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**Swiss IP News** We provide you with updates on new decisions, the relevant legislative process and other trends in the fields of intellectual property and unfair competition law from a Swiss perspective.

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## WIPO's Vienna Classification Assistant – an AI-powered Tool to Assist in Classifying Figurative Elements of Trademarks

On 5 August 2020, the World Intellectual Property Organization (generally known as WIPO) launched its Vienna Classification Assistant. This new tool, accessible [here](#), will help practitioners and the general public alike in classifying figurative elements of marks (i.e. images) in the various categories of the Vienna classification. It is provided free of charge.

The Vienna classification, available [here](#), is a highly-detailed classification of figurative elements of marks. It contains 29 categories, 145 divisions and over 1'700 sections, making any attempt at classification arduous and time-consuming, even for experienced professionals.

The Vienna Classification Assistant is a powerful yet simple tool that relies on AI (artificial intelligence) to suggest the adequate classification of the image under the Vienna Classification. The process is straight-forward as it only requires dragging and dropping the image into the dedicated box. This image can then, if necessary, be cropped to isolate a specific element contained therein. The tool analyses the image and suggests the relevant Vienna classification.

Though this Vienna Classification Assistant is still very recent, we appreciate its ease of use and overall accuracy. It is a convincing example of the value of AI in facilitating the work of legal practitioners. The results that the tool generates do require a manual, critical, review, because, as the name suggests, the tool is meant as a form of assistance. Nonetheless, we warmly welcome this WIPO offering and expect that it will quickly prove helpful in allowing practitioners to speed up their Vienna classification work. We also believe it will permit further uses, such as priority searches of similar or identical figurative elements.

The Walder Wyss Newsletter provides comments on new developments and significant issues of Swiss law. These comments are not intended to provide legal advice. Before taking action or relying on the comments and the information given, addressees of this Newsletter should seek specific advice on the matters which concern them.

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