

Executive
Summary
**Hague
Yearly Review
2022**



WIPO



Executive Summary **Hague Yearly Review 2022**

International Registration of Industrial Designs

This executive brief identifies key trends in the use of the WIPO-administered Hague System for the International Registration of Industrial Designs. For fuller statistics, see the *Hague Yearly Review 2022* – available in English at: www.wipo.int/ipstats

Key numbers for 2021

6,711 (+15.7%)
International applications

22,486 (+20.8%)
Designs contained in
international applications

6,106 (-10.1%)
International registrations

19,993 (-15.5%)
Designs contained in
international registrations

28,891 (+19.7%)
Designations in international
applications

91,966 (+22.1%)
Designs contained
in designations in
international applications

26,085 (-4.6%)
Designations in international
registrations

82,517 (-7.9%)
Designs contained in
designations in international
registrations

5,461 (+14.8%)
Renewals of international
registrations

19,998 (+4.6%)
Designs contained in renewals
of international registrations

46,820 (+5.5%)
International registrations
in force

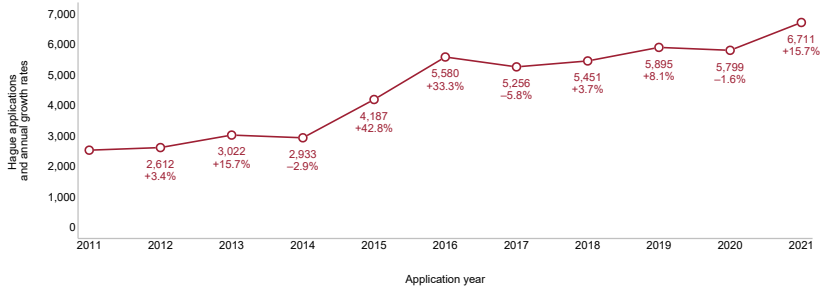
182,190 (+5.2%)
Designs contained
in international
registrations in force

The number of designs contained in applications filed under the Hague System increased by 20.8% in 2021 – the fastest growth since 2010 – setting a new historical record

The number of international applications for the protection of designs filed under the Hague System for the International Registration of Industrial Designs of the World Intellectual Property Organization (WIPO) amounted to 6,711 applications in 2021, representing a 15.7% increase on the previous year (figure 1) and a new record in the history of the Hague System. Moreover, the number of designs contained in those applications grew by 20.8% to 22,486 designs – the fastest increase since 2010 (figure 2). A sharp increase in designs originating from three European countries – France, Germany and Italy – partly drove overall growth in 2021.

International applications grew by 15.7% in 2021 – the fastest growth since 2016.

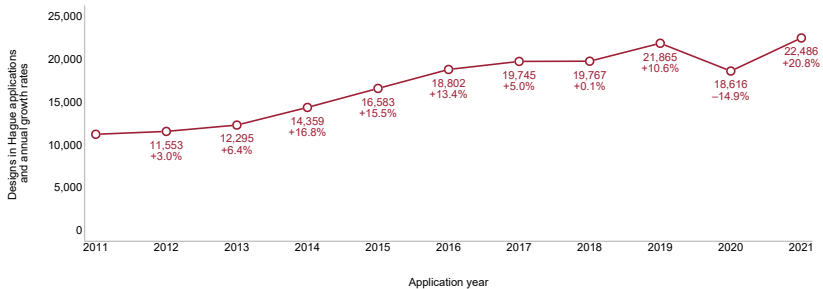
1. International applications, 2011–2021



Source: WIPO Statistics Database, February 2022.

Following a step decline in 2020, designs contained in international applications increased by over one-fifth (20.8%) in 2021.

2. Number of designs contained in international applications, 2011–2021



Source: WIPO Statistics Database, February 2022.

