



Jan 04, 2026

Categories:

[Artificial Intelligence at FBT](#)

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FBT's GenAI Adoption Journey

FBT Gibbons' Innovative Approach to GenAI Adoption

FBT Gibbons is at the forefront of legal innovation, embracing the transformative potential of Generative Artificial Intelligence (GenAI) to enhance legal practice and client service. Central to this initiative is the FBT Gibbons BrAlntrust Program, a pioneering effort designed to foster a culture of experimentation and collaborative learning in the effective use of GenAI tools, such as CoCounsel.

The FBT Gibbons BrAlntrust Program

The FBT Gibbons BrAlntrust Program is a cornerstone of the firm's strategy to integrate GenAI into its legal services. This program encouraged a shared exploration of CoCounsel, enabling attorneys to experiment and effectively leverage the tool. By focusing on practical application and continuous learning, the program ensured that FBT Gibbons attorneys are well-prepared to utilize these advanced technologies in their daily practice.

Enhancing Engagement and Utilization

Since its inception, the FBT Gibbons BrAlntrust Program has significantly increased engagement and utilization of GenAI across the firm. Attorneys are encouraged to experiment with GenAI tools, fostering a culture of innovation and creativity. This approach has led to the development of innovative legal solutions that enhance the firm's service offerings and provide clients with cutting-edge legal support.

Commitment to Innovation

At FBT Gibbons, we are proud to be at the forefront of GenAI adoption in the legal industry. Our commitment to experimentation and innovation ensures that we remain agile and responsive to the evolving needs of our clients, while continually enhancing the quality of our legal services.

AI at FBT Gibbons

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