

Trademarks

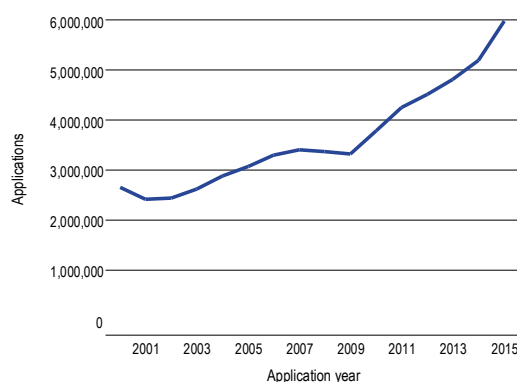
Highlights

Applications increased by 15% in 2015

An estimated 5.98 million trademark applications were filed worldwide in 2015, 15.3% more than in 2014 (figure 8), representing the highest growth rate since 2000. There are now twice as many applications being filed around the world than in 2000 – applications increased every year but three during that period, but only four years saw annual growth exceed 10%.

Trademark applications dipped in 2001 before returning to growth. After stagnating in 2007 and experiencing slight declines in 2008 and 2009, they rebounded in 2010 and have continued to increase year on year. Since 2010, the large numbers of applications filed in China have accounted for between 50% and 85% of the sharp increase in overall growth.

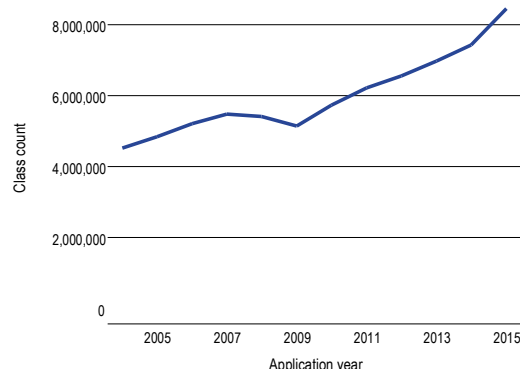
Figure 8. Trademark applications worldwide



Source: Standard figure B1.

When differences in filing systems across national and regional offices are harmonized using the application class count, trademark filing activity in 2015 still saw a double-digit increase of 13.7% on the previous year. Excluding the 2015 application class count for China, trademark filing activity grew by a more modest 7.9% in the rest of the world. The total number of classes specified in applications reached an estimated 8.45 million – an increase of 87% on the 4.52 million recorded in 2004 (figure 9).

Figure 9. Trademark application class counts worldwide



Source: Standard figure B2.

Class count

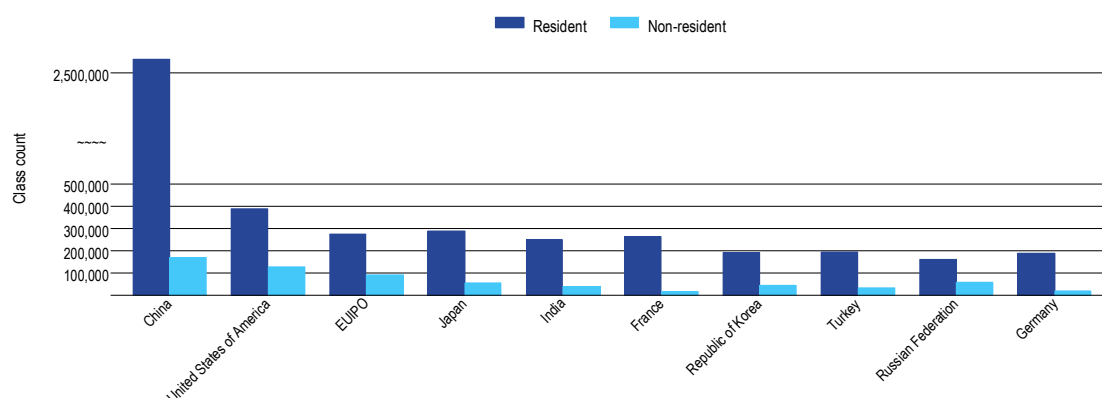
A trademark application may refer to different classes of goods or services. Many offices use the Nice Classification, an international classification of goods and services for registering trademarks and service marks. Applications received by these offices are classified in one or more of the 45 Nice 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 of the numbers of applications received, it helps to compare class counts across offices. Class counts are also used to make trademark registration activity internationally comparable. This method for comparing offices began in 2004, the first year in which complete class count data were available.

