

Trademarks

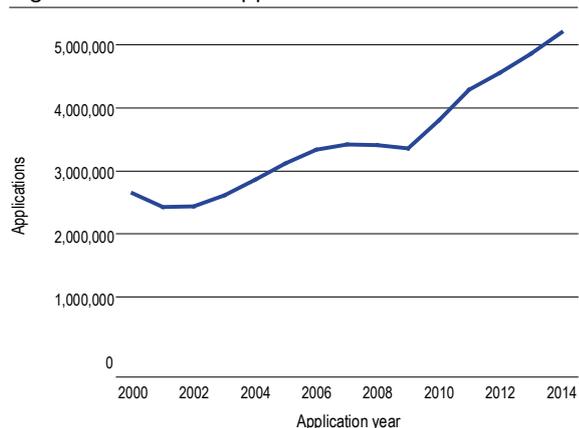
Highlights

Applications exceed 5 million in 2014

An estimated 5.19 million trademark applications were filed worldwide in 2014, 6.9% more than in 2013 (figure 7). This growth was driven by filings in China. Applications have almost doubled since 2000, increasing in all but 3 of the 15 years presented.

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 returned to single-digit levels in 2012 and has remained at 6 to 7% each year since.

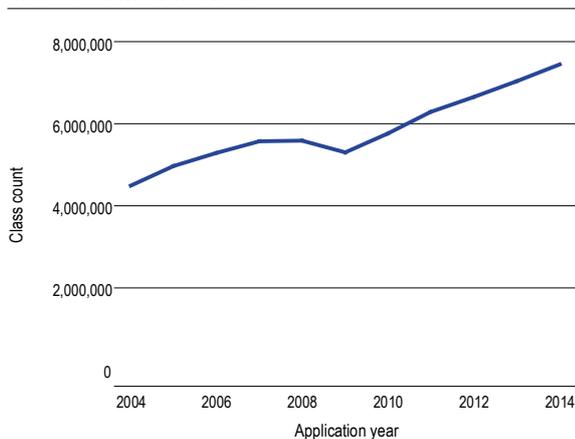
Figure 7. Trademark applications worldwide



Source: Standard figure B1.

When differences in filing systems across national and regional offices are harmonized using the application class count, trademark filing activity grew by 6% in 2014. The total number of classes specified in applications reached 7.45 million, an increase of 66% on the 4.5 million recorded in 2004 – the first year in which complete class counts became available (figure 8).

Figure 8. Trademark application class counts worldwide



Source: Standard figure B2.

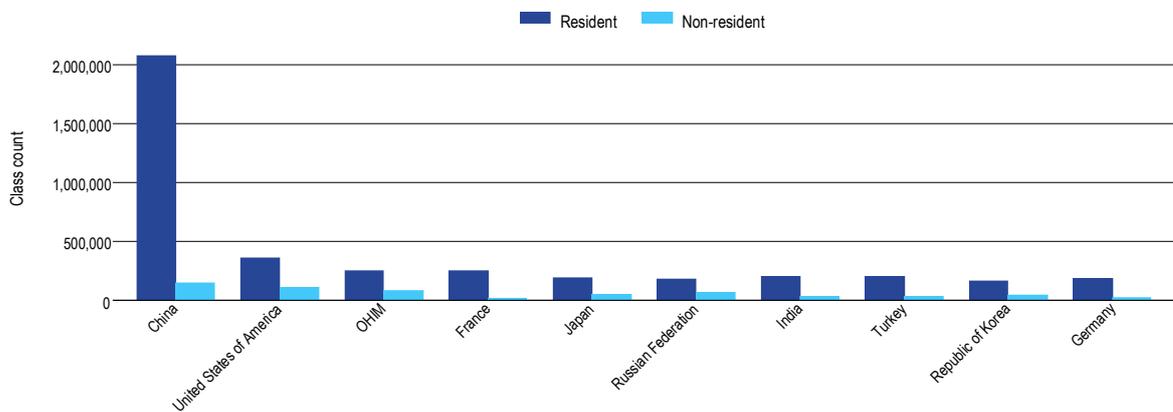
Class count

A trademark application may refer to different classes of goods or services. 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). Some offices allow single-class filing only, meaning that applicants have to file a separate application for each class. Others permit multi-class filings, enabling applicants to file a single application in which a number of classes can be specified. To improve 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.

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) largely reflects trademark holders seeking protection in China. In 2014, the trademark office of China accounted for four-fifths of the annual increase in global trademark filing activity. It was followed by the offices of Japan and the US, which accounted for less than one-tenth each.

Figure 9. Trademark application class counts for the top 10 offices, 2014



Source: Standard figure B10.

The office of China's 2.22 million class count was followed by around 470,000 at the United States Patent and Trademark Office (USPTO). They have been the top two offices since the early 2000s (figure 9), but since 2004 China's class count has grown from nearly twice that of the US to over four times in 2014. These two offices were followed by the European Union's (EU) Office for Harmonization in the Internal Market (OHIM; 333,443) and those of France (269,837) and Japan (242,073). The top five offices in 2014 accounted for almost half of all trademark filing activity, up from about one-third in 2004.

Among the top 20 offices, 15 exhibited more trademark filing activity in 2014 than in 2013, with the largest increases being recorded in China (+18.2%), Japan (+16.9%), India (+15.4%) and Mexico (+10.8%). Conversely, the offices of France (-10%), the Benelux Office of Intellectual Property (-4.1%), Brazil (-3.9%), Italy (-2.4%) and Switzerland (-0.6%) saw declines.

At most offices, trademark applications are filed mainly by residents seeking protection within their domestic jurisdiction. In 2014, residents accounted for three-quarters of global filing activity. In fact, domestic filing is becoming more concentrated, with the world resident application class count increasing by 8.6% on the previous year and that for non-residents decreasing by 1.4%.

Due to the large number of resident trademark applications in China, the global non-resident share has come down from its peak of 34.4% in 2008 to 24.2% in 2014, by 10.2 percentage points. Excluding China, the non-resident share has fallen by only 4.4 percentage points.

Of the top 20 offices, half had less than 20% of filing activity attributed to non-residents; China and France had the lowest at about 7% each. The highest non-resident shares were recorded in Australia (39.2%), Canada (45.4%), China Hong Kong (SAR) (61.3%) and Switzerland (58.1%).

Resident filing activity drove the double-digit growth in both China and Japan, whereas non-resident filing activity accounted for most of the growth in Mexico. In India and China Hong Kong (SAR), the annual increases in filing activity were more equally shared among residents and non-residents.

The ranking of the top 20 offices is generally similar to that in 2013. However, Japan moved up two spots to enter the top five in 2014, while India climbed two places to reach number seven, edging ahead of both Turkey and the Republic of Korea. In addition, Mexico surpassed Australia to become the thirteenth most active office in terms of trademark filing activity.

Total application class counts at offices of high-income economies grew only slightly (+2%) between 2004 and 2014, lower than the average annual growth rates for all other income groups.

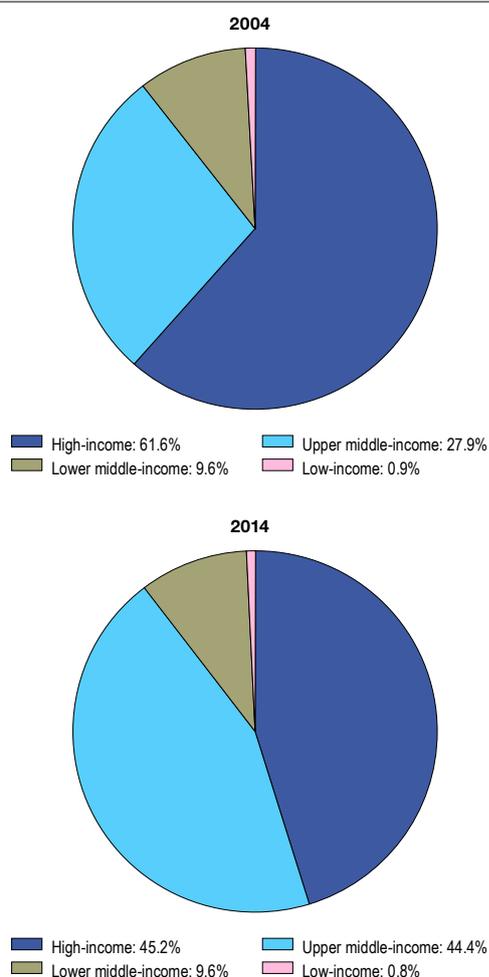
While three-fourths of the top 20 offices are in high-income economies, four are in upper middle-income countries (Brazil, China, Mexico and Turkey) and one is in a lower middle-income country (India). Offices of high-income countries accounted for 45.2% of filing activity worldwide – down from 61.6% in 2004, whereas the share accounted for by offices of upper middle-income countries – including China – rose from 27.9%

in 2004 to 44.4% in 2014 (figure 10). On the other hand, the shares of total filing activity by lower middle-income (9.6%) and low-income countries (0.8%) remained almost unchanged over the same period. When China's statistics are removed from the upper middle-income group category, the class count in the other middle-income countries combined still grew between 2004 and 2014, but only by 5.1%, and their share of the world total remained unchanged at 14.6%.

Among offices located in low- and middle-income countries, year-on-year growth was particularly high in Pakistan (+21.3%), the Philippines (+15.7%) and Yemen (+21%).

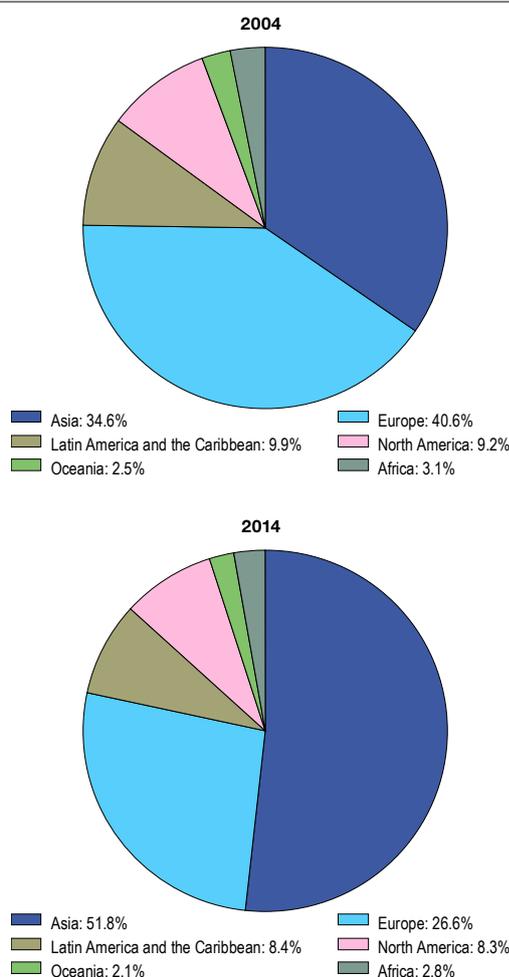
Nine of the top 20 offices are located in Europe, and six are in Asia. Offices in Asia accounted for 51.8% of trademark filing activity, followed by those in Europe (26.6%; figure 11). Latin America & the Caribbean (LAC; 8.4%) and North America (8.3%) held almost equal shares.

Figure 10. Trademark application class counts by income group



Source: Standard table B7.

Figure 11. Trademark application class counts by region



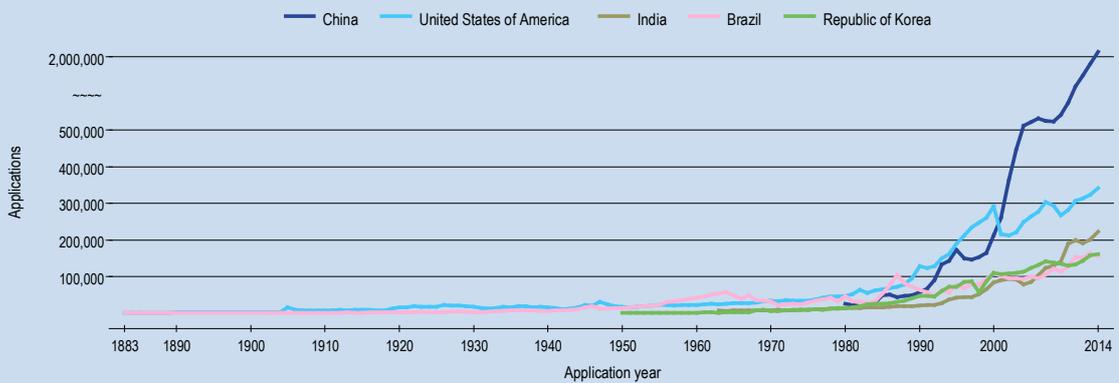
Source: Standard table B8.

Trademark filings since 1883

Trademark filings were fairly low and stable until the mid-1980s. Filings at China's office took off in the 1990s, and in 2001 they exceeded the numbers received by the USPTO, making China's office the largest in terms of applications received.

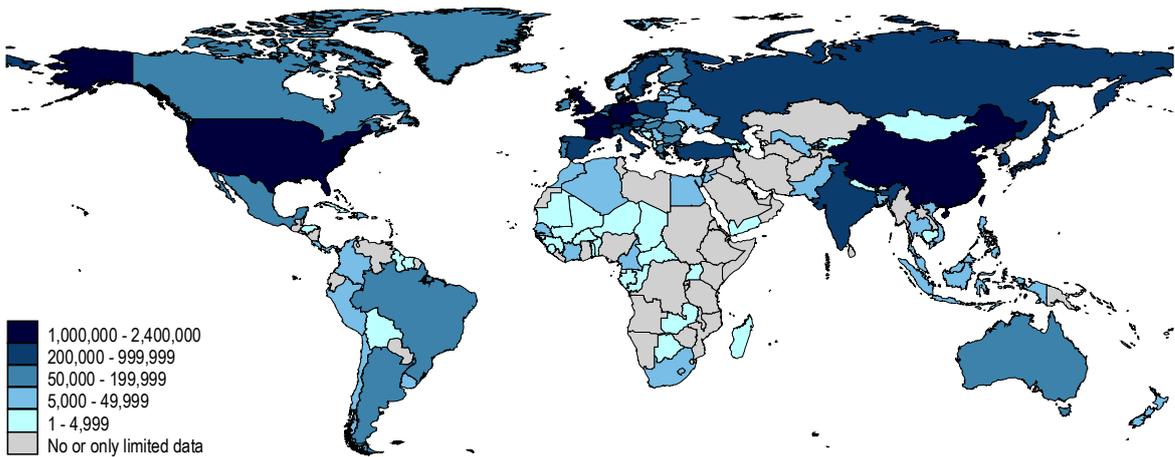
Nevertheless, filings at the USPTO have doubled since the mid-1990s despite declines at the end of the dot-com era in 2001 and 2002 and during the financial crisis in 2008 and 2009.

Trend in trademark applications for the top five offices



Source: Standard figure B9.

Map 2. Equivalent trademark application class counts by origin, 2014



Source: Standard map B16.

Equivalent application class count

Applications at some regional IP offices are equivalent to multiple applications in the countries that are members of the organizations establishing these offices. For example, 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 2014 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.

China overtakes Germany as the largest origin

Trademark filings received by each office include applications filed by residents and those filed by foreign applicants – referred to as non-residents. Completing the picture requires analysis of the origins of applications, whether filed by residents in their home jurisdiction or abroad.

Applicants from China accounted for the largest volume of filing activity, with 2.33 million equivalent application classes specified in their applications filed at home and abroad. Growth of 19% over the previous year pushed China ahead of Germany, whose applicants had an equivalent application class count of 2.07 million, down 6% from 2013. These top two origins were followed by the US, the United Kingdom (UK) and France, all with an equivalent application class count of more than a million.¹ Applicants from Italy, Japan, the Netherlands, Spain and Switzerland each had equivalent application class counts ranging from about 400,000 to 860,000. However, when resident trademark applications are excluded, Germany has remained the largest origin of filing activity abroad since 2006.

Applicants from several LAC countries as well as those located in many African, Central and smaller South-East Asian countries showed low trademark filing activity in 2014. However, the picture is partial, as data for a number of these origins are incomplete because some offices do not provide a complete breakdown of the origin of the applications they receive.

1. Equivalent application class counts differ from absolute class counts, which are presented in figure B17 and do not take into account the multiplying effect of regional offices.

Applicants from many EU member countries had the highest trademark filing activity due not only to the application class counts at their respective national offices and at numerous offices abroad but also to their frequent use of OHIM – with its multiplier effect – to seek protection within the EU as a whole.

