

Hague Yearly Review 2020 – Executive Summary

International Registration of Industrial Designs

2020



**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 2020* – available
in English at: www.wipo.int/ipstats**

Key numbers for 2019

5,886 (+8.0%)

International applications

5,042 (+5.8%)

International registrations

25,029 (+26.1%)

Designations in international applications

20,987 (+26.0%)

Designations in international registrations

3,547 (+8.2%)

Renewals of international registrations

40,498 (+6.6%)

International registrations in force

21,807 (+10.4%)

Designs contained in international applications

18,535 (+7.7%)

Designs contained in international registrations

85,286 (+17.8%)

Designs contained in designations in international applications

73,655 (+18.0%)

Designs contained in designations in international registrations

17,170 (+25.2%)

Designs contained in renewals of international registrations

165,101 (+5.2%)

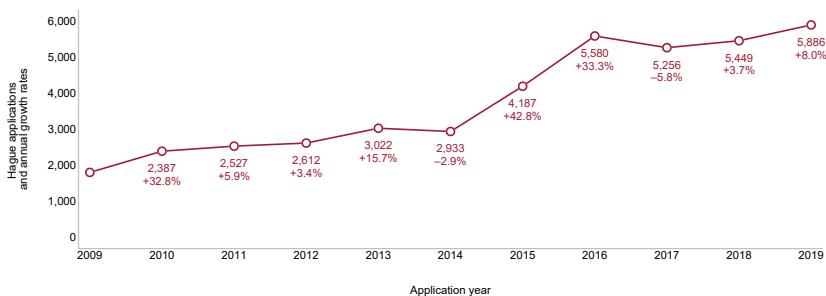
Designs contained in international registrations in force

The Hague System for industrial designs saw an 8% growth in applications in 2019

The number of international applications for the protection of designs filed under the World Intellectual Property Organization (WIPO)-administered Hague System grew by 8% in 2019 to reach 5,886 applications (figure A1). At the same time the number of designs contained in Hague applications increased by 10.4%, representing a thirteenth consecutive year of growth (figure A2). A considerable rise in the number of designs originating from Germany, Italy and the Republic of Korea partly accounts for the overall increase in 2019.

International applications grew by 8% in 2019, reaching 5,886 applications.

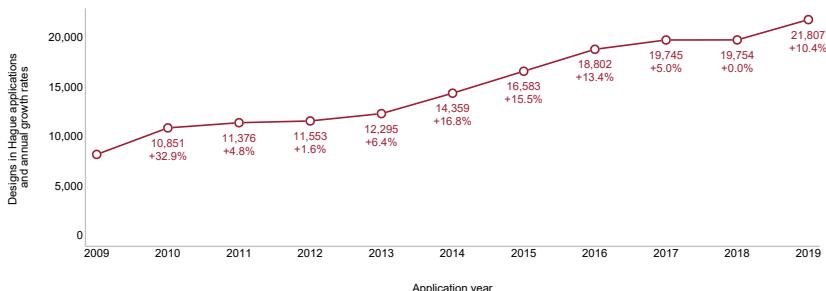
A1. Trend in international applications, 2009–2019



Source: WIPO Statistics Database, March 2020.

Designs contained in international applications increased by 10.4% in 2019.

A2. Trend in the number of designs contained in international applications, 2009–2019



Source: WIPO Statistics Database, March 2020.

Applicants from at least 65 countries or territories filed one or more Hague application

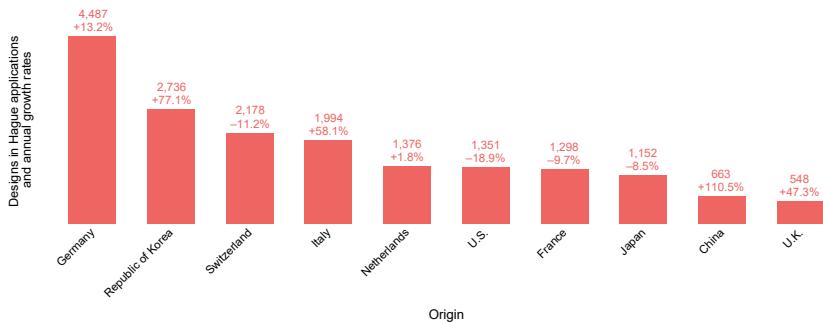
The accession of San Marino and Viet Nam in 2019 brought the number of Hague members to 71. These 71 Hague members make it possible for applicants to obtain protection for their designs within a geographical area incorporating a total of 88 countries. The difference between the number of Hague members 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 choosing to designate these intergovernmental organizations within an application, protection can be sought simultaneously within all their respective member states. In 2019, around 2,429 applicants from at least 65 countries or territories filed one or more Hague international application.

