

## Agrihub fails to secure EU protection for 'FarmGPT' trademark

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A Canadian agriculture firm was denied EU protection for its "FarmGPT" international trademark registration today. The EUIPO finalized an earlier provisional ruling which deemed the mark incapable of distinguishing Agrihub's products and services from those of its competitors.

Agrihub Inc. was denied EU trademark protection for "FarmGPT" today when the EU Intellectual Property Office, or EUIPO finalized an earlier provisional refusal on grounds the mark is descriptive and lacks distinctiveness.

The EUIPO ruled the mark is not protectable under EU Trademark law as it does not distinguish Agrihub's products and services from those of Agrihub's competitors.

Agrihub Inc. had not responded to EUIPO's early October provisional refusal and had not appointed a legal representative, leading to today's refusal being finalized.

The ruling underscores a strict stance from the EUIPO on ensuring trademarks serve their primary purpose, which is to distinguish goods or services.

EUIPO's provisional refusal was based on two main findings.

First, the relevant consumers would perceive Agrihub's application of Generative Pretrained Transformer, or GPT, technology to agricultural practice. Second, the EUIPO said, the meanings of the words "FARM" and "GPT," which compose the trademark, were supported by dictionary references from Cambridge Dictionary and German dictionary Duden.

The EUIPO said the mark indicates the application of artificial intelligence to streamline farming processes, improve efficiency, and enhance decision-making through automation, data analysis, and AI-powered voice and speech recognition.

Agrihub registered its trademark internationally under classes 9 and 42 of the Nice Agreement for the international classification of goods and services. Class 9 relates to apparatus and instruments for scientific or research purposes, audiovisual and information technology equipment, as well as safety and life-saving equipment. Class 42 relates to services provided by persons in relation to the theoretical and practical aspects of complex fields of activities such as scientific laboratory services, engineering, computer programming, architectural services or interior design.

Agrihub has two months to appeal the ruling.

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**Areas of Interest:** Intellectual Property

**Industries:** Agriculture, Forestry, Fishing & Hunting

**Geographies:** Europe, European Union Member States

**Topics:**

Trademarks