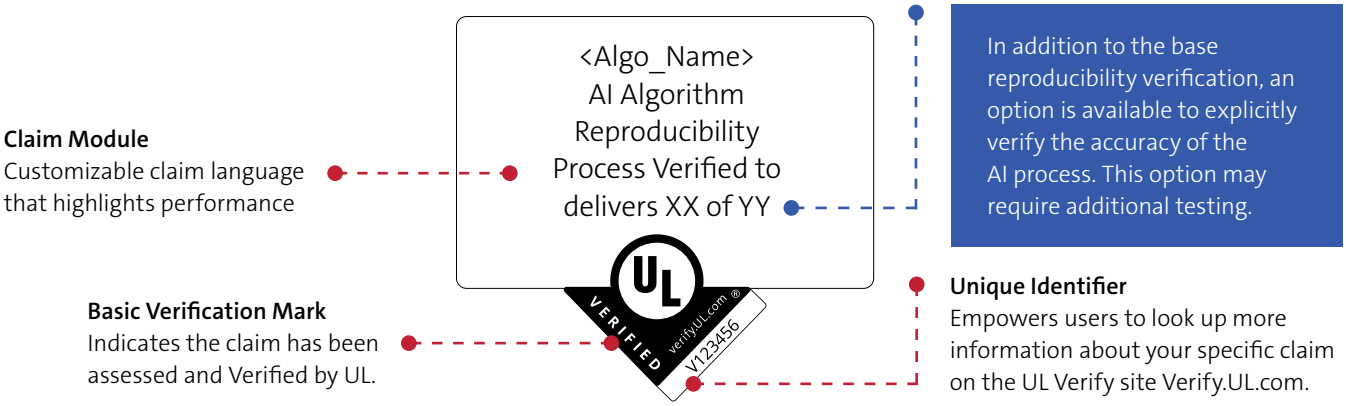
UL Artificial Intelligence Algorithm Mark

UL's Marketing Claim Verification for Artificial Intelligence (AI) Algorithm Reproducibility program is a first-of-its-kind offering to help establish the accuracy of claims about an algorithm's performance in a product enabled by AI technologies through a trusted third-party. This offer is unique, as UL is given a view into the customer's proprietary AI algorithm, allowing UL to independently verify the reproducibility of its performance and claim. For more information, please visit verify.ul.com/verifications/423.

The first independent assessment designed to help support the commercialization of trustworthy AI-enabled products.



Claim Module
Customizable claim language that highlights performance

Basic Verification Mark
Indicates the claim has been assessed and Verified by UL.

In addition to the base reproducibility verification, an option is available to explicitly verify the accuracy of the AI process. This option may require additional testing.

Unique Identifier
Empowers users to look up more information about your specific claim on the UL Verify site Verify.UL.com.

Independent third-party verification

Enhances credibility of process claims

Provides process claim trustworthiness

Product differentiation

Additive to UL certification

Demonstrates company commitment to deliver on their marketing claim

Leverages UL brand

Report and notice of authorization

Searchable record on Verify.UL.com

Verification Mark graphics file

Mark communicates clearly to the consumer that the AI in the product has been verified.

For more information, visit ul.com or click here to contact us.

Empowering Trust®

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