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 2015, the trademark office of China accounted for 60% of the annual increase in global trademark filing activity. It was followed by the offices of Japan and India, which accounted for 10% and 5% of total growth respectively.

The office of China's class count of approximately 2.83 million was followed by a count of 517,297 at the United States Patent and Trademark Office (USPTO) (figure 10). They have been the top two offices since

Figure 10. Trademark application class counts for the top 10 offices, 2015



Source: Standard figure B10.

the early 2000s, but since 2005 China's class count has grown from nearly twice that of the United States of America (U.S.) to over five times as much. These two offices were followed by the European Union Intellectual Property Office (EUIPO; 366,383) and those of Japan (345,070) and India (289,843). The top five offices accounted for 51% all trademark filing activity in 2015, up from 35% in 2005.

Among the top 20 offices, 18 had more trademark filing activity in 2015 than in 2014, with the largest increases recorded in Japan (+43%), Italy (+32.6%), China (+27.4%), India (+21.9%) and the Republic of Korea (+13.9%). Conversely, the offices of Turkey (-1.9%) and the Russian Federation (-8.6%) saw declines.

At most offices, trademark applications are filed mainly by residents seeking protection within their domestic jurisdiction. In 2015, residents accounted for 78% of global filing activity. In fact, domestic filing is becoming more pronounced as a share of total filing activity, with the world resident application class count having increased by almost 16.7% on the previous year; in contrast, that for non-residents increased by only 4.2%.

Due largely to the high number of resident trademark applications in China, the global non-resident share declined by almost 12 percentage points from a peak of 33.3% in 2004 to 21.8% in 2015. However, when the figures for China are excluded, the non-resident share only fell by around 7 percentage points over the same period.

Of the top 20 offices, eight had non-resident filing shares of 25% or greater, with China Hong Kong (SAR) (62.2%), Switzerland (56.3%), Canada (46.2%) and

Australia (37.8%) recording the highest. The lowest non-resident shares were recorded at the offices of China (6%), France (6.2%) and Germany (9.3%). The low non-resident shares for France and Germany can be explained by the fact that many non-resident applicants file for protection in these two countries via the EUIPO.

Resident filing activity drove the double-digit growth in China, India, Japan and the Republic of Korea as well as growth at most of the other top 20 offices, whereas non-resident filing activity accounted for most of the total growth in Canada and all the growth in China Hong Kong (SAR). In the Russian Federation and Turkey, declines in filing activity can be attributed mainly to a drop in resident applications.

The top 20 offices in 2015 were the same as in 2014, but with a somewhat different ranking. For the first time, India ranked among the top five offices in trademark filing activity, moving up from seventh position in 2014 to fifth in 2015. The Republic of Korea also moved up two spots, to number seven. Conversely, France dropped down the ranking from fourth position in 2014 to sixth in 2015, and the Russian Federation saw its rank decrease from sixth to ninth.

Among offices located in low- and middle-income countries, annual growth in 2015 was particularly high in Rwanda (+44.7%), Jamaica (+42.8%), Namibia (+37.4%) and Zimbabwe (+35.1%). The offices of Colombia, Costa Rica, Thailand, Ukraine and Viet Nam saw double-digit growth of 10-15%.

Total application class counts at offices of high-income economies grew only slightly (+2%) between 2005 and

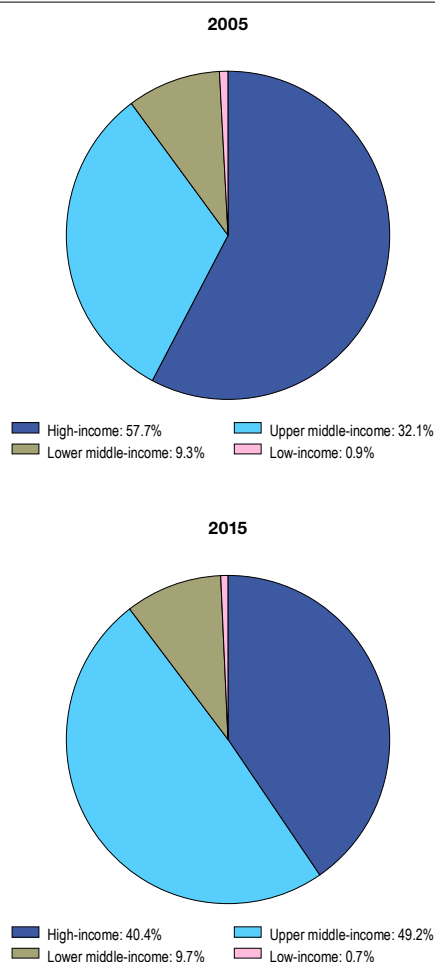
2015, lower than the average annual growth rates for all other income groups.

