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## [Guest Article: AI is Changing How Products are Bought and by Definition Will Change Trade Mark Law](#)



At its very basic level, trade mark law is about how the public interact with brands. After all, a trade mark is defined as a sign which distinguishes the products of one undertaking from another undertaking. The public consider products carrying brands pre-purchase, when they purchase those brands or when they evaluate products carrying those brands. As a result, any form of new technology which impacts the purchasing process will impact trade mark law.

Artificial intelligence ('AI') is, and will have, a large impact on how the public buy branded products and thus trade mark law will have to adapt to reflect those changes. Trade mark law is ultimately the most practical and, historically, one of the most adaptable forms of the law. Indeed, over time trade mark law has been remarkably adaptable to the changing commercial landscape. However, how will AI impact the purchasing process?

This and other questions will be answered in this guest article by Lee Curtis and Rachel Platts (HGF).

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