Morse Serves as Counsel in iRacing Partnership with Microsoft

November 25, 2024

Morse is pleased to announce iRacing, the world leader in the online racing simulation and gaming market, has partnered with Microsoft Research to further the research and development of Large Action Models (LAMs). This partnership will help provide a foundation to power advanced functionality in the iRacing sim, improving the iRacing driving experience.

The creation of these LAMs will allow iRacing developers to supplement the existing product with AI-based training, improving AI-based drivers and AI-based coaching, as well as providing iRacers with on-track feedback, quality in-game improvements, and new ways of improving their performance. The collaboration will allow iRacing to leverage the quality of their product, while advancing Microsoft's scientific knowledge and ability to build AI systems for complex environments.

Mike Cavaretta helped negotiate the deal, and reviewed and revised the contracts in relation to this transaction.

Additional details on the partnership with Microsoft Research can be found in iRacing's press release.

Morse focuses exclusively on the core legal services that businesses need to succeed, helping businesses of all sizes — from startups to Fortune 1000 companies — in the service areas of corporate, intellectual property, licensing, employment, taxation and litigation.

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