

# Hague Yearly Review 2018 – Executive Summary

International Registration of Industrial Designs

# 2018

**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 2018 – available in English at: [www.wipo.int/ipstats](http://www.wipo.int/ipstats)**

## Key numbers for 2017

**5,213** (−6.3%)

**International applications**

**5,041** (−3.7%)

**International registrations**

**19,603** (−7.9%)

**Designations in international applications**

**19,090** (−2.1%)

**Designations in international registrations**

**3,297** (+4.7%)

**Renewals of international registrations**

**34,667** (+6.9%)

**International registrations in force**

**19,429** (+3.8%)

**Designs contained in international applications**

**19,241** (+9.3%)

**Designs contained in international registrations**

**79,464** (+5.6%)

**Designs contained in designations in international applications**

**79,344** (+15.0%)

**Designs contained in designations in international registrations**

**13,652** (+3.0%)

**Designs contained in renewals of international registrations**

**140,127** (+6.2%)

**Designs contained in international registrations in force**

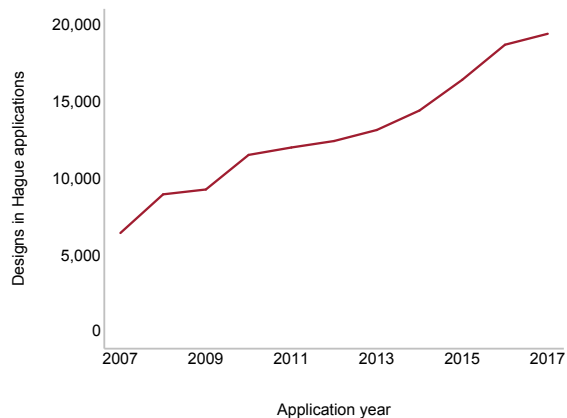


## *A modest growth in the number of designs contained in Hague applications in 2017*

The number of designs contained in applications filed under the Hague System for the International Registration of Industrial Designs of the World Intellectual Property Organization (WIPO) grew by 3.8% in 2017 to reach 19,429 designs (figure 1). This increase in the number of designs marked 11 years of uninterrupted growth for the Hague System. However, the total number of applications filed via the Hague System decreased by 6.3% on the previous year, amounting to 5,213 applications in 2017. This follows a 40.6% increase in 2015 and a 35.3% increase in 2016. The strong growth in applications in 2015 and 2016 was due to the expansion of the Hague System to include Japan, the Republic of Korea and the United States of America (U.S.).

### **The total number of designs contained in Hague applications grew by 3.8% in 2017, representing 11 years of uninterrupted growth.**

Figure 1 – Trend in the number of designs contained in international applications, 2007–2017



Source: WIPO Statistics Database, May 2018.

### ***Applicants from at least 56 countries or territories filed at least one Hague application***

With the accession of Cambodia in 2017, the total number of Hague members increased to 66. These 66 Hague members offer applicants the possibility to obtain protection for their designs in an area covering a total of 84 countries. The difference between the number of Hague members and the number of countries covered by the System is because the African Intellectual Property Organization (OAPI) and the European Union (EU) are Hague members. By designating these intergovernmental organizations, an applicant can seek protection simultaneously within all their respective member states. In 2017, around 2,160 applicants from at least 56 countries or territories filed at least one Hague international application.

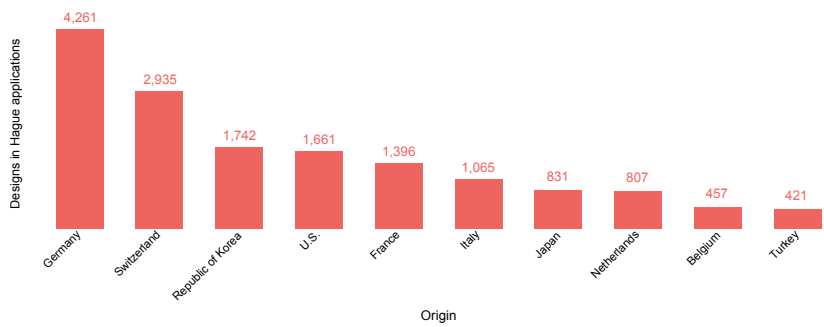
### ***Who were the largest origins of designs filed under the Hague System in 2017?***

With 4,261 designs in 2017, applicants based in Germany continue to account for the largest number of designs filed under the Hague System; they were followed by applicants based in Switzerland (2,935), the Republic of Korea (1,742), the U.S. (1,661) and France (1,396). Recent members, the Republic of Korea and the U.S. surpassed both France and Italy in 2016 and are now ranked in third and fourth position, respectively (figure 2). The top ten origins combined accounted for 80.2% of all designs in 2017, which is similar to their 2016 share.

