Thailand Launches AI-Powered Trademark Search Tools: Our Assessment of Their Impacts on Professional Search Services

In February 2026, the Department of Intellectual Property (**DIP**) of Thailand introduced two new AI-driven tools, "**AI Image Search**" and "**Trademark Checker,**" to enhance its online trademark search and filing system. These tools form part of the government's broader policy to modernize public services through digital transformation. They are designated to improve user experience and reduce avoidable trademark refusals.

Trademark filings in Thailand continue to grow steadily. In 2025 alone, 55,668 trademark applications were filed, representing an increase of 8.51% from the previous year. Registrations rose to 40,063 marks, up 36.19%. However, 4,484 applications were refused on the grounds of similarity to prior registered trademarks or prior pending applications. The large number of refusals highlights the importance of conducting a prior search before filing a trademark application.

Key Features of the Tools

The AI Image Search allows users to upload a trademark image and receive automated similarity results based on AI algorithms. The tool evaluates visual elements, such as shapes, composition, and dominant design features, and displays potentially similar trademarks identified from the DIP database, enabling users to conduct a basic preliminary check.

The Trademark Checker connects users to the DIP database in real time. It provides step-by-step guidance in selecting goods and services and offers a preliminary assessment of registrability. It is designed to be user-friendly and links directly to the e-Filing system, including the First Action Fast Track (**FAFT**) and the Accelerated Examination of Trademark Applications for Urgent Use (**AEUU**) filing options where applicable. Both tools are available online at no cost.

Limitations and Practical Impacts

The introduction of the AI Image Search and Trademark Checker marks a further step in the digital development of the Thailand's trademark system. At this stage, the AI Image Search appears largely similar to the current online trademark system of the DIP and it may offer limited practical improvement for experienced users.

Although these tools, especially the Trademark Checker, improve accessibility and streamline the filing process, particularly for SMEs and first-time applicants for trademark registrations, they serve as preliminary screening mechanisms and do not replace comprehensive clearance searches. Automated similarity analysis cannot fully address key legal considerations such as

distinctiveness, phonetic similarities inherent in the Thai tonal language, filing strategy, cross-class risk assessment, or the final exercise of examiner discretion. These tools complement rather than displace professional trademark services. Legal practitioners will continue to play an essential role in conducting in-depth clearance searches, developing filing strategies, managing enforcement and opposition risks, and navigating complex registrability assessments.

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