

WIPO's Global Brand Database AI Image Search — Deep-Learning Trademark Search Across 45 Offices

AI in the Public Sector · Good practice · Switzerland

Quality score: 80/100

Evidence strength: Descriptive / self-reported

Summary

WIPO's free Global Brand Database uses deep neural networks to match trademark images by concept — apple, eagle, star — rather than keywords, pooling close to 38 million marks from 45 offices' national collections since its April 2019 launch.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	1/3
Transparency, fairness & accountability	3/3
Transferability / demonstrated replication	3/3
Scalability beyond pilot	3/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-06

[World Intellectual Property Organization \(WIPO\)](#) — accessed 2026-08-06

[WIPO — AI Tools and Services \(official\)](#) — accessed 2026-08-06

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