



Thailand Introduces AI System to Reduce Trademark Application Rejections

Thailand's Department of Intellectual Property (DIP) has introduced a new digital system to assist applicants in checking their trademarks before submitting registration requests. The initiative aims to reduce the number of rejected applications and minimize unnecessary costs and delays for businesses and individuals seeking trademark protection. According to the department, trademark filings increased to 55,668 applications in 2025, representing an 8.5% year-on-year rise, with more than 40,000 applications successfully approved.

A significant portion of rejections occurs when proposed trademarks are identical or too similar to marks that have already been registered. In 2025 alone, 4,484 applications were rejected for this reason, resulting in wasted time and expenses for applicants. To address this issue, the DIP has launched an artificial intelligence (AI)-powered image search tool on its website, allowing applicants to upload their trademark designs and compare them against existing records in the national trademark database.

The AI system analyzes visual similarities and provides results ranked from the most to the least similar trademarks currently registered. This feature allows applicants to conduct a preliminary assessment of whether their proposed mark may face potential conflicts before proceeding with a formal application. However, the final determination on trademark registration will still be made by official examiners during the review process.

In addition, the Department has launched a "Trademark Checker" function that links directly to the trademark database and provides guidance on preparing registration applications. The system offers information on relevant classes of goods and services, helping applicants better structure their filings while improving the overall efficiency of the trademark registration process in Thailand.