Applicants from at least 60 countries or territories filed one or more Hague application

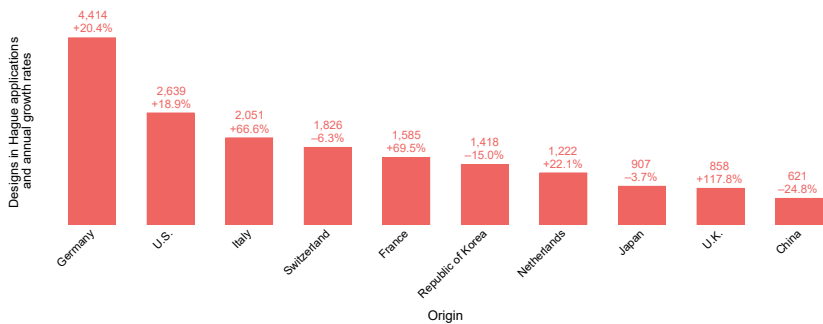
The accession of Belarus and Jamaica in 2021 brought the number of Hague members to 76. These 76 Hague members make it possible for applicants to obtain protection for their designs within a geographical area incorporating a total of 93 countries. The difference in numbers between Hague members and the countries covered by the System is due to the African Intellectual Property Organization (OAPI) and the European Union (EU) being Hague members. By choosing to designate either of these intergovernmental organizations within an application, protection is sought simultaneously within all their respective member states. In 2021, around 2,900 applicants from at least 60 countries or territories filed one or more Hague international applications.

Germany, with 4,414 designs, is by far the Hague System's biggest source of designs

Germany, with 4,414 designs, continues to be the main source of designs for the Hague System (figure 3). It is followed by the United States of America (U.S.) (2,639 designs), Italy (2,051), Switzerland (1,826) and France (1,585). Italy moved up from fifth to third position in 2021, while France jumped three places in the rankings to occupy fifth spot. China, which was not a member of the Hague System in 2021, ranked among the top 10 origins in 2021. Among the top 10 origins, the United Kingdom (U.K.) (+117.8%) recorded the fastest growth in 2021, followed by France (+69.5%) and Italy (+66.6%). The Netherlands (+22.1%), Germany (+20.4%) and the U.S. (+18.9%) also saw double-digit growth. The remaining four countries all underwent a decline in 2021, with China (-24.8%) and the Republic of Korea (-15%) recording the sharpest falls.

Among the top 10 origins, the U.K. (+117.8%) recorded the fastest growth in 2021.

3. Designs contained in international applications for the top 10 origins, 2021



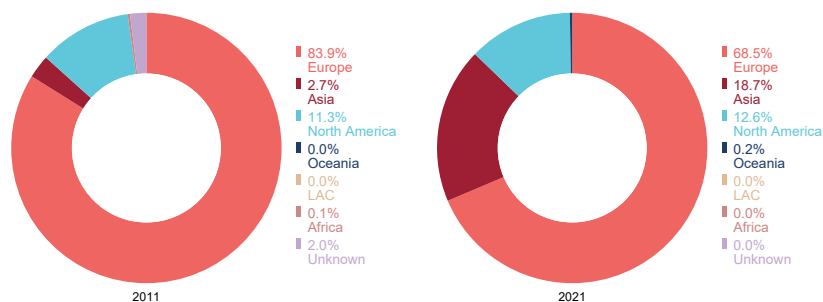
Source: WIPO Statistics Database, February 2022.

Applicants based in Europe accounted for 68.5% of all designs filed in 2021 (figure 4). This reflects the membership of the Hague System, the vast majority of whom are European countries. However, following the recent accession of Japan and the Republic of Korea, the proportion of designs originating from Asia has increased from 2.7% in 2011 to 18.7% in 2021. With the accession of China in February 2022, this share is expected to grow substantially over the coming years.

Accession by Canada and the U.S. led to a small increase in North America's share from 11.3% in 2011 to 12.6% in 2021. The combined share for Africa, Latin America and the Caribbean and Oceania is only 0.2%. This low share is partly due to the fact that only a few countries within these regions are currently party to the Hague Agreement.

Asia's share increased from 2.7% in 2011 to 18.7% in 2021.

4. Designs contained in international applications by region, 2011 and 2021



Note: LAC is Latin America and the Caribbean.

Source: WIPO Statistics Database, February 2022.

Which companies had the most designs published in 2021?