Which were the largest origins of designs filed under the Hague System in 2019?

Germany has been the most active user of the Hague System since 1988. In 2019, applicants based in Germany filed 772 Hague international applications containing 4,487 designs, followed by the Republic of Korea (2,736 designs), Switzerland (2,178), Italy (1,994) and the Netherlands (1,376) (figure A3). There was a 77.1% increase in the number of designs filed by applicants located in the Republic of Korea, whereas there was a 11.2% decrease from those residing in Switzerland; as a result, the Republic of Korea overtook Switzerland and ranked second in 2019. Recent member Japan ranked eighth. China, which is not a member of the Hague System, ranked in ninth position. Combined, the top 10 origins accounted for 81.5% of all designs in 2019, which is about four percentage points below their share a decade ago in 2009.

Applicants residing in Germany filed by far the most designs in 2019.

A3. Designs contained in international applications for the top 10 origins, 2019

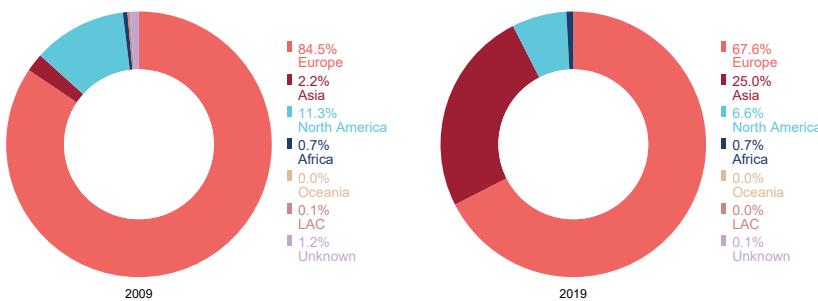


Source: WIPO Statistics Database, March 2020.

Applicants based in Europe accounted for 67.6% of all designs filed in 2019 (figure A4). 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 filed by Asia increased from 2.2% in 2009 to 25% in 2019. North America accounted for 6.6% of all designs filed in 2019. The combined share of Africa, Latin America and the Caribbean (LAC) and Oceania is only 0.7%, which is not surprising given that there is no Hague member from Oceania and Suriname is the sole member from LAC.

Asia's share of total designs increased from 2.2% in 2009 to 25% in 2019.

A4. Designs contained in international applications by region, 2009 and 2019



Note: LAC is the Latin America and the Caribbean.

Source: WIPO Statistics Database, March 2020.

Which companies had the most designs in published registrations in 2019?

For a third consecutive year, Samsung Electronics of the Republic of Korea, headed the list of top applicants with 929 designs in published registrations (table A5). It was followed by the Netherlands' Fonkel Meubelmarketing (859 designs), LG Electronics of the Republic of Korea (598), Volkswagen AG of Germany (536) and Procter & Gamble of the U.S. (410). Only three applicants have held the position of top applicant over the past 10 years: Procter & Gamble occupied the top spot for five consecutive years between 2010 and 2014; Samsung Electronics ranked first in 2015, 2017, 2018 and 2019; while Fonkel Meubelmarketing headed the list in 2016.

The top 10 applicants represent a diverse set of industries that includes automobiles, electronics, furnishing and household/consumer goods. The top 10 list for 2019 contains applicants from six origins: France and Germany had one applicant each; Italy, the Netherlands, the Republic of Korea and the U.S. each had two.

Samsung Electronics headed the list of top applicants in 2019.

A5. Top Hague applicants, 2017–2019

Ranking	Applicant's name	Origin	Number of designs contained in published registrations		
			2017	2018	2019
1	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	626	863	929
2	FONKEL MEUBELMARKETING B.V.	Netherlands	573	408	859
3	LG ELECTRONICS INC.	Republic of Korea	608	715	598
4	VOLKSWAGEN AG	Germany	353	268	536
5	PROCTER & GAMBLE CO.	U.S.	315	561	410
6	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	86	164	371
7	GWENDOLYN KERSCHBAUMER	Italy	0	0	322
8	GILLETTE COMPANY LLC	U.S.	84	75	252
9	THUN S.P.A.	Italy	48	38	241
10	PSA AUTOMOBILES SA	France	5	159	221

Source: WIPO Statistics Database, March 2020.