Looking at absolute counts – and removing OHIM's multiplier effect – 96% of all filing activity (application class counts) by Chinese applicants was in China alone, with only 4% attributed to those seeking protection abroad. These shares were the same in relation to resident filing and filing abroad by Brazilian, Indian and Filipino applicants. Applicants residing in Argentina, Indonesia and South Africa also dedicated less than 10% of their trademark filing activity to seeking protection abroad.

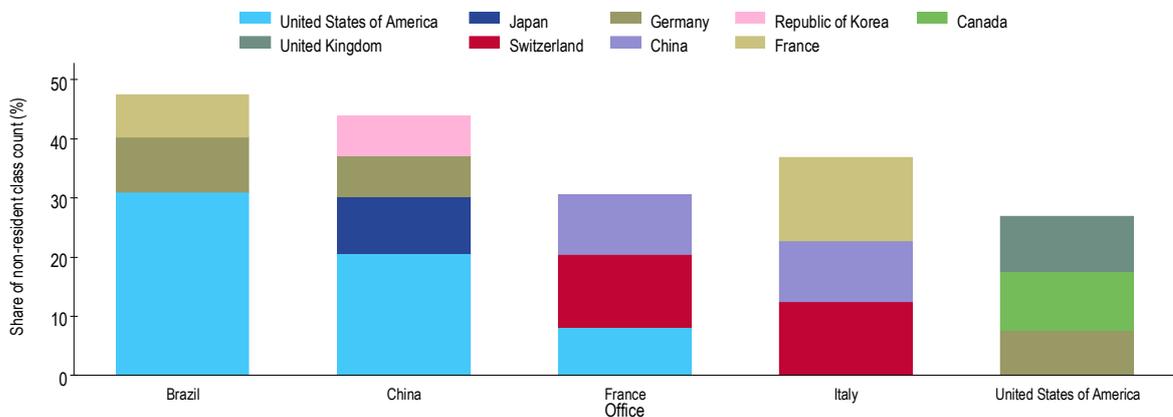
Conversely, about three-fourths of filing activity by Swiss applicants occurred outside their country, followed by that of applicants from the US (45%), Italy (38%), the UK (38%) and Germany (36%).

Applicants from the upper middle-income countries of Belarus (41%) and Panama (39%) sought protection abroad for a considerable share of their trademark filing activity. For the lower middle-income countries of the Republic of Moldova and Ukraine, the share was between 21% and 25%.

When deciding where to seek trademark protection, applicants consider such factors as market size and geographical proximity. For example, one-fifth of all non-resident filing activity in China in 2014 came from US applicants, and one-tenth from applicants in Japan (figure 12). Applicants from Germany and the Republic of Korea accounted for 7% each of non-resident trademark filing activity in China. In the US, applicants from Canada (10%) and the UK (9%) accounted for the largest shares of non-resident filing activity.

After applicants from Switzerland, those from China were the second most active foreign filers in France and the third most active in Italy, accounting for 10% of application class counts in filings received from abroad by these two offices. In Brazil, US applicants accounted for 31% of all non-resident filing activity (class counts), followed by 9% for German applicants and 7% for French.

Figure 12: Share of total non-resident filing activity by origin at selected offices



Source: Standard figure B20.

Adjusting for GDP and population

Differences in trademark filing activity across countries reflect both the size of their economy 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 Portugal and Estonia) may rank higher than some countries that otherwise show higher class counts (India and the US). China (12,071), followed by Portugal (10,604), the Republic of Korea (9,685) and Estonia (8,379) exhibited among the highest resident application class count-to-GDP ratios in 2014 (figure 13). Portugal, in particular, saw a large increase in resident application class count per unit of GDP between 2004 and 2014. This was due to resident filing activity in Portugal more than doubling over this ten-year period, coupled with a decrease in GDP of 2.8%. Australia and Germany each had a ratio of about 7,000 even though German resident filing activity was two-and-a-half times that of Australian residents.

The data reflecting application class count per million population present a somewhat different picture. Switzerland – with a population of 8.2 million – reported a resident application class count of 4,221 per million, one of the most intensive on this indicator. The Republic of Korea (3,257), and Australia and Germany, with close to 3,000 each, also rank high.

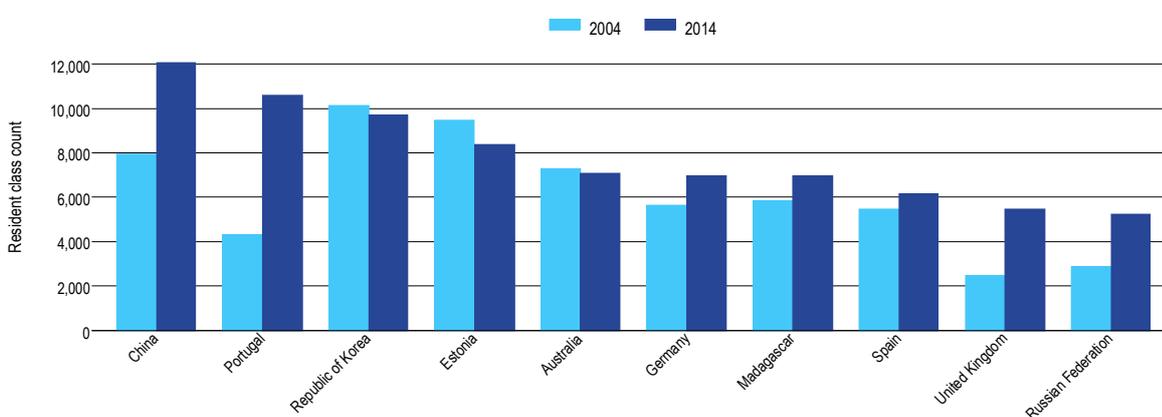
Which classes and industries see the most filing activity?

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 – and in 2014 was represented in 9.8% of all trademark filing activity. Equally represented in 6.8% of all reported filing activity by class, the second and third highest were goods classes 9 (including scientific, photographic, measuring instruments, recording equipment, computers and software) and 25 (clothing, footwear, headgear).

The 11 service-related classes accounted for 35.4% of all classes specified in applications filed in 2014, up from 30% in 2004. But in the offices of China, India and Indonesia, services classes accounted for less than 30% of all filing activity, in contrast to more than 50% in the Benelux and Spain offices.

It is useful to group the 45 Nice classes into 10 industry sectors. Similar to the percentages reported in 2013, 2014 saw the agriculture, research & technology, and clothing sectors account for the largest shares of global trademark filing activity, ranging from 13% to 17%. In contrast, industries relating to chemicals and to transportation accounted for the smallest shares, from about 2% to 5%. The distribution of total trademark applications across industries has remained stable between 2004 and 2014.

Figure 13. Resident trademark application class count per 100 billion USD GDP for selected origins



Source: Standard figure B28.

The top three industry sectors in Germany, the US and at OHIM 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.

Trademark registrations approach 3.5 million

After examination, an office may decide to register a trademark. The number of registrations issued can fluctuate greatly from year to year, due in part to the resources that offices dedicate to examining trademark applications. For this reason, one should not compare the number of applications filed at an office in a given year with the number of registrations issued by that office in the same year.

The 3.49 million trademark registrations recorded worldwide in 2014 were up an impressive 16.3% on the previous year.

Just as class counts make application activity internationally comparable, so they do for registrations. In 2014, 5.15 million classes were specified in trademark registrations, an 11.1% increase on 2013, returning to the double-digit growth last witnessed in 2010. China accounted for 70% of this annual increase, largely due to its efforts to improve examination efficiency. In 2014, China's office was responsible for more than a quarter of all registration activity (class counts), so a big change at this office can have a large impact on global growth.

Brazil records the fastest growth in registrations

In 2014, China's office registered trademarks in which about 1.38 million classes were specified, followed distantly by OHIM (293,465), the USPTO (253,700) and the office of Turkey (192,705).

Along with the very high annual growth in China (+36%), several other offices among the top 20 experienced large increases in registration activity, including Argentina (+19%), Brazil (+132%) and Turkey (+12%). However, Australia (-2%), the Benelux office (-2%), Canada (-13%) and the Republic of Korea (-1%) saw decreases.

Globally, 30% of the total registration class count in 2014 was attributed to non-residents. But more than half of the top 20 offices reported lower shares than this; in particular, the non-resident shares of registration activity at the offices of China, Germany, Italy and Spain ranged from around 10% to 12.5%. China Hong Kong (SAR), Switzerland and Ukraine had non-resident shares of 60% or more.

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 IP, trademarks can be maintained indefinitely by paying renewal fees at defined time intervals. In 2014, there were an estimated 33.1 million active trademark registrations at 124 offices worldwide, representing an increase of 13% on 2013.

Once again, China accounted for the most trademarks in force in 2014, with almost 8.4 million, a 15.9% increase on 2013. The US (1.85 million) and Japan (1.8 million) had similar numbers. India, with almost 990,000, also ranks high. At slightly more than 920,000, Mexico edged in front of the Republic of Korea's approximately 888,000 trademarks in force to rank seventh, just after Germany. Like China, the offices of Argentina, South Africa and Turkey saw double-digit one-year growth.

About 11 million trademarks in force at 65 offices in 2014 can be distributed according to the year they were initially registered. Approximately 18% of those registered in 1981 were still in force in 2014, reflecting the enduring value of marks. For those registered in 2004 and later, the percentage rises above 50%. Almost half these 11 million have been registered since 2008.

Use of the Madrid route continues to grow

To obtain trademark protection in multiple countries or jurisdictions, applicants can either file their applications 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). In addition to the increased use of the Madrid System that took place in 2014, the System also continued to grow geographically, with the accession of the African Intellectual Property Organization (OAPI), representing 17 countries, and Zimbabwe.

The nearly 48,000 international trademark applications filed through the Madrid System in 2014 were up 2.3% on 2013, reflecting growing membership and a general upward trend in applications worldwide. About one-third of the growth resulted from just two countries whose applicants used the Madrid route the most in 2014 – Germany accounted for 10% and the US for 22% of total growth.

German holders have been the largest users of the Madrid System for more than a decade. In 2014, their registrations contained a total of 46,536 designations – including subsequent designations, followed by the designations in registrations belonging to holders from the US (41,738) and from France (28,919). Together, these three held a combined share of 34% of all designations made in international registrations recorded in 2014.

For the second year running, China was the only Madrid member to exceed 20,000 designations in 2014. The EU regained its number two spot while the Russian Federation dropped two positions to become the fourth most designated Madrid member in 2014, with 16,573 designations. Recent Madrid members India, Mexico and New Zealand showed high growth in frequency of designation by international registration holders from other Madrid member countries.

In 2014, a large majority (85%) of Madrid member offices 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 and statistics, see the *Madrid Yearly Review, 2015*.

Standard figures and tables

Trademark applications and registrations worldwide

B1	Trend in trademark applications worldwide	82
B2	Trend in trademark application class counts worldwide	82
B3	Resident and non-resident trademark application class counts worldwide	83
B4	Trend in trademark registrations worldwide	83
B5	Trend in trademark registration class counts worldwide	84
B6	Resident and non-resident trademark registration class counts worldwide	84

Trademark applications and registrations by office

B7	Trademark application class counts by income group	85
B8	Trademark application class counts by region	85
B9	Trend in trademark applications for the top five offices	85
B10	Trademark application class counts for the top 20 offices, 2014	86
B11	Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2013-14	86
B12	Trademark application class counts for offices of selected low- and middle-income countries, 2014	87
B13	Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2013-14	87
B14	Trademark registration class counts for the top 20 offices, 2014	88
B15	Trademark registration class counts for offices of selected low- and middle-income countries, 2014	88

Trademark applications by origin

B16	Equivalent trademark application class counts by origin, 2014	89
B17	Trademark application class counts for the top 20 origins, 2014	89
B18	Trademark application class counts for selected low- and middle-income origins, 2014	90
B19	Trademark application class counts abroad for the top 20 origins, 2014	90
B20	Trademark application class counts for the top 25 offices and origins, 2014	91

Trademark applications by Nice class and industry sector

B21	Distribution of trademark applications by top Nice classes, 2014	92
B22	Trademark applications by goods and services classes, 2014	92
B23	Trademark applications by industry sector, 2014	93
B24	Trademark applications by top three sectors at the top offices, 2014	94
B25	Distribution of trademark applications by goods and services at the top offices, 2014	94
B26	Trademark applications by top three sectors for the top origins, 2014	95
B27	Distribution of trademark applications by goods and services for selected origins, 2014	95

Trademark application class count in relation to GDP and population

B28	Resident trademark application class count per 100 billion USD GDP for selected origins	96
B29	Resident trademark application class count per million population for selected origins	96

Trademarks in force

B30	Trademarks in force at selected offices, 2014	97
B31	Trademarks in force in 2014 as a percentage of total registrations	97
B32	Average age of trademarks in force at selected offices, 2014	98

Trademark applications and registrations through the Madrid System

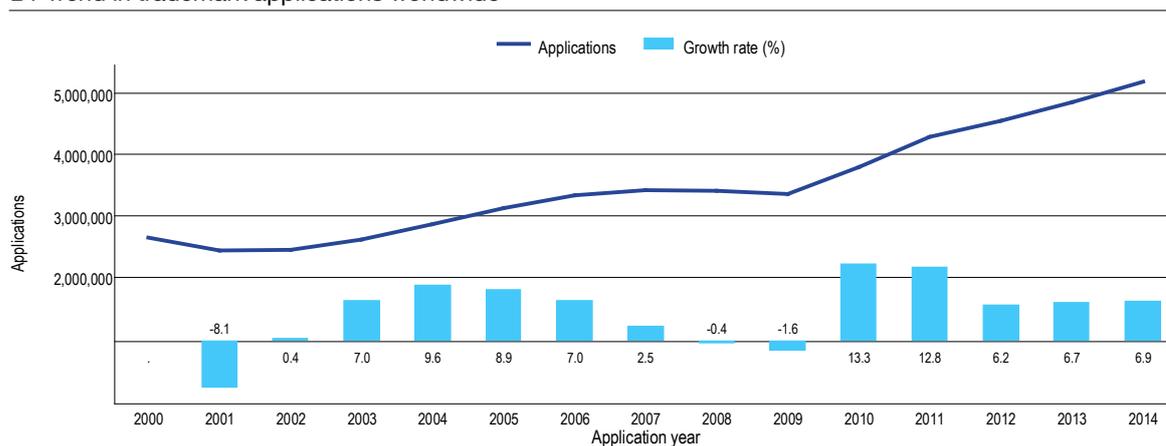
B33	Madrid international applications by origin, 2014	98
B34	Top Madrid applicants, 2014	99
B35	Trend in Madrid international registrations	99
B36	Designations in registrations for the top 20 origins, 2014	100
B37	Designations in registrations for the top 20 designated Madrid members, 2014	100
B38	Trend in non-resident filing activity by filing route (direct and Madrid)	101
B39	Madrid share of non-resident filing activity for selected designated Madrid members, 2014	101

Statistical tables

B40	Trademark applications by office and origin, 2014	102
B41	Trademark registrations by office and origin, and trademarks in force, 2014	106

Trademark applications and registrations worldwide

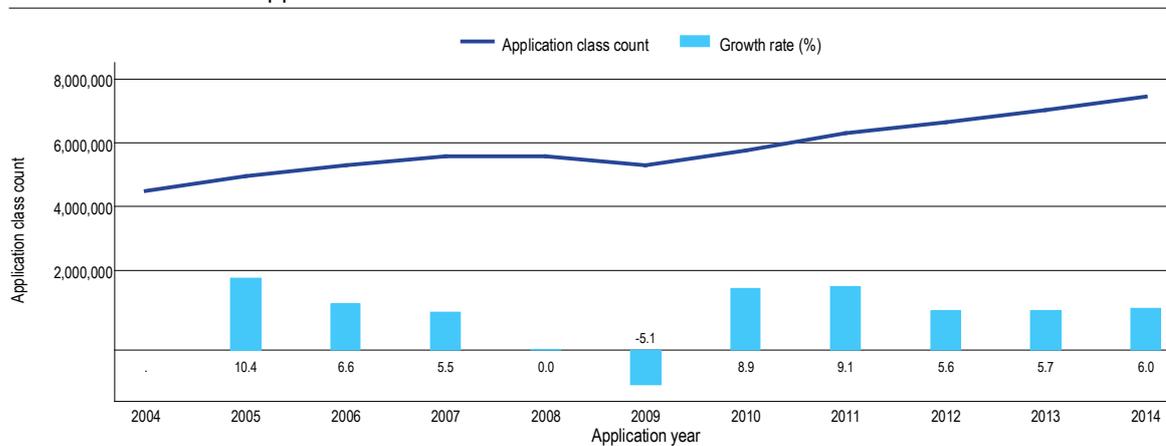
B1 Trend in trademark applications worldwide



Note: World totals are WIPO estimates using data covering 163 IP offices (see Data description). These totals include the numbers of applications filed directly with national and regional offices (the "Paris route") as well as the numbers of designations received by offices via the Madrid System (where applicable).