Samsung Electronics of the Republic of Korea, with 862 designs published, headed the list of top filers, followed by Philips Electronics of the Netherlands (678 designs), Procter & Gamble of the U.S. (665), LG Electronics of the Republic of Korea (655) and Volkswagen of Germany (403) (table 5). The top 10 applicants list comprises two applicants each from Germany and the Republic of Korea, and one each from China, France, Italy, the Netherlands, Switzerland and the U.S. Luqom GMBH of Germany – a lighting fixtures company – is a new user of the Hague System and ranked ninth in 2021, with 216 designs.

Among the top 10 applicants, Philips Electronics (with 215 additional designs in 2021) and LG Electronics (+177 designs) recorded the fastest increase in published designs between 2020 and 2021. The top 10 applicants represent a diverse set of industries that includes automobiles, electronics, lighting fixtures, household/consumer goods and mobile phones.

For a fifth consecutive year, Samsung Electronics of the Republic of Korea headed the list of top filers.

5. Top Hague applicants, 2019–2021

Ranking	Applicant's name	Origin	Number of designs contained in published applications		
			2019	2020	2021
1	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	929	859	862
2	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	371	463	678
3	PROCTER & GAMBLE CO.	U.S.	405	623	665
4	LG ELECTRONICS INC.	Republic of Korea	598	478	655
5	VOLKSWAGEN AG	Germany	536	524	403
6	PSA AUTOMOBILES SA	France	221	187	303
7	THUN S.P.A.	Italy	241	175	284
8	BEIJING XIAOMI MOBILE SOFTWARE CO., LTD.	China	172	516	227
9	LUQOM GMBH	Germany	0	0	216
10	HARRY WINSTON SA	Switzerland	94	132	196

Note: For confidentiality reasons, data are based on published registrations and on the publication date.

Source: WIPO Statistics Database, February 2022.

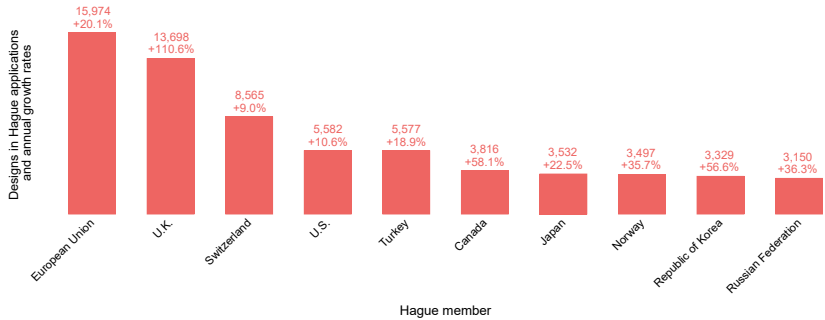
Where do Hague applicants seek protection for their designs?

The Hague System simplifies the process of multinational registration by creating a single international procedure for protecting a design in multiple jurisdictions. Applicants list those Hague members in whose jurisdictions they wish to protect their designs (hereafter referred to as “designated members”).

The EU was the most designated Hague member in international applications in 2021, with 4,604 designations containing 15,974 designs (figure 6). The EU has been the most designated member since 2010. It was followed by the U.K. (13,698 designs), Switzerland (8,565), the U.S. (5,582) and Turkey (5,577). Every top 10 designated member saw an increase in designs in designations in 2021, with Canada (+58.1%) and the U.K. (+110.6%) recording the fastest growth.

The EU continues to be the most designated member in designs in designations.

6. Designs contained in designations in international applications for the top 10 designated Hague members, 2021



Source: WIPO Statistics Database, February 2022.

Which classes were most frequently specified in international applications?

Designs relating to means of transport (Class 12; 9.7%) accounted for the largest share of total designs in 2021, followed by recording and communication equipment (Class 14; 9.6%), packages and containers (Class 9; 8.2%), furnishing (Class 6; 6.9%) and lighting apparatus (Class 26; 6.5%). Combined, the top 10 most specified classes accounted for 65.5% of all designs in 2021 (table 7). Among the top 10 classes, clothing (Class 2; +76.4%), pharmaceutical and cosmetic products (Class 28; +66.2%) and games, toys and sports goods (Class 21; +46.7%) saw a substantial growth in 2021.