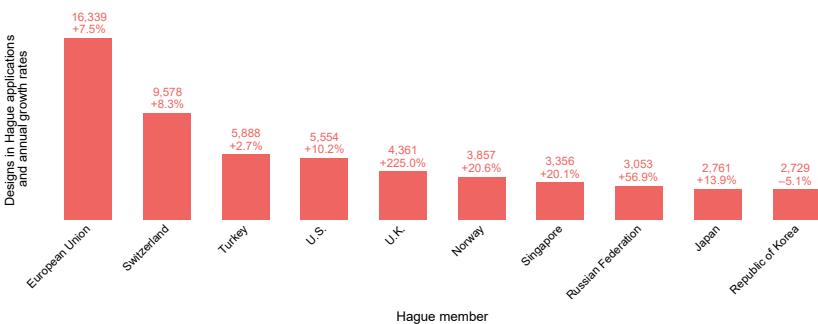
Where do Hague applicants seek protection for their designs?

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 (known as “designated members”).

The EU was the most designated Hague member in international applications in 2019, with 4,036 designations containing 16,339 designs (figure A6). It has been the most designated member since 2010. The EU was followed by Switzerland (9,578 designs), Turkey (5,888), the U.S. (5,554) and the U.K. (4,361). Every top 10 designated member, apart from the Republic of Korea, recorded a rise in designs in designations in 2019.

The U.K. had strong growth in designs in designations in 2019.

A6. Designs contained in designations in international applications for the top 10 designated Hague members, 2019



Source: WIPO Statistics Database, March 2020.

Which classes were most frequently specified in international applications?

Designs related to recording and communication equipment (Class 14; 13.6%) accounted for the largest proportion of all designs in 2019, followed by furnishing (Class 6; 10.1%) and means of transport (Class 12; 9.4%). Combined, the top 10 most specified classes accounted for 69.7% of all designs in 2019 (table A7).

While designs related to furnishing were the most frequently specified class in international applications overall, class shares differed across origins. For example, Class 14 was the most frequently specified class in applications from Japan (13.8% of all designs) and the Republic of Korea (62.5%); for the Netherlands (62.6%), it was Class 6; and for Switzerland, Class 10 accounted for the largest share (29.7%).

Recording and communication equipment (13.6%) accounted for the largest share of total designs in 2019.

A7. Designs contained in international applications by class, 2017–2019

	2017	2018	2019	Growth rate (%): 2018–2019	2019 share of total (%)
Class 14: Recording and communication equipment	2,038	2,031	2,974	46.4	13.6
Class 6: Furnishing	2,031	2,352	2,205	-6.3	10.1
Class 12: Means of transport	1,499	1,662	2,056	23.7	9.4
Class 9: Packages and containers	1,251	1,206	1,394	15.6	6.4
Class 26: Lighting apparatus	1,354	1,196	1,355	13.3	6.2
Class 23: Heating and cooling equipment	1,280	1,064	1,168	9.8	5.4
Class 32: Graphic symbols and logos	1,081	867	1,144	31.9	5.2
Class 10: Clocks and watches	1,375	1,288	996	-22.7	4.6
Class 11: Articles of adornment	856	867	973	12.2	4.5
Class 2: Clothing	1,094	698	943	35.1	4.3

Source: WIPO Statistics Database, March 2020.

International registrations of industrial designs grew by 5.8% in 2019

The International Bureau (IB) recorded 5,042 international registrations containing 18,535 designs in 2019. This is 5.8% higher than the year before. The number of designs in those registrations grew more sharply, increasing by +7.7% (table A8). Holders residing in Germany accounted for 18.7% of all design registrations, followed by those in the Republic of Korea (12%), Switzerland (11.3%), Italy (10.1%) and the U.S. (7.5%). Of the top five origins, Italy (+75.5%), the Republic of Korea (+50.1%) and the U.S. (+16.7%) each reported strong growth in 2019.

The top five origins accounted for around 60% of all designs in registrations in 2019.

A8. International registrations and registration design counts for the top 10 origins, 2019

Origin	Number of registrations			Designs in registrations		
	2019	Growth rate (%): 2018–2019	2019 share of total (%)	2019	Growth rate (%): 2018–2019	2019 share of total (%)
Total	5,042	5.8	100.0	18,535	7.7	100.0
Germany	703	6.5	13.9	3,468	-8.1	18.7
Republic of Korea	941	8.8	18.7	2,219	50.1	12.0
Switzerland	562	-5.4	11.1	2,090	-6.4	11.3
Italy	401	41.7	8.0	1,871	75.5	10.1
U.S.	344	7.5	6.8	1,392	16.7	7.5
Netherlands	173	6.1	3.4	1,354	42.1	7.3
Japan	344	-4.7	6.8	1,166	21.2	6.3
France	386	-6.5	7.7	1,070	-24.0	5.8
China	195	105.3	3.9	481	85.7	2.6
U.K.	131	9.2	2.6	391	22.2	2.1

Note: The top 10 origins were selected based on the number of designs contained in registrations in 2019.

