

## Insights

### **Curbing the AI Enthusiasm: Be Excited But Know the Risks, with Maria Geltz**

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Businesses are often excited about the potential that AI tools could unlock, such as better efficiency and lower production costs. Lawyers, on the other hand, are in the business of thinking about liability. To give the lawyer's perspective on AI, host George Lepeniotis welcomes Maria Geltz, an attorney in Krieg DeVault's Financial Services Group who recently spoke at the Indiana Manufacturers Association conference about how AI affects manufacturers. The first takeaway for businesses, Maria says, is to be cognizant of the jurisdictions where you operate and join discussions with local representatives about AI. Tune in as the colleagues cover regulatory regimes, vendor agreements, and IP laws and privileges.