Source: WIPO Statistics Database, October 2015.

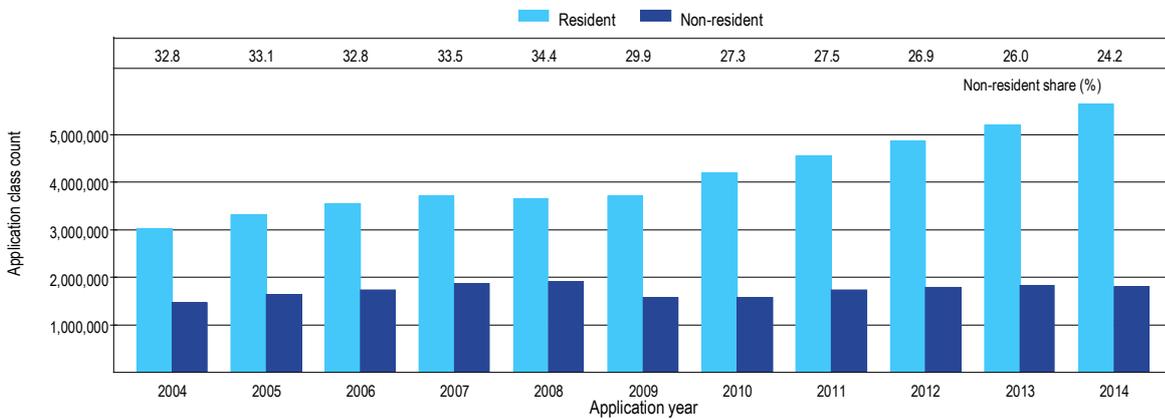
B2 Trend in trademark application class counts worldwide



Note: World totals are WIPO estimates using data covering 163 IP offices (see Data description). These totals include class counts in applications filed directly with national and regional offices (the "Paris route") as well as 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 2015.

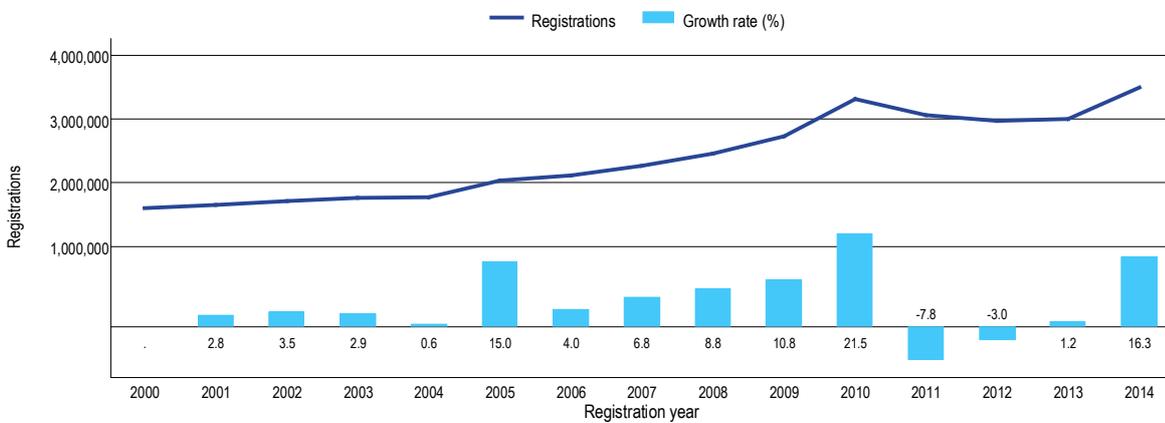
B3 Resident and non-resident trademark application class counts worldwide



Note: World totals are WIPO estimates using data covering 163 IP offices (see Data description). These totals include class counts in applications filed directly with national and regional offices (the “Paris route”) as well as 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 2015.

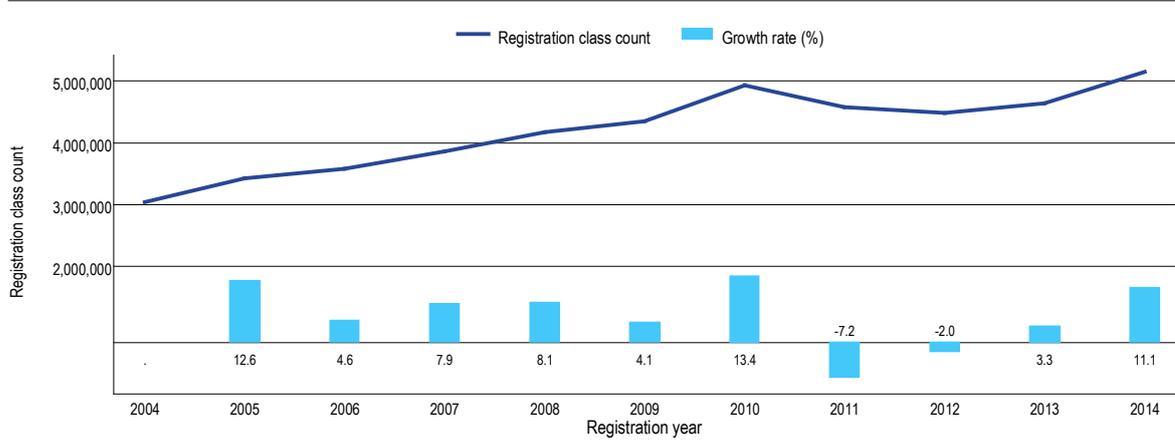
B4 Trend in trademark registrations worldwide



Note: World totals are WIPO estimates using data covering 156 IP offices (see Data description). These totals include the numbers of registrations issued by national and regional offices for applications filed directly with offices (the “Paris route”) as well as for designations received by offices via the Madrid System (where applicable).

Source: WIPO Statistics Database, October 2015.

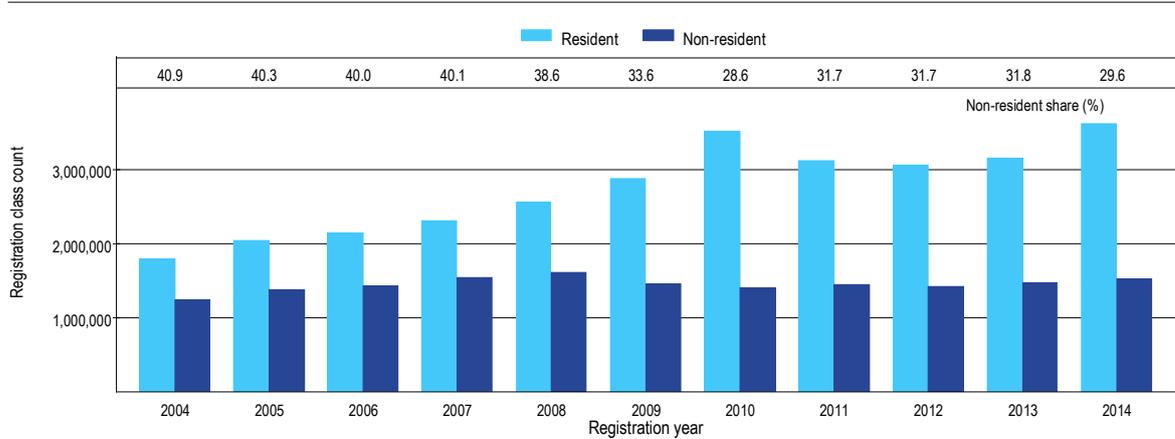
B5 Trend in trademark registration class counts worldwide



Note: World totals are WIPO estimates using data covering 156 IP offices (see Data description). These totals include class counts in registrations issued by national and regional offices for applications filed directly with offices (the "Paris route") as well as 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 2015.

B6 Resident and non-resident trademark registration class counts worldwide



Note: World totals are WIPO estimates using data covering 156 IP offices (see Data description). These totals include class counts in registrations issued by national and regional offices for applications filed directly with offices (the "Paris route") as well as 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.

Source: WIPO Statistics Database, October 2015.

Trademark applications and registrations by office

B7 Trademark application class counts by income group

	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2004	2014	2004	2014	2004	2014	2004-14
High-income	2,770,000	3,368,600	66.3	71.6	61.6	45.2	2.0
Upper middle-income	1,253,400	3,308,000	73.4	83.5	27.9	44.4	10.2
...Upper middle-income without China	658,500	1,085,400	59.6	63.3	14.6	14.6	5.1
Lower middle-income	431,800	713,500	56.7	62.1	9.6	9.6	5.1
Low-income	41,700	59,300	48.1	46.0	0.9	0.8	3.6
World	4,496,900	7,449,400	67.2	75.8	100.0	100.0	5.2

Note: Totals by income groups are WIPO estimates using data covering 163 IP offices. Each category includes the following number of offices: high-income (63), upper middle-income (43), lower middle-income (37) and low income (20). Data for the Office for Harmonization in the Internal Market are allocated to the high-income group because most EU member states are high-income countries. For the same reason, data for the African Regional Intellectual Property Organization and the African Intellectual Property Organization are allocated to the low-income group. An additional category, "Upper middle-income without China", has been added to provide a view of the remaining countries in the upper middle-income group excluding the high filing activity in China.

Source: WIPO Statistics Database, October 2015.

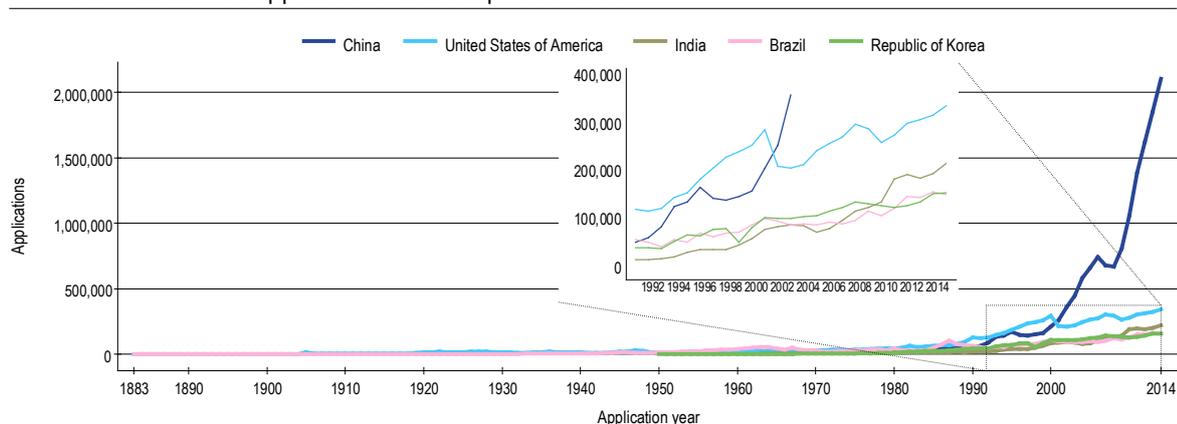
B8 Trademark application class counts by region

	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2004	2014	2004	2014	2004	2014	2004-14
Africa	139,300	207,000	46.4	45.3	3.1	2.8	4.0
Asia	1,558,000	3,855,700	73.9	82.2	34.6	51.8	9.5
Europe	1,826,150	1,983,000	62.4	73.7	40.6	26.6	0.8
Latin America & the Caribbean	443,600	626,200	64.8	63.2	9.9	8.4	3.5
North America	415,550	617,400	74.7	71.5	9.2	8.3	4.0
Oceania	114,300	160,100	60.3	54.8	2.5	2.1	3.4
World	4,496,900	7,449,400	67.2	75.8	100.0	100.0	5.2

Note: Totals by geographical region are WIPO estimates based on data covering 163 offices. Each region includes the following number of offices: Africa (33), Asia (45), Europe (42), Latin America & the Caribbean (36), North America (2) and Oceania (5).

Source: WIPO Statistics Database, October 2015.

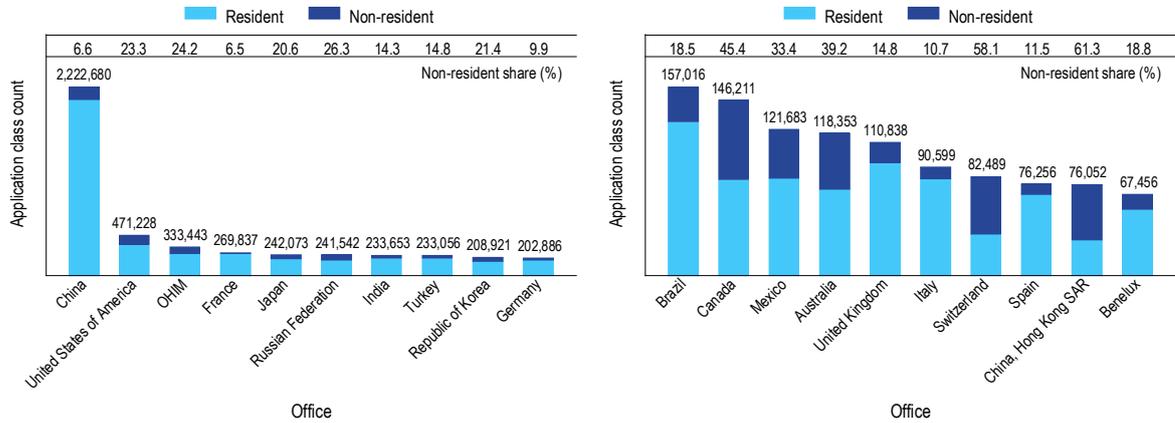
B9 Trend in trademark applications for the top five offices



Note: Data are based on the numbers of applications filed; that is, 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 2014 totals.

Source: WIPO Statistics Database, October 2015.

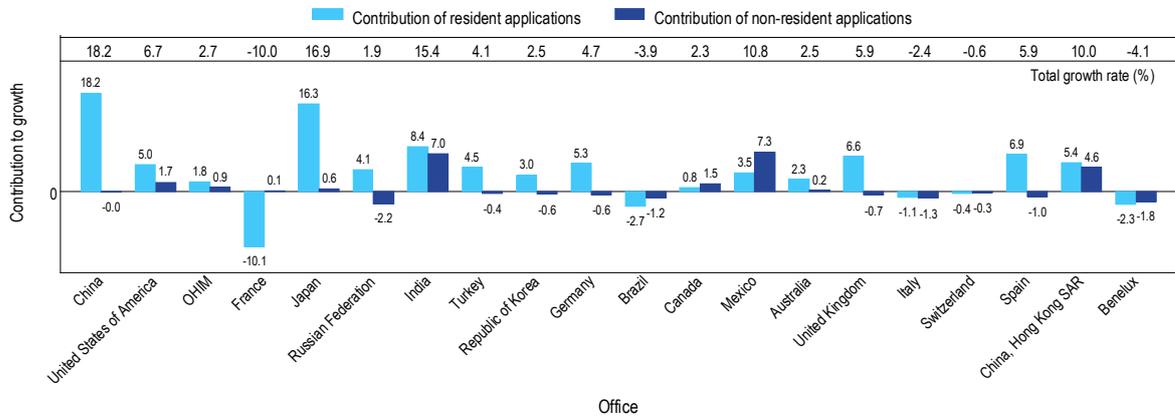
B10 Trademark application class counts for the top 20 offices, 2014



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

Source: WIPO Statistics Database, October 2015.

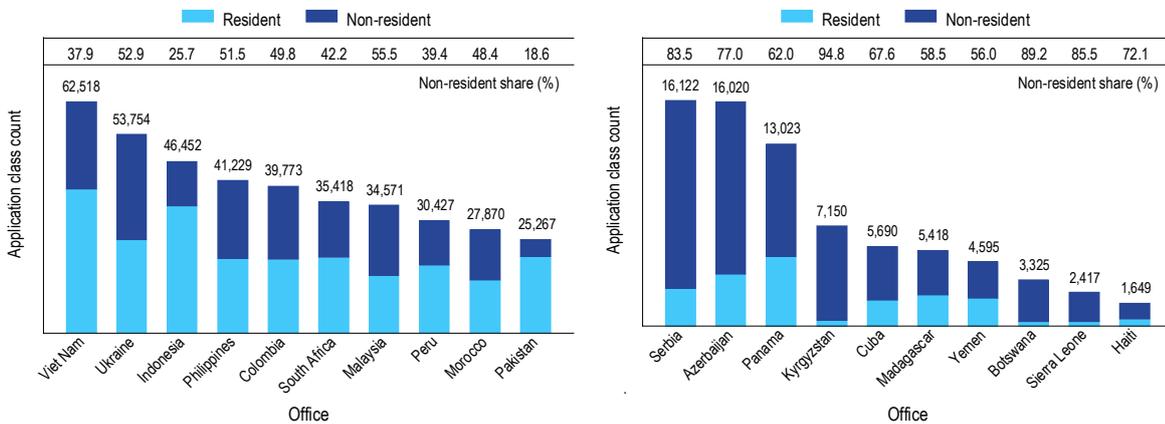
B11 Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2013-14



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 filing activity. For example, the total number of classes specified in trademark applications in India grew by 15.4%. Growth in resident applications accounted for 8.4 percentage points of this increase, whereas the remaining 7 percentage points are attributed to non-resident filing activity.

