

Press Coverage | June 24, 2025

Perplexity Trademark Case Tests Confusion Analysis in AI Era

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[Michael D. Hobbs, Jr.](#)

Michael Hobbs, a partner in Troutman Pepper Locke's Intellectual Property Practice Group, was quoted in the June 24, 2025 *Bloomberg Law* article, "[Perplexity Trademark Case Tests Confusion Analysis in AI Era](#)."

The case is a "shakeout of what's the likelihood of confusion if something involves AI," said Troutman Pepper Locke LLP partner [Michael Hobbs Jr.](#)

Comet ML's chances may have been better five years ago when AI wasn't so pervasive and any AI business could arguably share a market, Hobbs said. But emerging industries are sometimes painted with a broad brush, and the outcome depends on how quickly the court grasps the alleged technical distinctions between browsers and development platforms.

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Hobbs said he's seen similar escalation tactics in other trademark cases. "Any combination of carrots and sticks are very much on the table when you're trying to get a case like this resolved from a defendant standpoint," he said.

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