

# David McCombs, Eugene Goryunov, Dina Blikshteyn, Roy Falik in Law360: The Ethics of Using Chatbots For Legal Services

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**PRACTICES** Intellectual Property, AI and Deep Learning

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Today, artificial intelligence chatbots are becoming more and more common. They are computer programs designed to imitate human conversation, either using voice or text.

AI chatbots include neural networks trained on data that includes human conversations. Natural language processing and natural language understanding algorithms allow AI chatbots to understand, respond and participate in these human communications.

These ubiquitous chatbots are already present in our homes as Amazon's Alexa or Google Home, in our mobile phones as Apple's Siri or Google's Android Assistant, and on the internet as customer service bots used by companies like Amazon, HSBC and Coca-Cola. Their progression into law firm offerings is not far away.

AI chatbots are designed to have a conversation with a human and provide answers to the human's requests without a human representative's intervention and only involve a human in the most difficult queries. Some chatbots can automate a user interaction with the company entirely from start to finish, generating income (by, for example, allowing instantaneous response to user queries, which increases conversion rates and lowers the likelihood of potential leads going unanswered) and lowering costs.

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