

AI for Trademark Lawyers Moving Beyond Search to Expanding Work

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Ashley Kessler spoke with *Bloomberg Law* about using artificial intelligence to assist in trademark work. Ashley discussed her time using the AI platform ChatGPT for available cannabis brand names. She said eight of 10 didn't appear to conflict with registrations at the US Patent and Trademark Office. "I think that long term it's going to go beyond the client approaching IP counsel with a set of proposed names," she said. "I anticipate a system where clients expect more from lawyers than they already do. I think ultimately it will just push lawyers to become a one-stop shop for our client." She also discussed asking an AI interface to come up with brand ideas adds a fundamentally different dimension to using AI. "It's so new that I've only done one or two," she said. "I think, 'Why not?' It's so easy, so straightforward. As long as you're not taking those results in a vacuum" and complementing them with other methods to verify their availability.

To read more of this article, [click here](#).

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