

# Impact of Artificial Intelligence in Trade Mark Examination

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[www.euipo.europa.eu](http://www.euipo.europa.eu)



TRADE MARKS AND INDUSTRIAL  
DESIGNS IN THE DIGITAL WORLD

VIRTUAL CONFERENCE

We are making it happen

**TM** | view

Artificial intelligence (AI)-driven image search tool

<https://www.tmdn.org/tmview/welcome#/tmview>



AI Assisted Trade Mark Searches



Customer

Artificial Intelligence

<< 1-30 of 434 >>

[CLEAR FILTERS](#) APPLY

**Offices**

- Austria-OPA (2)
- Benelux-BOIP (3)
- China-CNIPA (287)

[Show all 21 results](#)

**Goods and Services**

- 9 Scientific, research, ... (196)
- 35 Advertising; Busine... (155)
- 38 Telecommunications... (42)
- 42 Scientific and techn... (167)
- 1 Chemicals for use in ind... (1)
- 3 Non-medicated cosmet... (2)
- 5 Pharmaceuticals, medic... (1)
- 6 Common metals and th... (1)
- 7 Machines, machine to... (10)
- 8 Hand tools and implem... (2)
- 10 Surgical, medical, dent... (8)
- 11 Apparatus and installa... (5)
- 12 Vehicles; Apparatus fo... (2)
- 14 Precious metals and t... (4)
- 15 Musical instruments; ... (1)
- 16 Paper and cardboar... (21)
- 17 Unprocessed and se... (1)
- 3 Non-medicated cosm... (25)

[Show all 46 results](#)

<input type="checkbox"/> 图形  Status Registered Goods and Services 35	<input type="checkbox"/>  Status Registered Goods and Services 42, 38, 41, 1...	<input type="checkbox"/> 图形  Status Registered Goods and Services 42	<input type="checkbox"/>  Status Registered Goods and Services 35, 41
<input type="checkbox"/> 图形  Status Ended Goods and Services 9	<input type="checkbox"/> 图形  Status Ended Goods and Services 42	<input type="checkbox"/> 图形  Status Registered Goods and Services 9	<input type="checkbox"/> 图形  Status Registered Goods and Services 35
<input type="checkbox"/>  Status Registered Goods and Services 9, 35, 36, 41,...	<input type="checkbox"/> 图形  Status Registered Goods and Services 38	<input type="checkbox"/> 图形  Status Registered Goods and Services 35	<input type="checkbox"/> 图形  Status Registered Goods and Services 42
<input type="checkbox"/> 图形  Status Registered Goods and Services 9	<input type="checkbox"/> 图形  Status Ended Goods and Services 9	<input type="checkbox"/>  Status Registered Goods and Services 9, 14, 15, 16,...	<input type="checkbox"/> 图形  Status Registered Goods and Services 42

... contains nearly 50 million trade marks from 66 participating IP offices around the world. It is updated daily and is free to use.

