

### "Breakfast with Europe" Webinar Series

06.15.2017

Sheppard Mullin's monthly "Breakfast with Europe" webinar presented on June 15, 2017 by our Brussels EU Competition & Regulatory Group. Moderated by San Francisco associate Amar Naik, topics and speakers at this session included:

#### **Artificial Intelligence Algorithms: Will Perfect Price Competition Overtake the Need for Competition Laws?**

Speakers: Sheppard Mullin London partner Oliver Heinisch and San Francisco associate Amar Naik

As in all other areas of life, Artificial Intelligence is exponentially expanding and augmenting human perception. Over the past few years, AI pricing algorithms have attracted antitrust and competition attention. These new technologies interpret and respond to market conditions with far more precision, agility, and consistency than their human counterparts. Will the new AI world be a game-changer for centuries old antitrust laws that govern price fixing?

Listen to our experts as they analyze existing legal doctrines and principles to offer antitrust and competition practitioners guidance as we jump into this "brave new world." The discussion follows a recent article by Sheppard Mullin lawyers published in Competition Policy International's Antitrust Chronicle.

**Watch the webinar replay here:**

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#### **Attorneys**

Oliver Heinisch

#### **Practice Areas**

Antitrust and Competition