for 7 days. What should I do? I enjoy hiking, football, theater and eating (vegan)."
- "Make this a Table"



87

## Drafting an Email

"Write an email to a client declining an invitation to dinner next week."

"State it more delicately"

"Explain that you have a big trial that you are prepping"



88



90

## Use Chat-GPT for Tech Support

“Draft instructions how to create a table of authorities in MS Word.”



91

## Use Chat-GPT for Tech Support

“I have 1500 contacts in Outlook that I would like to export and then import into Cosmolex. Please draft details instructions on how to do this.”



92



93

## Meeting Notes

Zoom AI Companion (part of any paid account)

MS Teams (through Teams Premium OR Copilot)

Fathom

Otter AI



94



95



97



100



101

## Give Copilot a Test Drive

Pilot Test MS Copilot w/few Users  
(\$30/month)



The slide features a blue background with a light blue header. The main content is centered and includes the Microsoft Copilot logo, which consists of a colorful, multi-colored ribbon icon and the text "Microsoft Copilot" in white. A small white logo is visible in the bottom right corner of the slide area.

102

## Microsoft M365 Co-Pilot

- Embedded in MS Products (Word, Excel, Outlook, PowerPoint, Forms, etc.)



103

## Microsoft M365 Co-Pilot

- Word – Drafting & Summarizing
- Convert Word into a PowerPoint
- PowerPoint – Create a Slide
- Write an Excel formula for you
- Email – Drafting & Summarizing



104

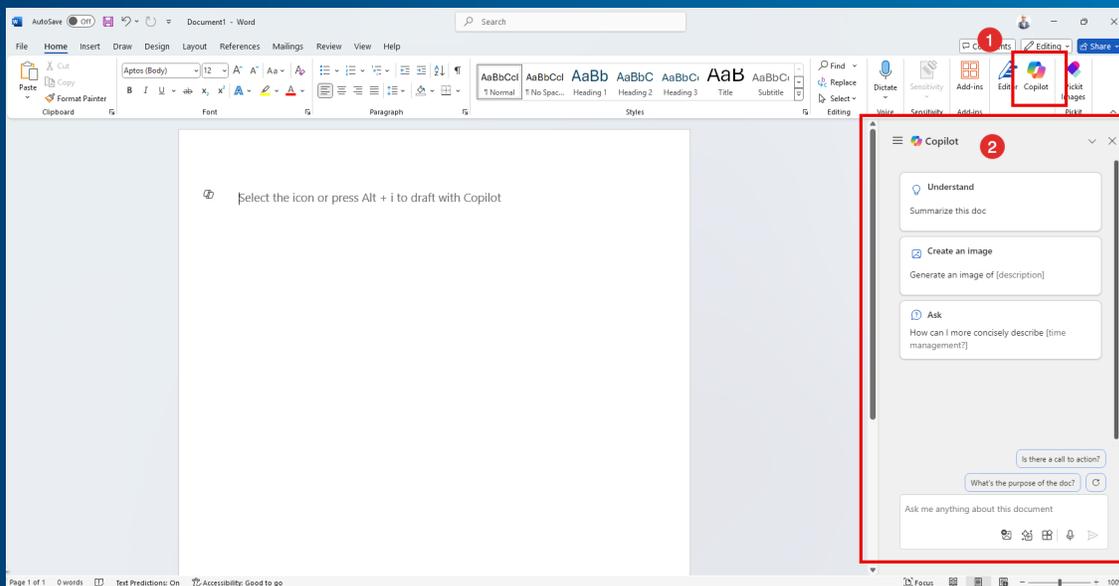
## Microsoft M365 Co-Pilot

- Ethical Use – Yes, but must be configured properly to enter private facts.
- Hallucinates – Yes, but decreased significantly utilizing RAG Retrieval-Augmented Generation (like Lexis, Westlaw, NetDocuments, etc.)



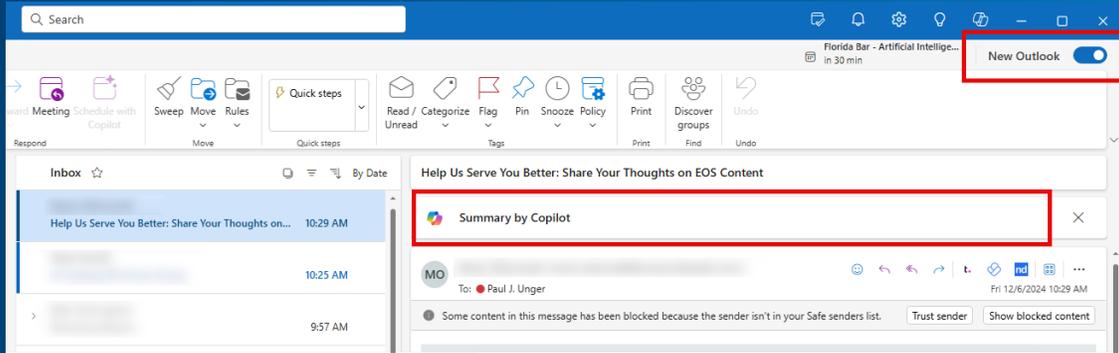
105

## MS Word with Copilot



109

# MS Outlook with Copilot



118



132

## What Should You Do? ... Action Items

Create an AI Task Force/Committee



133

## What Should You Do? ... Action Items

Draft an AI Use Policy



134

## What Should You Do? ... Action Items

Teach Your People What they Can and Can't Do Right Now



135

## What Should You Do? ... Action Items

Start Using ChatGPT (or Perplexity or Claude) to Assist with Administrative Tasks and Writing (not research!)



136

## What Should You Do? ... Action Items

Schedule Demos with Existing Software Vendors to LEARN their Plans



137

## What Should You Do? ... Action Items

Pilot Test MS Copilot w/few Users (\$30/month)



138

**THANK YOU!**  
Paul J. Unger  
punger@affinityconsulting.com



141



**Paul Unger** (He/Him)  
National Speaker | Time Management Consulting | Law Office  
Management Consultant | Legal Technology Consulting

142