



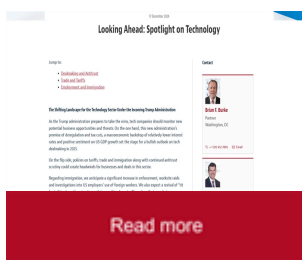
TECHNOLOGY SECTOR UPDATE

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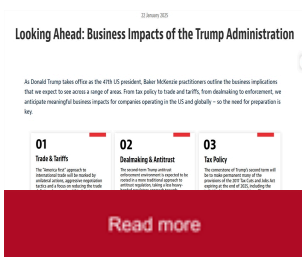
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Looking Ahead Spotlight on Technology: The shifting landscape of the Trump Administration

It's important that Technology companies monitor new potential business opportunities and threats, particularly as the landscape for multinationals is about to shift under the new Trump administration. Explore our three key trends—Dealmaking & Antitrust, Trade & Tariffs, and Employment & Immigration—to help tech companies navigate the changes ahead.

For more information, please contact **Brian Burke**, **Leif King**, **Betsy Stele Morgan** and **Alison J. Stafford Powell**



Looking Ahead: Business Impacts of the Trump Administration

As Donald Trump begins his term as the 47th United States President, the anticipated business impacts of this administration will be swift and far-reaching.

From tax policy to dealmaking and other technology sector impacts, read the latest on what to expect, including insights on his recent executive orders.

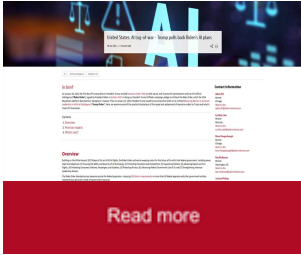
For more information, please contact **Aarthi Belani**, **Brian Burke**, **Leif King**, **Betsy Stele Morgan**, **Kerry B Contini**, **Michelle Rae Heisner**, **Rod Hunter**, **Alexandra Minkovich**, **Robin Samuel** and **Randall B. Sunberg**



North America: Navigating AI's impact on advertising, marketing and intellectual property

As Artificial Intelligence (AI) continues to shape advertising and marketing, it intersects with key areas of law such as competition, consumer protection, privacy, and intellectual property (IP). In Canada, these are governed by competition and copyright laws, and industry codes. Global regulations, including EU and Colorado AI legislation, further frame how businesses should approach AI usage. With technology companies often at the forefront of AI deployment, this discussion offers essential insights for legal, regulatory, compliance, and technology professionals aiming to stay ahead in the evolving AI landscape.

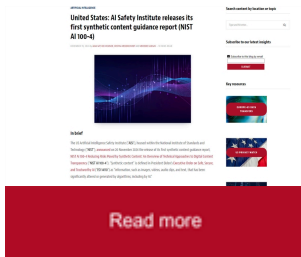
For more information, please contact **Adam Aft**, **Sarah Mavula**, and **Mike Rubinger**



United States: AI tug-of-war - Trump pulls back Biden's AI plans

On January 20, 2025, the first day of his second term, President Trump revoked Executive Order 14110 on Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence (“Biden Order”), signed by President Biden in October 2023. In doing so, President Trump fulfilled a campaign pledge to roll back the Biden Order, which the 2024 Republican platform described as a “dangerous” measure. Then on January 23, 2025, President Trump issued his own Executive Order on AI, entitled Removing Barriers to American Leadership in Artificial Intelligence (“Trump Order”). Here, we examine some of the practical implications of the repeal and replacement of executive orders by Trump and what it means for businesses.

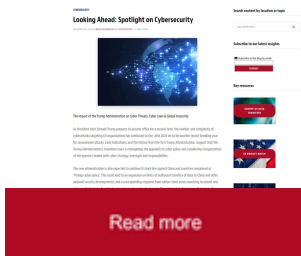
For more information, please contact **Adam Aft, Cynthia Cole, Brian Hengesbaugh, Keo McKenzie, Justine Phillips** and **Elizabeth Roper**



United States: AI Safety Institute releases its first synthetic content guidance report (NIST AI 100-4)

The US Artificial Intelligence Safety Institute (“AISI”), housed within the National Institute of Standards and Technology (“NIST”), announced on 20 November 2024 the release of its first synthetic content guidance report, NIST AI 100-4 Reducing Risks Posed by Synthetic Content: An Overview of Technical Approaches to Digital Content Transparency (“NIST AI 100-4”). “Synthetic content” is defined in President Biden’s Executive Order on Safe, Secure, and Trustworthy AI (“EO 14110”) as “information, such as images, videos, audio clips, and text, that has been significantly altered or generated by algorithms, including by AI.” Although compliance is voluntary, NIST AI 100-4 is expected to inform industry best practices for managing synthetic content risks.