Source: WIPO Statistics Database, October 2015.

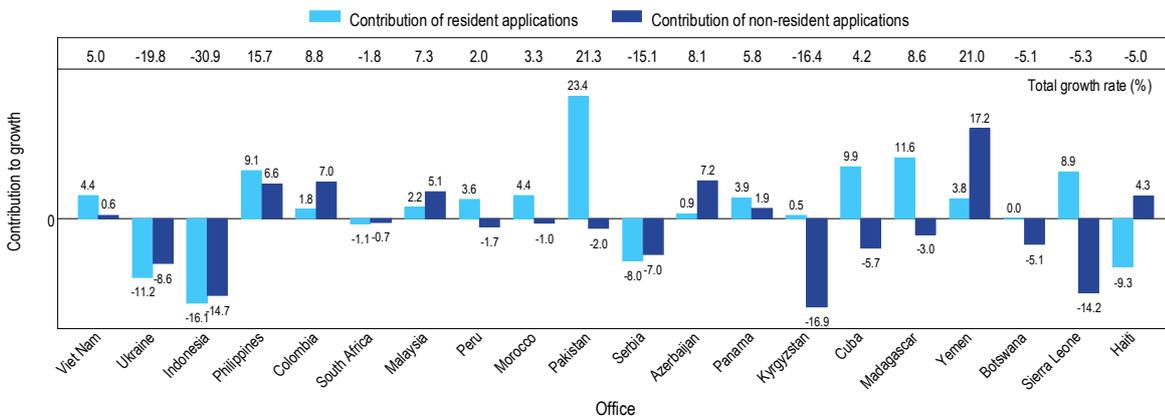
B12 Trademark application class counts for offices of selected low- and middle-income countries, 2014



Note: 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 presented in the statistical table at the end of this section.

Source: WIPO Statistics Database, October 2015.

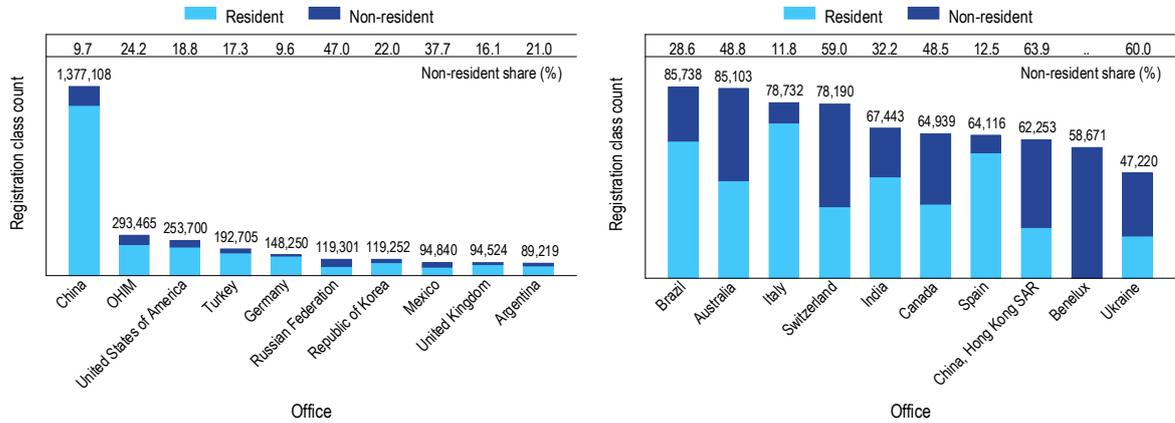
B13 Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2013-14



Note: 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 presented 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 the Philippines grew by 15.7%. Growth in resident applications accounted for 9.1 percentage points of this increase, whereas the remaining 6.6 percentage points are attributed to non-resident filing activity.

Source: WIPO Statistics Database, October 2015.

B14 Trademark registration class counts for the top 20 offices, 2014

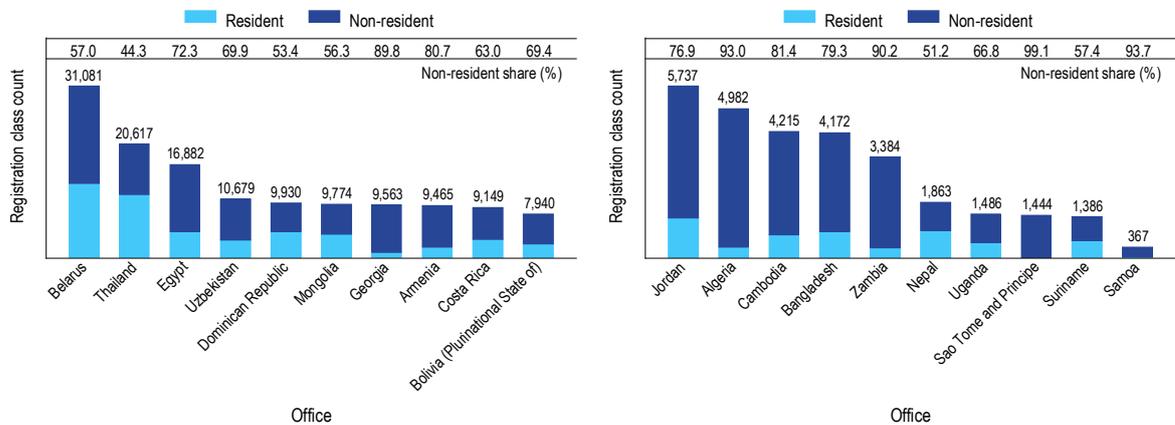


.. indicates not available.

Note: OHIM is the European Union's Office for Harmonization in the Internal Market. Figures for the offices of France and Japan are not presented here because their data were not available. On the basis of an examination, a registration may be issued for a trademark application. Unlike application numbers, 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 2015.

B15 Trademark registration class counts for offices of selected low- and middle-income countries, 2014

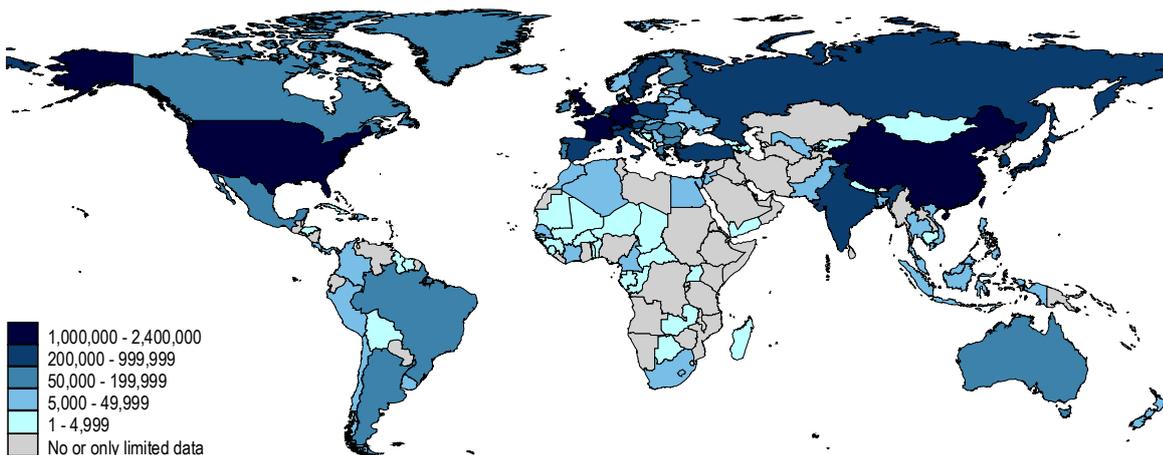


Note: The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all offices are presented in the statistical table at the end of this section.

Source: WIPO Statistics Database, October 2015.

Trademark applications by origin

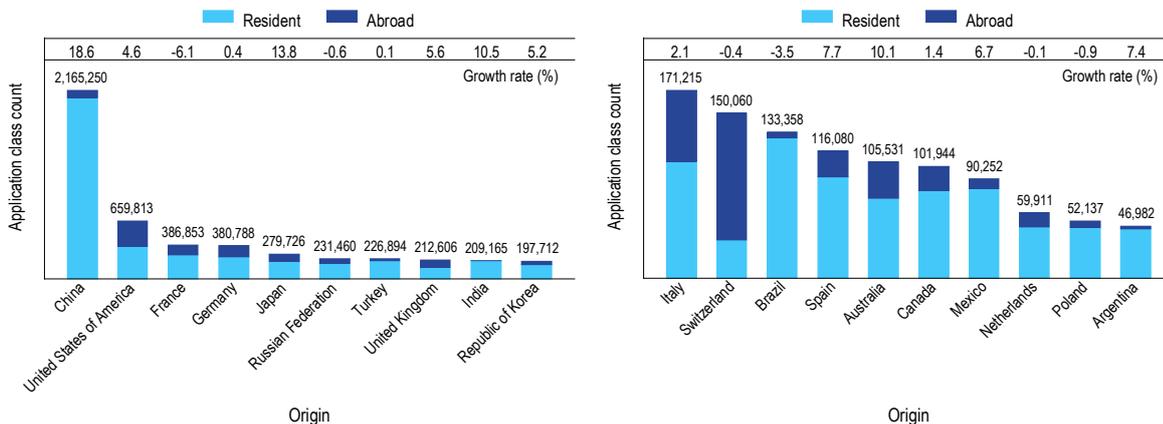
B16 Equivalent trademark application class counts by origin, 2014



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. Applications filed at regional offices are considered equivalent to multiple applications in the relevant member states. See the glossary for the definition of equivalent application.

Source: WIPO Statistics Database, October 2015.

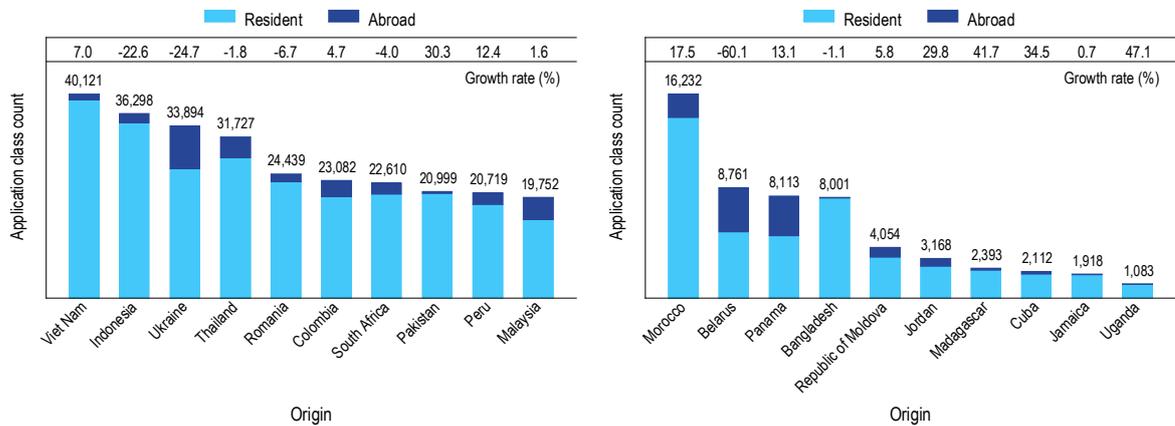
B17 Trademark application class counts for the top 20 origins, 2014



Note: Trademark application filing activity by origin includes resident applications and applications filed abroad, and is based on absolute count, not equivalent count. The origin of a trademark application is determined by the residence of the applicant. An application filed at a regional office is considered a resident filing if the applicant is a resident of one of the relevant member states.

Source: WIPO Statistics Database, October 2015.

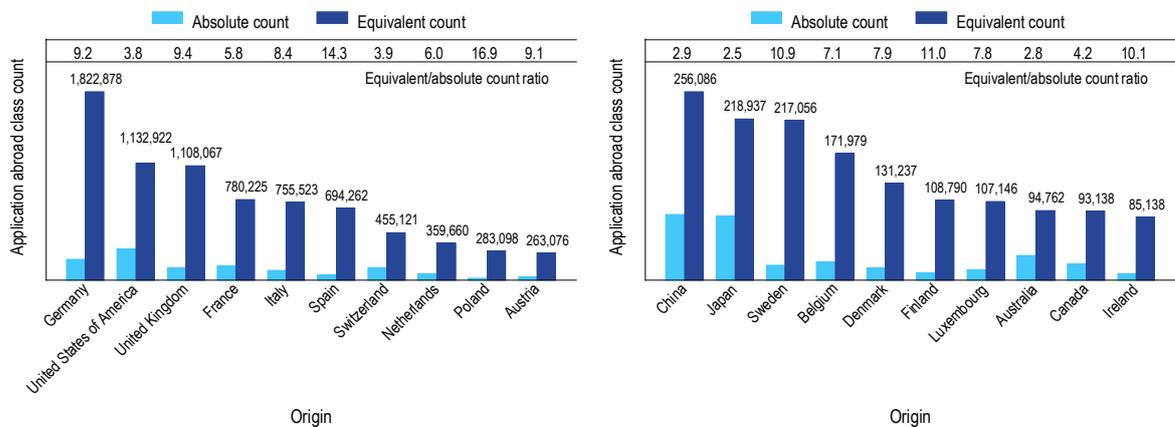
B18 Trademark application class counts for selected low- and middle-income origins, 2014



Note: Trademark application filing activity by origin includes resident applications and applications filed abroad, and is based on absolute count, not equivalent count. The origin of a trademark application is determined by the residence of the applicant. 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 origins are presented in the statistical table at the end of this section.

Source: WIPO Statistics Database, October 2015.

B19 Trademark application class counts abroad for the top 20 origins, 2014



Note: This figure distinguishes between absolute counts and equivalent counts for filing activity abroad – that is, resident applications are excluded. Based on equivalent application class counts, applicants from Germany had the highest level of trademark filing activity abroad. This was due not only to their high application class counts at numerous foreign offices, but also to their frequent use of the Office for Harmonization in the Internal Market (OHIM) – with its multiplier effect – in order to seek trademark protection within the entire EU. See the glossary for the definition of equivalent application. The origin of a trademark application is determined by the residence of the applicant. Where available, data for all origins are presented in the statistical table at the end of this section.

Source: WIPO Statistics Database, October 2015.

