



Forget “LocalizeGPT”: OpenAI Hunts Down Companies Using Trademarked GPT in Brand

Hundreds of companies riding on the all-access AI wagon have been using GPT in their products for the past three years. Hundreds more have emerged or created new brands using not just the technology, but also the vernacular [ChatGPT](#), as well as the GPT, GPT3, and GPT4 acronyms in their names. OpenAI now wants to put an end to that.

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