

# Trademarks

## Highlights

### *Applications approach 5 million in 2013—Registrations 3 million*

An estimated 4.87 million trademark applications were filed worldwide in 2013, 7.6% more than in 2012 (figure 6). Since 1995, applications have more than doubled.

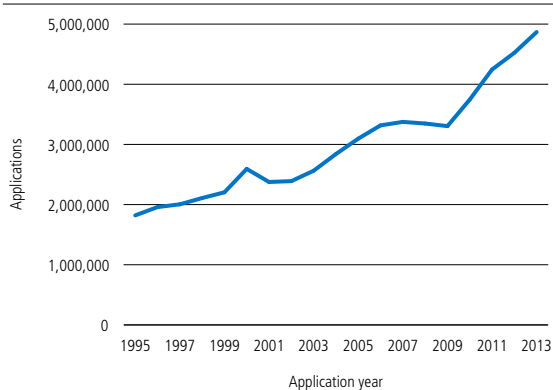
After stagnating in 2007 and experiencing slight declines in 2008 and 2009, applications for trademarks rebounded in 2010 and 2011 to double-digit growth not seen since the peak of the dot-com boom in 2000. Growth in applications in both 2012 and 2013 has returned to single-digit levels of 6–8%.

When harmonizing differences in filing systems across national and regional offices—by using the application class count—trademark filing activity grew by 6.4% in 2013. For the first time, the total number of classes specified in applications surpassed 7 million, a nearly 60% increase on the 4.47 million recorded in 2004—the first year complete class counts became available (figure 7).

### *Offices with the most filing activity*

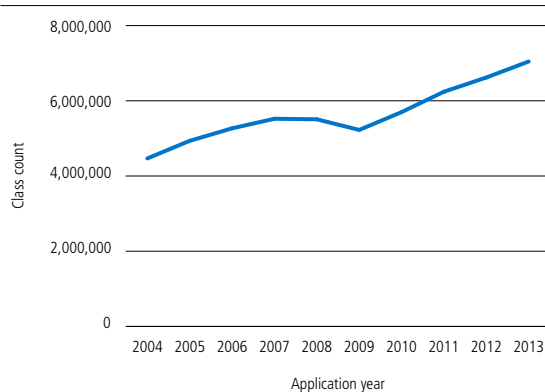
As with other forms of intellectual property (IP), the increase in trademark filing activity (measured in application class counts) has been largely influenced by China, which has accounted for more than half the annual increases in global trademark filing activity since 2010.

**Figure 6. Trademark applications worldwide**



Source: Standard figure B1.

**Figure 7. Trademark application class counts worldwide**



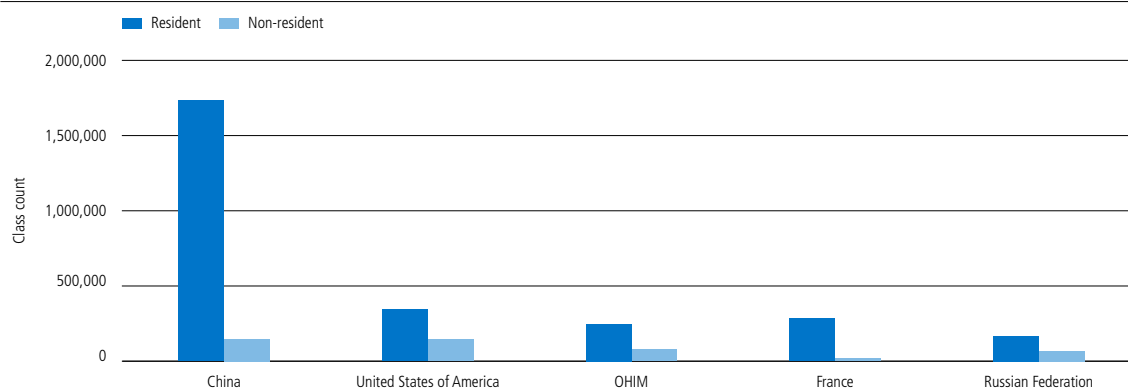
Source: Standard figure B2.

#### **Class count**

A trademark application may refer to different goods or services classes. Many offices use the Nice Classification, an international classification of goods and services for registering trademarks and service marks. Applications received by these offices are classified in one or more of the 45 Nice classes (see [www.wipo.int/classifications/nice/](http://www.wipo.int/classifications/nice/)).

Some offices allow for only a single-class filing, which requires applicants to file a separate application for each class. Others permit multi-class filings, which enable applicants to file a single application in which a number of classes can be specified. To make better international comparisons between numbers of applications received, it helps to compare class counts across offices. Class counts are also used to make trademark registration activity internationally comparable.

The office of China's 1.88 million class count was followed by around 486,000 at the United States Patent and Trademark Office (USPTO)—the top two offices since the early 2000s (figure 8). But since 2004, China's class count has grown from nearly twice that of the United States of America (US) to almost four times in 2013. These two offices were followed by the European Union's (EU) Office for Harmonization in the Internal Market (OHIM) and those of France and the Russian Federation. These top five accounted for almost half of all trademark filing activity, up from about one-third in 2004.

**Figure 8. Trademark application class counts for the top five offices, 2013**

Source: Standard figure B10.

The ranking of the remaining top 20 offices was mostly similar to that in 2012. However, the Russian Federation edged in front of Turkey to enter the top five. In addition, both the Republic of Korea and India surpassed Germany.

While almost three-fourths of the top 20 offices are in high-income countries, five are in upper middle-income countries (Argentina, Brazil, China, Mexico and Turkey) and one is in a lower middle-income country (India). Offices of high-income countries accounted for about 46% of filing activity worldwide—down from almost 60% in 2004, whereas the share accounted for by offices of upper middle-income countries—including China—rose from 30% in 2004 to 43% in 2013 (figure 9).

Class counts at all offices of high-income countries combined grew by an average of only 2.4% a year between 2004 and 2013, compared with 5–9% for the other income groups.

Close to half of the top 20 offices are in Europe, and five are in Asia. Offices in Asia accounted for 48% of trademark filing activity (application class counts), followed by those in Europe (29%; figure 10). Latin America & the Caribbean, and North America held shares of close to 9% each.

At most offices, trademark applications are filed mainly by residents seeking protection within their domestic jurisdiction. In 2013, residents accounted for almost three-quarters of global filing activity (class counts), up from two-thirds in 2004. Due to the large number of resident trademark applications in China, the global non-resident share has come down from its peak of 34.5% in 2008 to 26.3% in 2013, or 8.2 percentage points. Excluding China, the non-resident share has fallen only 4.1 percentage points.

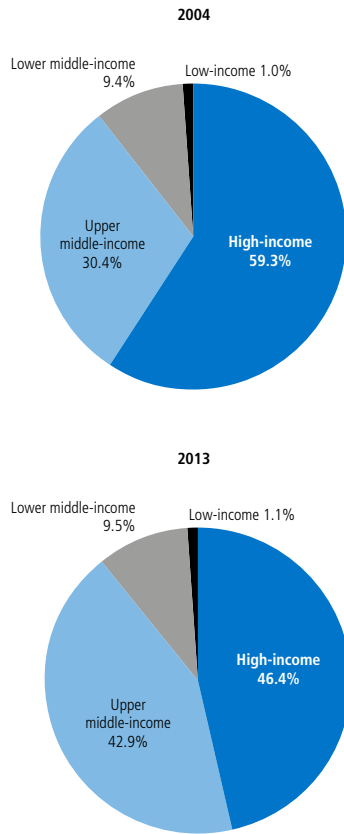
Of the top 20 offices, 10 had less than 20% of their filing activity attributed to non-residents, and China, France and India had less than 10%. The highest non-resident shares were for Australia (40%), Canada (45%) and Switzerland (58%).

Residents drove the rapid growth in China, and non-residents drove most of the growth in the US.

### *Germany is the largest origin*

Trademark filings received by each office include applications filed by residents and those filed by foreign applicants. Completing the picture requires looking at the origins of applications—those filed by residents in their home jurisdiction and those they file abroad.

**Figure 9. Trademark application class counts by income group**

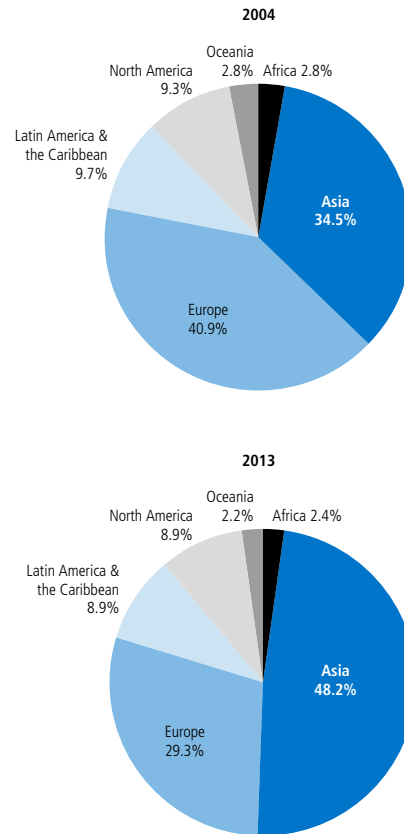


Source: Standard table B7.

Applicants from Germany accounted for the largest volume of filing activity with almost 2.2 million equivalent application class counts in their applications filed worldwide—followed by those from China, the US, the United Kingdom (UK) and France, all with more than a million (map 2). Applicants from Italy, Japan, the Netherlands, Spain and Switzerland each had equivalent class counts above 350,000.

Applicants from several Central and South American countries as well as those located in many African, Central and South-East Asian countries showed low trademark filing activity in 2013. However, the picture is partial, as data for a number of these origins are incomplete.

**Figure 10. Trademark application class counts by region**



Source: Standard table B8.

Applicants from many EU member countries had the highest trademark filing activity due not only to their application class counts at their respective national offices and at numerous offices abroad but also to their

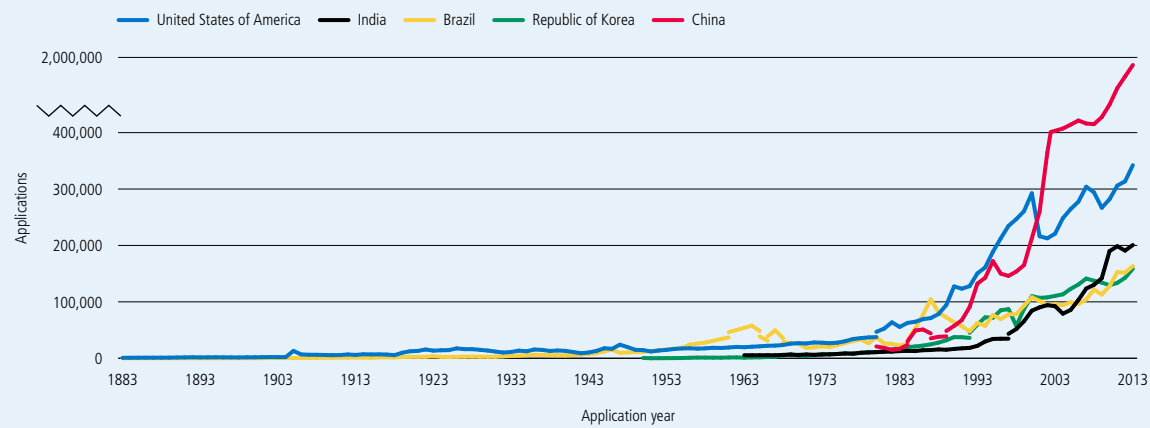
**Equivalent application class counts**

Applications at regional IP offices are equivalent to multiple applications in the countries that are members of the organizations establishing these offices. In particular, to calculate the number of equivalent applications for OHIM, each application is multiplied by the corresponding number of member states. So, an application filed with OHIM by an applicant residing outside the EU is counted as 28 applications abroad—equivalent to the membership of the EU, which in 2013 numbered 28 countries. An application filed by an applicant residing in an EU country is counted as 1 resident application and 27 applications abroad. The same multiplier is applied to the classes specified in these applications.

**Trademark filings since 1883**

Trademark filings were fairly low and stable until the mid-1980s. Chinese filings took off in the 1990s. Filings in the US have doubled since the mid-1990s despite the decline at the end of the dot-com era in 2001 and 2002 and the financial crisis in 2008 and 2009.

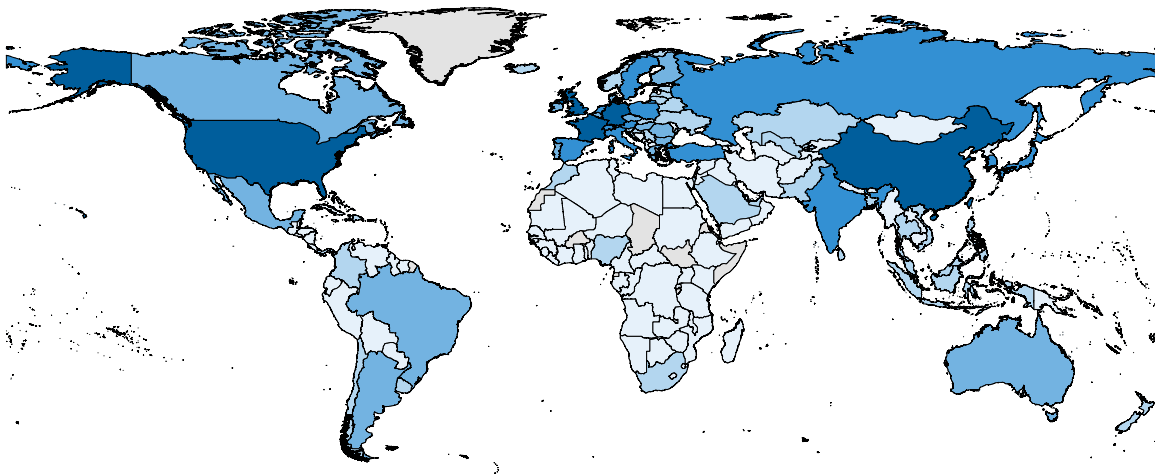
**Trend in trademark applications for the top five offices**



Source: Standard figure B9.

**Map 2. Trademark application class counts by origin, 2013**

1–4,999    5,000–49,999    50,000–199,999    200,000–999,999    1,000,000–2,200,000    No data



Source: Standard map B16.

frequent use of OHIM—with its multiplying effect—for seeking protection within the EU as a whole.

Looking at absolute counts—removing OHIM’s multiplying effect—95% of all filing activity (application class

counts) of Chinese applicants was in China alone, with only 5% attributed to those seeking protection abroad. Applicants residing in Argentina, Brazil, India and Mexico also had less than 10% of their trademark filing activity dedicated to seeking protection abroad.

Conversely, about three-fourths of filing activity by Swiss applicants occurred outside their country, followed by that of applicants from the US (46%), the UK (40%), Germany (38%), Italy (38%) and Japan (36%).

Applicants from the upper middle-income countries of Bulgaria, Hungary and Panama sought protection outside of their domestic markets for more than a third of their applications. The share was around 25% for applicants from Belarus and Malaysia.

When deciding where to seek trademark protection, applicants consider such factors as market size and geographical proximity. For example, in 2013 one-fifth of all non-resident filing activity in China came from US applicants and one-tenth from applicants in Japan. German and UK applicants accounted for about one-tenth each of non-resident trademark filing activity at the USPTO.

Chinese applicants were the most active foreign filers in both Italy and France, accounting for 13–14% of application class counts in filings received from abroad by these two offices. In the Russian Federation, US applicants accounted for 13% of all non-resident filing activity (class counts), followed by 10% for German applicants.

### *Adjusting for GDP and population*

Differences in trademark filing activity across countries reflect both the size of their economies and their level of economic development. To compare trademark filing intensities across countries, it helps to measure resident application class counts relative to GDP or population level.

When resident trademark applications are viewed as class counts and adjusted by GDP, countries with a lower number of classes specified in resident applications (such as Finland and New Zealand) may rank higher than some countries that otherwise show higher class counts (India and the US). China (11,081), followed by New Zealand (9,852) and the Republic of Korea (9,622) exhibited among the highest resident application class count-to-GDP ratios in 2013 (figure 11). Australia and Finland each had a ratio of about 7,000 despite the fact that Australian resident filing activity was close to seven times that of Finnish residents.

Application class count per million population presents a somewhat different picture. Switzerland—with a population of 8.1 million—reported a resident application class count of almost 35,000 per million, one of the most intensive on this indicator. New Zealand (3,228) and the Republic of Korea (3,147) also rank high.

**Figure 11. Resident trademark application class count per 100 billion USD GDP for selected origins**



Source: Standard figure B28.

### *Which classes and industries saw the most filing activity?*

Nice Classification statistics offer insights into the relative importance of different goods and services. Service class 35 (advertising, business management, business administration and office functions) has been number one since 2004, when complete class counts first became available. Second and third highest were goods classes 25 (clothing, footwear, headgear) and 9 (including scientific, photographic, measuring instruments, recording equipment, computers and software) (see the annex for complete definitions).

The 11 service-related classes accounted for 34.3% of all classes specified in applications filed in 2013, up from 30% in 2004. But in the offices of China, India and Indonesia, the services classes accounted for less than 30% of all filing activity, in contrast to the Benelux and Spain offices, with more than 50%.

It is useful to group the 45 Nice classes into 10 industry sectors. In 2013, the agriculture, clothing, and research & technology sectors accounted for the largest shares of trademark filing activity, from 14% to 17%. In contrast, industries relating to chemicals and to transportation & logistics accounted for the smallest shares, from 3% to 5%. The distribution of total trademark applications across industries remained stable between 2004 and 2013.

The top three industry sectors in France, Germany and the US were business, leisure & education, and research & technology. This differs from India and the Republic of Korea, where the top three were agriculture, clothing and health (see the annex for complete definitions).

### *Trademarks registered*

After an examination, an office may decide to register a trademark. The numbers of registrations issued may fluctuate greatly from year to year, due in part to the

resources that offices dedicate to examining trademark applications.

