

Look What You Made Her Do: Taylor Swift Files For Voice TMs

By **Theresa Schliep**

Law360 (April 28, 2026, 9:05 PM EDT) -- Grammy-award-winning pop star Taylor Swift has filed trademark registrations for her voice, a novel approach to address the proliferation of artificial intelligence-generated content using her voice and likeness.

Swift filed three trademark applications on Friday, two of which are voice marks beginning with the phrase "Hey, it's Taylor." The third application includes a photo of Swift onstage at the Eras Tour wearing a bodysuit from the "Lover" portion of her performance and holding a guitar.

The two voice applications seek Swift's first sensory marks, which are nontraditional trademarks that can cover things like smells and sounds. While her attorney did not respond to requests for comments on the strategy behind the filings, Swift seems to be replicating the approach by actor Matthew McConaughey, who has gotten trademarks on his voice to protect against unauthorized AI-generated uses of his voice and likeness.

One of the sensory marks would cover Swift saying, "Hey, it's Taylor. My brand-new album, 'The Life of a Showgirl,' is out on Oct. 3, and you can click to presave it so you can listen to it on Spotify." The second mark would cover her saying, "Hey, it's Taylor Swift, and you can listen to my new album, 'The Life of a Showgirl,' on demand on Amazon Music Unlimited."

The applications for the two sensory marks say they would be used in the service of "providing a website featuring non-downloadable audio recordings in the field of a musical artist and entertainer." The application for the mark covering the image of Swift onstage says it's for "providing online non-downloadable videos in the field of music."

In the age of artificial intelligence, attorneys say, getting trademarks on voices can provide a bit of added protection for high-profile stars, who are confronting the ubiquity of AI models that can produce audio and video of them saying and doing things they have not said or done. But attorneys caution that these trademarks, though innovative, are only of so much use.

"In my view, especially with this contemplated use case of potential enforcement in an AI misuse context, it is a fairly narrow strategy for protection," Bess Morgan of Loeb & Loeb LLP told Law360.

That's because sensory marks don't cover a person's whole voice or style of speaking, according to Morgan, whose favorite Swift album is "1989." What's actually covered by these marks is much narrower.

"You're not protecting the actual voice in such a way that any articulation of words in that tone or pitch of voice can be protected," she added. "It's a discrete phrasing of words said in a certain way, such that when a consumer hears it, they know, 'Oh, this is X person's voice, and thus it must be X person's goods and services.'"

Still, Morgan said stars seeking these trademarks could be a hint to lawmakers at the federal level that they need to come up with a nationwide framework for rights of publicity, which are currently addressed by a patchwork of state-level laws and generally prohibit the unauthorized misuse of a person's likeness, image and voice for commercial purposes.

While the trademark applications won't be a panacea for AI problems, they can be an added layer of protection, according to Preetha Chakrabarti of Crowell & Moring LLP, who noted that Swift is known for robust intellectual property portfolio and enforcement.

"She's very savvy when it comes to IP, so I'm not surprised at all to hear about these new trademark applications," she said.

As for Swift's third filing from Friday — featuring her on stage at the Eras Tour — Chakrabarti compared the image to other legacy-defining images, like basketball legend Michael Jordan's "Jumpman" logo featured in Nike shoes and gear, and said Swift might be trying to get protections for her silhouette.

"Which is really interesting when you think about where she may be headed in terms of her career, her work, her merchandising, all of it. She's capitalized so much on the Eras Tour in so many different ways," Chakrabarti, whose favorite Swift album also is "1989," told Law360. "Does this signal a new era in her brand protection efforts?"

--Editing by Alanna Weissman.