Designs related to means of transport (9.7%) accounted for the largest share of total designs in 2021.

7. Designs contained in international applications by class, 2019–2021

Class	2019	2020	2021	Growth rate (%): 2020–2021	2021 share of total (%)
Class 12: Means of transport or hoisting	2,075	1,895	2,179	15.0	9.7
Class 14: Recording, communication or information retrieval equipment	2,970	1,644	2,154	31.0	9.6
Class 9: Packages and containers for the transport or handling of goods	1,442	1,572	1,847	17.5	8.2
Class 6: Furnishing	2,187	1,385	1,548	11.8	6.9
Class 26: Lighting apparatus	1,357	1,303	1,457	11.8	6.5
Class 28: Pharmaceutical and cosmetic products, toilet articles and apparatus	542	772	1,283	66.2	5.7
Class 23: Fluid distribution equipment, sanitary, heating, ventilation and air-conditioning equipment, solid fuel	1,173	1,000	1,122	12.2	5.0
Class 2: Articles of clothing and haberdashery	949	635	1,120	76.4	5.0
Class 11: Articles of adornment	960	1,008	1,103	9.4	4.9
Class 21: Games, toys, tents and sports goods	695	612	898	46.7	4.0

Source: WIPO Statistics Database, February 2022.

Following a substantial growth in 2020, international registrations declined by 10.1% in 2021

The International Bureau (IB) recorded 6,106 international registrations in 2021, representing a 10.1% decline from the previous year (table 8). The decline is due to the record number of registrations recorded in 2020 as the International Bureau eradicated the backlog that had accumulated in 2019 as it moved to a new IT platform. For the same reason, the number of designs contained within registrations amounted to 19,993 – a steep decline from the 23,671 designs registered in 2020.

Holders residing in Germany accounted for 18.3% of all design registrations, followed by those in the U.S. (11.5%), Italy (9.4%), Switzerland (9.2%) and France (7.5%). Among the top five origins, France (+18.5%) and Italy (+31.1%) each saw double-digit growth in 2021. As a result, Italy moved up from fifth position in 2020 to third spot in 2021, while France moved up one to fifth place in 2021.

Despite a 30.6% decline, holders residing in Germany nevertheless accounted for 18.3% of all designs in registrations in 2021.

8. International registrations and registration design counts for the top 10 origins, 2021

Origin	Number of registrations			Designs in registrations		
	2021	Growth rate (%): 2020–2021	2021 share of total (%)	2021	Growth rate (%): 2020–2021	2021 share of total (%)
Germany	796	-3.3	13.0	3,661	-30.6	18.3
U.S.	607	4.1	9.9	2,296	-10.6	11.5
Italy	422	31.1	6.9	1,884	31.1	9.4
Switzerland	539	-10.5	8.8	1,847	-19.8	9.2
France	581	16.2	9.5	1,507	18.5	7.5
Republic of Korea	844	-41.0	13.8	1,464	-35.6	7.3
Netherlands	202	29.5	3.3	1,130	-10.7	5.7
Japan	389	-20.8	6.4	859	-29.4	4.3
U.K.	183	-7.1	3.0	623	36.6	3.1
China	241	-38.4	3.9	573	-42.1	2.9
Others/Unknown	1,302	0.2	21.3	4,149	-10.0	20.8
Total	6,106	-10.1	100.0	19,993	-15.5	100.0

Note: The top 10 origins were selected based on the number of designs contained in registrations in 2021.

