

Artificial Intelligence Counseling & Governance

Practical legal counsel for responsible AI adoption, contracting, governance, and risk management.

Fennemore advises businesses, entrepreneurs, executives, and in-house legal departments on the legal issues that arise when artificial intelligence tools are evaluated, procured, deployed, and governed. Our Artificial Intelligence Consulting team helps clients use AI responsibly while managing contractual, data privacy, confidentiality, intellectual property, employment, regulatory, and operational risks.

AI adoption is not only a technology decision. It affects vendor relationships, customer commitments, data use, confidentiality obligations, intellectual property ownership, employment practices, compliance programs, internal policies, and enterprise risk management. We work with clients at each stage of AI adoption, from early evaluation and vendor diligence to enterprise-wide governance frameworks, contract negotiation, training, responsible-use policies, and risk mitigation.

We also advise in-house legal teams evaluating AI for legal operations, including workflow assessment, vendor selection, pilot governance, privilege and confidentiality protections, appropriate human-review controls, and documentation practices.

LEADERSHIP



BUSINESS &
FINANCE

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ARTIFICIAL
INTELLIGENCE
COUNSELING &
GOVERNANCE

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SERVICE OFFERINGS

AI Governance and Responsible Use

We help clients develop practical AI governance frameworks, acceptable-use policies, internal review procedures, training materials, approval workflows, and risk controls tailored to their business operations, industry, and risk profile.

AI Vendor Diligence and Contracting

We advise clients on the legal and business risks associated with AI vendors, platforms, and tools. Our work includes reviewing and negotiating AI-related provisions in vendor agreements, SaaS terms, master services agreements, data processing agreements, confidentiality agreements, procurement documents, and customer contracts.

AI Contract Terms and Risk Allocation

We help clients address contract terms involving data use, model training, confidentiality, cybersecurity, audit rights, output ownership, intellectual property rights, representations and warranties, indemnities, limitations of liability, compliance with law, human review, and restrictions on automated decision-making.

Advanced AI Strategy, Solutioning, and Architecture

Fennemore advises clients on the strategy, architecture, and responsible implementation of advanced AI systems for legal, compliance, business and enterprise operations. Our work goes beyond AI tool selection to address how AI-enabled systems should be designed, integrated, governed, evaluated, and scaled in complex environments.

Fennemore's advanced AI advisory and consultative approach helps clients move beyond isolated AI pilots to strategically design, integrate, govern and responsibly scale sophisticated AI-enabled systems across legal, compliance, business and enterprise operations. These engagements may include agentic workflow design and multi-agent orchestration, AI-ready data and knowledge architecture, data-lake and document-repository planning, retrieval-augmented knowledge systems, responsible knowledge curation, context-window management, token-governance and cost-control frameworks, model-routing strategies, prompt-light and no-prompt user experiences, workflow telemetry, evaluation and quality-assurance protocols, governance-by-design, and hub-and-spoke API, MCP and enterprise-systems integration planning – each designed to support measurable innovation while preserving institutional trust.

Data Privacy, Confidentiality, and Security

We advise on the use of personal information, confidential business information, privileged materials, and sensitive data in connection with AI tools. Our work includes policies, procedures, contract terms, and controls designed to reduce disclosure, retention, misuse, and compliance risks.

Intellectual Property and AI-Created Assets

We counsel clients on intellectual property issues involving AI inputs, outputs, ownership, licensing, infringement risk, trade secrets, patent strategy, brand protection, and protection of AI-related innovations. We also help clients evaluate how AI use may affect documentation of human contribution, provenance, confidentiality, and enforcement.

Employment, HR, and Automated Decision-Making

We advise clients on AI-related employment and workplace issues, including the use of AI in hiring, screening, performance management, monitoring, workplace investigations, and other

employment-related decisions. Our team helps clients assess governance, disclosure, human review, bias, privacy, and compliance considerations.

AI for In-House Legal Teams

We assist legal departments evaluating AI tools for contract review, due diligence, research, compliance, knowledge management, workflow automation, and matter management. Our focus is on practical implementation, including vendor diligence, pilot governance, privilege and confidentiality protections, accuracy controls, human review, and risk management.

Disputes, Investigations, and Risk Response

We help clients assess and respond to AI-related disputes, claims, investigations, vendor issues, internal misuse, and business risks. Our work may include preservation and evidence issues, contract disputes, IP claims, confidentiality concerns, employee misuse, platform or vendor failures, and risk-response planning.

Legal Operations and AI Workflow Projects

For in-house legal teams, Fennemore also assists with legal-operations and workflow projects involving AI. These engagements may include vendor intelligence briefings, workflow assessment, pilot design, contract-review tools, due diligence tools, knowledge-management tools, and process-improvement projects.

Where appropriate, we help legal departments identify use cases, define success metrics, evaluate efficiency opportunities, preserve confidentiality and privilege, and implement governance controls for responsible legal-operations adoption.

WHO WE SERVE

We advise companies of all sizes, from emerging businesses adopting AI-enabled tools to established enterprises developing enterprise-wide AI governance programs. We also work with in-house legal departments, executives, technology teams, compliance professionals, human resources teams, procurement teams, and business units responsible for evaluating, procuring, deploying, or overseeing AI systems.

EXPECT MORE

Clients can expect practical legal guidance grounded in business realities. Our approach is designed to help clients identify the AI-related risks that matter, make informed decisions about adoption, negotiate appropriate contractual protections, and implement governance structures that support responsible innovation.

We bring together lawyers and professionals with experience in technology, intellectual property, data privacy, cybersecurity, employment, commercial contracting, litigation, regulatory compliance, business operations, and in-house legal service delivery. That cross-functional perspective allows us to help clients evaluate AI not only as a tool, but as a business capability that must be governed, documented, and aligned with legal obligations.