



Thailand Moves Toward AI-Enabled Intellectual Property Examination and OECD-Aligned Governance Reform

The Department of Intellectual Property (DIP) is advancing a significant modernisation agenda through the introduction of artificial intelligence (AI)-assisted examination tools, enhanced digital governance systems, and anti-corruption safeguards. These initiatives form part of a broader policy direction aimed at improving administrative efficiency, strengthening transparency, and aligning Thailand's intellectual property (IP) administration with international governance standards, including those promoted by the Organisation for Economic Co-operation and Development (OECD).

A key development is the introduction of AI-enabled tools to support trademark and patent examination processes. In the trademark context, AI-based image recognition and search functions are being developed to assist examiners in identifying potentially similar or conflicting marks at an early stage of the registration process. This is intended to improve the efficiency of preliminary assessments and reduce the risk of filing applications that may face objections on the basis of similarity or lack of distinctiveness.

In relation to patents, AI tools are being deployed to enhance prior art searches and support preliminary assessments of patentability. By processing large volumes of technical data and global patent databases, these systems assist examiners in identifying relevant prior disclosures more efficiently. However, final determinations on key legal requirements, including novelty, inventive step, and sufficiency of disclosure, remain subject to human legal analysis and decision-making, ensuring that statutory standards continue to govern substantive outcomes.

Alongside technological enhancements, the DIP is also pursuing governance and transparency reforms aimed at reducing corruption risks and improving public confidence in the IP system. These measures include expanded digital filing systems, improved electronic service platforms, and enhanced complaint-handling mechanisms. A proposed centralised “sandbox” mechanism is also being considered to monitor and manage complaints relating to administrative conduct, with the objective of improving oversight, traceability, and accountability in decision-making processes.

The reforms further reflect broader concerns regarding the legal treatment of artificial intelligence in relation to copyright and enforcement. While AI adoption is increasing across administrative functions, the authorities have maintained a cautious approach to copyright issues, with protection continuing to be grounded in human authorship principles. At present, there is no indication of broad statutory exemptions for the use of copyrighted materials in AI training, reflecting a regulatory balance between innovation and the protection of rights holders.

From a broader legal perspective, these developments indicate that Thailand's intellectual property framework is entering a more technology-driven and internationally aligned phase of development. The integration of AI into administrative processes is expected to enhance efficiency, consistency, and predictability in IP examination, while governance reforms aim to strengthen institutional integrity and transparency. For businesses, innovators, and rights holders, the changes may lead to more efficient registration processes but will also require continued attention to evolving compliance expectations, particularly in relation to digital enforcement and AI-related legal developments within Thailand's IP regime.

Should you have any question, please do not hesitate to contact us via info@bglballaw.com

