



# Your AI Journey Partner

In the rapidly evolving landscape of artificial intelligence, finding a partner who can navigate the complexities of AI procurement, development and implementation from inception to execution is crucial. Pillsbury stands at the forefront of this journey, offering unparalleled expertise and support across every phase of AI integration. We're committed to ensuring your venture into AI is seamless, strategic and supremely beneficial.

## Navigating AI Procurement with Precision



Embarking on the AI journey begins with selecting the right tools. At Pillsbury, we leverage our market knowledge to guide you through the procurement process, ensuring you choose the best AI technologies and services tailored to your needs. Our seasoned negotiators work diligently to secure favorable contracts, focusing on risk allocation, cost efficiency, and scalability, enabling you to invest with confidence.

## Deploying AI for Transformational Growth



Implementing AI technology into your company's operational environment is more than a technical upgrade; it's a strategic evolution. Pillsbury is here to help your organization harness the power of AI effectively. From developing use policies that align with your corporate governance to navigating the intricacies of IP rights and mitigating liabilities, our team ensures your AI utilization is both impactful and compliant.

## Concept to Launch: Crafting AI Solutions That Resonate



Your vision for AI-driven products and services deserves a foundation built on innovation and insight. Pillsbury aids in designing and constructing AI solutions that both captivate and comply. We assist in selecting the right creation tools, advising on go-to-market strategies, and ensuring your products meet regulatory standards while appealing to your target audience.

## Strategy Meets Execution: Selling Your AI Innovation



Pillsbury's strategic guidance helps position your AI offerings for success, ensuring they are compelling, compliant and competitive. From establishing effective market strategies to addressing IP protection and operational compliance, we stand by you, ensuring your product not only enters the market but also thrives.

## By Your Side for Every Step Along the Way



With Pillsbury by your side, embarking on the AI journey becomes an opportunity for unparalleled growth and innovation. From procurement to product launch, our comprehensive support and expert guidance ensure your venture into AI is successful at every stage. Partner with us to transform your AI aspirations into tangible achievements.

Pillsbury's AI team helps startups, global corporations and government agencies navigate the regulatory and legal landscape being disrupted by (and forming in response to) the increasing use and development of generative AI, such as large language models (LLMs), and other artificial intelligence technologies. We work across all industry verticals, from technology and media, biotech and health care, and financial services, to energy, real estate, construction, and transportation. Many of our team members have advanced degrees in computer science and engineering and a deep understanding of the broader context of AI as well as more nuanced subsets of machine learning, computer vision, natural language processing, model architecture, agentic AI and hardware accelerators.



## Critical Questions to Ask:

- Have you taken the necessary steps to ensure the product you're building or incorporating into your operations is not infringing on any existing patents, copyrights or trademarks?
- Are you taking the necessary steps to establish and protect the patents, copyrights, trademarks and trade secrets for AI-related innovations you are deploying or developing?
- Does the collection and usage of data underlying your AI platform conform to relevant data protection and privacy laws such as the GDPR, TDPSA and CCPA?
- Are there processes in place to inform users how their data will be used?
- Do your internal policies and procedures do what they need to do to mitigate risk, optimize the return on investment on AI-related initiatives and provide proper guidance for appropriate use of AI in your operations?
- For external offerings, have the appropriate contract and service or licensing agreement templates been prepared to properly allocate liability and otherwise meet the needs of both your company and the eventual users of its product?
- Are you aware of any relevant regulatory requirements that apply to the AI product, including industry-specific ones such as found health care, finance or transportation?
- If you plan to sell your AI product outside your home country, what are the legal and regulatory requirements—including necessary licenses, permits and registrations—for those countries?
- Will your product meet the requirements of your home country's export control regime?

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# AI之路，与您同行

随着人工智能的飞速发展，找到一家可以协助您从始至终解决人工智能采购、开发与实施方方面面复杂问题的合作伙伴至关重要。美国普盈律师事务所（“美国普盈”）立足行业前沿，可为您提供人工智能整合各个阶段所需的专业知识与有力支持。我们致力于协助您在人工智能领域进行无缝的、有战略性的发展并使您的受益最大化。

## 精准领航人工智能采购



踏上人工智能之旅，首先需要选择正确的工具。美国普盈将充分运用市场实操知识协助您完成采购流程，确保您选择最适合自身需求的人工智能技术与服务。经验丰富的谈判专家将努力确保对您有利的合同条款、重点关注风险分配、成本效率与伸缩性，使您安心投资。

## 部署人工智能，实现转型增长



在公司运营中实施人工智能技术不仅是一次技术升级，更是一次战略演进，美国普盈将协助您有效利用人工智能的力量。从制定符合公司治理的人工智能使用政策，到驾驭复杂的知识产权与风险责任化解问题，我们的团队将确保您对人工智能的运用既有效又合规。

## 从概念到发布：打造吸引受众的人工智能方案



您对人工智能驱动的产品和服务的愿景应建立在创新与洞察力的基础上。美国普盈将协助您设计和打造既吸引受众又合规的人工智能方案。我们将协助您选择合适的创作工具，并就市场化战略提供建议，确保您的产品既符合监管标准又能吸引目标受众。

## 战略与执行：销售您的人工智能创新



美国普盈的战略指导能够助您的人工智能产品获得成功，确保其引人注目、合规且具有竞争力。从建立有效的市场战略到解决知识产权保护 and 运营合规性问题，我们与您并肩前行，确保您的产品顺利进入市场并蓬勃发展。



## 每一步，我们都与您并肩前行



在美国普盈的协助下，您的人工智能之路将成为一次无与伦比的创新发展机遇。从采购到产品发布，我们将提供全面的支持与专家指导，确保您在人工智能整合的每个阶段都获得成功。让我们成为您的伙伴，协助您将人工智能的愿景转化为切实可见的成果。

随着生成式人工智能、大型语言模型（LLMs）和其他人工智能技术的运用与发展日益蓬勃，美国普盈的人工智能服务团队将帮助初创企业、跨国公司和政府机构从容应对上述技术带来的监管和法律环境的相应变化。从技术与媒体、生物技术与医疗保健、金融服务，到能源、房地产、建筑与运输，美国普盈能够覆盖所有垂直行业。我们团队中的诸多成员都拥有计算机科学和工程学的高级学位，并对人工智能的广泛背景以及机器学习、深度学习、情感智能系统、自然语言处理和神经网络等更细微的子集有着深刻的见解。

## 需要提出的关键问题：

- 您是否已采取必要措施，确保您正在构建或纳入运营的产品不会侵犯任何现有的专利、版权或商标？
- 您是否采取了必要措施，为您正在部署或开发的人工智能相关创新建立并保护专利、版权、商标和商业秘密？
- 人工智能平台基础数据的收集和使用是否符合相关的数据保护和隐私法，如 **GDPR**（《通用数据保护条例》）和 **CCPA**（《加州消费者隐私法案》）？
- 是否有流程告知用户他们的数据将被如何使用？
- 您的内部政策和流程是否足以控制风险、优化人工智能相关计划的投资回报，并为在经营活动中恰当使用人工智能提供正确指导？
- 关于对外的交易，您是否准备了适当的合同、服务或许可协议模板，以适当分配责任，并兼顾公司及产品最终用户的需求？
- 您是否了解适用于人工智能产品的任何相关监管要求，包括特定行业的监管要求，如医疗保健、金融或运输？
- 如果您计划在本国以外销售人工智能产品，这些国家有哪些法律和监管要求，比如需要哪些执照、许可证和注册备案？
- 您的产品是否符合本国出口管制制度的要求？

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