B20 Trademark application class counts for the top 25 offices and origins, 2014

Origin	Office																								
	China	United States of America	OHIM	France	Japan	Russian Federation	India	Turkey	Republic of Korea	Germany	Brazil	Canada	Mexico	Australia	United Kingdom	Italy	Switzerland	Spain	China, Hong Kong SAR	Belux	Viet Nam	Argentina	Ukraine	Indonesia	Thailand
Argentina	169	225	180	7	16	24	4	14	8	268	55	149	12	13	25	7	18	21	4	16	44,134	2	3	7	
Australia	3,838	4,312	2,254	100	1,119	501	892	154	729	106	284	1,584	350	71,923	916	61	435	54	996	44	407	145	124	194	321
Austria	892	989	8,983	198	322	1,037	431	531	300	1,241	174	341	329	365	157	333	1,587	99	147	157	156	59	614	32	65
Brazil	483	800	638	54	69	56	25	28	57	17	127,925	87	424	32	7	32	38	47	65	6	15	459	10	18	18
Canada	1,987	11,032	2,619	99	407	252	136	113	524	51	253	79,807	451	702	234	18	163	6	429	72	178	149	59	55	136
China	2,076,472	7,217	5,848	1,775	2,192	2,144	1,759	992	3,552	1,951	1,036	2,388	1,052	1,769	1,245	988	984	623	13,209	762	1,485	417	808	880	1,696
China, Hong Kong SAR	2,522	2,309	404	685	296	179	129	48	204	130	638	104	746	364	63	225	30	29,448	96	300	45	39	298	223	
Czech Republic	329	302	2,762	100	83	655	50	219	68	226	16	42	46	87	90	87	205	57	47	80	69	4	327	11	4
France	9,417	6,621	23,687	252,212	3,587	4,391	2,237	2,159	2,878	1,351	2,065	3,024	2,342	2,287	1,395	1,375	5,129	1,695	1,720	3,501	1,542	746	1,631	446	785
Germany	10,060	8,194	62,174	1,057	3,624	6,383	3,114	4,641	2,980	182,742	2,716	4,035	2,478	2,802	934	803	11,515	655	1,737	1,618	1,665	1,073	2,941	612	1,277
India	479	889	680	19	219	270	200,137	99	73	36	79	265	182	275	234	29	68	19	94	32	387	64	282	77	153
Indonesia	311	83	65	4	64	6	16	7	48	7	5	12	13	55	7	2	1	2	82	12	107	1	7	34,521	93
Italy	6,236	4,347	25,504	421	2,279	3,623	1,778	1,942	1,828	344	1,239	1,492	1,336	1,333	331	80,890	2,540	334	1,015	263	758	428	1,358	176	353
Japan	14,046	6,125	4,762	460	192,171	2,166	1,644	1,273	5,878	363	1,397	2,355	1,574	2,109	392	228	1,248	140	4,944	180	2,909	642	600	1,552	3,553
Mexico	372	2,085	662	19	66	59	43	77	54	10	374	352	81,100	41	27	7	26	46	75	4	62	629	31	14	25
Netherlands	1,359	969	10,061	313	279	361	147	379	217	344	899	960	304	173	255	94	207	142	679	35,811	184	374	167	306	374
Poland	476	304	10,236	72	44	528	82	133	56	120	56	90	64	62	76	89	85	73	33	64	80	24	465	1	18
Republic of Korea	9,969	2,848	1,863	126	2,433	809	516	365	164,226	155	547	610	479	702	168	125	192	100	1,266	68	1,232	176	189	467	749
Russian Federation	2,417	1,080	1,048	927	578	177,970	534	899	613	1,162	54	143	445	309	901	853	569	745	99	597	441	23	3,507	11	45
Spain	1,668	1,800	24,716	369	418	757	328	448	344	378	711	651	1,415	365	165	153	355	67,500	278	149	172	449	299	98	182
Switzerland	5,628	5,477	12,323	2,161	3,384	3,987	2,112	2,897	2,625	3,330	1,691	2,237	2,337	2,565	1,015	1,206	34,570	673	1,426	895	1,274	1,022	2,175	499	957
Turkey	922	796	1,758	470	297	1,474	321	198,680	183	665	76	117	162	251	427	427	343	362	36	465	154	35	861	37	39
Ukraine	280	183	129	99	27	1,334	57	141	44	228	15	17	35	33	137	123	98	115	18	100	48	7	25,343		
United Kingdom	8,000	10,284	37,851	1,014	2,716	2,532	1,835	1,538	2,347	3,370	1,771	5,010	1,729	3,749	94,437	390	1,792	231	2,310	606	875	722	919	401	849
United States of America	29,996	361,370	30,315	1,436	12,796	7,305	7,004	4,383	10,246	1,592	9,026	32,555	14,699	13,034	2,763	715	5,096	755	7,188	1,427	3,292	4,212	2,122	2,002	3,265
Others	36,874	30,374	60,016	5,921	12,198	22,622	8,272	10,815	9,195	2,893	4,209	7,344	8,114	12,552	4,148	1,483	15,011	1,735	8,690	20,443	44,710	2,447	8,874	3,741	30,474
Total	2,222,680	471,228	333,443	269,837	242,073	241,542	233,653	233,056	208,921	202,886	157,016	146,211	121,683	118,353	110,838	90,599	82,489	76,256	76,052	67,456	62,518	58,486	53,754	46,452	45,661

Note: OHIM is the European Union's Office for Harmonization in the Internal Market. Office and origin data consist of absolute application class counts rather than equivalent application class counts.

Source: WIPO Statistics Database, October 2015.

Trademark applications by Nice class and industry sector

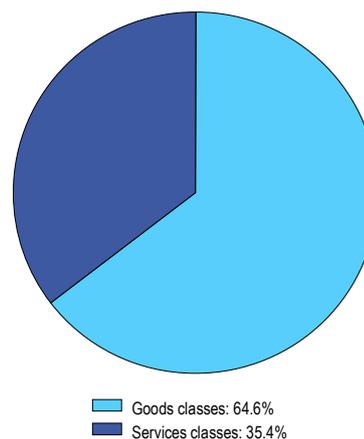
B21 Distribution of trademark applications by top Nice classes, 2014

Rank	Class		Class share (%)
1	35	Advertising and business management	9.8
2	9	Scientific, photographic, measuring instruments; recording equipment; computers and software	6.8
3	25	Clothing	6.8
4	41	Education, entertainment, and sporting activities	5.7
5	5	Pharmaceutical preparations, baby food, dietary supplements for humans and animals, disinfectants, fungicides and herbicides	4.6
6	30	Coffee, tea, cocoa, rice, flour, bread, pastry and confectionery, sugar, honey, yeast, salt, mustard; vinegar, sauces (condiments) and spices	4.5
7	42	Scientific and technological services, design and development of computer hardware and software	4.3
8	3	Bleaching preparations and other substances for laundry use; cleaning and abrasive preparations; soaps, perfumery and cosmetics	3.7
9	43	Services for providing food and drink; temporary accommodation	3.6
10	29	Foodstuffs of animal origin and vegetables	3.1
Remaining classes			47.1

Note: These figures are based on filing data from 121 IP offices. Some classes listed are abbreviated. See Annex B for full definitions.

Source: WIPO Statistics Database, October 2015.

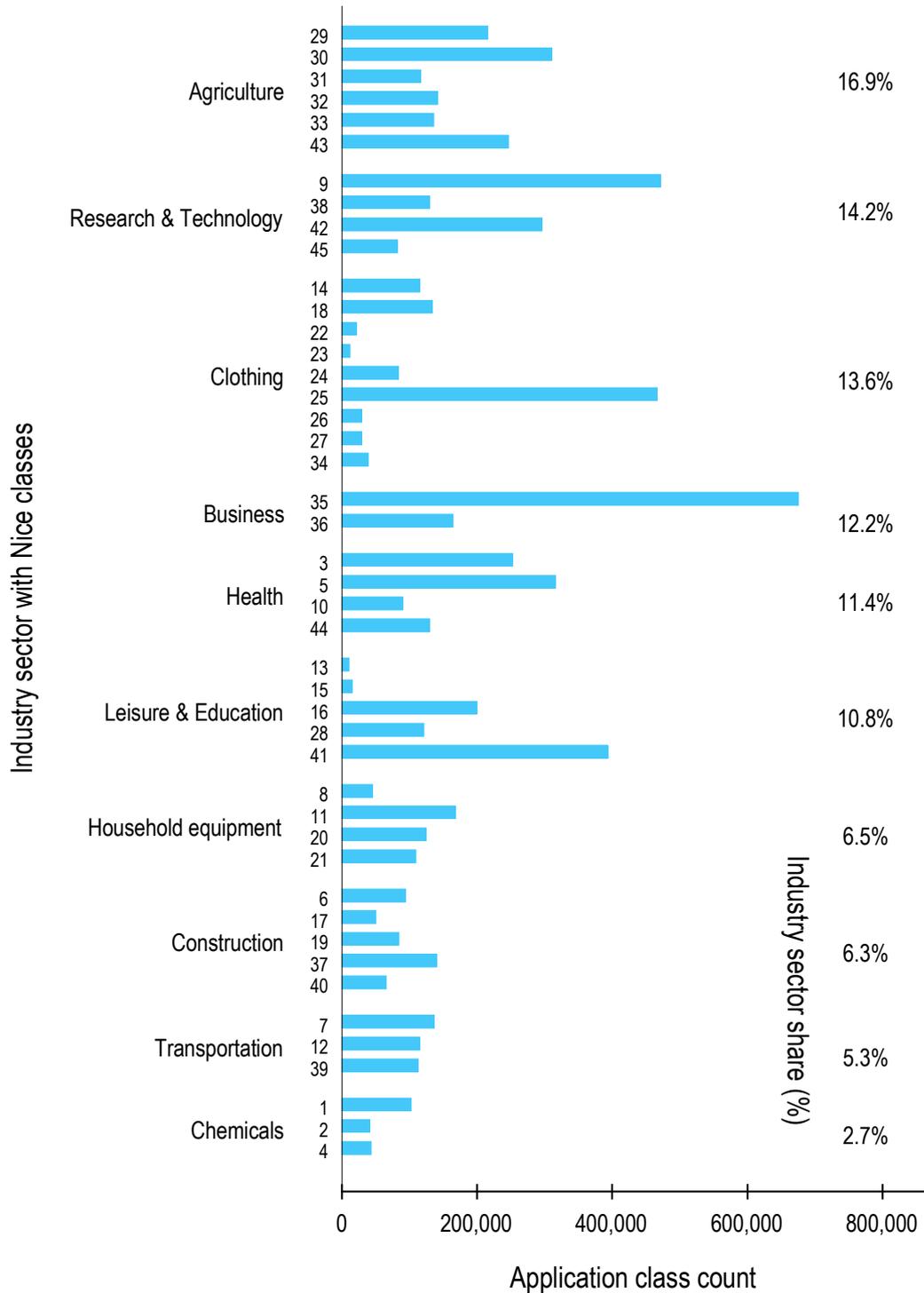
B22 Trademark applications by goods and services classes, 2014



Note: In the 45 Nice Classification, the first 34 classes indicate goods and the remaining 11 refer to services. Together, the service-related classes accounted for over one-third of all classes specified in applications filed in 2014, demonstrating the importance that applicants place on protecting their brands in service-oriented industries. See www.wipo.int/classifications/nice for full definitions of classes.

Source: WIPO Statistics Database, October 2015.

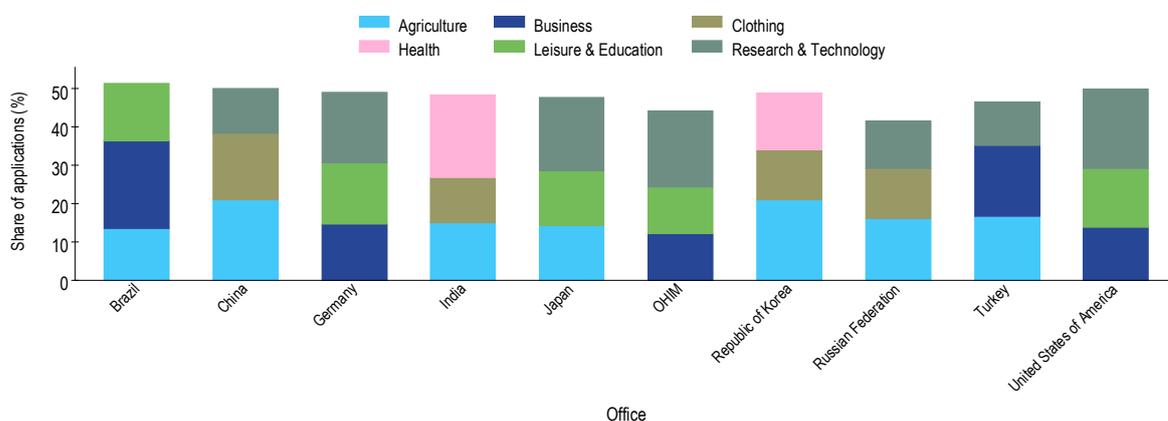
B23 Trademark applications by industry sector, 2014



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 2014. Like class rankings, the shares of class groups differ across offices.

Source: WIPO Statistics Database, October 2015.

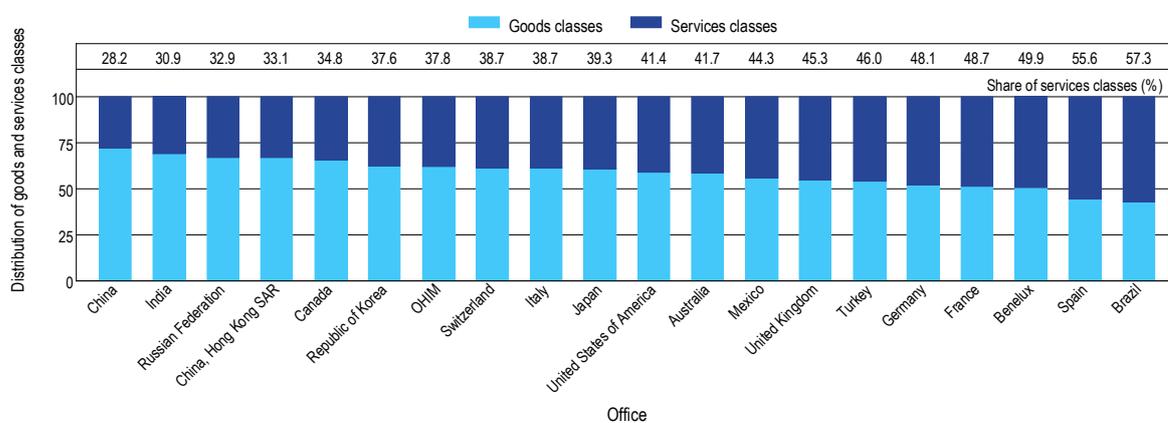
B24 Trademark applications by top three sectors at the top offices, 2014



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex B for full definitions. OHIM is the European Union's Office for Harmonization in the Internal Market. The top three sectors and top offices were selected based on their 2014 totals.

Source: WIPO Statistics Database, October 2015.

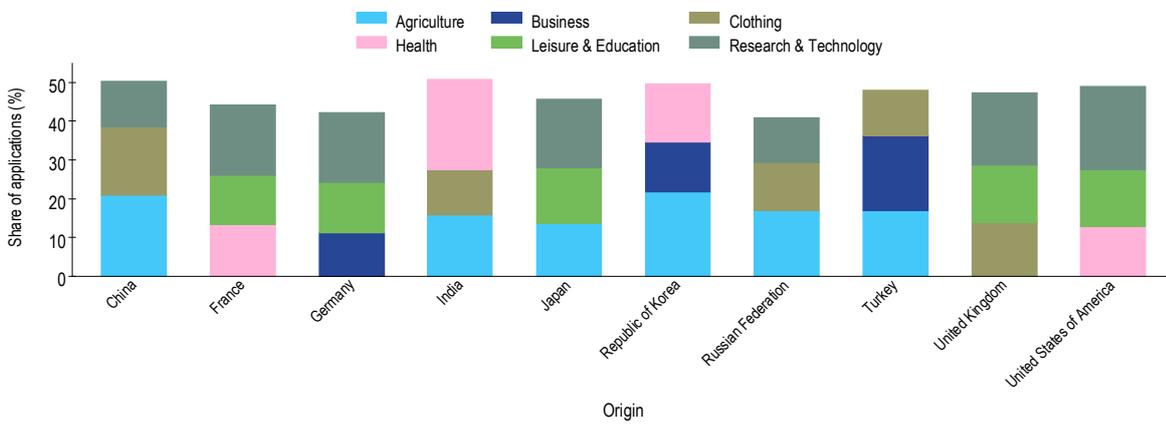
B25 Distribution of trademark applications by goods and services at the top offices, 2014



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

Source: WIPO Statistics Database, October 2015.

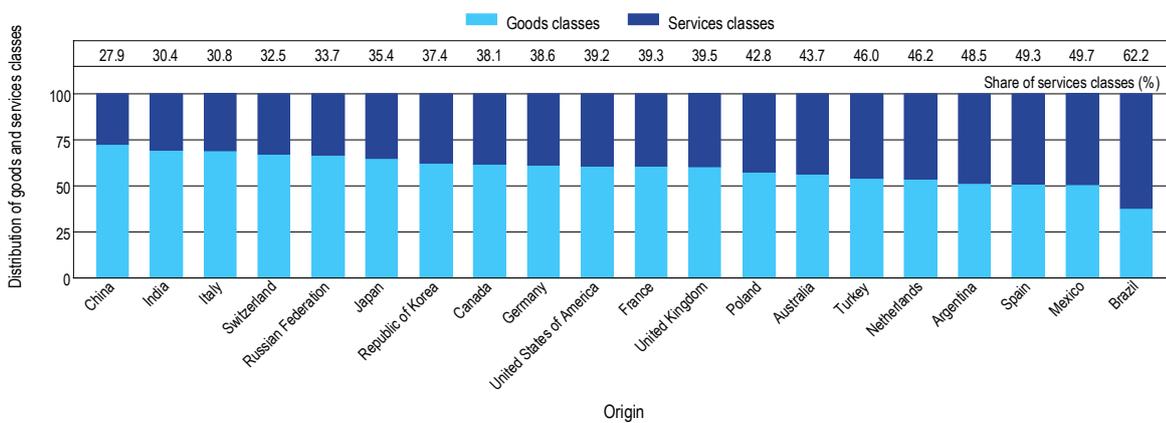
B26 Trademark applications by top three sectors for the top origins, 2014



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex B for full definitions. The top three sectors and top origins were selected based on their 2014 totals.