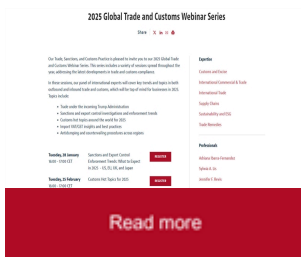
For more information, please contact **Adam Aft, Keo McKenzie, Cristina Messerschmidt,** and **Mercedes Subhani**



Looking Ahead: Spotlight on Cybersecurity

As President Trump assumes office for a second term, the number and complexity of cyberattacks targeting US organizations has continued to rise, with 2024 set to be another record-breaking year for ransomware attacks. Early indications, and the history from the first Trump Administration, suggest that the Trump Administration’s transition team is reimagining the approach to cyber policy and considering reorganization of the agencies tasked with cyber strategy, oversight and responsibilities. The new administration is also expected to continue its hard line against China and countries considered as “foreign adversaries”. This could lead to an expansion on limits of outbound transfers of data to China and other national security developments, and a corresponding response from nation-state actors involving increased and more sophisticated cyberattacks against private sector businesses. The anticipated changes could increase the challenges for businesses in the context of global geopolitics.

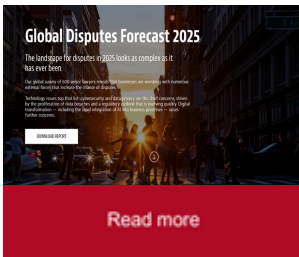
For more information, please contact **Brian Hengesbaugh** and **Justine Phillips**



2025 Global Trade and Customs Webinar Series

In these sessions, our panel of international experts cover key trends and topics in both outbound and inbound trade and customs, which will be top of mind for multinational businesses in 2025. Topics include: Trade under the new Trump Administration; Sanctions and export control investigations and enforcement trends; Customs hot topics around the world for 2025; Import VAT/GST insights and best practices; Antidumping and countervailing procedures across regions.

For more information, please contact **Chrissie Roque-Enriquez**



Global Disputes Forecast 2025

Our global survey of 600 senior lawyers reveals that businesses face increasing disputes, with technology issues like cybersecurity and data privacy topping the list due to data breaches and evolving regulations. Digital transformation, including AI integration, raises further concerns. Key trends for 2025 include cybersecurity and data privacy, AI disputes, and employment disputes.

For more information, please click [here](#)



Global Data & Cyber Handbook

Data and cyber continue to remain critically important to Tech companies. We are pleased to announce that the 2025 Global Data & Cyber Handbook is now available and has been launched to clients coinciding with Data Privacy Day. This essential resource for businesses navigating the complex landscape of data and cyber regulation covers key data and cyber laws in over 50 jurisdictions.

For more information please contact [Brian Hengesbaugh](#) , [Justine Phillips](#), [Maria Carolina Pardo Cuellar](#), [Andy Leck](#), [Adrian J. Lawrence](#), [Vinod Bange](#) and [Magalie Dansac Le Clerc](#)



Data & Cyber Beyond Borders: Preparing Globally for 2025 Webinar

To kick off International Data Privacy Day, a global panel of our data privacy and cybersecurity experts took a tour around the world discussing the latest developments and trends shaping the legal landscape over the next year, covering the following topics: Emerging legal trends in data privacy and cybersecurity for 2025; Key regulatory changes and their implications for businesses; Best practices on what to do now to ensure compliance and protect your data; Strategies to prepare for future challenges and opportunities. This insightful session provides you with the knowledge and practical guidance you need to stay ahead of the curve and ensure your company is best positioned for what lies ahead.

For more information, please contact [Brian Hengesbaugh](#), [Justine Phillips](#), [Vinod Bange](#), [Magalie Dansac Le Clerc](#), [Maria Carolina Pardo Cuellar](#), and [Adrian Lawrence](#)

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**Trench Rossi Watanabe and Baker McKenzie have executed a strategic cooperation agreement for consulting on foreign law*

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