

FISHMAN MARKETING Legal Netlink Alliance

Chicago

ChatGPT, AI, and the Future of Law

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YES, AI IS COMING FOR YOU

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WHAT IS GENERATIVE AI?

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AI Categories

Generative AI

- AI models and techniques that are designed to **generate new data or content**
- Encompasses a wider range of applications beyond just language.
 - E.g. **text, images, videos, etc.**
 - Music or art composition**

ChatGPT
 Large Language Model (LLM)
 Generative AI
 Machine Learning (ML)
 Artificial Intelligence (AI)

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AI Categories

I will be speaking in Chicago at a conference of 100 lawyers for the Legal Netlink Alliance group. Please create a graphic showing me presenting to this group on "ChatGPT, Generative AI, and the Future of Law" in a graphic style that represents Chicago. Attached are my photo and the Legal Netlink Alliance logo.

ChatGPT
 Large Language Model (LLM)
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AI Categories

ROSS FISHMAN
ChatGPT, Generative AI, and the Future of Law
Legal Netlink Alliance

ChatGPT
Large Language Model (LLM)
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AI Categories

- **ChatGPT, MS Copilot, Google Bard, Bing**
 - A specific type of generative AI that specializes in **generating human-like text**
- **Chatbot for Customer Support**
- **Drafting documents**

ChatGPT
Large Language Model (LLM)
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Ridiculously easy to use

HOW DO YOU START?

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How do you start?

- Go to chat.openai.com
 - Or download ChatGPT app 
- Sign up for an OpenAI account
 - It's FREE
- Type your prompt in the Message box
- <Enter>
- Review, refine, repeat

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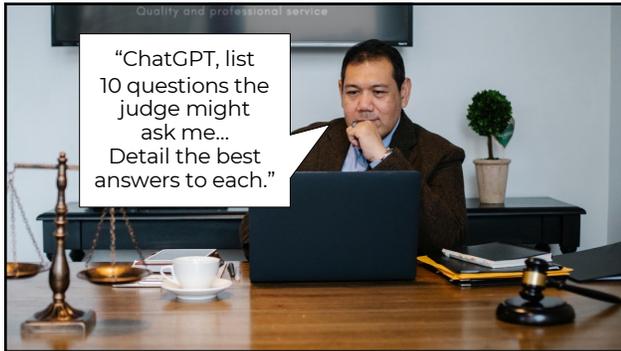
HOW CAN LAWYERS USE CHATGPT?

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How can lawyers use ChatGPT?

- Summarize
 - Or define a legal concept
 - A case
 - Transcripts
- Draft
 - Letters
 - Client intake forms
 - Retainer agreements
 - Sample contracts, NDAs
- Brainstorm voir dire questions
- Topics to cover during direct or cross exam

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How can lawyers use ChatGPT?

- Document review and analysis
 - Draft routine contracts
 - Review, analyze documents, contracts
- Proofreading and editing
 - Proofread/edit documents, contracts, correspondence

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How can lawyers use ChatGPT?

- Due diligence
 - In M&A deals, conduct due diligence
 - Review large amounts of documents
 - Identify relevant information
- Analyze contracts
 - Summarize agreements
 - Flag important terms
 - Potential risks

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How can lawyers use ChatGPT?

- Legal chatbots
 - Basic client inquiries, intake
 - Answering legal questions
- Ethical issues
 - “Unauthorized Practice of Law” issues?
 - Lawyers can’t practice where they’re not licensed
 - Are AI Chatbots delivering legal services?
 - Duty to supervise

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How can lawyers use ChatGPT?

- **Legal research and brief writing**
 - Summarize case law, statutes, and regulations
 - Draft legal documents, briefs, and memos
 - Generate arguments and content
- **Content creation**
 - Draft blogs, social media
- **Predictive analysis**
 - Predict legal outcomes based on historical data
 - Make informed decisions

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How to elicit the best results

PROMPT ENGINEERING

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Prompt engineering

- Explain project like you're assigning it to a *person*
- Include context/situation, intent, details, specificity, style, output format
- Simple, clear language, with
 - Facts
 - Length
 - Tone
 - Specific issues to consider



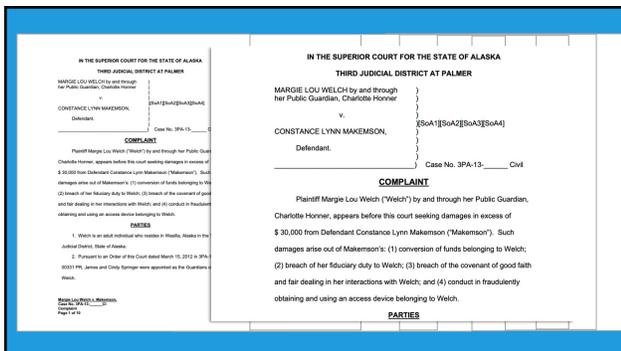
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Legal document