Source: WIPO Statistics Database, October 2015.

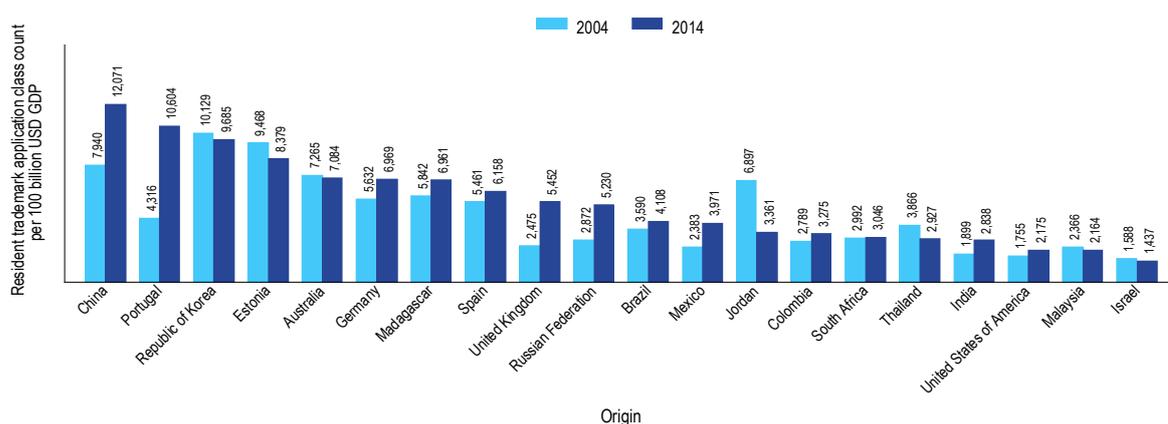
B27 Distribution of trademark applications by goods and services for selected origins, 2014



Source: WIPO Statistics Database, October 2015.

Trademark application class count in relation to GDP and population

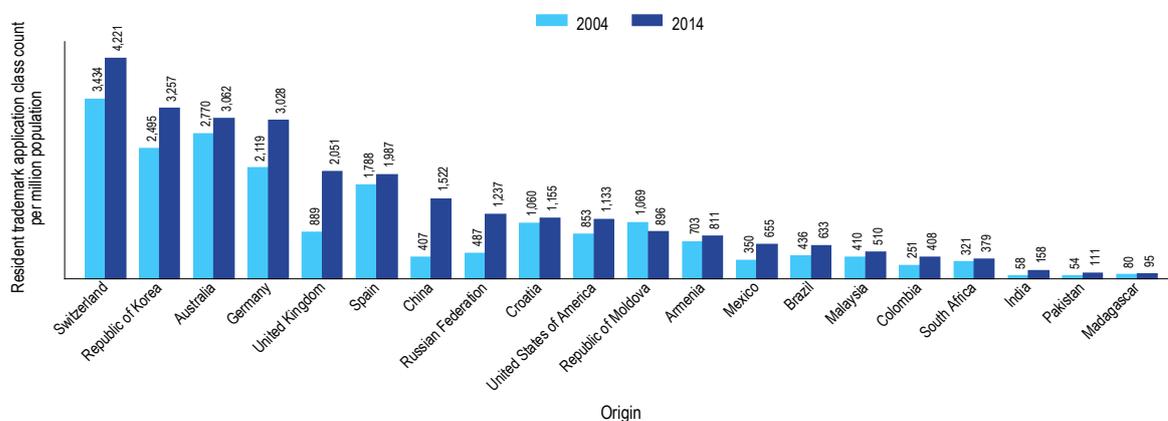
B28 Resident trademark application class count per 100 billion USD GDP for selected origins



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.

Sources: WIPO Statistics Database and World Bank, October 2015.

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

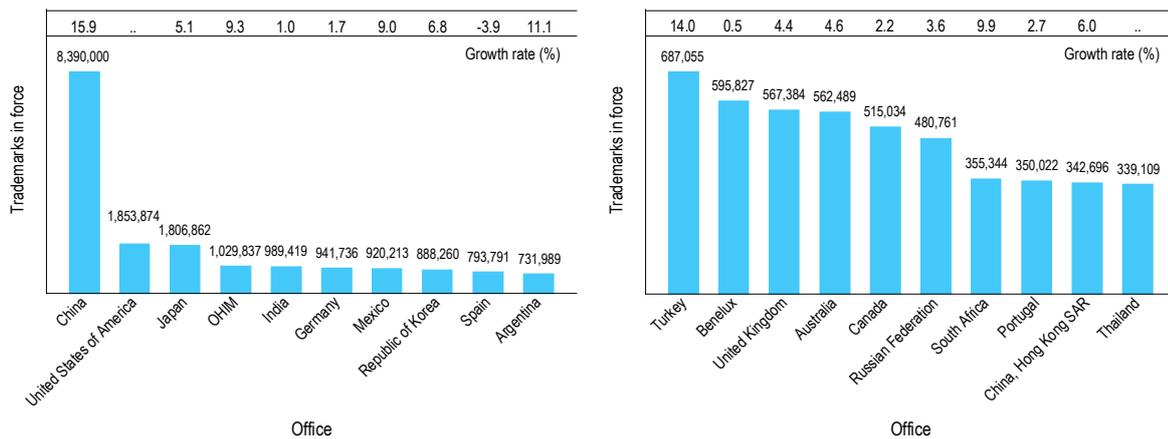


Note: This figure does not provide an overall ranking of all origins; rather, it provides a selection across geographical regions and income groups.

Sources: WIPO Statistics Database and World Bank, October 2015.

Trademarks in force

B30 Trademarks in force at selected offices, 2014

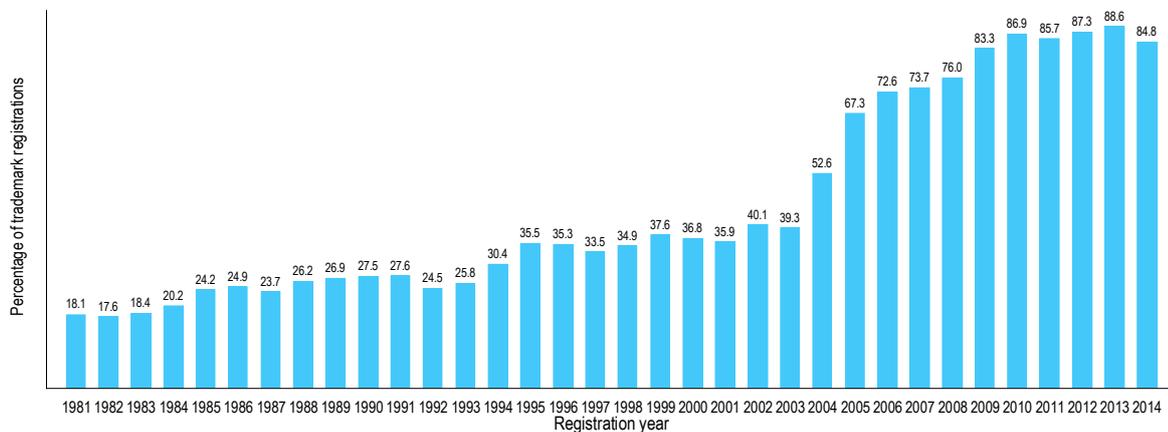


.. indicates not available.

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

Source: WIPO Statistics Database, October 2015.

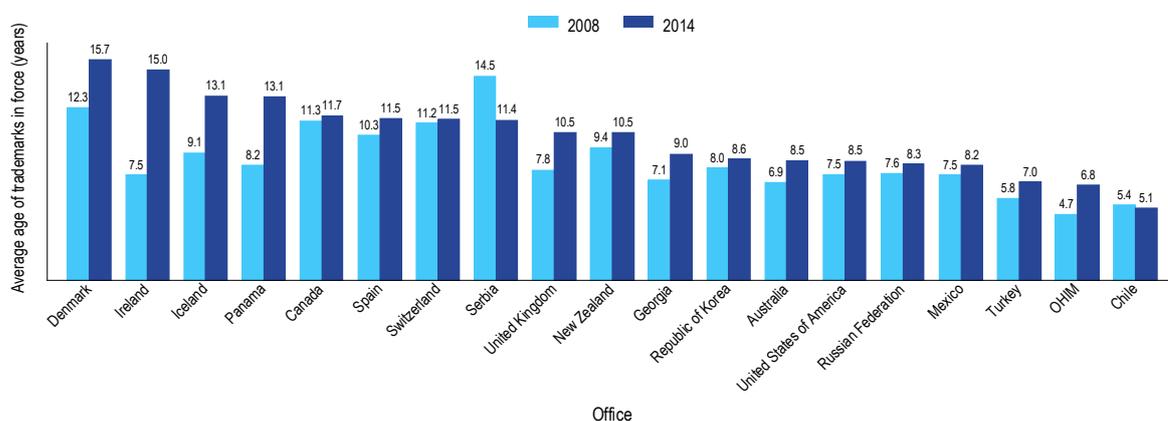
B31 Trademarks in force in 2014 as a percentage of total registrations



Note: Percentages are calculated as follows: the number of trademark registrations issued in year t and in force in 2014 divided by the total number of trademark registrations issued in year t . Trademark holders must pay renewal fees to maintain the validity of their marks, which in most cases can be maintained indefinitely. This figure is based on about 11 million active trademark registrations reported by 65 offices that provided a breakdown by year of registration. Detailed data for several larger offices, such as those of Brazil, China and Japan, were not available. Due to a change in methodology, this figure should not be compared with the trademarks in force as a percentage of total registrations figure published in previous years' editions.

Source: WIPO Statistics Database, October 2015.

B32 Average age of trademarks in force at selected offices, 2014

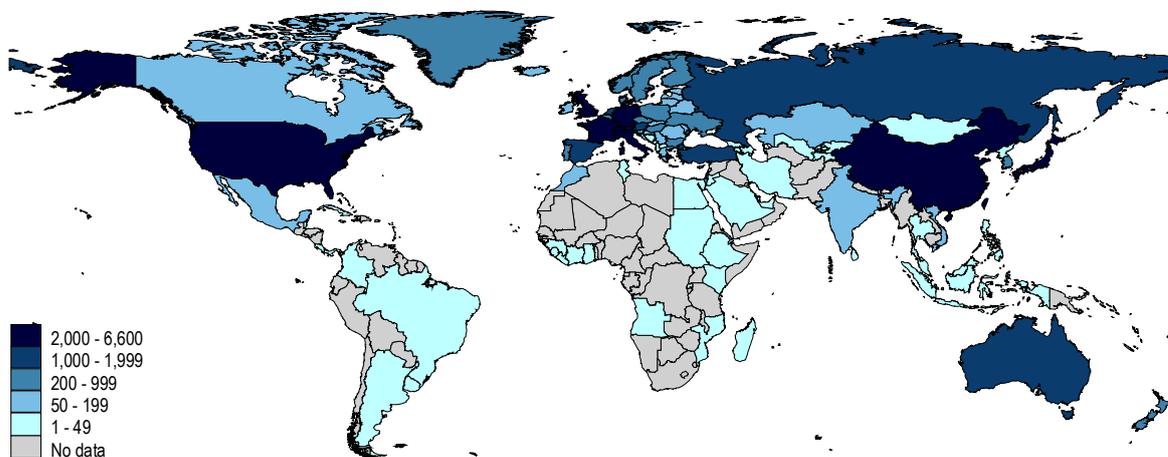


Note: OHIM is the European Union's Office for Harmonization in the Internal Market.

Source: WIPO Statistics Database, October 2015.

Trademark applications and registrations through the Madrid System

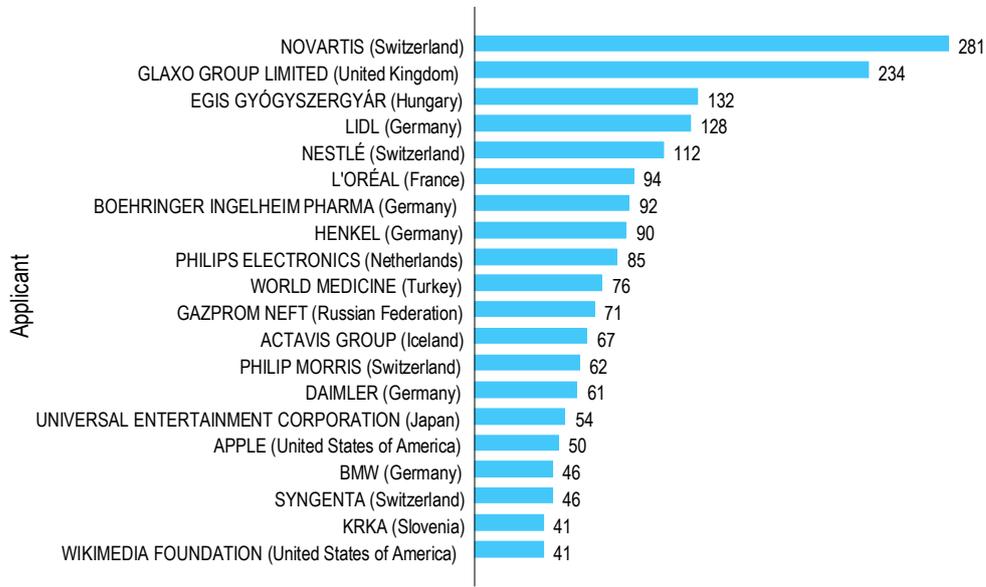
B33 Madrid international applications by origin, 2014



Note: Counts are based on the residency of the applicant, not the office of origin. See the glossary for information on the Madrid System.

Source: WIPO Statistics Database, October 2015.

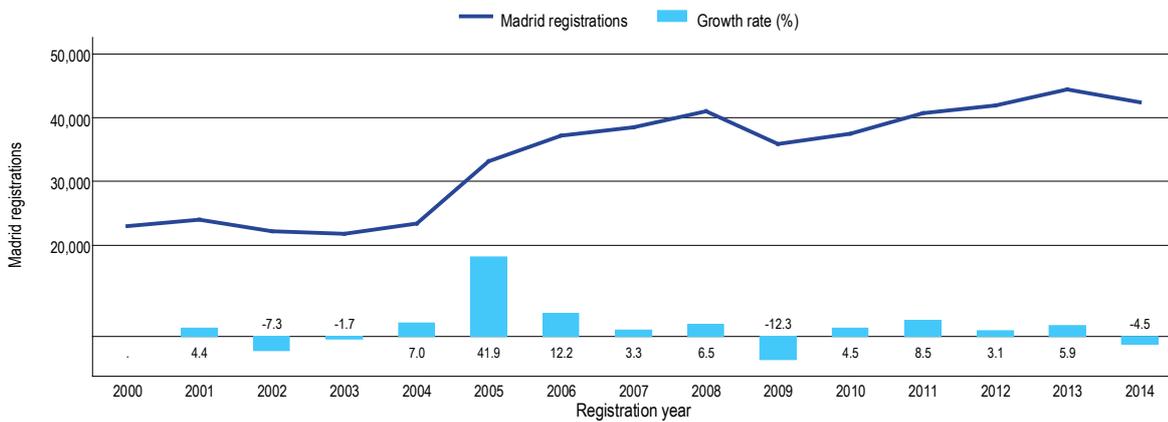
B34 Top Madrid applicants, 2014



Madrid applications

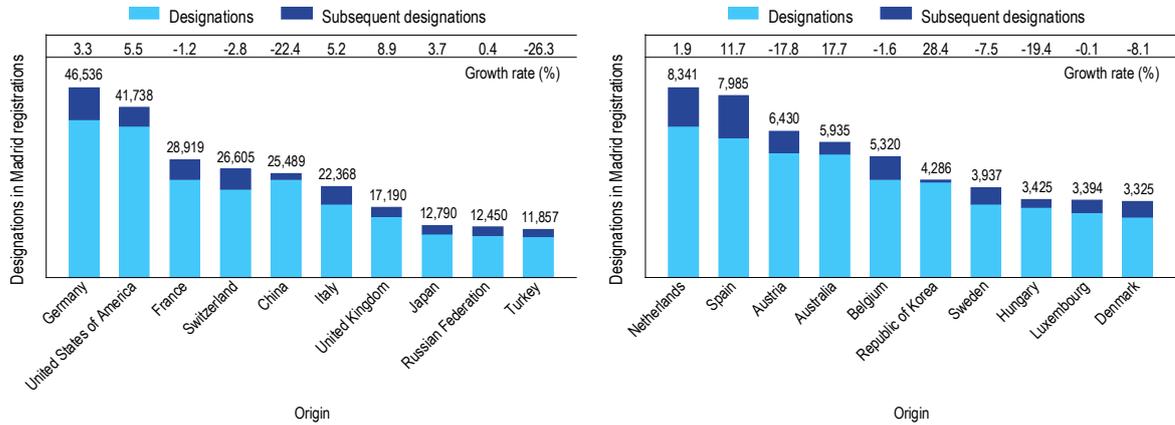
Source: WIPO Statistics Database, October 2015.