Among the top 10 origins, Belgium (+189.2%) saw the fastest growth, albeit from a low base. It was followed by the U.S. (+17.8%), France (+15.2%) and Switzerland (+14.9%). The strong growth in Belgium was driven by a single applicant, Drylock Technologies, which sought protection for 315 designs in 2017, compared with 57 designs in 2016. In contrast, the Netherlands (-38.7%) and Turkey (-27%) saw the sharpest declines in 2017. Fonkel Meubelmarketing of the Netherlands sought protection for 490 designs in 2017, compared with 953 in 2016, which explains the sharp drop in design counts for the Netherlands.

**Applicants based in Germany accounted for the largest number of designs, followed by Switzerland.**

Figure 2 – Designs contained in international applications for the top 10 origins, 2017

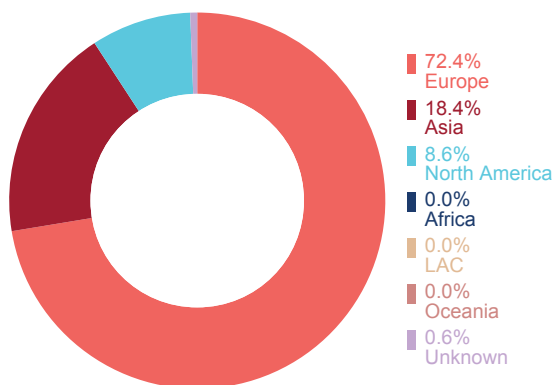


Source: WIPO Statistics Database, May 2018.

Applicants based in Europe accounted for 72.4% of all designs in 2017 (figure 3). This reflects the membership of the Hague System; the vast majority of Hague members are European countries. Europe was followed by Asia (18.4%) and North America (8.6%). Between 2005 and 2017, Asia saw its share increase by 16.6 percentage points, whereas North America's share increased by 8.6 percentage points. This can largely be attributed to the Republic of Korea becoming a Hague member in 2014, and Japan and the U.S. joining in 2015.

**Europe accounted for 72.4% of total designs in 2017, while Asia accounted for 18.4%.**

Figure 3 – Designs contained in international applications by region, 2017



Source: WIPO Statistics Database, May 2018.



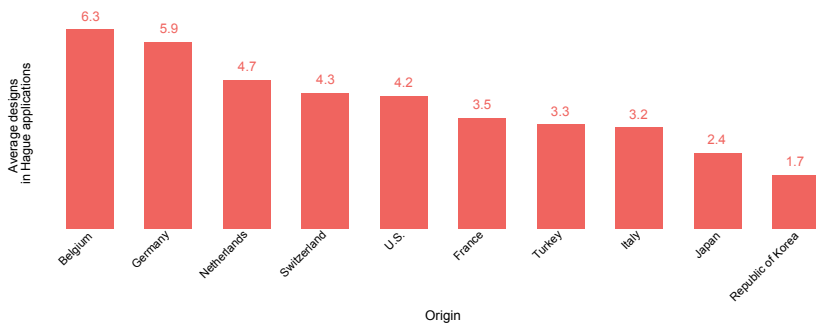
## *The average number of designs per application varies widely across origins*

The Hague System allows applicants to register up to 100 different designs through a single international application. However, only a few applicants sought to register the maximum number of designs permitted for a single application. In 2017, only eight applications contained 100 designs per application. For example, I. Paleohorinos Fotistika of Greece, which operates in the decorative lighting industry, filed three applications that contained 100 designs each, and Drylock Technologies of Belgium filed two applications with 100 designs per application.

On average, there were 3.7 designs per application filed in 2017, slightly higher than the previous year (3.4 designs) but considerably fewer than the average of 5.5 designs per application filed in 2007. This can be explained in part by the applications from recent Hague members (i.e., Japan and the Republic of Korea), which contained fewer designs per application compared with those from long established members Germany and Switzerland. For example, the Republic of Korea had an average of 1.7 designs per application in 2017, compared with an average of 5.9 designs per application for Germany (figure 4).

### **Applications from Belgium and Germany contain an average of five or more designs per application.**

Figure 4 – Average number of designs per international application for the top 10 origins, 2017



Source: WIPO Statistics Database, May 2018.

