

Akerman Lens

USPTO Launches AI-Powered Image Search for Trademarks

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By [Samuel T. Kilb](#)



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In April 2026, the USPTO introduced a new beta feature in its trademark search system: an AI-driven image search tool that allows users to upload an image and retrieve visually similar marks from the federal trademark register. The tool is now live and available to anyone with a USPTO.gov account.

How It Works. The concept is straightforward—upload an image, and the system returns results with similar design elements. The functionality is comparable to a Google reverse image search. Users log into their USPTO.gov account, upload the image (or a link to the image) directly into the search

system, and review the results. The tool can be accessed via a camera icon that appears on the right-hand side of the search bar.

Why It Matters. Design mark clearance has long been one of the more cumbersome aspects of trademark searching. Traditional keyword-based methods, including searches by design search codes, can be imprecise and labor-intensive, particularly for marks with complex or abstract visual elements. An image-based search capability offers a more intuitive way to identify potentially conflicting design marks early in the clearance process.

Practical Considerations. A few points for practitioners:

- **Integration into workflows.** For design-heavy marks, the image search tool may be a useful early-stage screen, particularly when evaluating a proposed logo concept before investing in a full clearance search. It may also help practitioners quickly cross-reference design elements flagged in watch notices or office actions. But keep in mind...
- **Beta status.** The tool is still in beta. Results should be treated as a supplemental resource, not a substitute for a comprehensive clearance search. Design code searches, word mark searches, and professional search services remain essential components of a thorough clearance strategy.
- **Scope.** The USPTO has not published detailed technical specifications for the tool's matching algorithm. Practitioners should test the tool against known results to calibrate expectations for accuracy and coverage.

The image search tool is part of a broader suite of AI enhancements the USPTO rolled out in April 2026. A separate mark description and color claim generator launched in Trademark Center on April 23, aimed at helping applicants draft more accurate descriptions and color claims at the application stage. Together,

these tools signal a continued push toward integrating AI into trademark prosecution.