B35 Trend in Madrid international registrations



Source: WIPO Statistics Database, October 2015.

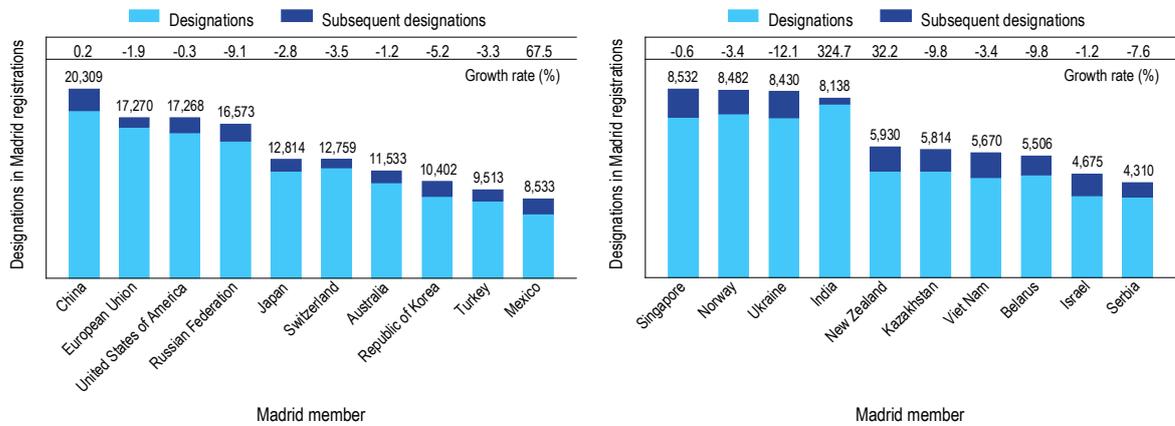
B36 Designations in registrations for the top 20 origins, 2014



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

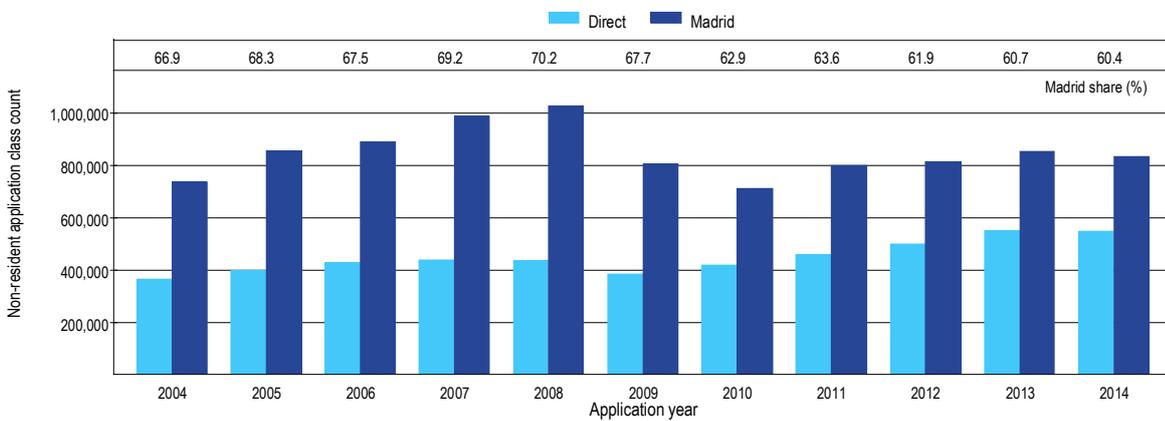
Source: WIPO Statistics Database, October 2015.

B37 Designations in registrations for the top 20 designated Madrid members, 2014



Source: WIPO Statistics Database, October 2015.

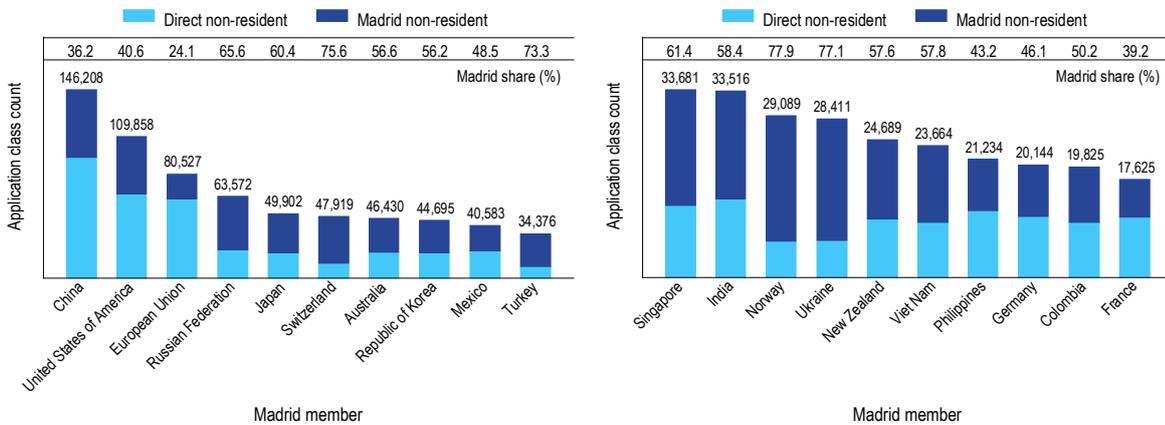
B38 Trend in non-resident filing activity by filing route (direct and Madrid)



Note: The direct route refers to classes specified in applications filed by non-residents directly with national or regional IP offices of Madrid members only. The Madrid route refers to classes specified in designations received by offices via the Madrid System. For the sake of simplicity, designations are referred to as non-resident applications received via the Madrid System.

Source: WIPO Statistics Database, October 2015.

B39 Madrid share of non-resident filing activity for selected designated Madrid members, 2014



Note: Protection for registrations issued by the European Union's Office for Harmonization in the Internal Market (OHIM) is extended to all 28 EU member states.

Source: WIPO Statistics Database, October 2015.

Statistical tables

B40 Trademark applications by office and origin, 2014

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 (a)	Total (a)	Origin (h)	Designated Madrid member
Afghanistan	102	183	..	n.a.
African Intellectual Property Organization	8,699	2,603	6,096	n.a.	n.a.	n.a.	n.a.
African Regional Intellectual Property Organization	700	299	401	n.a.	n.a.	n.a.	n.a.
Albania	8,067	581	7,486	772	1,021	6	2,414
Algeria	13,054	4,929	8,125	5,062	5,580	..	1,709
Andorra	2,387	526	1,861	712	2,903	1	n.a.
Angola	126	309	1	n.a.
Antigua and Barbuda (d)	1,584	..	1,584	163	298	3	608
Argentina	58,486	44,134	14,352	46,982	51,882	1	n.a.
Armenia	10,899	2,421	8,478	3,230	3,342	27	2,874
Aruba	1	28	..	n.a.
Australia	118,353	71,923	46,430	105,531	166,685	1,556	11,533
Austria	25,008	16,678	8,330	45,466	288,737	1,000	2,559
Azerbaijan	16,020	3,683	12,337	3,987	4,134	35	3,795
Bahamas	1,124	171	953	1,413	5,629	4	n.a.
Bahrain	11,626	415	11,211	486	945	..	2,484
Bangladesh	11,541	7,930	3,611	8,001	8,082	..	n.a.
Barbados	1,131	187	944	1,239	4,344	9	n.a.
Belarus	21,728	5,210	16,518	8,761	9,304	193	5,506
Belgium (e)	n.a.	n.a.	n.a.	24,125	192,625	778	n.a.
Belize	596	2,334	13	n.a.
Benelux (f)	67,456	54,751	12,705	n.a.	n.a.	n.a.	2,561
Benin	214	3,651	..	n.a.
Bermuda	630	6,136	7	n.a.
Bhutan (b,c)	2,256	16	2,240	16	16	..	578
Bolivia (Plurinational State of)	8,032	2,467	5,565	2,557	2,557	..	n.a.
Bonaire, Sint Eustatius and Saba (d)	1,191	..	1,191	494
Bosnia and Herzegovina	10,595	570	10,025	828	1,098	20	3,244
Botswana	3,325	359	2,966	383	383	..	808
Brazil	157,016	127,925	29,091	133,358	150,628	3	n.a.
Brunei Darussalam	111	111	..	n.a.
Bulgaria	17,912	13,500	4,412	20,984	74,766	280	1,570
Burkina Faso	83	1,411	..	n.a.
Cabo Verde	11	152	..	n.a.
Cambodia	4,888	1,182	3,706	1,219	1,408	..	n.a.
Cameroon	514	8,472	..	n.a.
Canada	146,211	79,807	66,404	101,944	172,945	73	n.a.
Central African Republic	7	152	..	n.a.
Chad	46	756	..	n.a.
Chile	42,640	28,939	13,701	33,319	37,190	..	n.a.
China	2,222,680	2,076,472	146,208	2,165,250	2,332,558	2,225	20,309
China, Hong Kong SAR	76,052	29,448	46,604	43,589	107,004	6	n.a.
China, Macao SAR	12,287	1,421	10,866	2,036	2,684	..	n.a.
Colombia	39,773	19,948	19,825	23,082	25,279	46	4,075
Comoros	87	87	..	n.a.
Congo	46	602	..	n.a.
Cook Islands	50	50	..	n.a.
Costa Rica	12,361	5,120	7,241	5,693	6,584	2	n.a.
Côte d'Ivoire	718	12,205	1	n.a.
Croatia	10,006	4,566	5,440	7,283	16,169	160	1,956
Cuba	5,690	1,845	3,845	2,112	2,346	7	1,349
Curaçao	2,764	0	2,764	702	4,401	22	624
Cyprus	3,117	733	2,384	8,223	39,127	207	871

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 (a)	Total (a)	Origin (h)	Designated Madrid member
Czech Republic	22,829	17,644	5,185	28,641	103,375	316	1,799
Democratic People's Republic of Korea (d)	2,398	..	2,398	155	535	6	899
Democratic Republic of the Congo	22	453	..	n.a.
Denmark	11,371	7,548	3,823	24,157	143,176	555	1,308
Djibouti (b,c)	358	19	339	19	19	..	n.a.
Dominica	20	155	..	n.a.
Dominican Republic	12,073	6,150	5,923	6,371	6,722	..	n.a.
Ecuador	794	1,367	..	n.a.
Egypt	27,230	12,630	14,600	13,301	15,267	23	4,221
El Salvador (i)	7,036	266	320	..	n.a.
Equatorial Guinea	1	17	..	n.a.
Estonia	5,384	2,005	3,379	3,858	26,628	82	1,314
Ethiopia	27	27	1	n.a.
Fiji	47	47	3	n.a.
Finland	11,354	7,784	3,570	17,656	120,373	363	1,209
France	269,837	252,212	17,625	386,853	1,056,124	3,802	3,129
Gabon	36	549	..	n.a.
Gambia (b,c)	406	56	350	62	78	..	n.a.
Georgia	10,455	1,559	8,896	1,913	2,129	20	3,127
Germany	202,886	182,742	20,144	380,788	2,067,794	6,506	3,928
Ghana (d)	3,665	..	3,665	29	72	2	1,362
Greece (d)	2,797	..	2,797	3,767	59,902	110	1,349
Grenada (i)	521	5	5	..	n.a.
Guatemala	1,000	1,162	..	n.a.
Guinea	196	3,367	1	n.a.
Guinea-Bissau (b,c)	19	19	0	20	20	..	n.a.
Guyana	748	20	728	37	37	..	n.a.
Haiti	1,649	460	1,189	478	482	..	n.a.
Honduras	6,907	1,956	4,951	2,187	2,619	..	n.a.
Hungary	12,886	8,519	4,367	15,201	52,321	291	1,551
Iceland	8,713	1,517	7,196	3,674	10,868	122	2,443
India	233,653	200,137	33,516	209,165	230,277	153	8,138
Indonesia	46,452	34,521	11,931	36,298	38,461	1	n.a.
Iran (Islamic Republic of) (d)	7,288	..	7,288	2,802	4,282	27	3,019
Iraq	187	295	..	n.a.
Ireland (i)	6,776	8,442	88,074	187	1,009
Israel	18,909	3,680	15,229	9,661	28,078	276	4,675
Italy	90,599	80,890	9,709	171,215	861,917	2,742	3,026
Jamaica	4,553	1,810	2,743	1,918	2,404	..	n.a.
Japan	242,073	192,171	49,902	279,726	411,108	2,081	12,814
Jordan	6,958	2,553	4,405	3,168	5,700	2	n.a.
Kazakhstan (b,c)	26,296	7,042	19,254	8,289	8,451	50	5,814
Kenya (d)	4,620	..	4,620	422	1,310	3	1,805
Kuwait	402	1,756	..	n.a.
Kyrgyzstan	7,150	372	6,778	465	465	3	2,499
Lao People's Democratic Republic	25	484	..	n.a.
Latvia	6,345	2,215	4,130	4,022	16,151	113	1,586
Lebanon	646	3,835	1	n.a.
Lesotho (d)	1,618	..	1,618	3	3	..	623
Liberia (d)	2,146	..	2,146	58	706	4	779
Libya	28	28	..	n.a.
Liechtenstein	8,398	710	7,688	5,470	13,496	118	2,307
Lithuania	7,581	3,533	4,048	5,129	19,858	117	1,644
Luxembourg (e)	n.a.	n.a.	n.a.	13,721	113,921	350	n.a.
Madagascar	5,418	2,249	3,169	2,393	2,628	2	890
Malawi	5	5	..	n.a.
Malaysia	34,571	15,400	19,171	19,752	23,182	8	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 (a)	Total (a)	Origin (h)	Designated Madrid member
Maldives	5	5	..	n.a.
Mali	112	1,584	..	n.a.
Malta (b,c)	948	503	445	4,810	39,805	75	n.a.
Marshall Islands	183	345	1	n.a.
Mauritania	71	754	..	n.a.
Mauritius (b,c)	1,758	787	971	2,132	5,983	5	n.a.
Mexico	121,683	81,100	40,583	90,252	108,198	80	8,533
Monaco	9,098	1,408	7,690	4,619	18,476	70	2,203
Mongolia	9,743	4,199	5,544	4,298	4,541	1	1,817
Montenegro (d)	8,545	..	8,545	446	996	14	2,962
Morocco	27,870	14,379	13,491	16,232	20,470	80	3,923
Mozambique (d)	2,902	..	2,902	53	458	2	1,151
Myanmar	31	31	..	n.a.
Namibia (d)	2,420	..	2,420	19	46	..	937
Nepal	3,950	2,541	1,409	2,573	2,654	..	n.a.
Netherlands (e)	n.a.	n.a.	n.a.	59,911	405,532	1,402	n.a.
New Zealand	40,329	15,640	24,689	22,852	33,814	340	5,930
Nicaragua (b,c)	7,946	1,146	6,800	1,210	1,399	..	n.a.
Niger	23	359	..	n.a.
Nigeria (b,c)	19,332	19,332	0	19,597	20,982	..	n.a.
Norway	39,668	10,579	29,089	19,437	47,711	327	8,482
Office for Harmonization in the Internal Market (g)	333,443	252,916	80,527	n.a.	n.a.	n.a.	17,270
Oman (d)	5,752	..	5,752	86	280	..	2,370
Pakistan	25,267	20,576	4,691	20,999	22,338	..	n.a.
Palau	1	1	..	n.a.
Panama	13,023	4,954	8,069	8,113	13,304	18	n.a.
Papua New Guinea (b,c)	1,019	180	839	223	250	..	n.a.
Paraguay	291	804	..	n.a.
Peru	30,427	18,448	11,979	20,719	21,340	..	n.a.
Philippines	41,229	19,995	21,234	20,814	22,058	47	3,954
Poland	42,319	35,399	6,920	52,137	328,733	402	2,438
Portugal	30,537	25,882	4,655	33,757	111,112	251	1,537
Qatar	7,608	1,405	6,203	3,172	6,783	2	n.a.
Republic of Korea	208,921	164,226	44,695	197,712	249,285	692	10,402
Republic of Moldova	12,596	3,186	9,410	4,054	4,757	75	3,403
Romania	26,189	21,169	5,020	24,439	69,569	74	1,779
Russian Federation	241,542	177,970	63,572	231,460	261,366	1,276	16,573
Rwanda (d)	1,381	..	1,381	1	1	1	610
Saint Kitts and Nevis	71	314	..	n.a.
Saint Lucia	150	405	3	n.a.
Saint Vincent and the Grenadines (b,c)	501	16	485	44	476	..	n.a.
Samoa	301	36	265	252	522	..	n.a.
San Marino (d)	2,678	..	2,678	734	4,815	10	1,006
Sao Tome and Principe	1,444	13	1,431	15	15	..	484
Saudi Arabia	3,539	10,776	1	n.a.
Senegal	480	7,574	..	n.a.
Serbia	16,122	2,665	13,457	5,395	7,546	170	4,310
Seychelles (b,c)	106	106	0	865	3,279	5	n.a.
Sierra Leone	2,417	350	2,067	352	352	1	738
Singapore	42,772	9,091	33,681	23,427	42,549	239	8,532
Sint Maarten (Dutch Part)	1,977	0	1,977	566
Slovakia	15,080	9,640	5,440	14,506	44,404	124	1,463
Slovenia (d)	3,251	..	3,251	4,797	34,874	191	1,400
Solomon Islands	1	1	..	n.a.
Somalia	2	2	..	n.a.
South Africa	35,418	20,475	14,943	22,610	32,392	..	n.a.
Spain	76,256	67,500	8,756	116,080	786,478	1,276	2,642