LET'S TRY ONE

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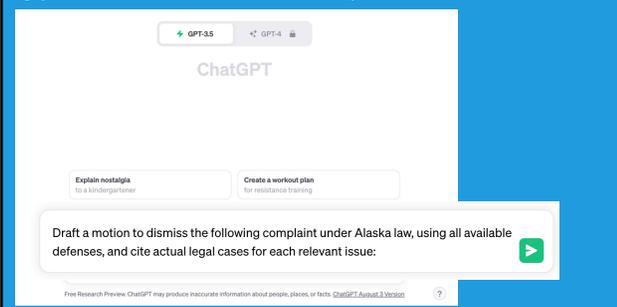


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- COUNT I: NEGLIGENT BREACH OF FIDUCIARY DUTY
- COUNT II: RECKLESS BREACH OF FIDUCIARY DUTY
- COUNT III: INTENTIONAL BREACH OF FIDUCIARY DUTY
- COUNT IV: UNJUST ENRICHMENT
- COUNT V: CONVERSION
- COUNT VI: BREACH OF CONTRACT AND COVENANT
OF GOOD FAITH AND FAIR DEALING
- COUNT VIII: FRAUDULENTLY OBTAINING AN ACCESS DEVICE
- COUNT VII: FRAUDULENT USE OF AN ACCESS DEVICE
- COUNT IX: PUNITIVE DAMAGES

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Type in a detailed "Prompt"



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ChatGPT

- Helpful first draft
 - Make it your own
- Collect universe of info
 - Ensure you didn't miss anything
- **BUT**, can't trust it yet

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Who's having trouble finding time to write online content?
CHATGPT AND MARKETING

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John Sciacotta
TAILORED BIOGRAPHIES

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John C. Sciacotta 1st
 Aronberg Goldgehn Attorney/Partner,
 Business Litigator, Arbitrator & Mediator;
 Chicago Bar Association President (June 2024-June 2025)

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John C. Sciacotta
 Member

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 jsciacotta@agglaw.com

John C. Sciacotta is a member of Aronberg Goldgehn's Executive Management Committee and currently serves as President of the Chicago Bar Association.

He has more than 36 years of trial and litigation experience advocating for clients in complex civil litigation, arbitration, mediation and business counseling matters with a special emphasis on complex civil trial and appellate cases brought in federal and state courts and tribunals throughout the United States.

John represents publicly and privately held domestic and foreign business entities, lenders, employers, municipalities, government bodies and individuals in transactional matters and disputes, which include:

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Using the information below, draft a biography of John Sciacotta detailing his international mediation work in the Pharmaceutical industry:

As an Aronberg Goldgehn (EST. 1892) Partner/Lawyer, I have over 38 years of Trial, Litigation, Arbitration, Mediation and Negotiation experience in Commercial Litigation, Business Divorce & Complex Ownership Disputes and Business Law matters. I find solutions and solve problems for clients advocating in complex and emergency civil litigation, arbitration, mediation and business counseling and transactional matters with a

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Certainly. Here's a professional biography highlighting John C. Sciacotta's international mediation work in the pharmaceutical industry, while also integrating his broader legal and ADR expertise:

Let me know if you'd like a shorter version for a directory or speaker bio.

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**Need a new brand, website, or marketing plan?
Training or keynote presentation? A part-time CMO?**

Call me!

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ross@fishmanmarketing.com

Subscribe to our blog:

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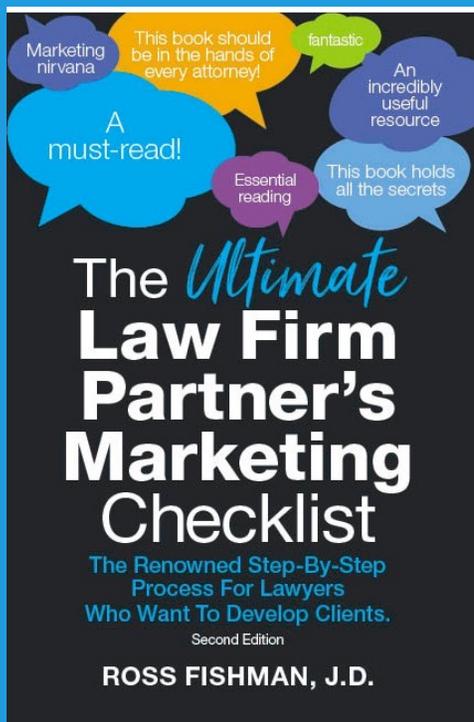
Connect with us:

[LinkedIn.com/in/rossfishman](https://www.linkedin.com/in/rossfishman)

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Ross's Marketing Books



Partner Marketing

amzn.to/4lpPwab

Kindle:

amzn.to/3GjZpY7

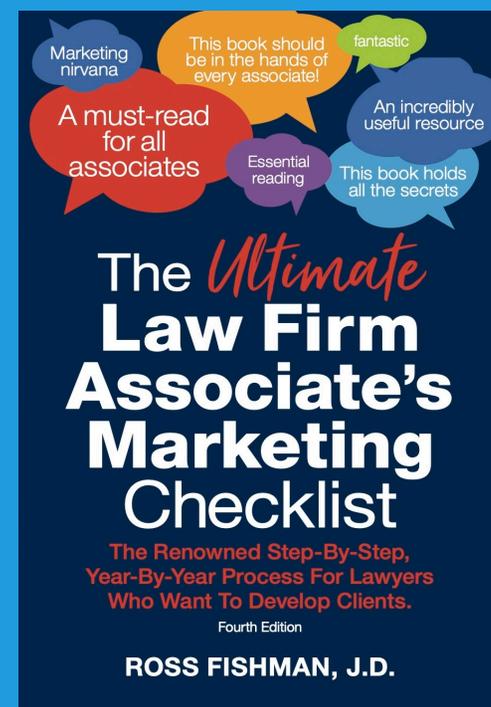


Strategy/Branding

amzn.to/3Tg1UO7

Free download:

bit.ly/4kdYxIQ



Associate Marketing

amzn.to/4lu5KiL

Kindle:

amzn.to/4kdXZfM

ROSS FISHMAN, J.D.



As CEO of Fishman Marketing, Inc., he helps law, accounting, and other professional-services firms dominate their chosen markets and generate revenue. Regularly hired to rebrand prominent firms or overhaul their websites, Ross is known internationally for strategic marketing and differentiation, and the development of the profession's most-effective marketing materials. Fishman Marketing has launched successful marketing initiatives for 200 firms from Istanbul to Iceland.

"Ross has a stronger sense of what will create 'buzz' than anyone else in the market."

- Rick Klau, Google, Inc.

Fishman Marketing branding campaigns have received countless international marketing awards, including national first-place honors from the Legal Marketing Association 17 consecutive years, for marketing that was both innovative as well as revenue producing. Fishman Marketing received the LMA's grand prize, the optional Best of Show award, five of the ten times ever presented. FM programs also received one of Inc. magazine's ten Marketing Masters awards for "brilliant and successful" marketing.

Recipient of the LMA's first peer-selected Lifetime Achievement award (1998), Ross was also the first legal marketer inducted into the LMA's international Hall of Fame. In 2016, Ross was selected for the prestigious Lawdragon 100 Leading Consultants and Strategists, one of just ten international marketers "whom lawyers most valued for their guidance."

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MARKETING**

"Many people consider Ross to be the nation's foremost expert on law firm marketing."

- Of Counsel Magazine

A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, Ross is known as an "educational and entertaining" presenter who has keynoted more than 300 retreats, training, and Ethics CLE programs on six continents — including once presenting on three continents within 24 hours. A prolific, award-winning writer, Ross has published 250 thought-provoking articles, including five monthly columns, and has sat on the editorial board of five national magazines. His popular "The Ultimate Law Firm Associate's Marketing Checklist" book sold nearly 2,000 copies in the very first month in print. (Subscribe to his pithy blog at fishmanmarketing.com/blog.)

An active LMA member since 1990, Ross has been LMA's Vice President; chair of its Ethics Task Force (2012-2015); a member of both the Strategic Planning and Best Practice Task Forces; and founder, chair, and moderator of seven LMA QuickStart conferences for new marketers. He also created and hosted "Just JDs," LMA's first full-day national conference for lawyers. Ross has been the expert legal marketing witness in three precedent-setting branding- and social media-related lawsuits.

Ross was a commercial litigator before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungaretti & Harris. A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.

"Ross was going to win in so many categories that LMA created the 'Best in Show' so he'd win one grand prize instead of nearly all the trophies"

- LMA's "In The Loop," Fall 2009