## *Which companies filed the most designs in 2017?*

Two electronics giants from the Republic of Korea, Samsung Electronics (762 designs) and LG Electronics (668 designs), ranked first and second, respectively, in the top applicants list (table 1). The Netherlands' Fonkel Meubelmarketing (490) dropped from first position in 2016 to third in 2017. It filed 463 fewer designs in 2017 compared with the previous year. Procter & Gamble of the U.S. (488) and Volkswagen of Germany (369) were fourth and fifth, respectively. I. Paleohorinos Fotistika of Greece was ranked sixth with 357 designs. It filed only eight designs in the previous year. The top 10 applicants represent a diverse set of industries, including automobiles, electronics, furnishing, household goods, decorative lighting, software and computer services, and watches and jewelry. The top 50 list for 2017 contains applicants from 18 origins. Germany had the highest number of top-50 applicants from any single country with 16, followed by Switzerland (9) and the U.S. (4).

### **Two electronics giants from the Republic of Korea, Samsung Electronics and LG Electronics, head the top applicants list.**

Table 1 – Top ten Hague applicants, 2015–2017

2017 ranking	Applicant's name	Origin	Number of applications			Number of designs contained in applications		
			2015	2016	2017	2015	2016	2017
1	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	436	351	220	1,088	862	762
2	LG ELECTRONICS INC.	Republic of Korea	28	673	510	47	720	668
3	FONKEL MEUBELMARKETING	Netherlands	18	32	14	438	953	490
4	PROCTER & GAMBLE COMPANY	U.S.	46	72	59	368	348	488
5	VOLKSWAGEN AG	Germany	53	64	38	418	337	369
6	I. PALEOHORINOS FOTISTIKA A.B.E.E.	Greece	..	1	4	..	8	357
7	DRYLOCK TECHNOLOGIES N.V.	Belgium	..	3	7	..	57	315
8	KRONOPLUS LIMITED	Cyprus	..	7	10	..	169	294
9	SWATCH AG	Switzerland	150	119	79	511	383	285
10	WENKO-WENSELAAR GMBH & CO. KG	Germany	9	21	32	143	211	250

.. indicates zero.

Source: WIPO Statistics Database, May 2018.

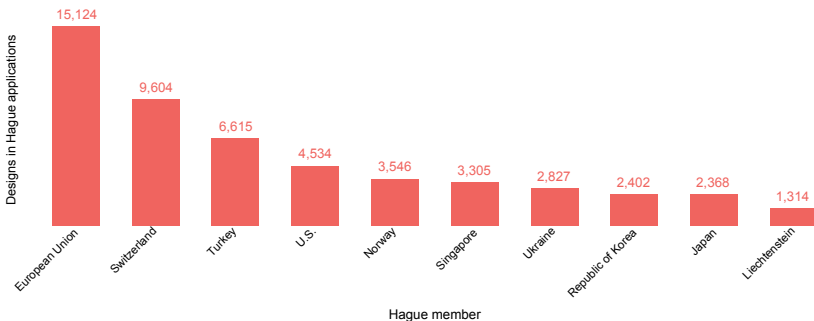
## *Where do Hague applicants seek to protect their designs?*

The Hague System simplifies the process of multinational registration by creating a single international procedure for protecting a design in multiple jurisdictions. Applicants list the Hague members in whose jurisdictions they wish to protect their designs (known as “designated members”). In 2017, the number of designations in all international applications decreased by 7.9%. However, the number of designs in all designations increased by 5.6%, making 2017 the third successive year of growth. In total, 79,464 designs were contained in all designations made in 2017.

The EU was the most designated Hague member in international applications in 2017, with 3,610 designations containing 15,124 designs (figure 5). It has been the most designated member since 2010. It was followed by Switzerland (9,604 designs), Turkey (6,615), the U.S. (4,534) and Norway (3,546). Among the top five designated members, Switzerland (+9%) and Turkey (+7.8%) saw strong growth in the number of designs in designations, while the U.S. (-4%) saw a decline.

### **The European Union and Switzerland continue to attract the most designs in designations.**

Figure 5 – Designs contained in designations in international applications for the top 10 designated Hague members, 2017



Source: WIPO Statistics Database, May 2018.

## *Which classes are most frequently specified in international applications?*

Designs related to furnishing (Class 6; 10.5%) accounted for the largest share of all designs in 2017, closely followed by recording and communication equipment (Class 14; 10.3%) and means of transport (Class 12; 7.6%). Combined, the top ten most specified classes accounted for 70.2% of all designs in 2017 (table 2). While designs related to furnishing were the most frequently specified class in international applications overall, class shares differed across origins. For example, Class 12 was the most frequently specified class in applications from France (15% of all designs); for the Republic of Korea (50.4%), the U.S. (24.2%) and Japan (19%) it was Class 14; and for Switzerland, Class 10 (clocks and watches) accounted for the largest share (31.4%).