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 (a)	Total (a)	Origin (h)	Designated Madrid member
Sri Lanka (b,c)	8,825	5,481	3,344	5,837	6,887	1	n.a.
Sudan (d)	2,973	..	2,973	65	65	8	1,164
Suriname	1,529	702	827	722	967	..	n.a.
Swaziland (b,i)	2,590	29	29	..	678
Sweden	20,153	15,977	4,176	35,953	240,588	699	1,437
Switzerland	82,489	34,570	47,919	150,060	489,691	3,144	12,759
Syrian Arab Republic (d)	3,215	..	3,215	403	1,107	..	1,346
T F Y R of Macedonia (d)	8,550	..	8,550	561	1,106	17	2,923
Tajikistan (b,c)	7,427	247	7,180	249	249	1	2,238
Thailand	45,661	27,517	18,144	31,727	37,227	6	n.a.
Togo	189	3,102	..	n.a.
Trinidad and Tobago	2,845	1,019	1,826	1,239	1,239	..	n.a.
Tunisia (d)	5,769	..	5,769	445	2,966	11	2,272
Turkey	233,056	198,680	34,376	226,894	277,594	1,294	9,513
Turkmenistan (d)	5,442	..	5,442	9	9	..	2,281
Uganda	2,666	1,076	1,590	1,083	1,083	..	n.a.
Ukraine	53,754	25,343	28,411	33,894	37,609	432	8,430
United Arab Emirates (b,c)	18,747	5,293	13,454	9,739	26,847	27	n.a.
United Kingdom	110,838	94,437	16,401	212,606	1,240,355	2,946	3,482
United Republic of Tanzania	31	112	..	n.a.
United States of America	471,228	361,370	109,858	659,813	1,494,292	6,595	17,268
Uruguay	9,881	3,825	6,056	4,842	6,586	3	n.a.
Uzbekistan	12,310	5,119	7,191	5,357	5,465	3	2,587
Vanuatu	2	2	..	n.a.
Venezuela (Bolivarian Republic of)	685	1,468	..	n.a.
Viet Nam	62,518	38,854	23,664	40,121	41,330	68	5,670
Yemen	4,595	2,020	2,575	2,067	2,147	..	n.a.
Zambia	4,193	527	3,666	536	536	..	952
Zimbabwe	12	12	..	n.a.
Others/Unknown	218,442	427,335	248	n.a.
Total (2014 estimates)	7,449,394	5,647,278	1,802,116	7,449,394	n.a.	47,885	342,603

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. 2013 data are reported for application class count by office.

c. 2013 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. indicates not applicable.

.. indicates not available.

Source: WIPO Statistics Database, October 2015.

B41 Trademark registrations by office and origin, and trademarks in force, 2014

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 (a)	Total (a)	Origin (i)	Total
Afghanistan	97	286
African Intellectual Property Organization	9,294	1,981	7,313	n.a.	n.a.	n.a.	45,299
African Regional Intellectual Property Organization	438	59	379	n.a.	n.a.	n.a.	1,148
Albania (d)	6,656	..	6,656	175	478	6	1,802
Algeria	4,982	351	4,631	514	2,181	..	36,237
Andorra	2,400	526	1,874	643	2,371	1	20,011
Angola	126	930
Antigua and Barbuda (d)	1,158	..	1,158	147	174	3	..
Argentina	89,219	70,506	18,713	73,792	83,365	2	731,989
Armenia	9,465	1,825	7,640	2,499	2,530	34	15,119
Aruba	4	31
Australia	85,103	43,532	41,571	69,609	126,560	1,206	562,489
Austria	21,796	14,023	7,773	39,718	252,774	919	107,236
Azerbaijan	14,725	3,391	11,334	3,678	3,798	24	..
Bahamas	1,126	30	1,096	1,064	3,477	6	32,767
Bahrain	8,311	130	8,181	236	1,035
Bangladesh	4,172	865	3,307	904	985	..	41,218
Barbados	658	55	603	722	2,369	8	..
Belarus	31,081	13,372	17,709	16,568	17,138	191	40,646
Belgium (f)	n.a.	n.a.	n.a.	7,227	124,512	748	n.a.
Belize	502	4,183	8	2,936
Benelux (g)	58,671	1	58,670	n.a.	n.a.	n.a.	595,827
Benin	7	109
Bermuda	597	6,375	14	..
Bhutan (b,c,e)	2,346	32	2,314	32	32	..	11,434
Bolivia (Plurinational State of)	7,940	2,428	5,512	2,525	2,579	..	59,528
Bonaire, Sint Eustatius and Saba (d)	1,191	..	1,191
Bosnia and Herzegovina	10,227	258	9,969	482	644	22	14,172
Botswana	3,130	184	2,946	191	191	..	40,040
Brazil	85,738	61,236	24,502	66,286	79,431	2	..
Brunei Darussalam	38	119
Bulgaria	13,461	8,981	4,480	15,392	55,321	201	53,224
Burkina Faso	8	136
Cabo Verde	7	61
Cambodia	4,215	786	3,429	790	817	..	53,887
Cameroon	586	9,632
Canada	64,939	33,468	31,471	48,375	114,815	62	515,034
Central African Republic	122	2,107
Chad	3	51
Chile	35,814	20,924	14,890	24,552	27,343	..	326,650
China	1,377,108	1,242,843	134,265	1,310,091	1,430,663	1,826	8,390,000
China, Hong Kong SAR	62,253	22,450	39,803	32,474	84,667	..	342,696
China, Macao SAR	12,610	1,201	11,409	1,421	1,718	..	80,798
Colombia	32,834	15,387	17,447	18,363	20,085	42	270,943
Comoros (e)	42	42	..	1
Congo	581	9,797
Cook Islands	28	28
Costa Rica	9,149	3,385	5,764	3,914	4,859	2	172,593
Côte d'Ivoire	31	349	1	..
Croatia	9,395	3,665	5,730	5,989	14,136	132	131,468
Cuba	4,108	615	3,493	980	2,264	4	14,848
Curaçao	2,724	0	2,724	672	4,992	11	21,996
Cyprus	2,814	669	2,145	7,656	46,350	178	66,120
Czech Republic	33,017	27,562	5,455	37,095	102,408	325	120,964
Democratic People's Republic of Korea (d)	2,119	..	2,119	86	312	2	..
Democratic Republic of the Congo	16	182

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 (a)	Total (a)	Origin (i)	Total
Denmark	10,258	6,518	3,740	20,214	118,313	505	92,722
Djibouti (b,c)	358	19	339	19	19	..	769
Dominica	35	143	1	..
Dominican Republic	9,930	4,625	5,305	4,775	5,153	..	103,822
Ecuador	724	1,447
Egypt	16,882	4,675	12,207	5,325	9,338	22	..
El Salvador (j)	5,096	174	282
Estonia	5,011	1,729	3,282	3,286	21,514	74	59,217
Ethiopia	35	62	1	..
Fiji	39	39	3	..
Finland	9,102	5,853	3,249	14,598	106,811	356	107,304
France (d)	6,740	2	6,738	115,285	731,523	3,732	..
Gabon	7	136
Gambia (b,c,e)	406	56	350	57	73	..	406
Georgia	9,563	976	8,587	1,152	1,368	23	53,199
Germany	148,250	134,043	14,207	307,698	1,820,437	6,072	941,736
Ghana (d)	3,665	..	3,665	62	761	2	..
Greece (d)	2,684	..	2,684	2,943	44,772	92	..
Grenada	4	4	..	268
Guatemala	738	900
Guinea	5	85
Guinea-Bissau (b,c,e)	3	3	0	3	3	..	21
Guyana (b,c)	57	0	57	13	121
Haiti	12	12
Holy See	3	84
Honduras	5,396	1,268	4,128	1,438	1,465
Hungary	10,296	5,984	4,312	11,942	42,285	225	55,813
Iceland	7,815	1,101	6,714	2,599	8,065	127	22,860
India	67,443	45,718	21,725	52,230	68,499	113	989,419
Indonesia	35,274	25,926	9,348	27,109	29,351	2	197,017
Iran (Islamic Republic of) (d)	6,574	..	6,574	2,193	3,480	36	81,440
Iraq	86	194
Ireland (j)	5,324	7,437	89,251	181	83,133
Israel	16,973	2,374	14,599	6,792	25,439	210	183,621
Italy (e)	78,732	69,433	9,299	147,919	767,579	2,607	372,134
Jamaica	2,975	1,225	1,750	1,318	1,858
Japan (d)	14,263	..	14,263	80,914	193,813	1,796	1,806,862
Jordan	5,737	1,324	4,413	1,727	3,533	2	15,143
Kazakhstan (b,c)	22,955	6,063	16,892	7,150	7,609	41	..
Kenya (d)	4,610	..	4,610	277	603	2	..
Kuwait	640	5,318
Kyrgyzstan	6,969	248	6,721	302	302	5	9,632
Lao People's Democratic Republic	4	85
Latvia	5,886	1,793	4,093	3,249	11,674	87	25,710
Lebanon	454	3,675	1	..
Lesotho (d)	1,618	..	1,618
Liberia (d)	2,146	..	2,146	27	702
Libya	44	44
Liechtenstein	8,301	694	7,607	4,742	12,309	101	104,290
Lithuania	7,270	3,213	4,057	4,538	17,375	102	34,944
Luxembourg (f)	n.a.	n.a.	n.a.	8,093	93,325	339	n.a.
Madagascar	4,364	1,411	2,953	1,515	1,926	3	..
Malawi	2	2
Malaysia	27,428	10,467	16,961	13,958	17,686	5	257,531
Maldives	21	75
Mali	57	937
Malta (b,c,e)	772	386	386	2,299	28,747	77	23,087
Marshall Islands	132	213	1	..

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 (a)	Total (a)	Origin (i)	Total
Mauritania	35	147
Mauritius (b,c)	1,797	747	1,050	1,517	4,863	5	..
Mexico	94,840	59,095	35,745	66,095	79,482	57	920,213
Micronesia (Federated States of)	2	2
Monaco	9,576	1,866	7,710	4,084	17,518	63	10,658
Mongolia	9,774	4,275	5,499	4,340	4,583	1	..
Montenegro (d)	8,469	..	8,469	409	1,040	11	42,459
Morocco	25,551	12,361	13,190	13,907	18,161	60	..
Mozambique (d)	2,859	..	2,859	40	40	1	..
Myanmar	24	24
Namibia (d)	2,420	..	2,420	25	25
Nauru	1	1
Nepal (e)	1,863	910	953	922	922	..	35,537
Netherlands (f)	n.a.	n.a.	n.a.	20,107	258,558	1,347	n.a.
New Zealand	36,588	12,434	24,154	18,274	32,605	276	238,393
Nicaragua (b,c)	7,954	669	7,285	746	854
Niger	13	109
Nigeria (b,c,e)	4,369	4,369	0	4,471	5,134	1	106,200
Norway	38,509	12,320	26,189	19,425	46,520	259	208,209
Office for Harmonization in the Internal Market (h)	293,465	222,544	70,921	n.a.	n.a.	n.a.	1,029,837
Oman (d)	5,728	..	5,728	69	447
Pakistan	9,183	5,765	3,418	6,016	7,029	..	104,207
Panama	12,730	4,322	8,408	7,083	13,144	12	175,483
Papua New Guinea (b,c,e)	45	16	29	36	36	..	4,058
Paraguay	367	637
Peru	25,864	14,622	11,242	16,258	17,014
Philippines	27,714	11,875	15,839	12,555	13,824	22	..
Poland	31,213	24,857	6,356	37,499	222,154	367	235,795
Portugal	26,168	21,731	4,437	27,874	84,360	249	350,022
Qatar (e)	6,533	1,168	5,365	1,911	4,458	4	7,979
Republic of Korea	119,252	93,018	26,234	116,669	175,528	546	888,260
Republic of Moldova	11,537	2,147	9,390	2,912	3,507	65	71,533
Romania	21,413	16,625	4,788	19,181	51,999	59	86,650
Russian Federation	119,301	63,213	56,088	113,428	142,031	1,072	480,761
Rwanda (d)	1,381	..	1,381	561
Saint Kitts and Nevis	37	631
Saint Lucia	83	435	2	..
Saint Vincent and the Grenadines (e)	17	368	..	3,808
Samoa	367	23	344	465	724	..	4,074
San Marino (d)	2,678	..	2,678	605	3,147	7	..
Sao Tome and Principe	1,444	13	1,431	14	14
Saudi Arabia	1,519	10,373
Senegal	483	8,078
Serbia	15,455	2,218	13,237	4,625	6,209	142	29,791
Seychelles (b,c)	106	106	0	512	2,272	1	..
Sierra Leone	2,417	350	2,067	354	354	..	528
Singapore	37,408	7,208	30,200	18,558	34,129	212	295,039
Sint Maarten (Dutch Part)	1,967	0	1,967	19,381
Slovakia	12,861	7,322	5,539	11,584	36,525	95	48,380
Slovenia (d)	3,162	..	3,162	4,437	29,141	156	..
Solomon Islands	5	5
South Africa	31,778	17,019	14,759	18,751	27,353	..	355,344
Spain	64,116	56,096	8,020	98,628	688,201	1,206	793,791
Sri Lanka (b,c)	2,044	1,485	559	1,636	1,933	1	..
Sudan (d)	2,910	..	2,910	51	51	4	..
Suriname (e)	1,386	591	795	593	593	..	3,290
Swaziland (b,e,j)	2,390	1	1	..	189
Sweden	15,170	11,170	4,000	27,491	202,672	628	..

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 (a)	Total (a)	Origin (i)	Total
Switzerland	78,190	32,057	46,133	130,796	428,637	3,054	224,497
Syrian Arab Republic (d)	2,671	..	2,671	263	1,190
T F Y R of Macedonia (d)	8,475	..	8,475	522	2,378	23	..
Tajikistan (b,c,e)	6,888	117	6,771	117	117	..	7,391
Thailand	20,617	11,487	9,130	15,039	25,130	7	339,109
Timor-Leste	8	8
Togo	35	499
Trinidad and Tobago	3,394	940	2,454	1,130	1,265
Tunisia (d,e)	5,759	..	5,759	210	1,918	6	59,870
Turkey	192,705	159,356	33,349	184,227	226,881	1,019	687,055
Turkmenistan (d)	5,432	..	5,432
Uganda	1,486	494	992	497	497	..	3,801
Ukraine	47,220	18,901	28,319	26,211	28,852	409	161,592
United Arab Emirates (b,c,e)	13,336	2,570	10,766	5,527	21,204	15	155,894
United Kingdom	94,524	79,289	15,235	176,270	1,112,540	2,511	567,384
United Republic of Tanzania	25	25
United States of America	253,700	206,035	47,665	450,800	1,179,159	5,360	1,853,874
Uruguay	10,108	3,808	6,300	4,984	9,717	4	91,233
Uzbekistan	10,679	3,210	7,469	3,429	3,537	2	17,967
Vanuatu	4	4
Venezuela (Bolivarian Republic of)	486	1,188
Viet Nam	44,755	23,831	20,924	24,918	28,832	63	199,679
Yemen (b,c)	1,482	550	932	598	722
Zambia	3,384	332	3,052	363	363	..	31,437
Zimbabwe	14	14
Others/Unknown	224,091	513,754	100	..
Total (2014 estimates)	5,153,039	3,626,632	1,526,407	5,153,039	n.a.	42,430	33,110,295

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. 2013 data are reported for registration class count by office.

c. 2013 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. 2013 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. indicates not applicable.

.. indicates not available.

Source: WIPO Statistics Database, October 2015.