The 2.99 million trademark registrations issued worldwide in 2013 were up 2.4% on the previous year, despite a drop of close to 1% in China. Since 2011, China's office has accounted for around one-third of all registrations, so a big change for this office can have a large impact on global growth. Since 2011, trademark registrations have remained at around 3 million a year despite the annual increases in applications, suggesting that backlogs of unprocessed applications may be building up in some larger offices.

Just as class counts make application activity internationally comparable, the same is true for registrations. In 2013, 4.59 million classes were specified in trademark registrations, a 3.2% increase on 2012, ending the declines in 2011 and 2012. Since 2011, registration class counts have hovered between 4.4 and 4.6 million.

### *Again, China registers the most*

In 2013, China's office registered trademarks in which just over 1 million classes were specified, followed distantly by OHIM (280,623), the USPTO (274,430) and the office of Turkey (172,588).

China's registration class count in 2013 was about 865,000 less than its application class count, possibly contributing to a growing backlog. Down 0.8% on 2012, 2013 saw the third consecutive annual decline. However, Canada and the Republic of Korea saw growth in registration class counts of more than 20%, and most other top offices saw increases. Italy and Germany were exceptions, with drops of around 4% each.

Of all registration class counts in 2013, 32% were attributed to non-residents. But more than half of the top 20 offices reported lower shares, particularly China, Germany, Italy and Spain, each with 10–13.5% of their registration activity attributed to non-residents.

China Hong Kong (SAR), Switzerland and Ukraine had non-resident shares at or exceeding 60%.

Many offices of EU countries—including the Benelux Office for Intellectual Property—have witnessed decreases in filing and registration activity in recent years. This is partly due to OHIM, which offers an alternative to seeking protection for trademarks, not only in individual EU member countries but in the EU as a whole.

### *Active trademarks*

Unlike most forms of intellectual property, trademarks can be maintained indefinitely by paying renewal fees at defined time intervals. Due to data limitations and different reporting practices, it is not possible to estimate the number of trademarks in force worldwide. But for 89 offices with data, 26.3 million trademarks were in force in 2013. These 89 offices recorded almost nine-tenths of all trademark registrations issued worldwide in 2013.

China accounted for the most trademarks in force in 2013, with 7.2 million, a 13.1% increase on 2012. The US (1.8 million) and Japan (1.7 million) had similar numbers, with growth of 4% in the US, but a decline of 3.6% in Japan. India, with almost 980,000, also ranks high. Recording between 825,000 and 845,000, Mexico, Spain and the Republic of Korea reported similar numbers of trademarks in force. Like China, OHIM and Turkey also saw double-digit growth between 10% and 15%.

The roughly 13.8 million trademarks in force at 63 offices in 2013 can be distributed according to the year they were originally registered. About 21% of those registered in 1980 were still in force in 2013, reflecting the enduring value of marks. For those registered in 2000 and later, the percentage rises above 40%. More than half the 13.8 million have been registered since 2007.

### *Use of the Madrid route continues to grow*

To obtain trademark protection in multiple countries or jurisdictions, applicants can file their applications either

directly at each individual office—the Paris route—or file an application for international registration through the Madrid system—the Madrid route (see the glossary). Four new countries acceded to the WIPO-administered Madrid system in 2013, bringing the membership to 92.

The nearly 47,000 international trademark applications filed through the Madrid system in 2013 were up 6.4% on 2012, reflecting growing membership and a general upward trend in applications worldwide. About one-third of the growth is from the two countries with the most applicants using the Madrid route in 2013—Germany accounted for 10% and the US for 22% of total growth. In all, 44,414 international registrations were recorded in 2013, an increase of 5.9% and the fourth consecutive year of growth.

German holders have been the largest users of the Madrid system for more than a decade. In 2013, they held 6,446 international registrations, followed by holders in the US (5,856) and France (3,973). These three held a combined share of nearly 37% of all international registrations recorded in 2013.

To map where registration holders seek international trademark protection, it is necessary to look at the Madrid member countries and the intergovernmental organization—the European Union—they designate. China was the only Madrid member to exceed 20,000 total designations, including subsequent designations (see the glossary) in 2013. The Russian Federation, surpassing the EU, became the second most designated Madrid member in 2013, receiving 18,239 designations, due to one of the highest growth rates (+9.6%).

Of the top 20 offices in 2013, 13 received more than half their trademark filing activity (application class counts) from abroad through the Madrid system, with some offices receiving upwards of three-quarters (For further information, see the *Madrid Yearly Review*, 2014).



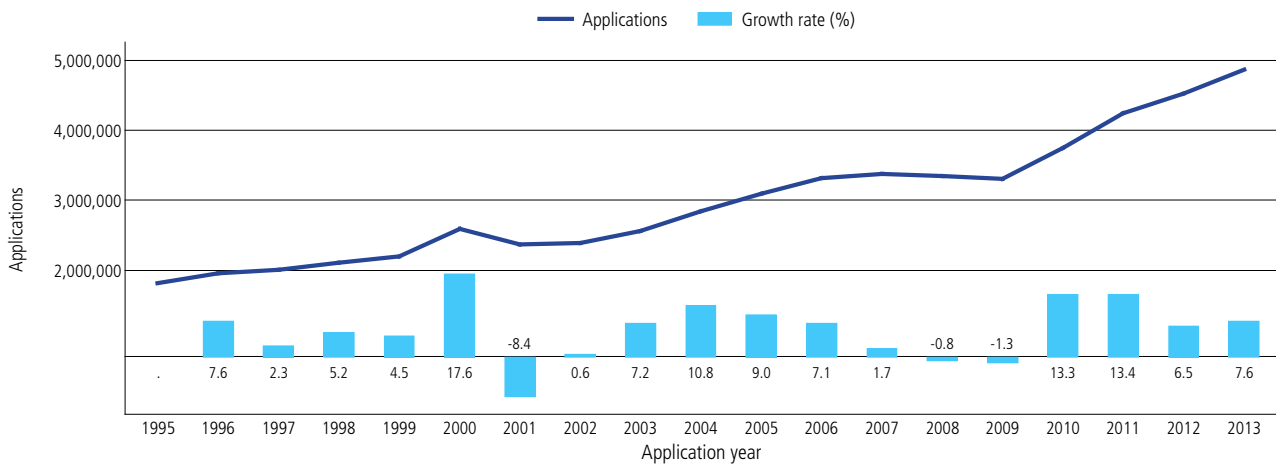
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## Trademark applications and registrations worldwide

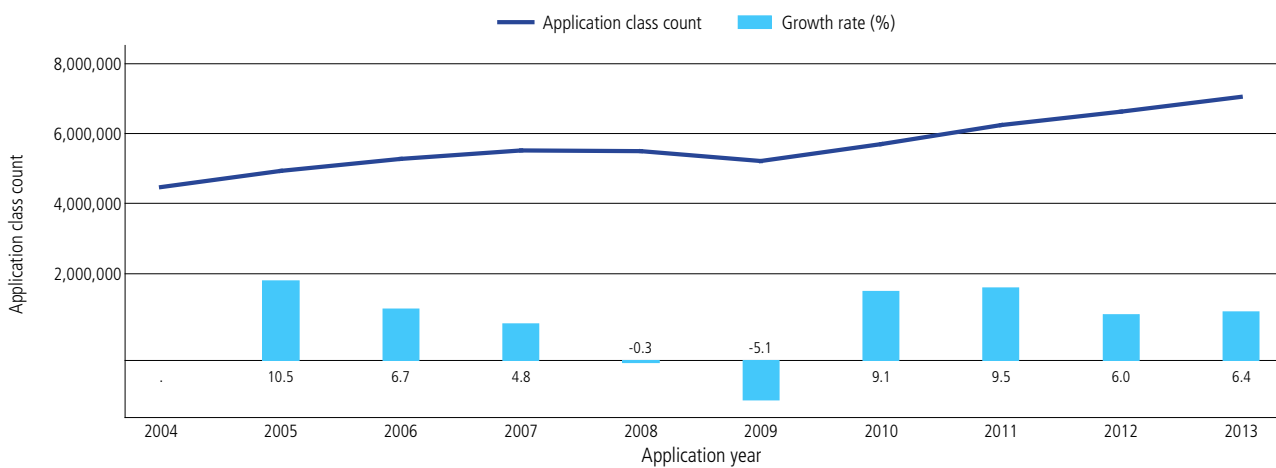
B1 Trend in trademark applications worldwide



Note: World totals are WIPO estimates using data covering 159 IP offices (see Data description section). These totals include the numbers of applications filed directly with national and regional offices (Paris route) and the numbers of designations received by offices via the Madrid system (where applicable).

Source: WIPO statistics database, October 2014.

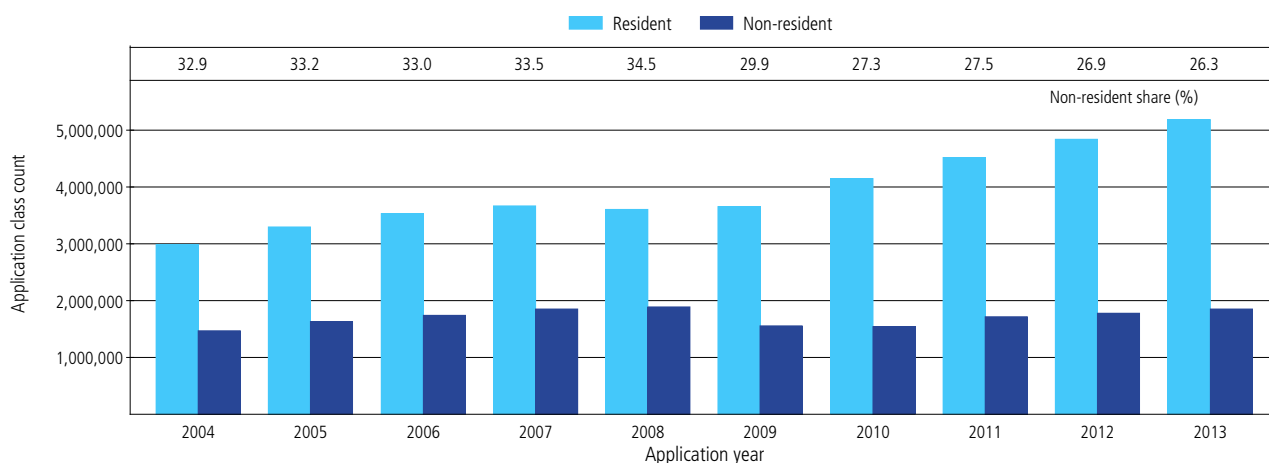
B2 Trend in trademark application class counts worldwide



Note: World totals are WIPO estimates using data covering 159 IP offices (see Data description section). These totals include class counts in applications filed directly with national and regional offices (Paris route) and class counts in designations received by offices via the Madrid system (where applicable). See the glossary for the definition of class count.

Source: WIPO statistics database, October 2014.

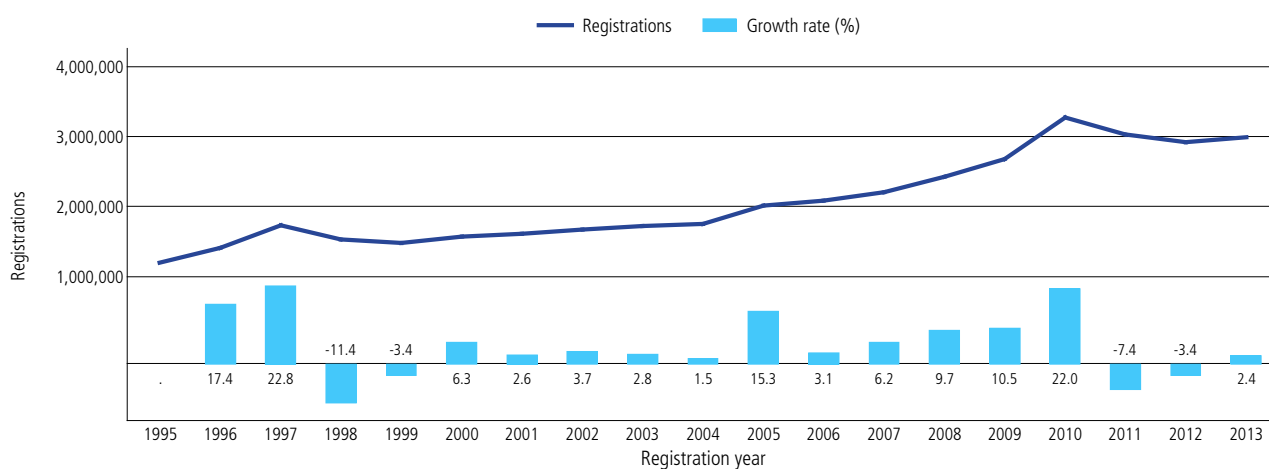
B3 Resident and non-resident trademark application class counts worldwide



Note: World totals are WIPO estimates using data covering 159 IP offices (see Data description section). These totals include class counts in applications filed directly with national and regional offices (Paris route) and class counts in designations received by offices via the Madrid system (where applicable). See the glossary for definitions of class count and for resident and non-resident.

Source: WIPO statistics database, October 2014.

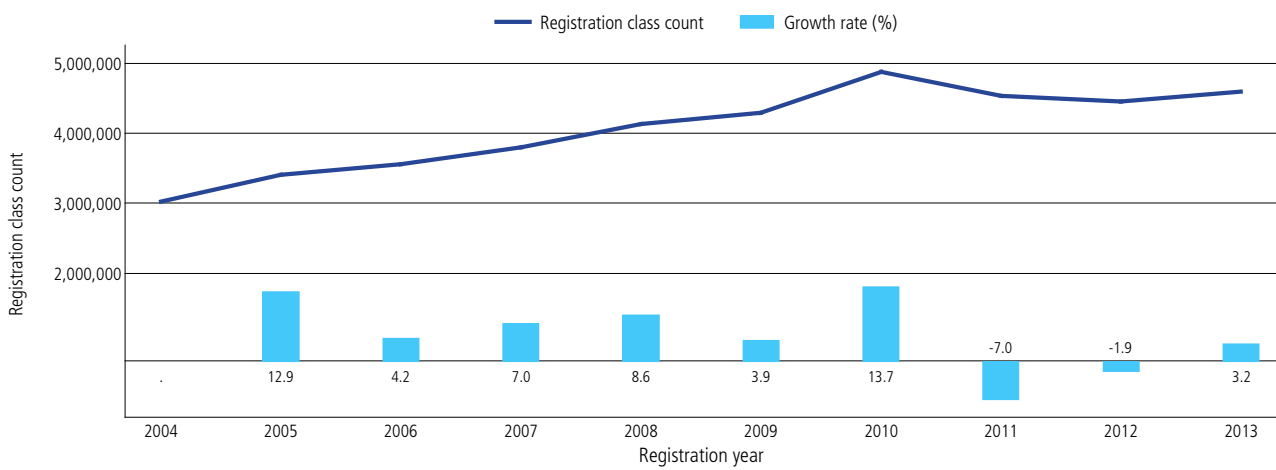
B4 Trend in trademark registrations worldwide



Note: World totals are WIPO estimates using data covering 158 IP offices (see Data description section). These totals include the numbers of registrations issued by national and regional offices for applications filed directly with offices (Paris route) and for designations received by offices via the Madrid system (where applicable).

Source: WIPO statistics database, October 2014.

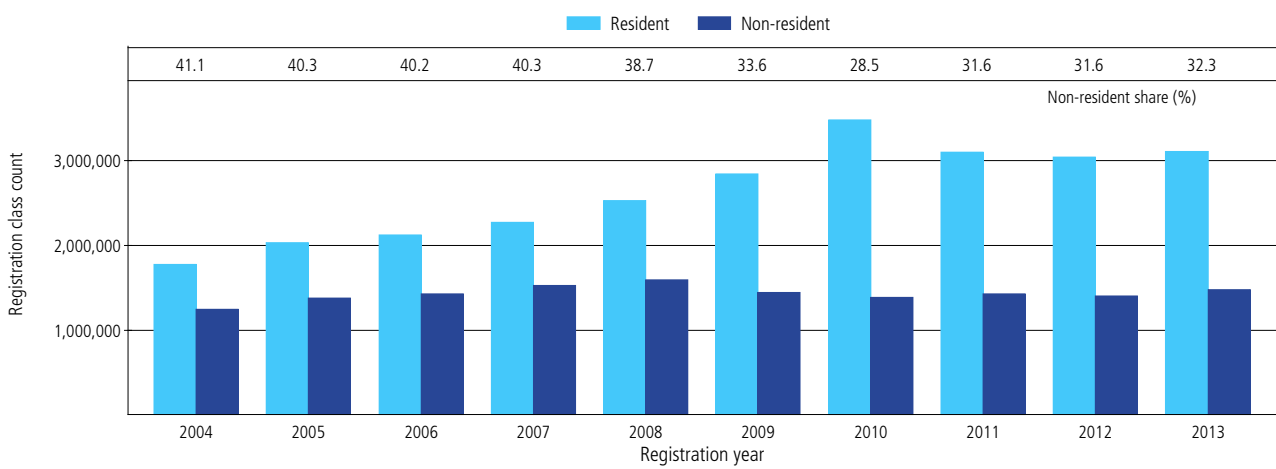
B5 Trend in trademark registration class counts worldwide



Note: World totals are WIPO estimates using data covering 158 IP offices (see Data description section). These totals include class counts in registrations issued by national and regional offices for applications filed directly with offices (Paris route) and for designations received by offices via the Madrid system (where applicable). See the glossary for the definition of class count.

Source: WIPO statistics database, October 2014.

B6 Resident and non-resident trademark registration class counts worldwide



Note: World totals are WIPO estimates using data covering 158 IP offices (see Data description section). These totals include class counts in registrations issued by national and regional offices for applications filed directly with offices (Paris route) and for designations received by offices via the Madrid system (where applicable). See the glossary for definitions of class count and for resident and non-resident applications.

Source: WIPO statistics database, October 2014.

