

Britt Anderson Quoted in Bloomberg Law—AI for Trademark Lawyers Moving Beyond Search to Expanding Work

Partner Britt Anderson was quoted in "[AI for Trademark Lawyers Moving Beyond Search to Expanding Work](#)" an article in *Bloomberg Law*, regarding trademark lawyers' thoughts on whether and how artificial intelligence aids their work.

Determining whether a mark has been infringed and whether a mark's registration should be blocked at the PTO, meanwhile, turn on whether there's a likelihood that consumers would be confused—context- and fact-dependent legal standards difficult for a computer to evaluate, trademark attorney Britt said.

"Trademark law is not immediately amenable to humans leaving the process entirely," Britt said.

[Read the full article on *Bloomberg Law*.](#)

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