



LegalZoom Offers Legal Support to Taylor Swift to Trademark Her Way Out of AI and Deepfake Swifts, Swiftly

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America's #1 trademark filer extends the same offer to public figures who have been the subject of a non-consensual AI-generated voice or likeness

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Apr. 29, 2026-- LegalZoom (Nasdaq: LZ), America's #1 online legal services company, today extended an open offer of free trademark legal services to Taylor Swift, who last week filed three trademark applications with the U.S. Patent and Trademark Office aimed at protecting her voice and likeness from unauthorized AI-generated content — including two never-before-tested "sound marks" registering the spoken phrases "Hey, it's Taylor Swift" and "Hey, it's Taylor."

The filings, made through Swift's TAS Rights Management, represent one of the most ambitious tests yet of whether trademark law can plug the gap left by copyright and right-of-publicity statutes in an era when anyone with a laptop can generate a convincing fake of a celebrity's voice and the catchphrase or slogan affiliated with them. LegalZoom's law firm has spent years making trademarks more accessible and has filed more U.S. trademarks than any other law firm in the country.

As AI-generated content becomes more sophisticated and more difficult to police, LegalZoom is jumping into the next chapter of identity and intellectual property protection. While lawmakers, courts, and regulators continue to define how existing trademark, copyright, and publicity-rights frameworks apply to synthetic voices, images, and likenesses, LegalZoom is at the forefront of helping individuals and businesses take practical steps to protect what makes them uniquely theirs. By combining accessible legal support, trademark expertise, and proactive monitoring tools, LegalZoom is excited about working to close the gap between the speed of technological change and the pace of policy evolution, so creators, public figures, and brands do not have to wait for the law to fully catch up before defending themselves.

"Taylor Swift is doing for trademark law what she's done for stadium tours, friendship bracelets, and re-recorded masters: rewriting the playbook," said Jeff Stibel, LegalZoom Chairman & CEO. "LegalZoom is the most trusted brand for online intellectual protection, and through our law firm we protect names, brands, and identities for thousands of customers every year. Protecting the most valuable identities on the planet from AI imposters feels squarely in our wheelhouse. When she needs a legal hand — or, more likely, a few hundred additional filings — our law firm's lawyers and our platform are at the ready."

LegalZoom is offering the following services at no charge to Swift's team:

- Trademark monitoring and watch services across the USPTO and common-law marks, for confusingly similar AI-generated voices, images, and phrases
- Domestic trademark filings
- Cease-and-desist drafting
- Ongoing IP portfolio management, maintenance, and strategic counsel for TAS Rights Management and affiliated entities
- Other services as specified, if and where needed, and as agreed to by both parties

LegalZoom is currently extending the same free trademark protection package to other public figures who have been the subject of non-consensual AI-generated voice or likeness theft to push these innovative interpretations of the law forward.

"The legal system was not built for a world where your voice can be cloned by a stranger in thirty seconds," Stibel added. "The category is moving from legal compliance to AI compliance, meaning the law has to catch up to the technology, and the people getting hurt shouldn't have to wait."

About LegalZoom

LegalZoom is a leading online platform for legal services, transforming how individuals and small businesses navigate the legal system. By combining intuitive technology with access to experienced attorneys—whether through our vast independent attorney network or our own law firm—we offer the tools and guidance people need to confidently manage everything from business formation and compliance to intellectual property protection and ongoing business management and legal support.

As AI reshapes how legal work gets done, LegalZoom is at the forefront of the human-in-the-loop approach, ensuring that the speed and efficiency of AI is always backed by the judgment and accountability of qualified professionals. With over two decades of experience and millions of customers served, LegalZoom helps individuals and small businesses navigate legal needs with confidence. For more information, please visit

www.legalzoom.com.

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