## Trademark applications and registrations by office

B7 Trademark application class counts by income group

	Application class counts		Resident share (%)		Share of world total (%)		Average growth (%)
	2004	2013	2004	2013	2004	2013	2004-13
<b>World Total</b>	<b>4,468,063</b>	<b>7,045,140</b>	<b>67.1</b>	<b>73.7</b>	<b>100.0</b>	<b>100.0</b>	<b>5.2</b>
High-income	2,649,830	3,271,658	66.3	69.9	59.3	46.4	2.4
Upper middle-income	1,356,835	3,024,565	73.0	81.5	30.4	42.9	9.3
Lower middle-income	418,525	671,300	57.0	61.1	9.4	9.5	5.4
Low-income	42,873	77,617	24.6	34.5	1.0	1.1	6.8

Note: Totals by income groups are WIPO estimates using data covering 159 IP offices. Each category includes the following number of offices: high-income (56), upper middle-income (45), lower middle-income (34) and low-income (24). Data for the Office for Harmonization in the Internal Market are allocated to the high-income group, since the majority of EU member states are high-income countries. For the same reason, data for the African Regional Intellectual Property Organization and for the African Intellectual Property Organization are allocated to the low-income group.

Source: WIPO statistics database, October 2014.

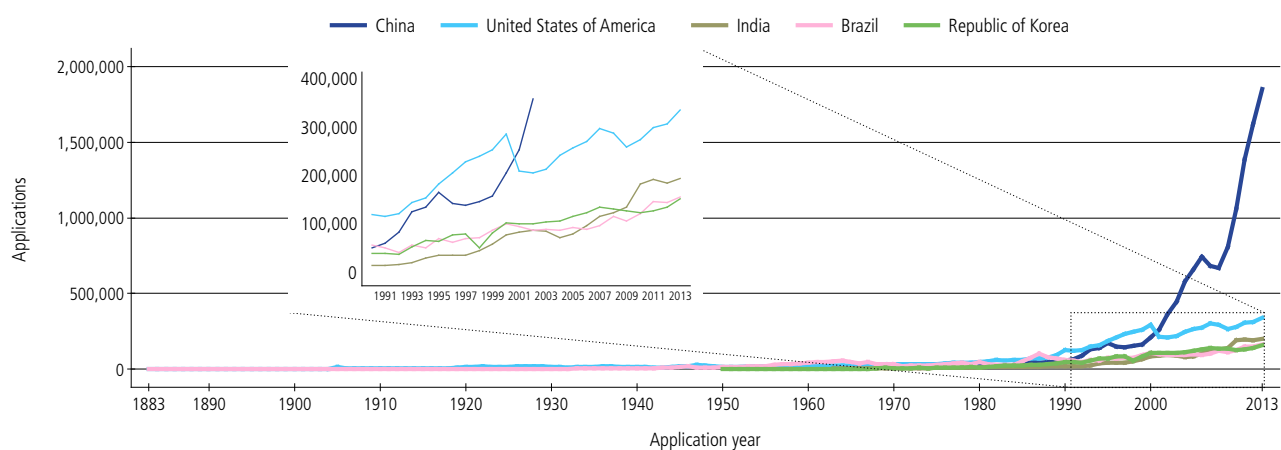
B8 Trademark application class counts by region

	Application class counts		Resident share (%)		Share of world total (%)		Average growth (%)
	2004	2013	2004	2013	2004	2013	2004-13
<b>World Total</b>	<b>4,468,063</b>	<b>7,045,140</b>	<b>67.1</b>	<b>73.7</b>	<b>100.0</b>	<b>100.0</b>	<b>5.2</b>
Africa	126,388	171,972	45.4	41.8	2.8	2.4	3.5
Asia	1,539,541	3,397,663	73.8	79.9	34.5	48.2	9.2
Europe	1,826,149	2,062,804	62.4	72.2	40.9	29.3	1.4
Latin America & the Caribbean	434,177	630,444	65.1	64.7	9.7	8.9	4.2
North America	415,548	629,088	74.7	67.0	9.3	8.9	4.7
Oceania	126,260	153,169	55.3	54.8	2.8	2.2	2.2

Note: Totals by geographical region are WIPO estimates based on data covering 159 offices. Each region includes the following number of offices: Africa (35), Asia (44), Europe (42), Latin America & the Caribbean (31), North America (2), and Oceania (5).

Source: WIPO statistics database, October 2014.

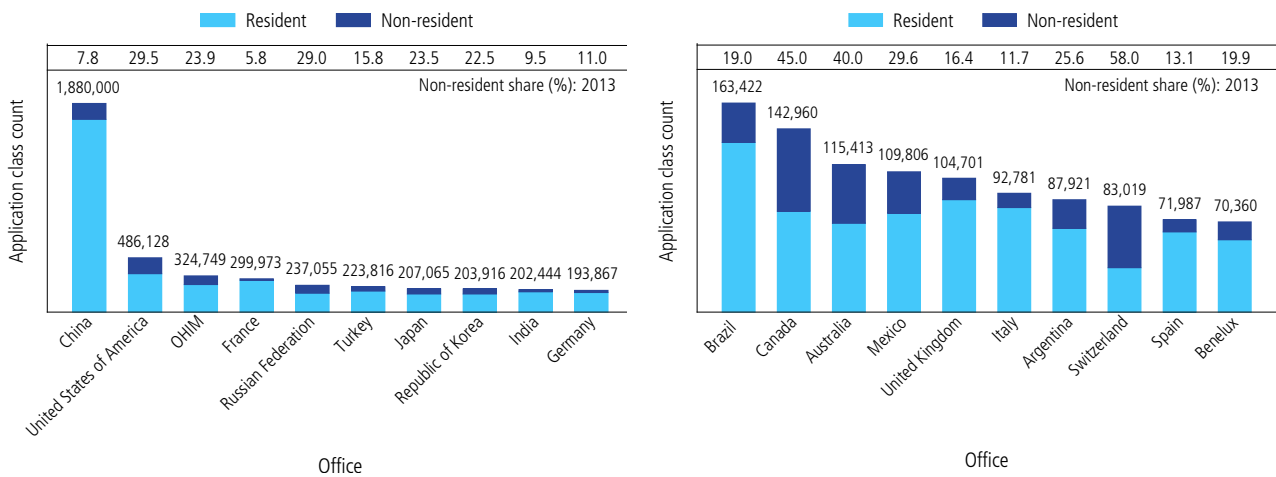
B9 Trend in trademark applications for the top five offices



Note: Data are based on the numbers of applications filed, i.e., differences between single-class and multi-class filing systems across IP offices are not taken into account. The top five offices were selected based on their 2013 totals.

Source: WIPO statistics database, October 2014.

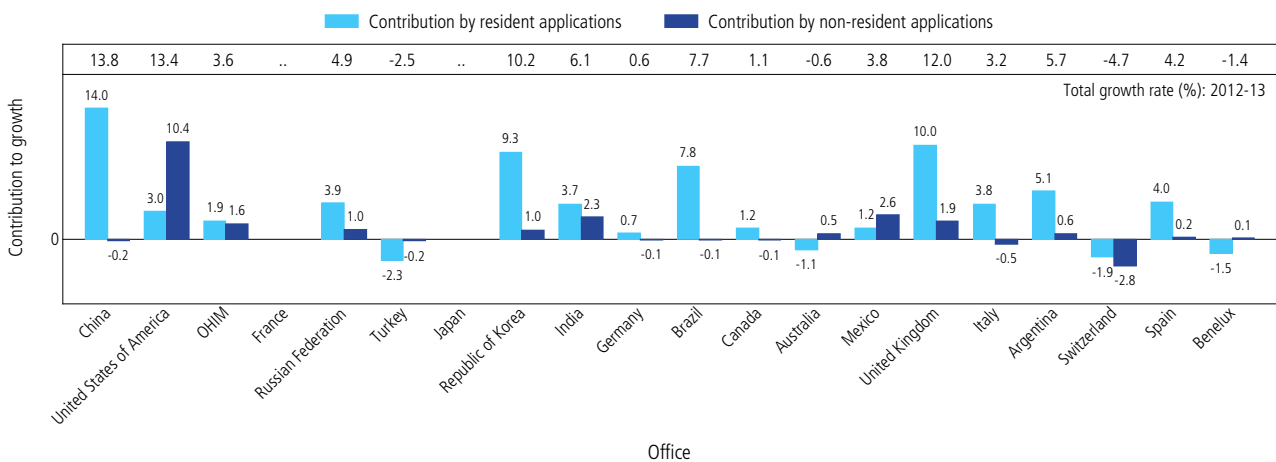
B10 Trademark application class counts for the top 20 offices, 2013



Note: OHIM is the European Union's Office for Harmonization in the Internal Market.

Source: WIPO statistics database, October 2014.

B11 Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2012-13

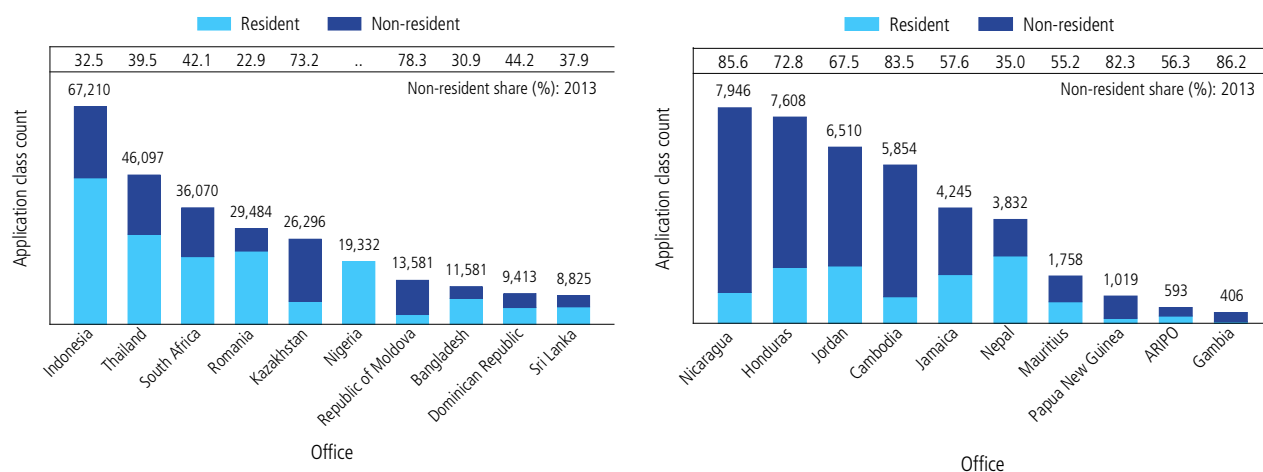


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Note: OHIM is the European Union's Office for Harmonization in the Internal Market. This figure shows, for each office, total growth or decreases in application class counts broken down by the respective contributions of resident and non-resident applications. For example, the total number of classes specified in trademark applications in the US grew by 13.4%, and growth in non-resident applications accounted for 10.4 percentage points of this increase.

Source: WIPO statistics database, October 2014.

B12 Trademark application class counts for offices of selected low- and middle-income countries, 2013

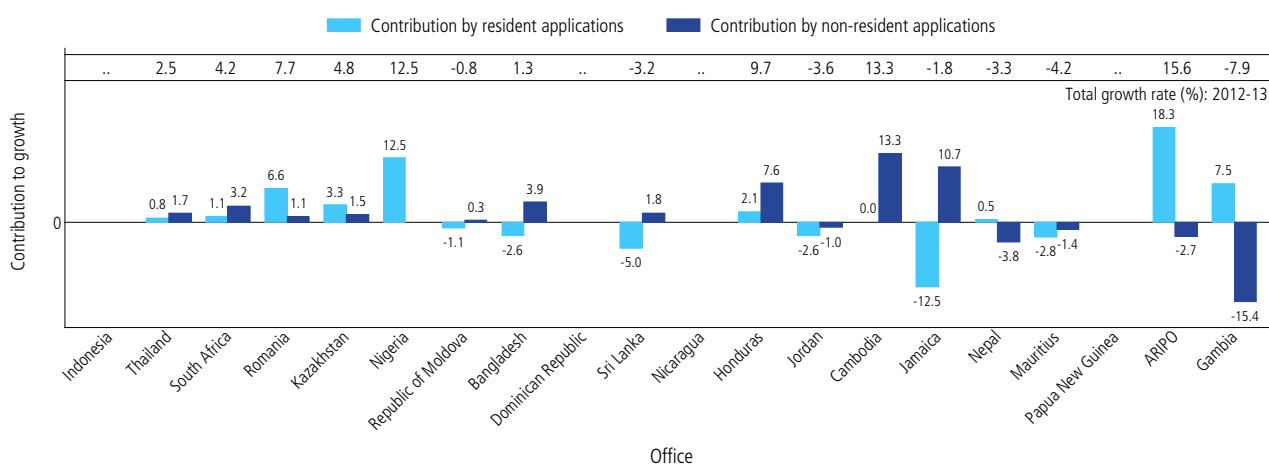


.. indicates not available.

Note: ARIPO is the African Regional Intellectual Property Organization. The selected offices are from different world regions and income groups (low-income, lower middle-income, and upper middle-income). Where available, data for all offices are in the statistical table at the end of this section.

Source: WIPO statistics database, October 2014.

B13 Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2012-13

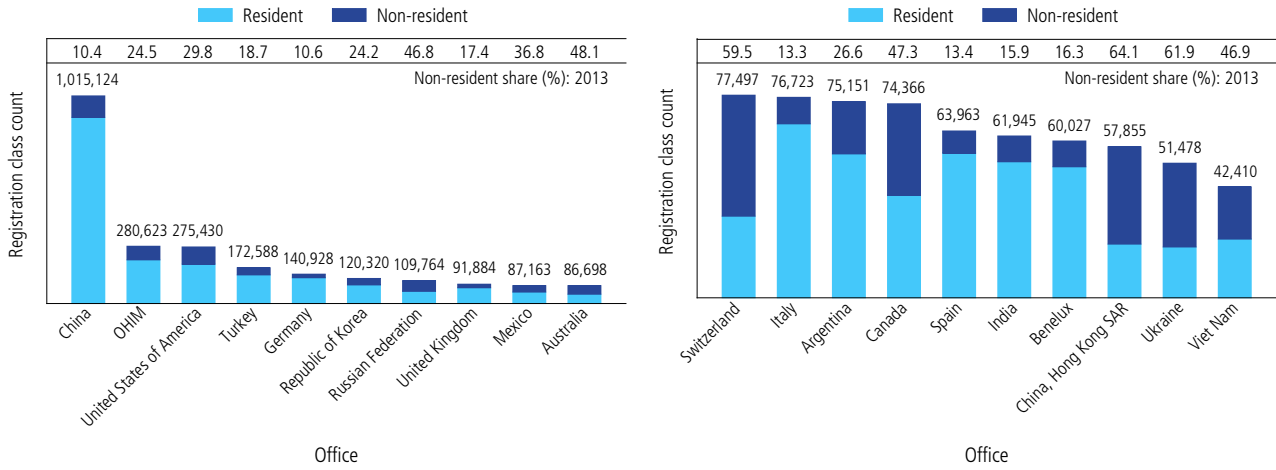


.. indicates not available.

Note: ARIPO is the African Regional Intellectual Property Organization. The selected offices are from different world regions and income groups (low-income, lower middle-income, and upper middle-income). Where available, data for all offices are in the statistical table at the end of this section. This figure shows, for each office, total growth in application class counts broken down by the respective contributions of resident and non-resident applications. For example, the total number of classes specified in trademark applications at the IP office of Honduras grew by 9.7%, and growth in non-resident applications accounted for 7.6 percentage points of this increase.

Source: WIPO statistics database, October 2014.

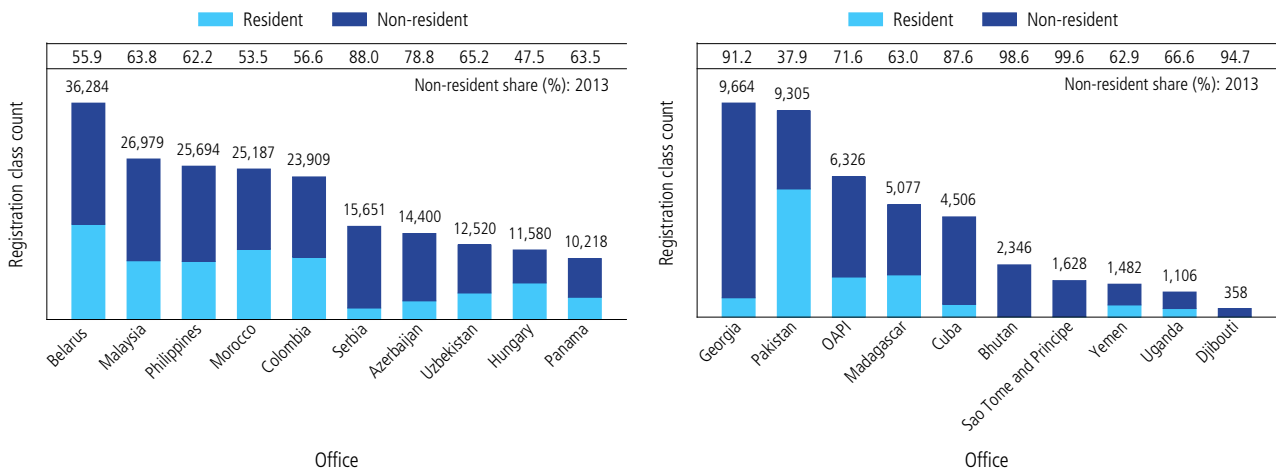
B14 Trademark registration class counts for the top 20 offices, 2013



Note: OHIM is the European Union's Office for Harmonization in the Internal Market; figures for France and Japan are not presented here, since these data were not available. On the basis of an examination, a registration may be issued for a trademark application. Unlike for applications, the numbers of registrations issued may fluctuate greatly from one year to the next, in part reflecting the resources that IP offices dedicate to examining trademark applications.

Source: WIPO statistics database, October 2014.

