Legal & Security - Knowledge, Wisdom, Trust, and Big Ideas

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Contributors

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The Forces & Sources of Change

- Desire for low-cost, efficient legal services by non-lawyers
- The rise of the internet and access to knowledge
- Artificial Intelligence
- Increased reliance on computer systems and electronic document storage
- Increased exposure to online security risks from anywhere on the planet

Big Idea: Non-lawyer legal services

- Driven by opportunity-seekers who identify a portion of legal work that can be efficiently carried out by artificial intelligence
- Many provide free or low-cost access to databases of legal precedents

Big Idea: Non-lawyer legal services

- ◉ Ex. LawDepot
  - 2 million users
  - 4 million legal documents
  - $1 billion dollars of savings in legal fees
  - Legal precedents for a wide variety of legal areas including incorporations, wills and estates, real estate, business, family, and others
  - Documents assembled by lawyers
  - Field-fillable online forms as precedents

Big Idea: Non-lawyer legal services

- Invention promotion companies
- Offer commercialization, licensing, investment, and/or patent services to new inventor-entrepreneurs
- Client may pay a lump sum (~$15k) AND a royalty (~10%)
- Many are scams – unclear how to assess value of deliverables and whether any were carried out

Big Idea: Non-lawyer legal services

- Some illegally file provisional patent applications without a license to do so
- Emphasis on filing bare bones provisional patent applications can create a false sense of security
- These companies are highly regulated in the U.S.

Big Idea: Open-Source Trust

- Access to knowledge has increased through the internet
- Lawyers still needed for *wisdom* – i.e. proper use of knowledge
- How does one find a good lawyer?
- High stakes – the wrong professional may cost you time and money

Big Idea: Open-Source Trust

- Classical scenario - potential client asks a friend or business associate where to find a lawyer.

- Modern scenario - potential client checks the internet, reviews the law firm's website, reads online reviews

- How do we build a reliable trust metric into the online system to help people find the right lawyer?

Big Idea: Open-Source Trust

- Early development - client testimonials posted on web page
  - Presumed bias - not inherently credible
- More recently – trust evaluation administered by a neutral third party such as Google

Big Idea: Open-Source Trust

- Search engine algorithms - used to authenticate a website as a law firm
  - Pro: search algorithms are generally effective
  - Con: SEO can be used by fraudsters to infiltrate the results lists
  - Con: rankings can be improved by force, i.e. Google adwords

Big Idea: Open-Source Trust

- 3rd Party reviewers – ex. Online reviews on Google+ or Yellow pages
  - Pro: 3rd party results inherently credible, particularly if the identity of the reviewer is posted
  - Con: Fake reviews are possible. Problem somewhat mitigated by certain measures, such as cell phone number and other intrusive verification methods

Big Idea: Valid and Secret

- Authentication v. Confidentiality
- Business transactions require authentication
  - Potential buyer needs to know product is legitimate.
- Buyers and sellers often wish to remain anonymous
  - Difficult in the internet and cellphone age

Big Idea: Valid and Secret

- Enter Bitcoin
- Based on serial chain encryption
- Bitcoin can be traced to confirm that the ownership in a particular product, such as a piece of rare art, was legally and validly passed, while protecting the confidentiality of the previous owners
- Now accepted in many countries

Big Idea: Rise of AI

- Artificial intelligence has a dark and light side
- Positive applications
  - Language processing and search algorithms
  - Data processing
  - Marketing

Big Idea: Rise of AI

- ⊙ Negatives
  - Security issues
  - Infiltration and infections from robots and viruses
  - Chat bots and fishing tools
  - Reduced enjoyment - spambots, malware

Big Idea: Rise of AI

- Difficult to police with legal solution
  - Perpetrators are difficult to track and may be out of the jurisdiction
- Physical solutions required – anti-spam, anti-virus, anti-malware software
- Anti-spam regulations have not solved the real problem
  - *Reduction in spamming by honest people and organizations

Big Idea: Rise of AI

- Need increased protection for "things"
- Internet of Things
  - Webcams
  - Any device with an IP address
- Things are susceptible to hijacking and misuse by hackers.

Recommendations

- Lawyers and the Alberta Law Society should safeguard the public - report and prosecute unauthorized practise of law
  - Should embrace change, be open-minded to more efficient solutions, and outsourcing of simpler matters to 3rd party non-lawyers
  - Invention promotion companies need regulation
- Albertans should review their lawyers online

Recommendations

- Albertans should consider adopting alternative currency methods, such as Bitcoin

- Albertans should invest in advancing AI
  - More physical protection measures
  - Cloud computing infrastructure