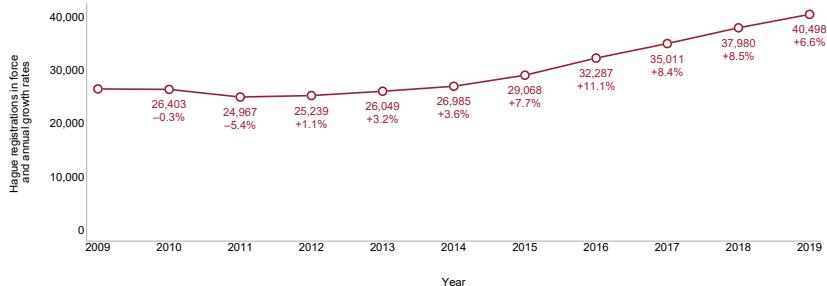
Source: WIPO Statistics Database, March 2020.

Registrations in force grew by 6.6% in 2019

The number of registrations in force (active registrations) rose by 6.6% in 2019, marking an eighth consecutive year of growth (figure A9). The approximately 40,500 registrations in force contained around 165,100 designs.

International registrations in force grew by 6.6% in 2019.

A9. International registrations in force, 2005–2019



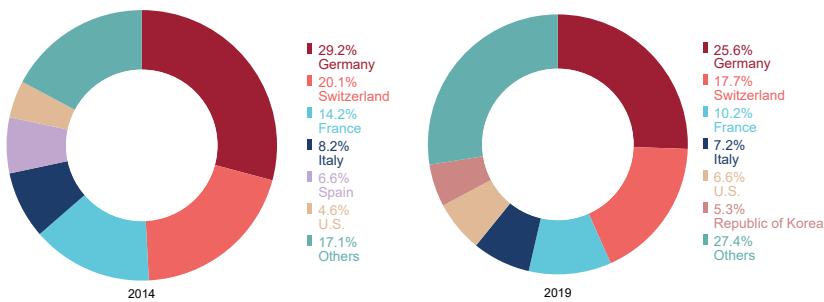
Source: WIPO Statistics Database, March 2020.

Half of registrations are concentrated in just three countries

Both registrations in force and the designs contained in those registrations are concentrated in a small number of countries, with holders residing in Germany (25.6%), Switzerland (17.7%) and France (10.2%) together accounting for around 53.5% of all active designs in 2019 (figure A10). However, the combined share of these three countries declined by around 10 percentage points between 2014 and 2019.

Holders residing in Germany accounted for 25.6% of all active designs in 2019.

A10. Share of designs contained in international registrations in force for the top six origins, 2014 and 2019



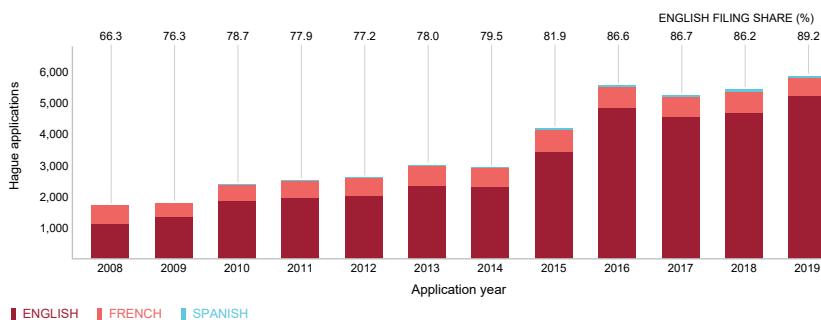
Source: WIPO Statistics Database, March 2020.

Nine out of 10 international applications are filed in English

In 2019, 89.2% of Hague applications were filed in English, whereas French accounted for 9.9% and Spanish just 1% (figure A11). Up until 1998, over half of all filings were made in French, since when English has been the preferred language for applications. Only one Spanish-speaking country – Spain – is a member of the Hague System, which explains the low share of applications filed in Spanish.

Nine out of ten international applications are now filed in English.

A11. Distribution of international applications by language of filing, 2008–2019



Note: International applications can be filed in English, French or Spanish.

Source: WIPO Statistics Database, March 2020.



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