B15 Trademark registration class counts for offices of selected low- and middle-income countries, 2013



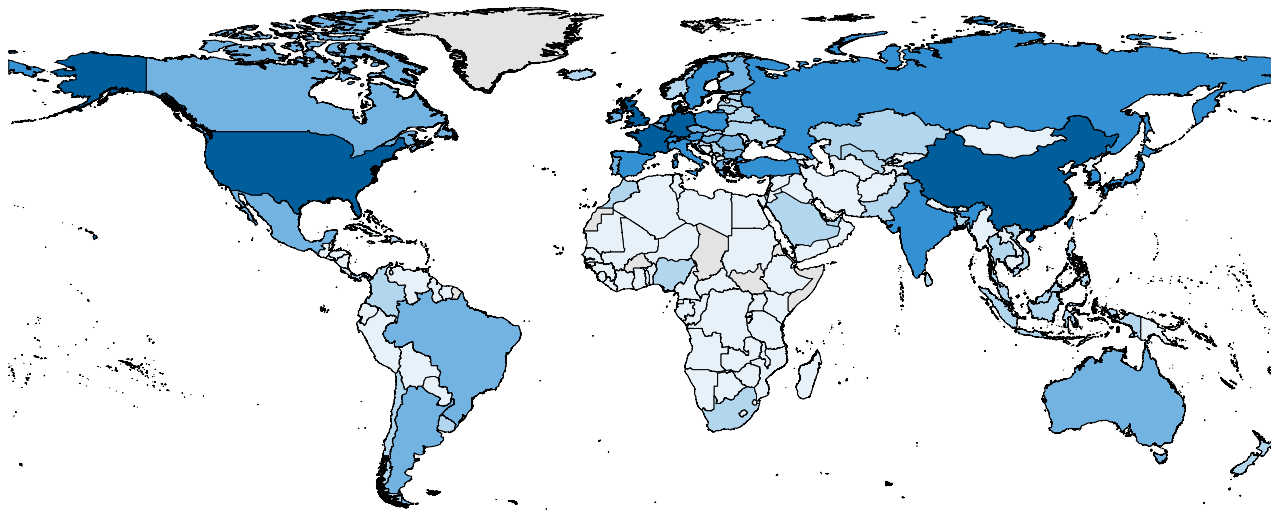
Note: OAPI is the African Intellectual Property Organization. The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Data for all available offices are in the statistical table at the end of this section.

Source: WIPO statistics database, October 2014.

## Trademark applications by origin

B16 Equivalent trademark application class counts by origin, 2013

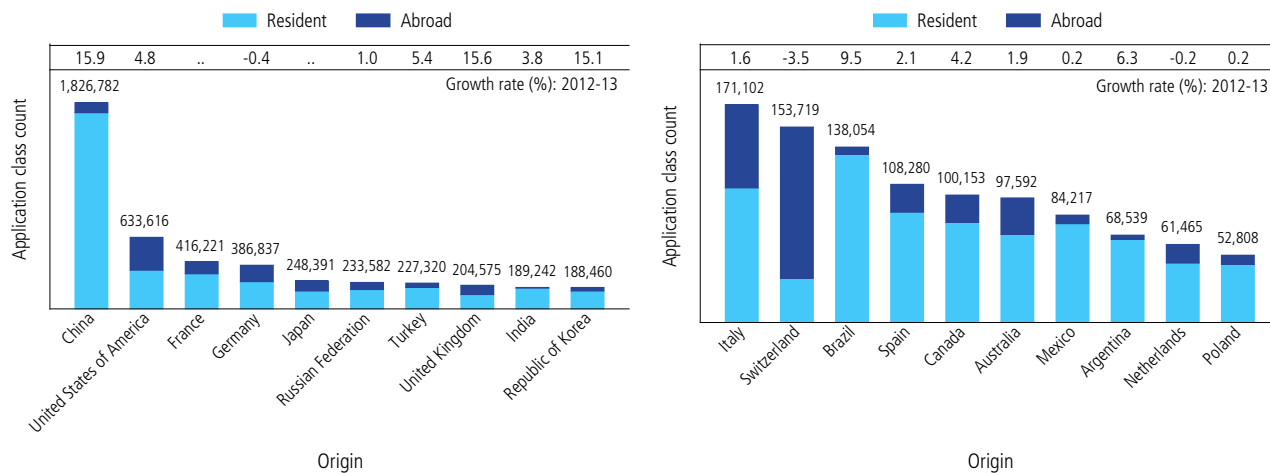
1–4,999   5,000–49,999   50,000–199,999   200,000–999,999   1,000,000–2,200,000   No data



Note: Trademark filing activity by origin includes resident applications and applications filed abroad. The origin of a trademark application is determined by the residence of the applicant. Because some offices do not provide data broken down by country of origin, the numbers of applications by origin shown are likely to be lower than their actual numbers. Applications filed at regional offices are considered equivalent to multiple applications in the states that are members of these organization's offices. See the glossary for the definition of equivalent application.

Source: WIPO statistics database, October 2014.

B17 Trademark application class counts for the top 20 origins, 2013

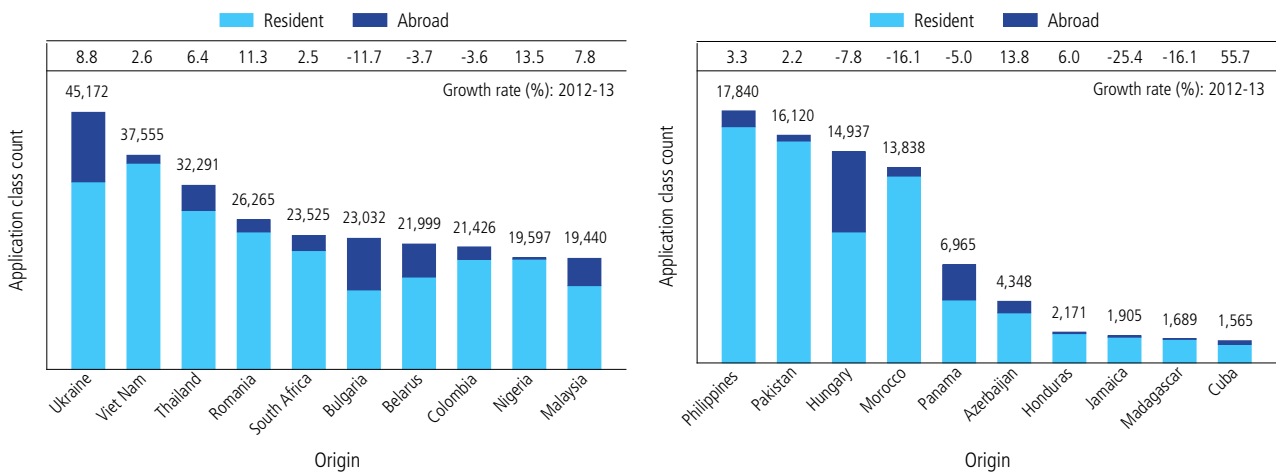


.. indicates not available.

Note: Trademark application filing activity by origin includes resident applications and applications filed abroad. The origin of a trademark application is determined by the residence of the applicant. Because some offices do not provide data broken down by country of origin, the numbers of applications by origin shown are likely to be lower than their actual numbers.

Source: WIPO statistics database, October 2014.

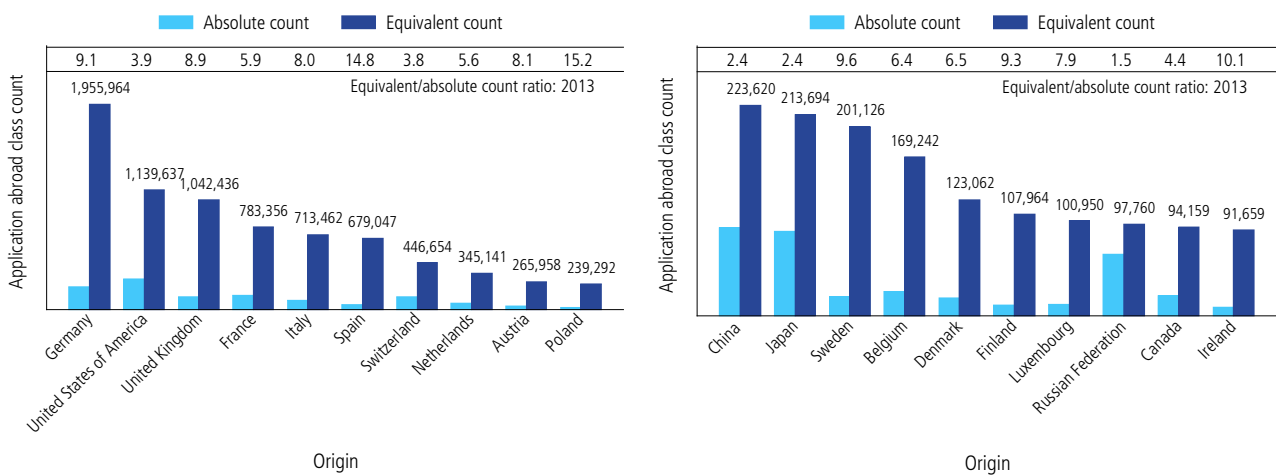
B18 Trademark application class counts for selected low- and middle-income origins, 2013



Note: Trademark application filing activity by origin includes resident applications and applications filed abroad. The origin of a trademark application is determined by the residence of the applicant. Because some offices do not provide data broken down by country of origin, the numbers of applications by origin shown are likely to be lower than their actual numbers. The selected origins are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all offices are in the statistical table at the end of this section.

Source: WIPO statistics database, October 2014.

B19 Trademark application class counts abroad for the top 20 origins, 2013



Note: This figure distinguishes between absolute counts and equivalent counts. Based on equivalent application class counts, applicants from Germany had the highest level of trademark filing activity worldwide. This was due not only to their high application class counts at the German office and at numerous offices abroad, but also to their frequent use of the Office for Harmonization in the Internal Market—with its multiplying effect—in order to seek trademark protection within the entire EU. See the glossary for the definition of equivalent application.

Source: WIPO statistics database, October 2014.

B20 Trademark application class counts for the top 25 offices and origins, 2013

Origin	Office																								
	China	United States of America	OHIM	France	Russian Federation	Turkey	Japan	Republic of Korea	India	Germany	Brazil	Canada	Australia	Mexico	United Kingdom	Italy	Argentina	Switzerland	Spain	Benelux	China, Hong Kong SAR	Indonesia	Ukraine	Viet Nam	Poland
Argentina	185	252	174	16	27	11	8	14	6	4	427	32	16	169	11	3	65,434	54	24	6	47	14	11	45	3
Australia	3,455	5,729	2,024	106	447	134	876	604	376	113	305	1,755	69,268	229	756	62	113	238	80	98	770	380	85	438	21
Austria	1,034	1,973	8,943	251	1,058	773	445	337	145	1,663	187	369	477	186	186	460	88	1,990	171	245	155	74	690	119	238
Brazil	492	692	645	19	79	49	106	59	57	19	132,330	132	106	370	13	12	685	45	21	10	84	27	24	20	5
Canada	1,806	10,449	2,675	160	293	137	341	452	131	52	350	78,679	712	498	339	10	176	148	11	70	389	101	42	104	34
China	1,733,402	7,080	4,460	2,269	2,889	1,291	2,855	3,496	838	2,121	1,105	1,953	2,263	682	1,491	1,485	556	1,364	1,051	822	11,816	1,135	1,403	1,812	697
China, Hong Kong SAR	1,965	2,233	355	422	103	583	82	219	260	164	676	692	777	30	103	25,684	384	89	353	2	48	45,371	5	96	2
Czech Republic	283	417	2,860	124	733	210	50	40	21	208	15	55	63	20	92	114	12	218	86	95	10	0	469	68	342
France	9,584	10,952	24,141	282,519	4,342	2,418	3,607	2,793	966	1,393	1,970	3,434	2,079	1,403	1,287	1,268	1,574	5,355	1,482	3,010	1,891	867	2,119	1,438	910
Germany	10,796	16,044	66,714	1,221	6,858	4,964	4,050	3,421	1,353	172,537	2,658	3,895	2,649	1,167	498	309	1,103	1,144	184	250	4,189	3,260	617	3,209	82
India	702	617	456	16	285	79	98	44	183,172	21	88	198	154	125	101	24	26	41	7	28	75	116	275	269	7
Indonesia	113	75	68	32	10	20	35	31	39	3	14	7	31	31	6	12	12	3	1	4	48	45,371	5	96	2
Italy	6,344	7,488	23,935	511	3,492	1,799	2,373	1,878	756	414	1,456	1,491	1,312	1,008	385	81,900	675	2,252	332	263	1,145	394	1,340	642	238
Japan	16,484	8,459	4,434	497	1,820	1,195	158,339	6,996	1,030	487	1,586	2,209	2,078	1,167	498	309	1,103	1,144	184	250	4,189	3,260	617	3,209	82
Mexico	11	1,890	583	13	82	31	90	73	40	11	478	279	49	77,263	17	29	402	66	66	2	33	7	17	20	3
Netherlands	1,213	2,362	9,410	268	463	290	188	153	280	276	846	1,135	159	424	241	83	622	168	133	37,064	578	534	180	156	171
Poland	371	508	8,585	92	625	158	51	51	49	151	68	75	74	53	67	82	24	93	57	66	52	16	615	80	37,018
Republic of Korea	8,203	3,707	2,136	169	756	308	2,139	158,058	379	186	446	718	610	261	192	130	175	140	93	73	1,045	846	147	1,063	58
Russian Federation	2,058	1,872	1,153	946	168,263	1,042	639	502	147	1,274	98	134	413	254	877	1,060	63	920	634	58	58	74	4,651	440	968
Spain	1,899	2,518	24,250	471	781	486	433	363	180	177	890	531	285	1,318	160	103	703	312	62,525	164	323	165	294	88	69
Switzerland	5,581	8,530	11,912	2,104	4,089	2,735	3,420	2,867	940	3,228	1,801	2,447	2,442	2,166	955	1,183	1,744	34,885	706	1,106	1,490	852	2,151	1,435	636
Turkey	1,093	1,566	1,672	666	1,728	188,506	412	337	125	877	96	152	314	116	671	603	51	529	501	577	99	110	1,114	259	571
Ukraine	354	383	168	165	1,470	170	103	92	26	242	9	11	102	23	162	152	106	106	123	8	8	2	32,883	124	257
United Kingdom	8,661	14,938	35,345	856	2,912	1,572	2,381	2,305	1,137	3,961	1,784	4,578	3,664	1,113	87,577	282	908	1,433	281	610	2,216	877	1,188	877	169
United States of America	30,768	342,591	30,906	1,452	8,941	4,760	12,412	9,949	5,632	1,266	9,426	31,168	12,927	12,636	3,007	764	7,352	5,505	792	1,435	7,020	3,103	2,495	3,499	547
Others / Unknown	35,108	33,171	55,067	4,675	24,190	10,575	11,031	8,919	4,400	2,923	4,825	6,947	12,474	5,958	4,024	1,605	3,439	14,041	1,700	21,715	8,141	7,572	10,878	41,273	1,922
<b>Total</b>	<b>1,880,000</b>	<b>486,128</b>	<b>324,749</b>	<b>299,973</b>	<b>237,055</b>	<b>223,916</b>	<b>207,065</b>	<b>203,916</b>	<b>202,444</b>	<b>193,867</b>	<b>163,422</b>	<b>142,960</b>	<b>115,413</b>	<b>109,806</b>	<b>104,701</b>	<b>92,781</b>	<b>87,921</b>	<b>83,019</b>	<b>71,987</b>	<b>70,360</b>	<b>69,139</b>	<b>67,210</b>	<b>67,053</b>	<b>59,518</b>	<b>46,276</b>

Note: Origin data consist of absolute application class counts rather than equivalent application class counts. OHIM is the European Union's Office for Harmonization in the Internal Market.  
Source: WIPO statistics database, October 2014.

## Trademark applications by Nice class and industry sector

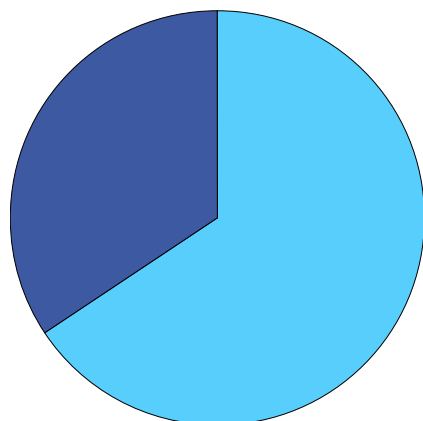
B21 Distribution of trademark applications by top Nice classes, 2013

Rank	Class	Class share (%)
1	35 Advertising and business management	9.5
2	25 Clothing	7.1
3	9 Scientific, photographic, measuring instruments; recording equipment; computers and software	6.8
4	41 Education, entertainment, and sporting activities	5.6
5	5 Pharmaceutical preparations, baby food, dietary supplements for humans and animals, disinfectants, fungicides and herbicides	4.5
6	30 Coffee, tea, cocoa, rice, flour, bread, pastry and confectionery, sugar, honey, yeast, salt, mustard; vinegar, sauces (condiments) and spices	4.3
7	42 Scientific and technological services, design and development of computer hardware and software	4.1
8	3 Bleaching preparations and other substances for laundry use; cleaning and abrasive preparations; soaps, perfumery and cosmetics	3.5
9	43 Services for providing food and drink; temporary accommodation	3.3
10	16 Paper, cardboard and goods made from these materials; printed matter, photographs, artists' materials, typewriters, and plastic materials for packaging	3.2
Remaining classes		48.1

Note: These figures are based on filing data from 115 IP offices. Some classes listed are abbreviated. See Annex B for full definitions.

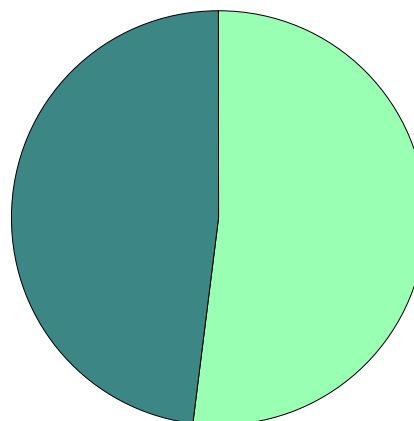
Source: WIPO statistics database, October 2014.