### **Furnishing accounted for the largest share of total designs (10.5%) in 2017, closely followed by recording and communication equipment (10.3%).**

Table 2. Designs contained in international applications by class, 2015–2017

Class	2015	2016	2017	Growth rate (%) 2016–17	2017 share of total (%)
Class 6: Furnishing	1,975	2,350	2,045	-13.0	10.5
Class 14: Recording and communication equipment	1,387	2,107	2,008	-4.7	10.3
Class 12: Means of transport	1,073	1,537	1,472	-4.2	7.6
Class 26: Lighting apparatus	595	834	1,345	61.3	6.9
Class 10: Clocks and watches	1,244	1,336	1,339	0.2	6.9
Class 23: Heating and cooling equipment	1,117	1,140	1,248	9.5	6.4
Class 9: Packages and containers	878	1,155	1,241	7.4	6.4
Class 2: Clothing	759	668	1,072	60.5	5.5
Class 32: Graphic symbols and logos	1,121	991	1,035	4.4	5.3
Class 11: Articles of adornment	1,190	1,087	841	-22.6	4.3
All other classes	5,096	5,511	5,783	4.9	29.8
<b>Total</b>	<b>16,435</b>	<b>18,716</b>	<b>19,429</b>	<b>3.8</b>	<b>100.0</b>

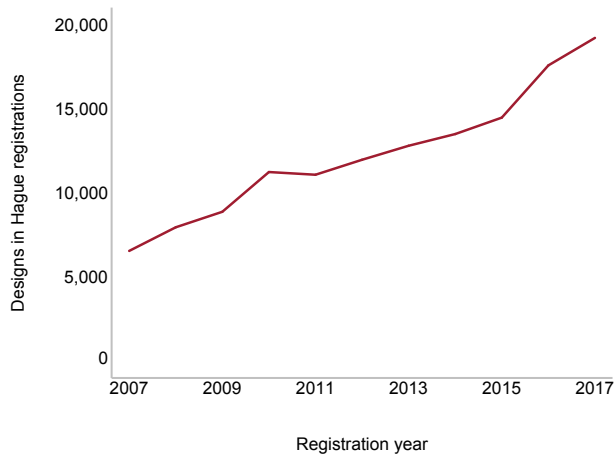
Source: WIPO Statistics Database, May 2018.

## *Designs contained in international registrations reached a new record in 2017*

The International Bureau (IB) recorded 5,041 international registrations containing 19,241 designs in 2017, breaking a 17-year-old record. Registrations declined by 3.7%, while the number of designs in registrations rose by 9.3% – the sixth consecutive year of growth (figure 6). Holders residing in Germany accounted for 22.6% of all design registrations, followed by holders in Switzerland (15.2%), the U.S. (8.7%), the Republic of Korea (8.3%) and France (6.8%). Each of these origins, except for the Republic of Korea, saw strong growth in registrations between 2016 and 2017. For example, designs contained in registrations from the U.S. grew by 27.5%, while those from Germany increased by 22.1%.

### **The number of designs contained in international registrations increased for the sixth consecutive year.**

Figure 6. Trend in the number of designs contained in international registrations, 2007–2017



Source: WIPO Statistics Database, May 2018.

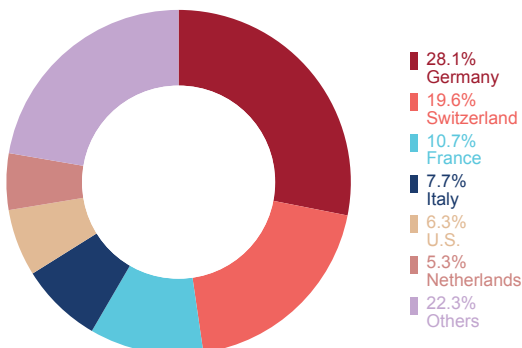
## *Registrations in force have grown for eight consecutive years*

The number of registrations in force (active registrations) increased by 6.9% in 2017, marking the eighth consecutive year of growth. The approximately 34,700 registrations in force contained around 140,000 designs. Both registrations in force and designs contained in those registrations are concentrated in a small number of countries, with holders residing in Germany (28.1%), Switzerland (19.6%) and France (10.7%) together accounting for around 58.4% of all active designs (figure 7).

Studying registrations in force by right holders helps to provide insights into the concentration of registrations at the individual and firm level. In 2017, two-thirds of firms or individuals holding an active registration had only one registration in their portfolio. Another 13.9% of holders owned only two active registrations, and holders with three active registrations accounted for 6.2% of the total. Only 31 portfolios had more than 100 active registrations, with 1 holder having 1,174 active registrations. The distribution of active registrations has remained more or less unchanged over the past few years.

### **Holders residing in Germany, Switzerland and France accounted for 58.4% of all designs in force in 2017.**

Figure 7. Share of designs contained in international registrations in force for the top six origins, 2017



Source: WIPO Statistics Database, May 2018.



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