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Keith Call Discusses Ethical Attorney AI Use in Utah Bar Journal

Spencer Fane attorney Keith Call's article, A Cowboy's Guide to AI Ethics, was published in the *Utah Bar Journal's* July/August 2025 issue as part of his ongoing Focus on Ethics & Civility series for the publication.

In the piece, Keith shares advice for attorneys interested in harnessing artificial intelligence (AI) based on the ethical guidance provided in the American Bar Association Standing Committee on Ethics and Professional Responsibility Formal Opinion 512. Keith outlined attorney responsibility in this sphere according to the Model Rules of Professional Conduct concerning competence, confidentiality, candor, communication, supervision, and charging reasonable fees.

"Generative AI isn't going away. It's powerful, it's fast, and when used carefully, it can be a valuable co-pilot. But remember: The machine may write the first draft, but your name goes on the final," Keith concludes. "So, stay curious, stay skeptical, and don't forget to check the citations. Or as we say out here in the legal wilderness: Trust, but verify."

The publication also includes the latest Appellate Highlights column authored by Rodney Parker, Dani Cepernich, and Andrew Roth.

At the firm, Keith helps corporate and individual clients with all of their litigation needs so they can stay focused on their core businesses and personal interests. He excels in defending lawyers in professional ethics and liability matters, as well as complex commercial, technology, and IP litigation.

Read the full *Utah Bar Journal* issue here.