B22a Trademark applications by goods and services classes, 2013



Goods classes: 65.7%  
Services classes: 34.3%

B22b Trademark applications by knowledge-intensive services classes, 2013

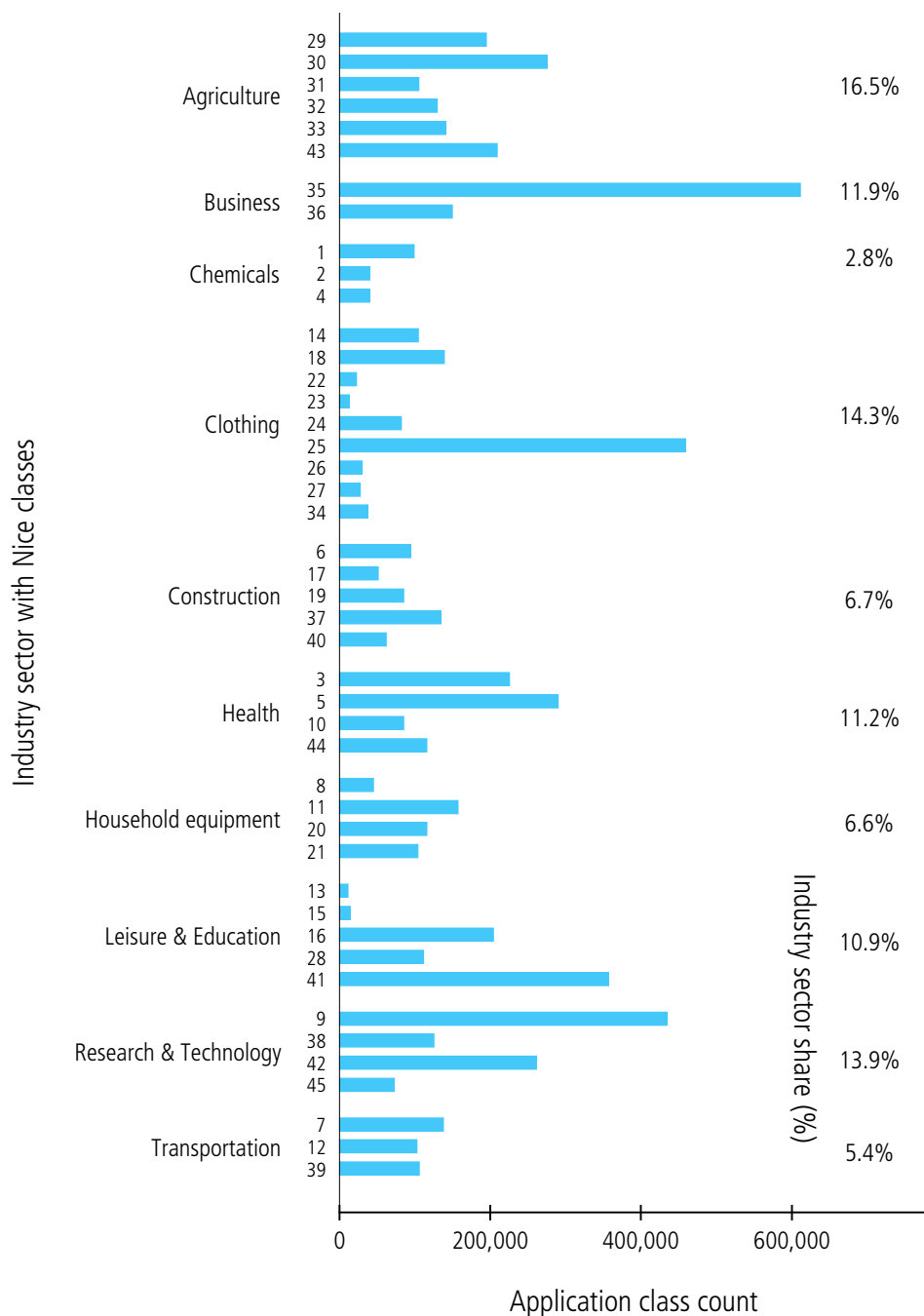


Knowledge-intensive services classes: 52.0%  
Other services classes: 48.0%

Note: The 45 Nice Classification classes comprise those relating to either goods or services. The first 34 indicate goods and the remaining 11 refer to services. Together, 11 service-related classes accounted for slightly more than one-third of all classes specified in applications filed in 2013. This is roughly equal to the service class share for 2007, thus demonstrating the continued importance that applicants place on protecting their brands in service-oriented industries. Fifty-two percent of trademark application filing activity within the 11 services classes has been defined as knowledge-intensive. See Annex B for knowledge-intensive services class numbers and their definitions.

Source: WIPO statistics database, October 2014.

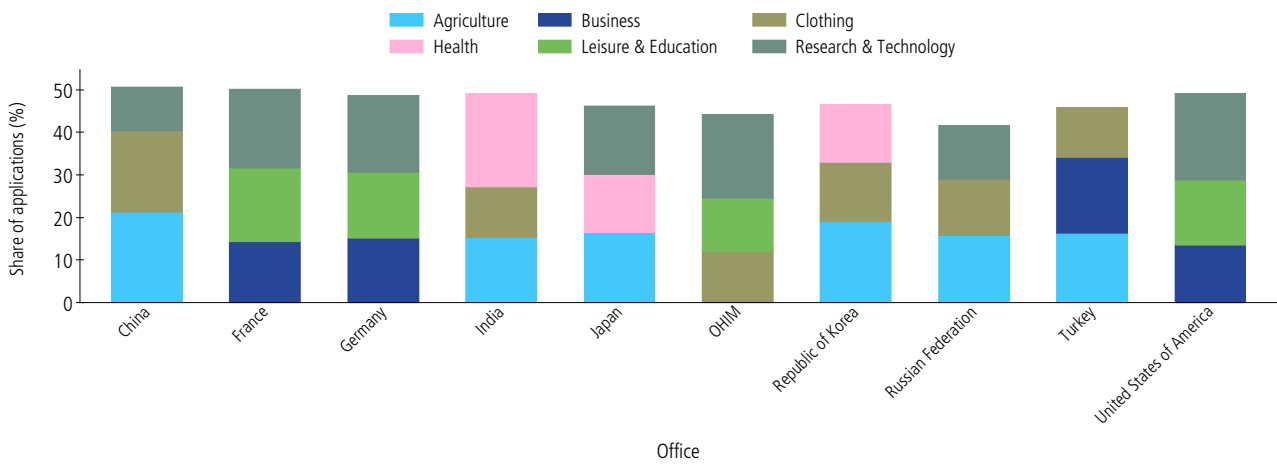
B23 Trademark applications by industry sector, 2013



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex B for full definitions. The distribution of trademark applications across industries has remained stable between 2004 and 2013. Like class rankings, the shares of class groups differ across offices.

Source: WIPO statistics database, October 2014.

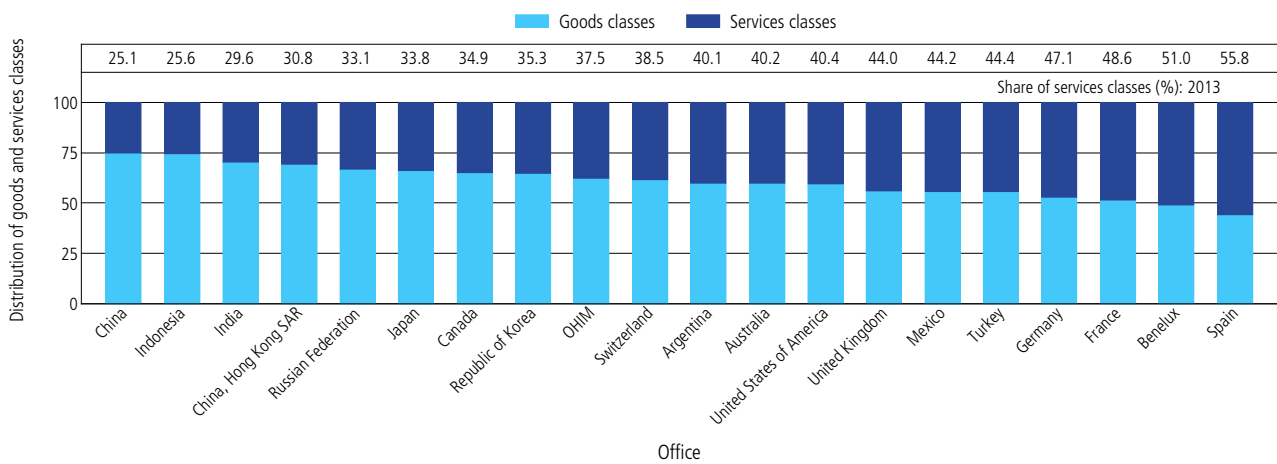
B24 Trademark applications by sector and office: top three sectors by office, 2013



Note: OHIM is the European Union's Office for Harmonization in the Internal Market. Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex B for full definitions.

Source: WIPO statistics database, October 2014.

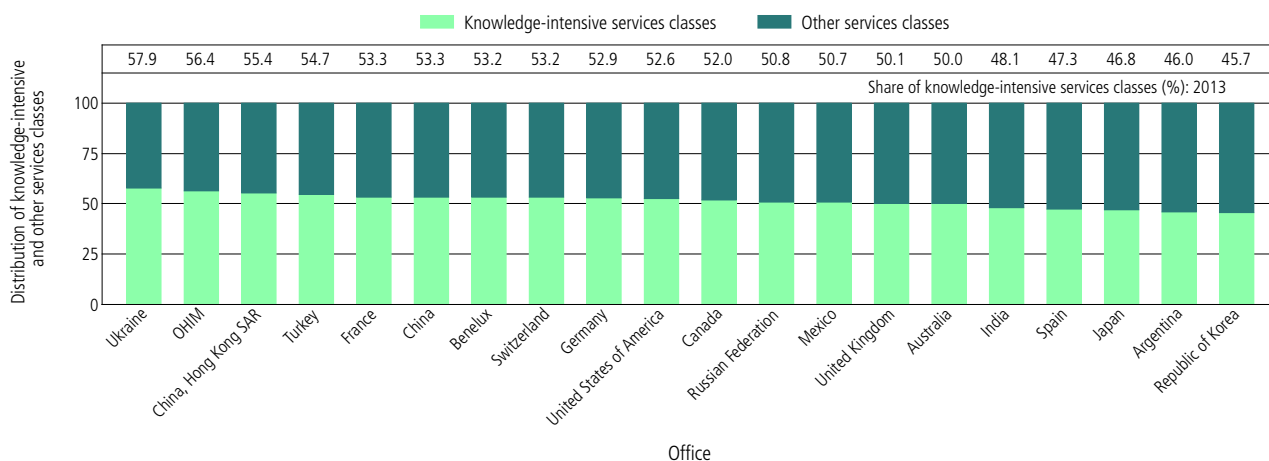
B25a Distribution of trademark applications by goods and services and office, 2013



Note: OHIM is the European Union's Office for Harmonization in the Internal Market.

Source: WIPO statistics database, October 2014.

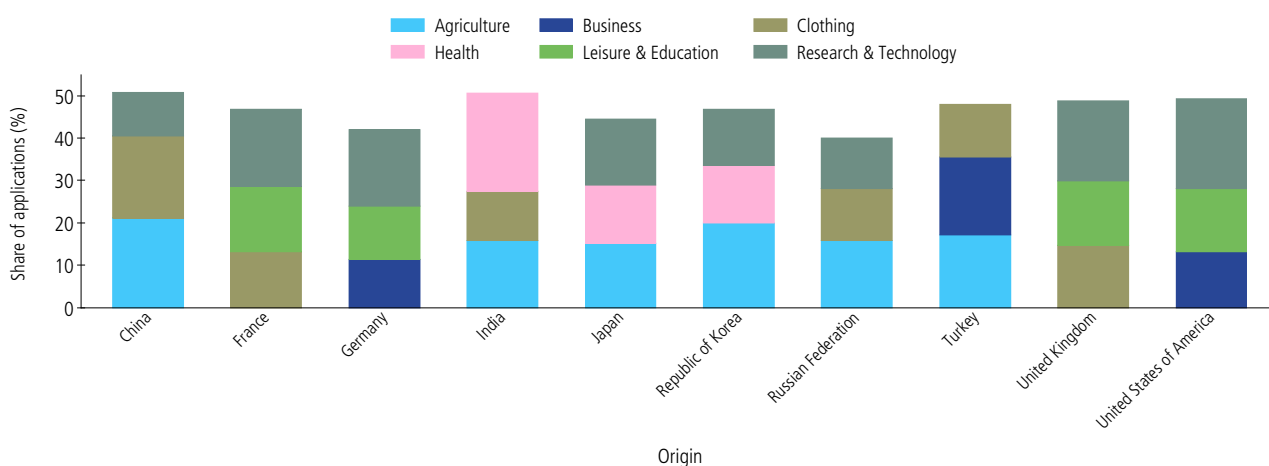
B25b Distribution of trademark applications by knowledge-intensive services classes and office, 2013



Note: Note: OHIM is the European Union's Office for Harmonization in the Internal Market. See Annex B for knowledge-intensive services class numbers and their definitions.

Source: WIPO statistics database, October 2014.

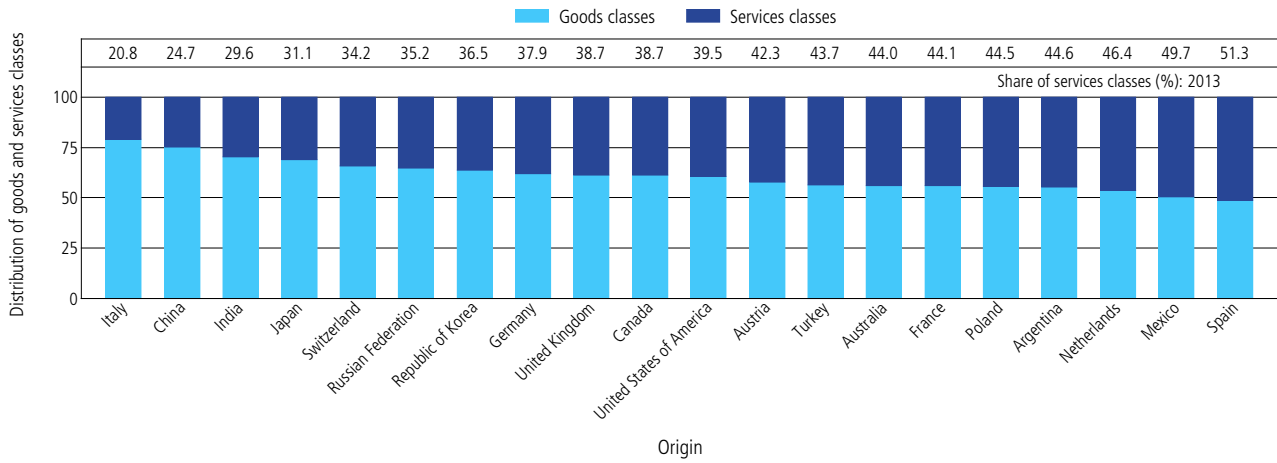
B26 Trademark applications by sector and origin: top three sectors by origin, 2013



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex B for full definitions.

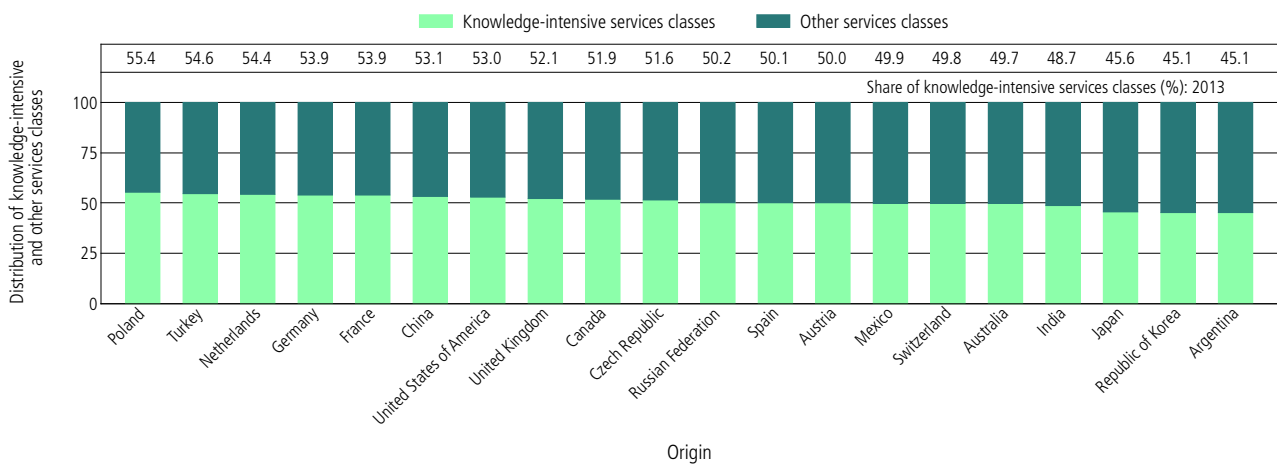
Source: WIPO statistics database, October 2014.

B27a Distribution of trademark applications by goods and services and origin, 2013



Source: WIPO statistics database, October 2014.