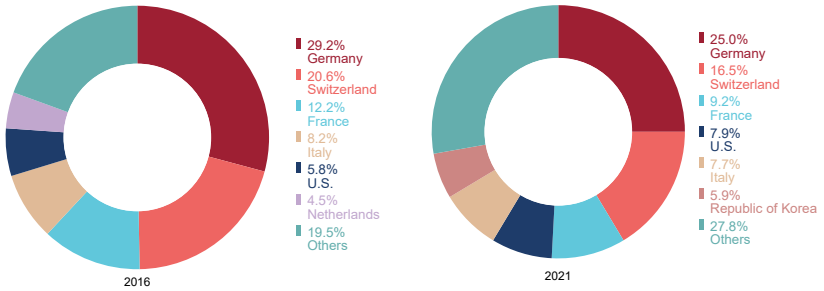
Source: WIPO Statistics Database, February 2022.

Holders residing in France, Germany and Switzerland together accounted for around 50.7% of all active designs in 2021

The number of registrations in force (active registrations) rose by 5.5% to reach 46,820 in 2021. Registrations in force contained around 182,200 designs. Both the registrations in force and the designs they contained are concentrated among a small number of countries, with holders residing in Germany (25%), Switzerland (16.5%) and France (9.2%) together accounting for around 50.7% of all active designs in 2021 (figure 9). However, the combined share for these three countries declined by around 11 percentage points between 2016 and 2021.

The combined share of the top three origins of all registrations in force decreased from 62% in 2016 down to 50.7% in 2021.

9. Share of designs contained in international registrations in force for the top six origins, 2016 and 2021



Source: WIPO Statistics Database, February 2022.

The IB distributed CHF 10.7 million to 73 designated members in 2021

In 2021, the IB distributed around 10.7 million Swiss francs (CHF) to all designated offices. Japan (29.3%) received the largest share of the total, followed by the U.S. (21.1%), the EU (13%) and Canada (8.9%) (table 10). Although the U.K. received only 1.4% of the total distributed by the IB, it had the fastest growth among the top 10 designated offices, with the amount it received increasing from CHF 81,801 in 2020 to CHF 153,066 in 2021.

Combined, Japan and the U.S. received half of the CHF 10.7 million distributed to designated members in 2021.

10. Fees distributed to the top 10 designated members by the IB, 2020–2021

Designated member	2020	2021	2021 share of total (%)
Canada	888,208	946,878	8.9
EU	1,569,473	1,393,503	13.0
Israel	47,633	111,133	1.0
Japan	2,846,889	3,134,124	29.3
Norway	121,704	113,606	1.1
Republic of Korea	1,166,557	850,456	8.0
Russian Federation	262,851	208,845	2.0
Switzerland	350,934	291,343	2.7
U.K.	81,801	153,066	1.4
U.S.	2,383,249	2,250,477	21.1
Others	1,421,039	1,232,111	11.5
Total	11,140,338	10,685,542	100

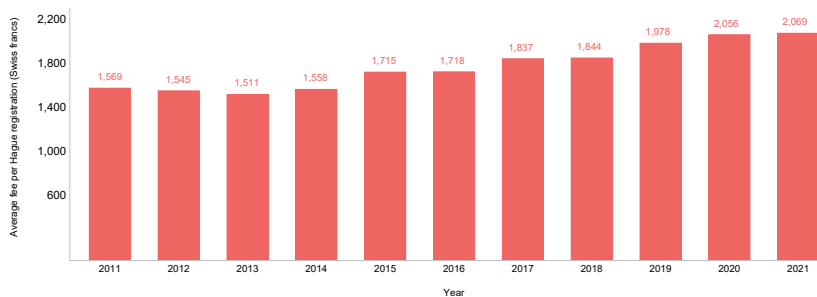
Source: WIPO Statistics Database, February 2022.

On average, applicants paid just over CHF 2,000 per international registration through the Hague System in 2021

In 2021, the average fee for a Hague international registration was CHF 2,069, which is only CHF 13 more than the previous year (figure 11). The fee per registration ranged from between CHF 456 for eight single-design registrations to CHF 98,860 for a single registration originating from Luxembourg that contained 71 designs and designated 17 Hague members. Around 72% of registrations cost less than the CHF 2,070 average fee, while around 11.7% of registrations cost more than CHF 3,000 per registration.

On average, each applicant paid just over CHF 2,000 per registration in 2021.

11. Registration fees, 2011–2021



Source: WIPO Statistics Database, February 2022.



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