



Thomson Reuters CoCounsel

Hull & Hull LLP's journey with Thomson Reuters CoCounsel

About Hull & Hull LLP

Hull & Hull LLP is a specialized estates, trusts, and capacity litigation firm with offices in Toronto, Oakville, and Ottawa in Canada. With 22 lawyers, the firm has built a reputation for its focused expertise and commitment to quality client service. Ian Hull, Partner at the firm and recognized for his innovative approach to legal practice, is sharing his journey using Thomson Reuters® CoCounsel as their legal AI solution.

The challenge: Maintaining quality and staying ahead in a changing legal landscape

Ian observed that, following major industry changes such as the rise of the internet and the impact of COVID-19, artificial intelligence (AI) is now driving the next significant transformation in the legal sector. Focused on delivering exceptional work and client service, Ian identified

workflow bottlenecks in the review process particularly for junior lawyers. Manual reviews, while necessary to ensure consistency and quality, could be a source of delays on time-sensitive litigation.

Furthermore, Ian recognized growing client expectations around billing and the need to consistently improve productivity and value. To maintain the firm's competitive position and uphold its standards of excellence, he determined that **adopting AI was crucial.**



The solution: Embracing CoCounsel for enhanced workflow and quality

Ian and his firm began exploring AI tools and dedicated a full year to internal training and implementation. Their goals centered around using AI as a tool to enhance quality, streamline workflows, and maintain their boutique firm's market position.

Hull & Hull LLP chose CoCounsel after a thorough evaluation, recognizing its superior capabilities compared to other available tools. Ian highlighted that CoCounsel was a better solution with robust analytical abilities, noting that competitors hadn't yet reached the same level of analytical power and didn't have the same authoritative content as Thomson Reuters. The firm also valued Thomson Reuters' strong security protocols, a crucial factor when dealing with sensitive client information.

“After a comprehensive review of the AI tools on the market, our firm chose CoCounsel for three reasons. First, CoCounsel's analytical abilities were significantly beyond what were available from the competing products on the market, and the analytical power, even a year ago, was impressive. The second part of our decision was guided by Thomson Reuters' ability to keep a model built on an established body of authoritative legal content, which was important to us — we needed the assurance that the AI's information was grounded in reliable, established materials. The final piece was security — our clients rely on us to provide the highest levels of security and confidentiality, and we needed a system that could meet our standards.”

- Ian Hull, Partner, Hull & Hull LLP

Initially, Hull & Hull LLP adopted a gradual implementation approach, starting with early adopters to ensure a smooth rollout to the broader organization. They then rolled it out to all lawyers and are now working on integrating AI with the rest of their staff, acknowledging the cultural shift in AI usage required across the entire firm.

Specific workflows and tasks improved by CoCounsel:

CoCounsel has been integrated into various aspects of Hull & Hull LLP's practice, benefiting both their solicitor and litigation work:

- **Analysis of solicitor work:** Analyzing historical wills, identifying executors, understanding estate plans, creating family trees, and benchmarking against the instructions provided for new wills.
- **Litigation support:** Generating cross-examination questions, creating chronologies, and performing rapid analysis of extensive medical records (e.g., thousands of pages in seconds) to identify weaknesses in cognition or other relevant information, providing references and document links for verification.
- **Pre-curated prompts:** CoCounsel built-in tools have significantly reduced the headache of training lawyers on effective prompting, making the tool more accessible and user-friendly.

The impact and value: Why Hull & Hull LLP won't turn back

While acknowledging that quantifying the precise ROI can be challenging, Ian Hull firmly believes that the benefits far outweigh the costs. His strategic decision was driven by the understanding that not adopting AI would be far more detrimental in the long run.



He highlighted several key impacts and benefits, including elevated quality control through the ability of CoCounsel to address the “mid-tier” quality issues common in junior lawyers’ work, minimizing errors and preventing bottlenecks. This improved the firm’s mentorship process, reducing the time senior lawyers spent correcting basic and intermediate-level mistakes, allowing them to shift their focus from error correction to strategic legal work and broader tactical considerations within litigation.

With CoCounsel, Ian’s team spends less time fixing errors and more time on the strategic legal work that matters.

The integration of CoCounsel has also led to **increased efficiency and reduced engagement with mundane tasks**. By automating time-consuming activities like document review, chronology creation, and complex analysis of large volumes of records (e.g., medical records in litigation), lawyers are freed from “mind-numbing” work. This not only allows them to concentrate on higher-level problem-solving and client advisory roles but also contributes to improved associate development. Young lawyers can bypass tedious tasks and directly engage with the analytical aspects of their cases, accelerating their learning and allowing them to contribute in more meaningful ways from the outset.

Furthermore, CoCounsel is currently helping Hull & Hull LLP **maintain its market position** by enabling the firm to deliver specialized, high-quality work efficiently in an increasingly competitive landscape. Ian emphasized that embracing AI

also fulfills a crucial professional obligation for lawyers to stay current with technological advancements, ensuring they provide the best possible service to clients and contribute to greater access to justice.

“The reality is from what we’re seeing out there, it’s not a fair fight right now — CoCounsel nailed it in terms of the user interface and making it easy for even non-technical people like me to use. And it’s comprehensive because of the Westlaw tie-in. In that sense, it’s just a better solution from other products I have observed.” - Ian Hull, Partner, Hull & Hull LLP

Ultimately, Ian believes CoCounsel makes legal practice way more fun, reducing drudgery, boosting job satisfaction, and ensuring the firm is future-proofed against a rapidly evolving legal industry, where failing to adopt AI would leave them significantly disadvantaged.

Ian’s journey powerfully illustrates a truth Canadian law firms can’t ignore: jumping on the AI train now isn’t just smart, it’s essential. As he candidly puts it, “**2026 is like 100 years from now in AI terms.**” It’s a stark reminder that the window for getting ahead is closing fast. Firms sitting on the sidelines risk not only falling behind, but could possibly struggle to keep pace as legal AI rapidly becomes the norm.

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