B27b Distribution of trademark applications by knowledge-intensive services classes and origin, 2013

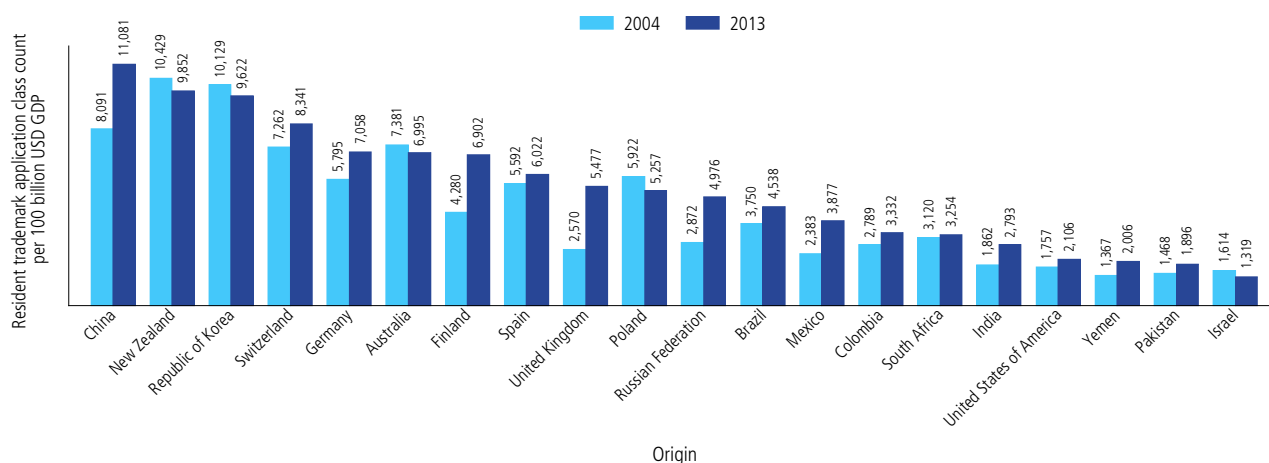


Note: See Annex B for knowledge-intensive class numbers and their definitions.

Source: WIPO statistics database, October 2014.

## Trademark application class count in relation to GDP and population

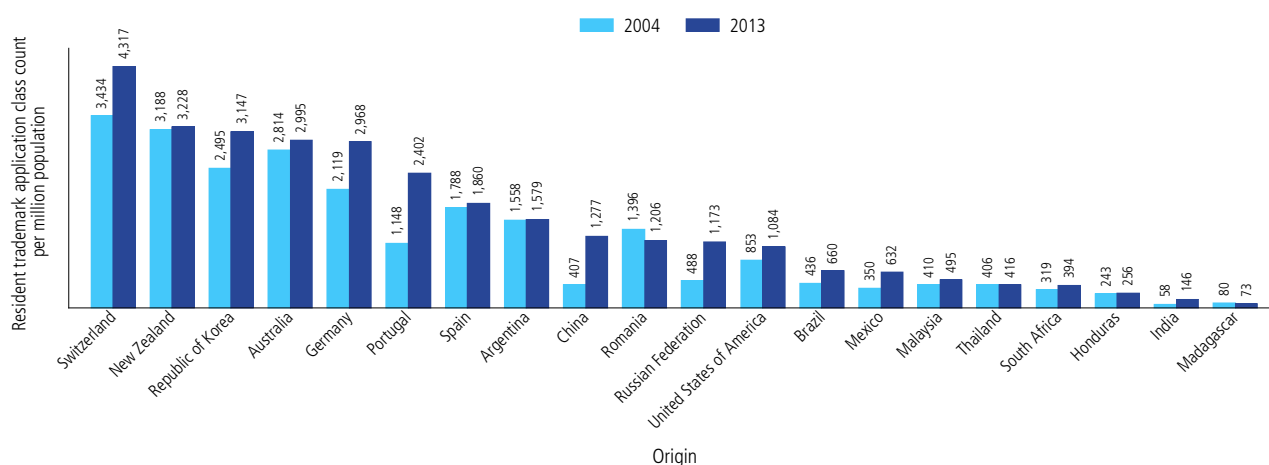
B28 Resident trademark application class count per 100 billion USD GDP for selected origins



Note: GDP data are in constant 2011 US PPP dollars. This figure does not provide an overall ranking of all origins; rather, it provides a selection across geographical regions and income groups.

Source: WIPO statistics database and World Bank, October 2014.

B29 Resident trademark application class count per million population for selected origins

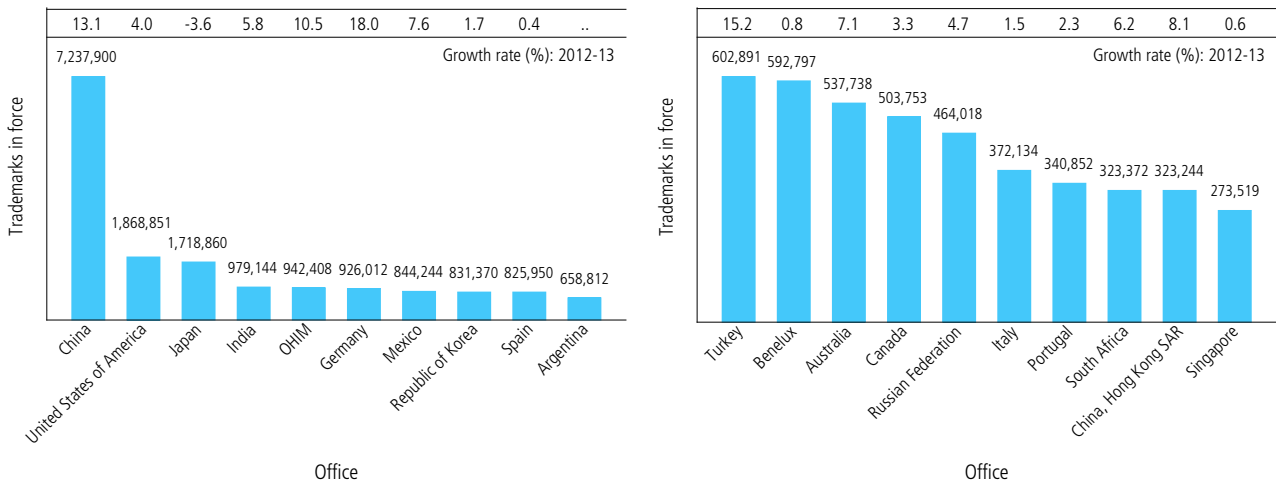


Note: This figure does not provide an overall ranking of all origins; rather, it provides a selection across geographical regions and income groups.

Source: WIPO statistics database and World Bank, October 2014.

## Trademarks in force

B30 Trademarks in force at selected offices, 2013

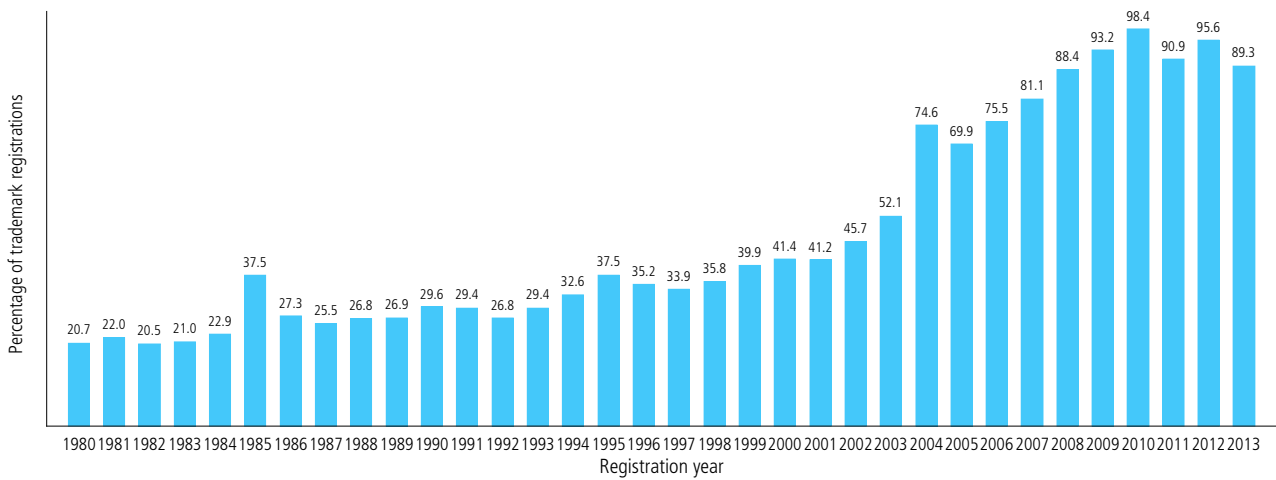


.. indicates not available.

Note: OHIM is the European Union's Office for Harmonization in the Internal Market; data refer to the number of registrations in force and are not equivalent to the number of classes specified in these registrations.

Source: WIPO statistics database, October 2014.

B31 Trademarks in force in 2013 as a percentage of total registrations



Note: Percentages are calculated as follows: the number of trademark registrations issued in year *t* and in force in 2013 divided by the total number of trademark registrations issued in year *t*. This graph is based on actual data received from 63 offices (including all larger offices, with the exception of the IP offices of Brazil, China, France and Japan) that provided a breakdown of trademarks in force by year of registration.

Source: WIPO statistics database, October 2014.

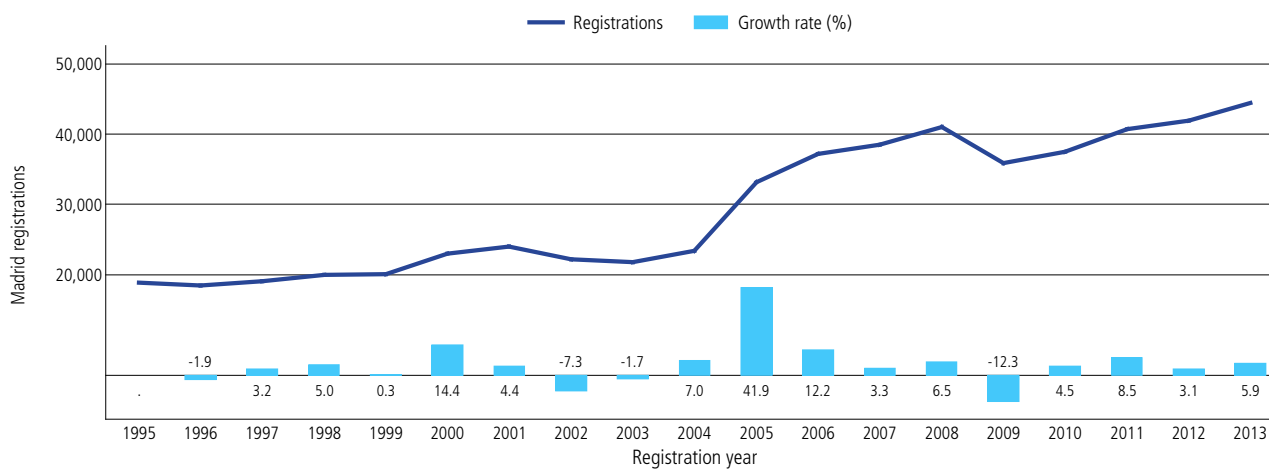
B32 Average age of trademarks in force at selected offices



Source: WIPO statistics database, October 2014.

## Trademark applications and registrations through the Madrid system

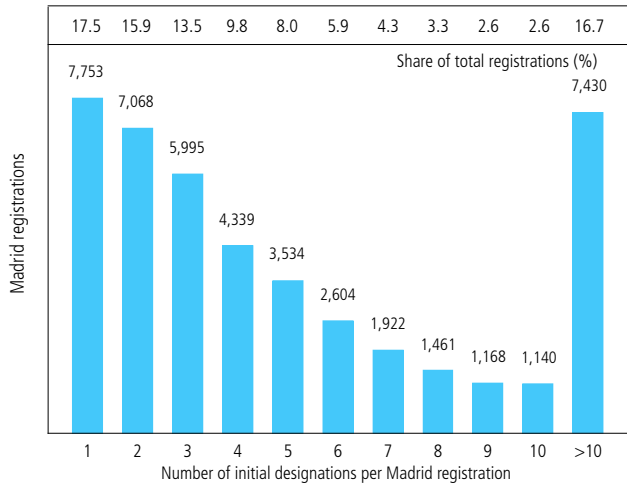
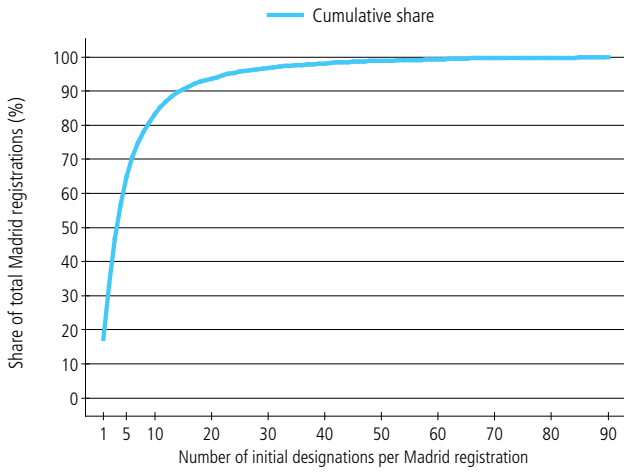
B33 Trend in Madrid international registrations



Note: See the glossary for information on the Madrid system.

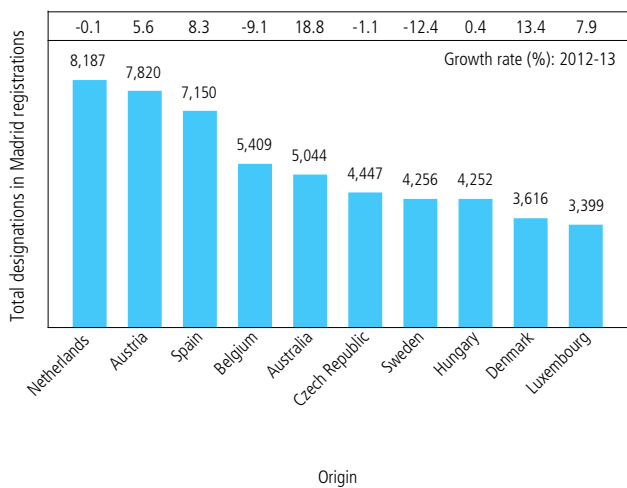
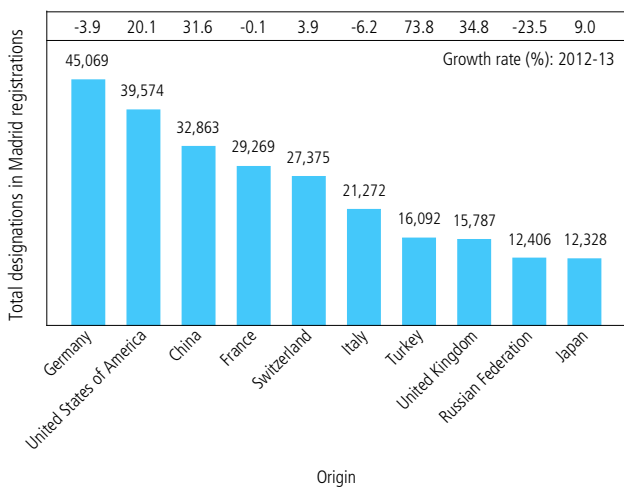
Source: WIPO statistics database, October 2014.

B34 Number of designations per Madrid registration, 2013



Source: WIPO statistics database, October 2014.

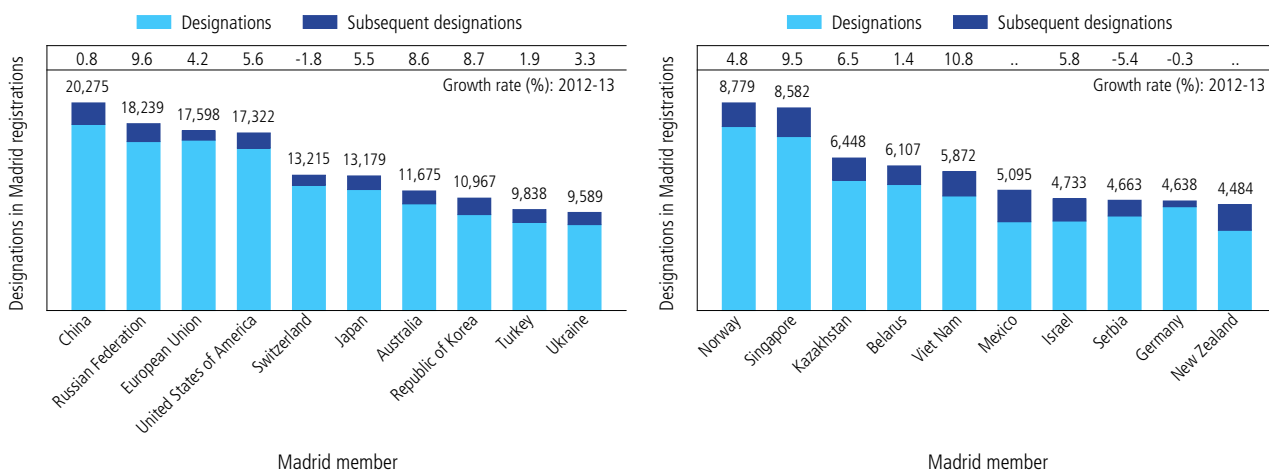
B35 Designations in registrations for the top 20 origins, 2013



Note: Origin is defined as the country/territory of the stated residence of the applicant of an international application.

Source: WIPO statistics database, October 2014.

