Haodong Zhong Discusses Why Trademark AI Falls Short on Legal Judgment in World Trademark Review Interview



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In an interview with World Trademark Review, Haodong Zhong, an associate at Lippes Mathias who focuses on trademark, privacy, and AI law, discussed the findings of his new study on AI use in trademark practice. Zhong explained that AI tools excel at comparing the similarity of marks and of goods and services. However, they struggle with factors such as customer sophistication, the strength of the senior mark, actual confusion, and bad intent, which depend on real-world commercial evidence like sales figures, advertising spend, and consumer surveys.

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Related Team



Haodong Zhong
Associate

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