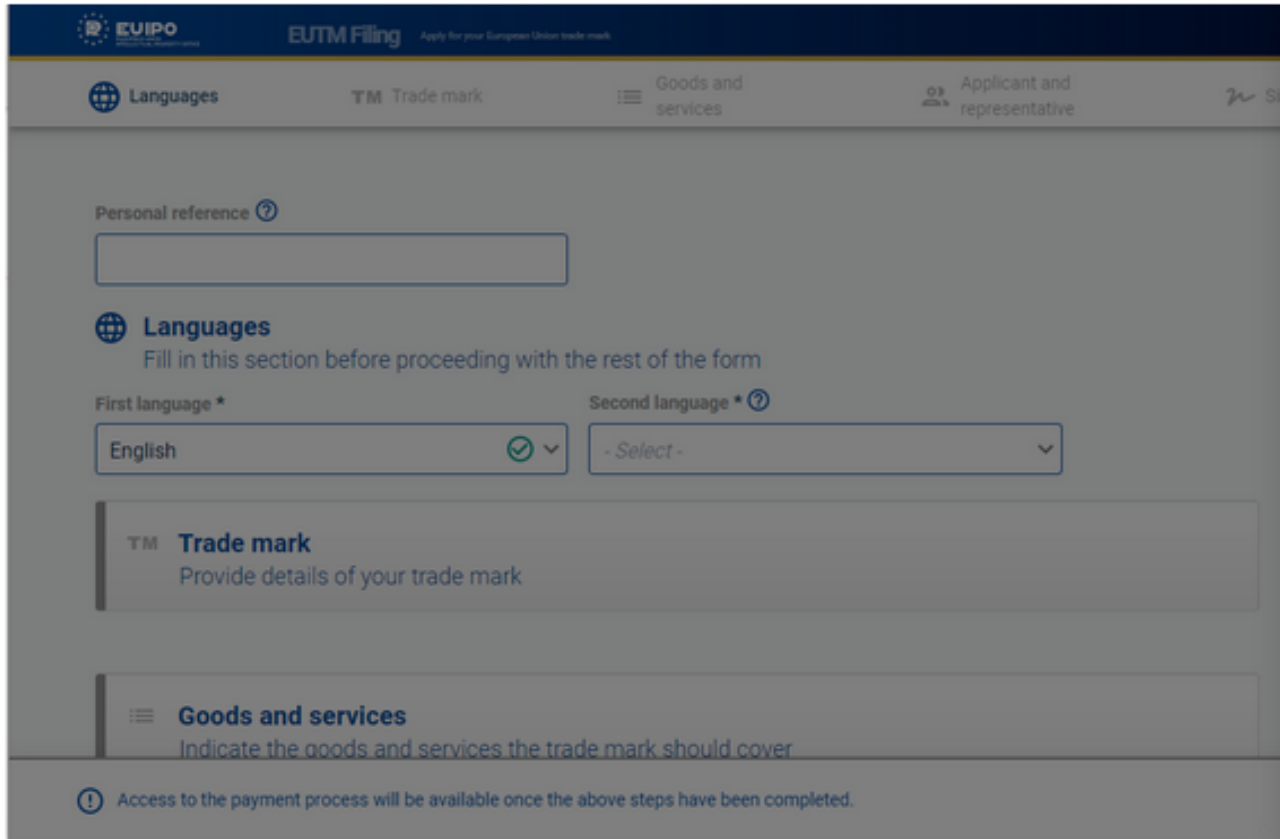
Artificial Intelligence

Human Review & Risk Assessment



No clear obstacles found ...

Proceed to EU Trade Mark Application



The screenshot shows the EUTM Filing application form. At the top, there is a navigation bar with the EUIPO logo and the text "EUTM Filing Apply for your European Union trade mark". Below the navigation bar, there are several tabs: "Languages", "TM Trade mark", "Goods and services", "Applicant and representative", and "Sign". The "Languages" tab is currently selected. The form contains a "Personal reference" field, a "Languages" section with a sub-instruction "Fill in this section before proceeding with the rest of the form", and two dropdown menus for "First language" (set to "English") and "Second language" (set to "- Select -"). Below these are sections for "TM Trade mark" and "Goods and services". At the bottom, there is a note: "Access to the payment process will be available once the above steps have been completed."

## EUTM Filing configuration

- Search reports**  
Enable the search reports options.
- Enforce Fast Track**  
Enable this feature to display only the Fast Track compatible fields.
- Claims**  
Display claims before Type of Mark.
- Pre-assessment check**  
Pre-assessment check detail

Distinctiveness?  
Deceptiveness?  
Public Policy?

Artificial Intelligence

Trade Mark Examiner



Absolute Grounds Support Tool  
Goods & Services Comparer

Absolute Grounds for Refusal  
Relative Grounds for Refusal

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**THANK YOU**