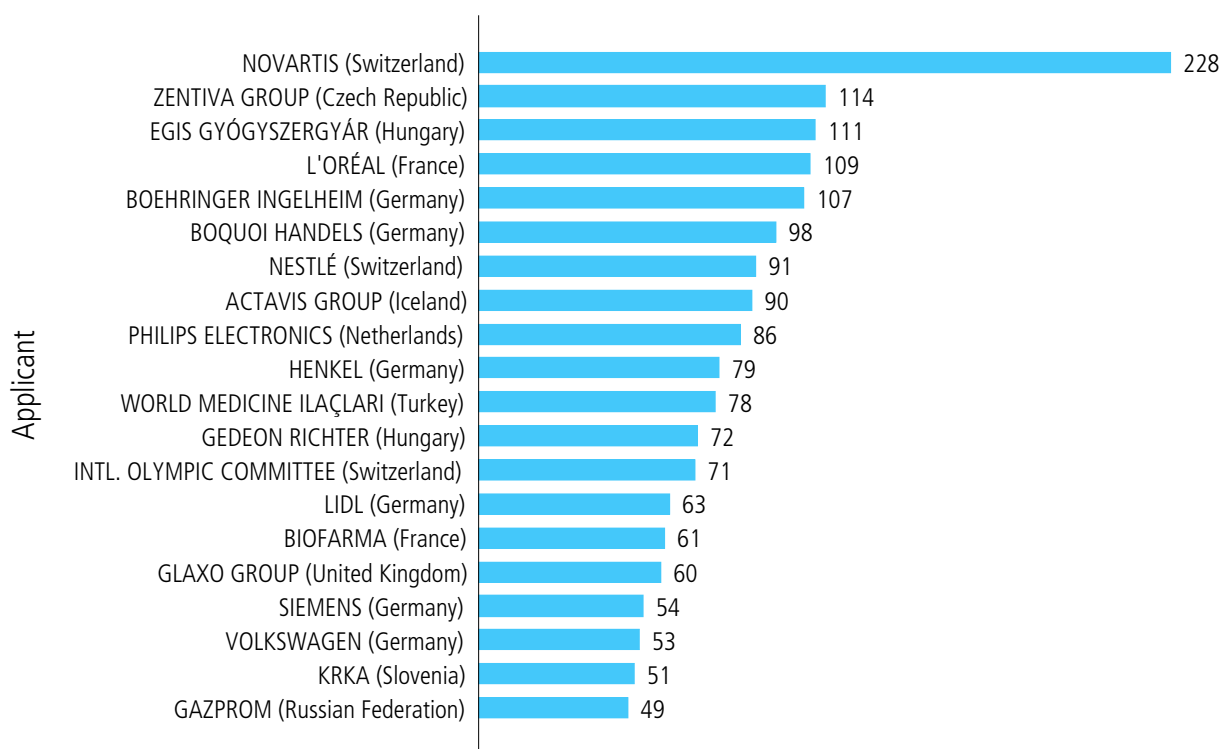
B36 Designations in registrations for the top 20 designated Madrid members, 2013



.. indicates not available.

Source: WIPO statistics database, October 2014.

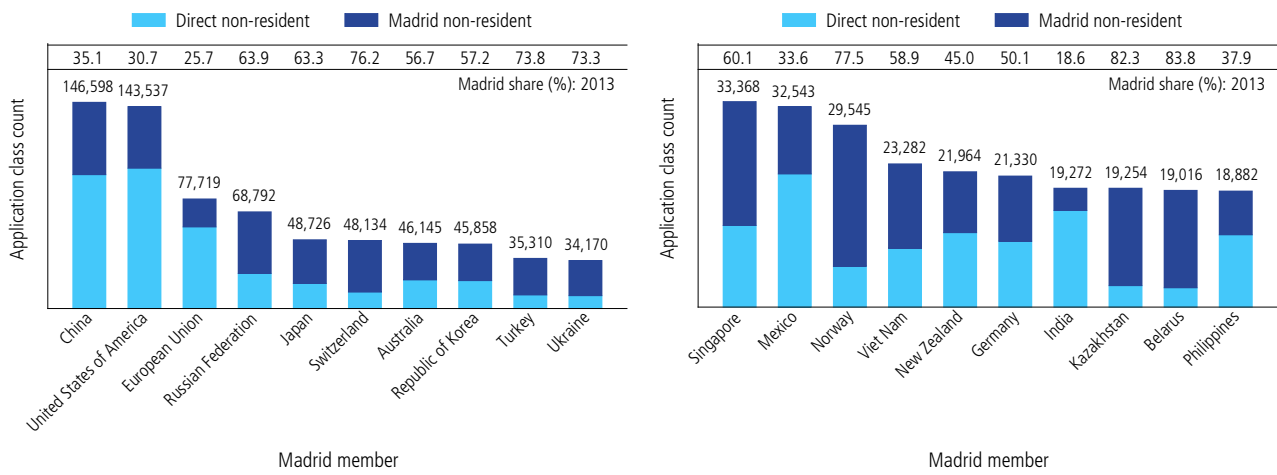
B37 Top Madrid applicants, 2013



Madrid applications

Source: WIPO statistics database, October 2014.

B38 Non-resident application class counts by filing route for selected Madrid members, 2013



Note: Origin is defined as the country/territory of the stated residence of the applicant of an international application.

Source: WIPO statistics database, October 2014.

## Statistical tables

B39 Trademark applications by office and origin, 2013

Name	Application class count by Office			Application class count by Origin	Equivalent Application class count by Origin	Madrid International Applications	
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(b)</sup>	Designated Madrid Member
Afghanistan	..	..	..	71	179	..	n.a.
African Intellectual Property Organization	7,743	2,507	5,236	n.a.	n.a.	n.a.	n.a.
African Regional Intellectual Property Organization	593	259	334	n.a.	n.a.	n.a.	n.a.
Albania	9,381	1,521	7,860	1,600	1,737	3	2,507
Algeria <sup>(b,c)</sup>	12,122	3,477	8,645	3,552	3,552	4	1,666
Andorra	..	..	..	260	5,012	..	n.a.
Angola	..	..	..	65	929	..	n.a.
Antigua and Barbuda <sup>(d)</sup>	2,029	..	2,029	364	1,121	..	715
Argentina	87,921	65,434	22,487	68,539	73,473	2	n.a.
Armenia	10,698	1,995	8,703	2,511	2,810	40	3,025
Aruba	..	..	..	13	121	..	n.a.
Australia	115,413	69,268	46,145	97,592	152,852	1,263	11,675
Austria	27,670	18,181	9,489	50,859	293,082	1,120	2,942
Azerbaijan	14,822	3,556	11,266	4,348	4,435	7	3,992
Bahamas	..	..	..	2,005	6,449	3	n.a.
Bahrain	14,577	429	14,148	558	1,497	..	2,390
Bangladesh	11,581	8,001	3,580	8,086	8,209	..	n.a.
Barbados	1,180	222	958	1,023	2,042	4	n.a.
Belarus	35,195	16,179	19,016	21,999	23,239	323	6,107
Belgium <sup>(e)</sup>	n.a.	n.a.	n.a.	26,300	190,602	760	n.a.
Belize	..	..	..	650	4,673	4	n.a.
Benelux <sup>(f)</sup>	70,360	56,360	14,000	n.a.	n.a.	n.a.	2,898
Benin	..	..	..	5	5	..	n.a.
Bermuda	..	..	..	1,071	8,064	15	n.a.
Bhutan	2,256	16	2,240	16	16	..	662
Bolivia (Plurinational State of)	..	..	..	56	191	..	n.a.
Bonaire, Sint Eustatius and Saba <sup>(d)</sup>	1,496	..	1,496	..	..	..	557
Bosnia and Herzegovina	11,891	666	11,225	991	1,373	13	3,588
Botswana <sup>(d)</sup>	2,429	..	2,429	16	16	..	819
Brazil	163,422	132,330	31,092	138,054	155,793	..	n.a.
Brunei Darussalam <sup>(b,c)</sup>	85	85	0	535	613	..	n.a.
Bulgaria	18,251	12,540	5,711	23,032	59,971	355	2,054
Cabo Verde	..	..	..	4	58	..	n.a.
Cambodia	5,854	968	4,886	982	1,036	..	n.a.
Cameroon	..	..	..	10	10	..	n.a.
Canada	142,960	78,679	64,281	100,153	172,838	62	n.a.
Central African Republic	..	..	..	5	5	..	n.a.
Chile	42,961	29,167	13,794	32,688	36,480	1	n.a.
China	1,880,000	1,733,402	146,598	1,826,782	1,957,022	2,359	20,275
China, Hong Kong SAR	69,139	25,684	43,455	39,928	100,777	..	n.a.
China, Macao SAR	10,084	1,191	8,893	1,519	2,032	1	n.a.
Colombia	36,562	19,284	17,278	21,426	23,620	23	3,286
Comoros	..	..	..	102	102	..	n.a.
Congo	..	..	..	46	46	..	n.a.
Cook Islands	..	..	..	16	16	..	n.a.
Costa Rica <sup>(b,c)</sup>	14,155	6,503	7,652	7,240	7,708	..	n.a.
Côte d'Ivoire	..	..	..	51	186	..	n.a.
Croatia	17,862	4,263	13,599	6,380	16,745	180	4,300
Cuba	5,460	1,305	4,155	1,565	1,608	2	1,430
Curaçao	2,690	0	2,690	171	2,466	3	621
Cyprus	3,289	640	2,649	10,963	40,558	143	1,016
Czech Republic	37,705	30,632	7,073	43,313	115,387	479	2,261

Name	Application class count by Office			Application class count by Origin	Equivalent Application class count by Origin	Madrid International Applications	
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(b)</sup>	Designated Madrid Member
Democratic People's Republic of Korea <sup>(d)</sup>	2,755	..	2,755	180	196	..	1,048
Democratic Republic of the Congo	..	..	..	23	292	..	n.a.
Denmark	12,640	7,612	5,028	26,662	134,611	586	1,714
Djibouti	358	19	339	19	19	..	n.a.
Dominica	..	..	..	48	48	4	n.a.
Dominican Republic	9,413	5,248	4,165	5,519	6,302	1	n.a.
Ecuador	..	..	..	526	1,390	..	n.a.
Egypt <sup>(d)</sup>	10,906	..	10,906	755	2,482	27	4,471
El Salvador	..	..	..	213	456	..	n.a.
Estonia	6,261	2,057	4,204	3,469	23,179	82	1,569
Ethiopia	..	..	..	70	292	..	n.a.
Fiji	..	..	..	51	51	2	n.a.
Finland	14,704	10,325	4,379	21,963	121,985	431	1,585
France	299,973	282,519	17,454	416,221	1,090,016	4,239	3,707
Gabon	..	..	..	26	26	..	n.a.
Gambia	406	56	350	62	78	..	n.a.
Georgia	11,089	1,650	9,439	2,159	2,377	60	3,322
Germany	193,867	172,537	21,330	386,837	2,195,215	6,822	4,638
Ghana <sup>(d)</sup>	3,607	..	3,607	47	429	..	1,355
Greece <sup>(d)</sup>	3,642	..	3,642	4,296	56,491	107	1,648
Grenada	..	..	..	3	3	..	n.a.
Guatemala	..	..	..	586	667	..	n.a.
Guinea	..	..	..	13	256	..	n.a.
Guinea-Bissau	19	19	0	20	20	..	n.a.
Guyana	..	..	..	12	12	..	n.a.
Haiti	..	..	..	9	9	..	n.a.
Holy See	..	..	..	3	84	..	n.a.
Honduras	7,608	2,073	5,535	2,171	2,171	..	n.a.
Hungary	13,741	7,937	5,804	14,937	51,546	283	2,042
Iceland	8,920	1,356	7,564	4,087	10,295	116	2,452
India	202,444	183,172	19,272	189,242	203,834	41	1,916
Indonesia	67,210	45,371	21,839	46,889	49,133	3	n.a.
Iran (Islamic Republic of) <sup>(d)</sup>	7,230	..	7,230	1,750	2,512	39	3,139
Iraq	..	..	..	144	225	..	n.a.
Ireland <sup>(i)</sup>	7,548	..	3,002	9,063	94,803	172	1,331
Israel	19,225	3,299	15,926	8,125	25,526	177	4,733
Italy	92,781	81,900	10,881	171,102	819,297	2,786	3,547
Jamaica	4,245	1,801	2,444	1,905	1,986	..	n.a.
Japan	207,065	158,339	48,726	248,391	372,033	1,921	13,179
Jordan	6,510	2,113	4,397	2,439	3,475	..	n.a.
Kazakhstan	26,296	7,042	19,254	8,302	8,464	77	6,448
Kenya <sup>(d)</sup>	4,706	..	4,706	230	403	2	1,819
Kuwait	..	..	..	359	1,194	2	n.a.
Kyrgyzstan	8,552	326	8,226	362	362	4	2,901
Lao People's Democratic Republic	..	..	..	4	4	..	n.a.
Latvia	7,144	2,190	4,954	3,875	11,145	124	1,846
Lebanon	..	..	..	741	4,719	6	n.a.
Lesotho <sup>(d)</sup>	1,876	..	1,876	3	3	..	668
Liberia <sup>(d)</sup>	2,253	..	2,253	5	32	..	833
Libya	..	..	..	16	43	..	n.a.
Liechtenstein	8,154	581	7,573	4,115	14,564	96	2,441
Lithuania	8,327	3,374	4,953	4,888	19,692	108	1,933
Luxembourg <sup>(e)</sup>	n.a.	n.a.	n.a.	12,762	106,975	355	n.a.
Madagascar	4,991	1,670	3,321	1,689	1,693	4	915
Malawi	..	..	..	26	26	..	n.a.
Malaysia	32,225	14,705	17,520	19,440	23,648	7	n.a.

Name	Application class count by Office			Application class count by Origin	Equivalent Application class count by Origin	Madrid International Applications	
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(b)</sup>	Designated Madrid Member
Maldives	..	..	..	40	94	..	n.a.
Mali	..	..	..	8	8	..	n.a.
Malta	948	503	445	4,806	39,801	60	n.a.
Marshall Islands	..	..	..	111	354	..	n.a.
Mauritania	..	..	..	43	367	..	n.a.
Mauritius	1,758	787	971	2,137	5,988	2	n.a.
Mexico	109,806	77,263	32,543	84,217	100,122	46	5,095
Monaco	9,709	2,026	7,683	4,434	17,508	41	2,375
Mongolia <sup>(d)</sup>	4,716	..	4,716	95	230	2	1,950
Montenegro <sup>(d)</sup>	9,545	..	9,545	79	592	6	3,212
Morocco	26,968	13,205	13,763	13,838	16,421	44	3,916
Mozambique <sup>(d)</sup>	3,121	..	3,121	4	4	..	1,161
Myanmar <sup>(b,c)</sup>	8,490	4,422	4,068	4,454	4,454	..	n.a.
Namibia <sup>(d)</sup>	2,686	..	2,686	60	60	..	910
Nepal	3,832	2,492	1,340	2,504	2,504	..	n.a.
Netherlands <sup>(e)</sup>	n.a.	n.a.	n.a.	61,465	391,615	1,461	n.a.
New Zealand	36,397	14,433	21,964	20,923	31,924	320	4,484
Nicaragua	7,946	1,146	6,800	1,204	1,393	..	n.a.
Niger	..	..	..	15	15	..	n.a.
Nigeria	19,332	19,332	0	19,597	20,982	2	n.a.
Norway	39,522	9,977	29,545	17,519	49,199	318	8,779
Office for Harmonization in the Internal Market <sup>(g)</sup>	324,749	247,030	77,719	n.a.	n.a.	n.a.	17,598
Oman <sup>(d)</sup>	5,995	..	5,995	116	494	..	2,308
Pakistan	20,822	15,708	5,114	16,120	17,847	..	n.a.
Palau	..	..	..	3	3	..	n.a.
Panama	12,304	4,470	7,834	6,965	11,577	13	n.a.
Papua New Guinea	1,019	180	839	223	250	..	n.a.
Paraguay	..	..	..	340	529	..	n.a.
Peru <sup>(b,c)</sup>	29,553	18,089	11,464	19,217	20,205	1	n.a.
Philippines	35,622	16,740	18,882	17,840	18,471	43	3,280
Poland	46,276	37,018	9,258	52,808	284,895	371	2,980
Portugal	28,009	22,611	5,398	29,354	97,860	267	1,872
Qatar	7,979	797	7,182	1,798	4,355	2	n.a.
Republic of Korea	203,916	158,058	45,858	188,460	246,822	510	10,967
Republic of Moldova	13,581	2,950	10,631	3,842	4,207	49	3,598
Romania	29,484	22,739	6,745	26,265	62,623	103	2,280
Russian Federation	237,055	168,263	68,792	233,582	266,023	1,126	18,239
Rwanda <sup>(b,c)</sup>	517	109	408	109	109	..	100
Saint Kitts and Nevis	..	..	..	78	753	1	n.a.
Saint Lucia	..	..	..	57	111	..	n.a.
Saint Vincent and the Grenadines	501	16	485	48	480	2	n.a.
Samoa <sup>(b,c)</sup>	228	23	205	502	736	..	n.a.
San Marino <sup>(d)</sup>	3,199	..	3,199	605	2,636	10	1,112
Sao Tome and Principe	1,628	6	1,622	15	15	..	536
Saudi Arabia	..	..	..	1,332	5,275	..	n.a.
Senegal	..	..	..	31	382	..	n.a.
Serbia	18,981	4,191	14,790	7,875	13,357	151	4,663
Seychelles	106	106	0	862	3,276	1	n.a.
Sierra Leone <sup>(d)</sup>	2,096	..	2,096	4	4	..	740
Singapore	40,906	7,538	33,368	23,777	39,087	221	8,582
Sint Maarten (Dutch Part)	2,294	0	2,294	3	84	..	621
Slovakia	16,345	9,118	7,227	14,716	40,294	146	1,861
Slovenia <sup>(d)</sup>	3,980	..	3,980	5,204	27,915	170	1,696
Solomon Islands	..	..	..	1	1	..	n.a.
South Africa	36,070	20,871	15,199	23,525	35,200	..	n.a.
South Sudan	..	..	..	..	..	1	n.a.

Name	Application class count by Office			Application class count by Origin	Equivalent Application class count by Origin	Madrid International Applications	
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(b)</sup>	Designated Madrid Member
Spain	71,987	62,525	9,462	108,280	765,822	1,247	3,065
Sri Lanka	8,825	5,481	3,344	5,837	6,887	1	n.a.
Sudan <sup>(b,c)</sup>	4,478	851	3,627	858	858	..	1,281
Suriname <sup>(i)</sup>	1,476	..	..	33	111	1	n.a.
Swaziland <sup>(i)</sup>	2,590	..	2,034	45	45	..	734
Sweden	21,336	15,962	5,374	36,820	223,989	699	1,898
Switzerland	83,019	34,885	48,134	153,719	481,539	3,070	13,215
Syrian Arab Republic <sup>(d)</sup>	4,269	..	4,269	247	558	..	1,636
T F Y R of Macedonia <sup>(d)</sup>	9,476	..	9,476	559	1,244	30	3,210
Tajikistan	7,427	247	7,180	249	249	..	2,463
Thailand	46,097	27,881	18,216	32,291	39,052	8	n.a.
Timor-Leste	..	..	..	8	8	..	n.a.
Togo	..	..	..	28	190	..	n.a.
Trinidad and Tobago	..	..	..	140	831	..	n.a.
Tunisia <sup>(d)</sup>	390	..	390	488	3,454	..	138
Turkey	223,816	188,506	35,310	227,320	276,290	1,213	9,838
Turkmenistan <sup>(d)</sup>	6,237	..	6,237	4	4	..	2,521
Uganda	2,079	725	1,354	736	817	..	n.a.
Ukraine	67,053	32,883	34,170	45,172	49,954	490	9,589
United Arab Emirates	18,747	5,293	13,454	9,747	26,855	10	n.a.
United Kingdom	104,701	87,577	17,124	204,575	1,165,358	2,462	4,102
United Republic of Tanzania	..	..	..	38	70	..	n.a.
United States of America	486,128	342,591	143,537	633,616	1,482,228	6,043	17,322
Uruguay	10,792	4,451	6,341	5,452	6,993	1	n.a.
Uzbekistan	13,246	4,866	8,380	5,225	5,254	4	2,804
Vanuatu	..	..	..	26	80	..	n.a.
Venezuela (Bolivarian Republic of)	..	..	..	443	767	..	n.a.
Viet Nam	59,518	36,236	23,282	37,555	38,407	76	5,872
Yemen	3,797	1,876	1,921	1,929	2,144	..	n.a.
Zambia <sup>(b,c)</sup>	4,090	633	3,457	634	634	..	937
Zimbabwe	..	..	..	25	47	..	n.a.

a. Data on application class count by origin are incomplete, because some offices do not report detailed statistics containing the origin of application class counts.

b. 2012 data are reported for application class count by office.

c. 2012 data are reported for application class count by origin.

d. Only Madrid designation data are available; therefore, application class count by office and origin data may be incomplete.

e. This country does not have a national trademark office. All applications for trademark protection are filed at the Benelux Office for Intellectual Property or the Office for Harmonization in the Internal Market of the European Union.

f. Resident applications include those filed by residents of Belgium, Luxembourg, and the Netherlands.

g. Resident applications include those filed by residents of EU member states.

h. Origin is defined as the country/territory of the stated residence of the applicant of an international application.

i. Total includes an aggregate direct application class count that cannot be broken down into direct and non-resident components.

n.a. is not applicable.

.. indicates not available.

Source: WIPO statistics database, October 2014.

B40 Trademark registrations by office and origin, and trademarks in force, 2013

Name	Registration class count by Office			Registration class count by Origin	Equivalent Registration class count by Origin	Madrid International Registrations	In Force by Office
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(i)</sup>	Total
Afghanistan	..	..	..	36	117	..	..
African Intellectual Property Organization	6,326	1,794	4,532	n.a.	n.a.	n.a.	40,843
African Regional Intellectual Property Organization	291	45	246	n.a.	n.a.	n.a.	928
Albania <sup>(d)</sup>	7,022	..	7,022	54	137	2	..
Algeria <sup>(b,c,e)</sup>	11,021	2,251	8,770	2,304	2,304	10	67,876
Andorra	..	..	..	212	3,641	..	..
Angola	..	..	..	47	182	..	..
Antigua and Barbuda <sup>(d)</sup>	1,534	..	1,534	26	26	..	..
Argentina	75,151	55,166	19,985	57,577	63,794	..	658,812
Armenia	9,580	1,752	7,828	2,116	2,307	33	13,535
Aruba	..	..	..	20	128	..	..
Australia	86,698	45,004	41,694	64,872	117,542	1,173	537,738
Austria <sup>(d)</sup>	7,805	..	7,805	27,878	237,856	1,095	108,838
Azerbaijan	14,400	3,057	11,343	3,748	3,835	6	..
Bahamas	..	..	..	976	7,729	1	..
Bahrain <sup>(e)</sup>	10,841	215	10,626	310	1,012	..	20,188
Bangladesh	3,021	688	2,333	733	814	..	37,046
Barbados	320	25	295	491	1,834	3	..
Belarus	36,284	16,017	20,267	21,210	22,604	327	38,536
Belgium <sup>(f)</sup>	n.a.	n.a.	n.a.	6,834	117,127	720	n.a.
Belize	..	..	..	272	1,368	2	2,629
Benelux <sup>(g)</sup>	60,027	50,217	9,810	n.a.	n.a.	n.a.	592,797
Benin	..	..	..	3	3	..	..
Bermuda	..	..	..	729	5,751	6	..
Bhutan	2,346	32	2,314	32	32	..	11,434
Bolivia (Plurinational State of)	..	..	..	38	119	..	..
Bonaire, Sint Eustatius and Saba <sup>(d)</sup>	1,496	..	1,496	..	..	..	..
Bosnia and Herzegovina	11,336	257	11,079	539	597	12	13,560
Botswana <sup>(d)</sup>	2,429	..	2,429	50	50	1	..
Brazil	36,911	27,714	9,197	31,895	46,293	..	..
Brunei Darussalam <sup>(b,c,e)</sup>	59	59	0	675	727	..	4,301
Bulgaria	19,092	13,366	5,726	22,124	47,966	225	54,859
Cabo Verde	..	..	..	4	4	..	..
Cambodia	5,821	847	4,974	851	905	..	49,295
Cameroon	..	..	..	12	12	..	..
Canada	74,366	39,177	35,189	52,873	113,890	57	503,753
Chile	26,613	16,490	10,123	18,915	21,786	1	328,704
China	1,015,124	909,582	105,542	983,201	1,097,030	2,544	7,237,900
China, Hong Kong SAR	57,855	20,757	37,098	29,153	75,643	..	323,244
China, Macao SAR	9,872	828	9,044	959	1,310	1	68,205
Colombia	23,909	10,381	13,528	12,055	14,420	9	64,980
Comoros	..	..	..	45	45	..	1
Congo	..	..	..	3	3	..	..
Cook Islands	..	..	..	14	14	..	..
Costa Rica <sup>(b,c,e)</sup>	10,578	4,286	6,292	4,755	4,937	..	183,226
Côte d'Ivoire	..	..	..	16	43	..	..
Croatia	17,620	3,769	13,851	5,602	11,350	119	133,206
Cuba	4,506	557	3,949	734	911	2	15,100
Curaçao	2,649	0	2,649	129	1,344	4	24,649
Cyprus	4,595	1,499	3,096	9,550	29,944	159	64,123
Czech Republic	27,196	20,674	6,522	31,840	93,093	397	119,241
Democratic People's Republic of Korea <sup>(d)</sup>	2,295	..	2,295	107	155	1	..
Democratic Republic of the Congo	..	..	..	13	222	..	..
Denmark	12,373	7,662	4,711	23,551	123,802	524	94,726
Djibouti	358	19	339	19	19	..	3,212

Name	Registration class count by Office			Registration class count by Origin	Equivalent Registration class count by Origin	Madrid International Registrations	In Force by Office
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(b)</sup>	Total
Dominica	..	..	..	61	142	3	..
Dominican Republic	8,147	4,143	4,004	4,294	4,618	1	96,188
Ecuador	..	..	..	256	823	..	..
Egypt <sup>(d)</sup>	10,492	..	10,492	578	2,429	26	..
El Salvador	..	..	..	174	255	..	..
Estonia	5,541	1,649	3,892	2,728	16,822	84	60,088
Ethiopia	..	..	..	49	292	..	..
Fiji	..	..	..	83	164	4	..
Finland	10,889	6,923	3,966	16,113	102,561	427	109,670
France <sup>(d)</sup>	8,020	8	8,012	109,941	715,047	3,973	..
Gabon	..	..	..	17	17	..	..
Gambia	406	56	350	57	73	..	406
Georgia	9,664	852	8,812	1,220	1,546	28	50,088
Germany	140,928	126,054	14,874	306,754	1,879,889	6,446	926,012
Ghana <sup>(d)</sup>	3,607	..	3,607	38	275	..	..
Greece <sup>(d)</sup>	3,465	..	3,465	3,464	41,292	98	..
Grenada	..	..	..	9	9	..	..
Guatemala	..	..	..	296	296	..	..
Guinea	..	..	..	14	257	..	..
Guinea-Bissau	3	3	0	4	4	..	21
Guyana	..	..	..	14	122	..	..
Haiti	..	..	..	6	6	..	..
Honduras <sup>(e)</sup>	6,177	1,384	4,793	1,446	1,473	..	68,987
Hungary	11,580	6,076	5,504	12,287	38,377	267	57,942
Iceland	8,522	1,191	7,331	3,420	8,681	127	23,293
India	61,945	52,117	9,828	56,585	71,291	12	979,144
Indonesia	18,750	12,324	6,426	13,264	14,644	2	129,005
Iran (Islamic Republic of) <sup>(d)</sup>	6,394	..	6,394	1,510	2,434	23	..
Iraq	..	..	..	80	161	..	..
Ireland <sup>(b)</sup>	5,209	..	2,369	7,343	78,485	146	84,023
Israel	15,522	1,928	13,594	4,911	19,488	173	176,978
Italy	76,723	66,487	10,236	140,679	729,644	2,608	372,134
Jamaica	3,839	1,404	2,435	1,498	2,038	..	..
Japan <sup>(d)</sup>	15,430	..	15,430	79,560	201,832	1,917	1,718,860
Jordan	4,777	1,293	3,484	1,621	2,704	..	14,844
Kazakhstan	22,955	6,063	16,892	7,152	7,611	68	..
Kenya <sup>(d)</sup>	4,700	..	4,700	191	540	2	..
Kuwait	..	..	..	354	1,000	2	..
Kyrgyzstan	8,274	201	8,073	260	260	2	9,381
Lao People's Democratic Republic	..	..	..	4	4	..	..
Latvia	6,854	2,104	4,750	3,550	10,324	106	26,193
Lebanon	..	..	..	404	2,901	6	..
Lesotho <sup>(d)</sup>	1,876	..	1,876	2	2	..	..
Liberia <sup>(d)</sup>	2,253	..	2,253	4	4	..	..
Libya	..	..	..	5	5	1	..
Liechtenstein	8,040	540	7,500	3,499	13,629	91	2,789
Lithuania	7,415	2,657	4,758	3,920	14,998	110	33,702
Luxembourg <sup>(f)</sup>	n.a.	n.a.	n.a.	7,075	81,373	325	n.a.
Madagascar	5,077	1,879	3,198	1,890	1,894	3	..
Malawi	..	..	..	4	4	..	..
Malaysia	26,979	9,777	17,202	12,416	14,953	6	320,379
Maldives	..	..	..	21	577	..	..
Mali	..	..	..	3	3	..	..
Malta	772	386	386	2,310	28,758	39	23,087
Marshall Islands	..	..	..	117	360	..	..
Mauritania	..	..	..	80	404	..	..
Mauritius	1,797	747	1,050	1,517	4,863	3	..

Name	Registration class count by Office			Registration class count by Origin	Equivalent Registration class count by Origin	Madrid International Registrations	In Force by Office
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(i)</sup>	Total
Mexico	87,163	55,086	32,077	59,792	72,611	31	844,244
Monaco	8,854	1,298	7,556	3,094	13,348	38	11,176
Mongolia <sup>(d)</sup>	4,598	..	4,598	50	185	1	..
Montenegro <sup>(d)</sup>	9,409	..	9,409	131	428	6	36,749
Morocco	25,187	11,715	13,472	12,131	14,256	49	..
Mozambique <sup>(d)</sup>	3,093	..	3,093	2	2	..	..
Myanmar <sup>(b,c)</sup>	8,490	4,422	4,068	4,438	4,438	..	..
Namibia <sup>(d)</sup>	2,686	..	2,686	34	34	..	..
Nauru	..	..	..	1	1	..	..
Nepal	2,610	1,519	1,091	1,540	1,567	..	35,537
Netherlands <sup>(f)</sup>	n.a.	n.a.	n.a.	19,219	247,922	1,357	n.a.
New Zealand	35,392	12,398	22,994	17,225	30,514	237	238,296
Nicaragua	7,954	669	7,285	734	842	..	..
Niger	..	..	..	1	1	..	..
Nigeria	4,369	4,369	0	4,485	5,148	1	106,200
Norway	33,473	6,709	26,764	13,197	43,853	336	193,054
Office for Harmonization in the Internal Market <sup>(h)</sup>	280,623	211,744	68,879	n.a.	n.a.	n.a.	942,408
Oman <sup>(d)</sup>	5,949	..	5,949	85	193	..	..
Pakistan	9,305	5,777	3,528	6,006	6,691	..	119,400
Panama	10,218	3,733	6,485	5,574	8,716	9	120,204
Papua New Guinea	45	16	29	36	36	..	4,058
Paraguay	..	..	..	180	504	..	..
Peru <sup>(b,c)</sup>	21,902	12,594	9,308	13,252	15,046	1	..
Philippines	25,694	9,717	15,977	10,501	11,099	43	..
Poland	32,107	23,965	8,142	35,753	190,480	332	116,005
Portugal	22,351	17,645	4,706	22,898	78,515	250	340,852
Qatar	7,979	797	7,182	1,403	3,771	..	7,979
Republic of Korea	120,320	91,251	29,069	109,921	150,511	437	831,370
Republic of Moldova	11,667	1,729	9,938	2,482	2,814	55	19,545
Romania	19,979	13,988	5,991	16,734	43,939	98	83,061
Russian Federation	109,764	58,447	51,317	119,139	148,495	1,035	464,018
Rwanda <sup>(b,c,e)</sup>	517	109	408	109	109	..	1,635
Saint Kitts and Nevis	..	..	..	78	240	1	..
Saint Lucia	..	..	..	37	64	..	..
Saint Vincent and the Grenadines	..	..	..	23	212	2	3,808
Samoa <sup>(b,c,e)</sup>	134	5	129	147	459	..	3,709
San Marino <sup>(d)</sup>	3,199	..	3,199	506	2,591	13	..
Sao Tome and Principe	1,628	6	1,622	13	13	..	..
Saudi Arabia	..	..	..	1,157	4,021	..	..
Senegal	..	..	..	13	337	..	..
Serbia	15,651	1,880	13,771	5,109	9,933	144	28,140
Seychelles	106	106	0	512	2,272	1	..
Sierra Leone <sup>(d)</sup>	2,096	..	2,096	3	3	..	..
Singapore	30,078	4,338	25,740	14,112	25,978	202	273,519
Sint Maarten (Dutch Part)	2,232	0	2,232	..	..	..	19,273
Slovakia	13,556	7,165	6,391	11,833	32,659	113	48,733
Slovenia <sup>(d)</sup>	3,904	..	3,904	4,498	18,866	178	..
Solomon Islands	..	..	..	3	3	..	..
South Africa	27,225	14,923	12,302	16,670	26,929	..	323,372
Spain	63,963	55,418	8,545	91,969	633,179	1,111	825,950
Sri Lanka	2,044	1,485	559	1,638	1,935	1	..
Sudan <sup>(d)</sup>	3,206	..	3,206	2	2	..	..
Suriname <sup>(i)</sup>	953	..	..	13	121	1	3,290
Swaziland <sup>(i)</sup>	2,390	..	2,034	20	20	..	189
Sweden <sup>(e)</sup>	16,899	11,866	5,033	28,101	189,599	651	132,444
Switzerland	77,497	31,412	46,085	132,011	433,948	3,016	218,609
Syrian Arab Republic <sup>(d)</sup>	3,030	..	3,030	119	291	..	..

Name	Registration class count by Office			Registration class count by Origin	Equivalent Registration class count by Origin	Madrid International Registrations	In Force by Office
	Total	Resident	Non-Resident	Total <sup>(a)</sup>	Total <sup>(a)</sup>	Origin <sup>(i)</sup>	Total
T F Y R of Macedonia <sup>(d)</sup>	9,449	..	9,449	523	1,181	22	..
Tajikistan	6,888	117	6,771	117	117	..	7,391
Thailand	19,563	11,148	8,415	13,016	18,970	5	..
Togo	..	..	..	29	758	..	..
Trinidad and Tobago	..	..	..	102	102	..	..
Tunisia <sup>(d)</sup>	390	..	390	270	2,215	..	59,870
Turkey	172,588	140,274	32,314	173,701	213,747	1,249	602,891
Turkmenistan <sup>(d)</sup>	6,210	..	6,210	11	11	..	..
Uganda	1,106	369	737	381	489	..	6,415
Ukraine	51,478	19,621	31,857	30,234	33,884	388	153,548
United Arab Emirates	13,336	2,570	10,766	5,533	21,210	8	155,894
United Kingdom	91,884	75,909	15,975	160,128	991,323	2,395	543,523
United Republic of Tanzania	..	..	..	16	102	..	..
United States of America	275,430	193,410	82,020	414,907	1,173,750	5,856	1,868,851
Uruguay	11,576	4,243	7,333	5,007	6,438	..	88,010
Uzbekistan	12,520	4,361	8,159	4,493	4,522	4	16,421
Vanuatu	..	..	..	11	65	..	..
Venezuela (Bolivarian Republic of)	..	..	..	395	908	..	..
Viet Nam	42,410	22,510	19,900	23,503	23,934	73	185,683
Yemen	1,482	550	932	598	722	..	..
Zambia <sup>(b,c,e)</sup>	3,226	201	3,025	209	209	..	28,947
Zimbabwe	..	..	..	18	18	..	..

- a. Data on registration class count by origin are incomplete, because some offices do not report detailed statistics containing the origin of registration class counts.
- b. 2012 data are reported for registration class count by office.
- c. 2012 data are reported for registration class count by origin.
- d. Only Madrid designation data are available; therefore, registration class count by office and origin data may be incomplete.
- e. 2012 data are reported for trademarks in force.
- f. This country does not have a national trademark office. All trademark registrations for this country are issued by the Benelux Office for Intellectual Property or the Office for Harmonization in the Internal Market of the European Union.
- g. Resident registrations include those issued to residents of Belgium, Luxembourg, and the Netherlands.
- h. Resident registrations include those issued to residents of EU member states.
- i. Origin is defined as the country/territory of the stated residence of the holder of an international registration.
- j. Total includes an aggregate direct registration class count that cannot be broken down into direct and non-resident components.
- n.a. is not applicable.
- .. indicates not available.

Source: WIPO statistics database, October 2014.