While almost three-quarters of the top 20 offices are in high-income economies, five are in upper middle-income countries (Brazil, China, Mexico, the Russian Federation and Turkey) and one is in a lower middle-income country (India). Offices of high-income countries received 40.4% of all filing activity worldwide, down from 57.7% in 2005. In contrast, the share accounted for by offices of upper middle-income countries rose from 32.1% in 2005 to 49.2% in 2015, with high average annual growth of 10.3% (figure 11). When China's statistics are removed from the upper middle-income group, the class count for the other upper middle-income countries still grew between 2005 and 2015,

but at a lower rate of 4.2%. However, their combined share of the world total actually decreased from 18.2% to 15.7%. The shares of total filing activity for lower middle-income (9.7% in 2015) and low-income countries (0.7%) did not change much during this period.

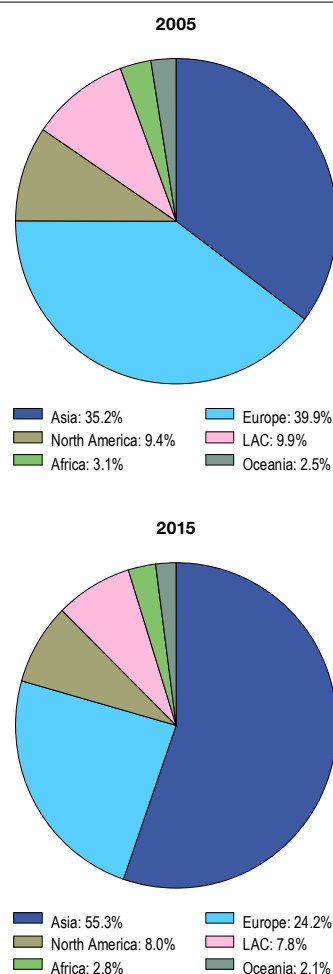
Nine of the top 20 offices in 2015 were located in Europe, and six in Asia. Offices in Asia accounted for 55.3% of all trademark filing activity, up from 35.2% in 2005. This in part explains the decline in overall shares of the other five geographical regions in the same period (figure 12). Offices in Europe accounted for 24.2% of the world total in 2015, followed by North America (8%) and Latin America & the Caribbean (LAC; 7.8%) – holding almost equal shares – and by Africa (2.8%) and Oceania (2.1%).

Figure 11. Trademark application class counts by income group



Source: Standard figure B7.

Figure 12. Trademark application class counts by region



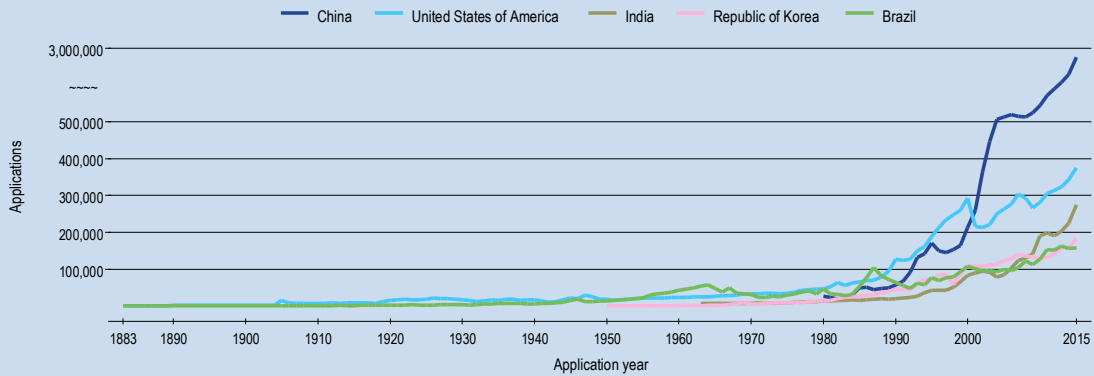
Source: Standard figure B8.

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 those received by the USPTO, making China's office the largest in terms of applications received. Nevertheless, filings at the USPTO have doubled since the

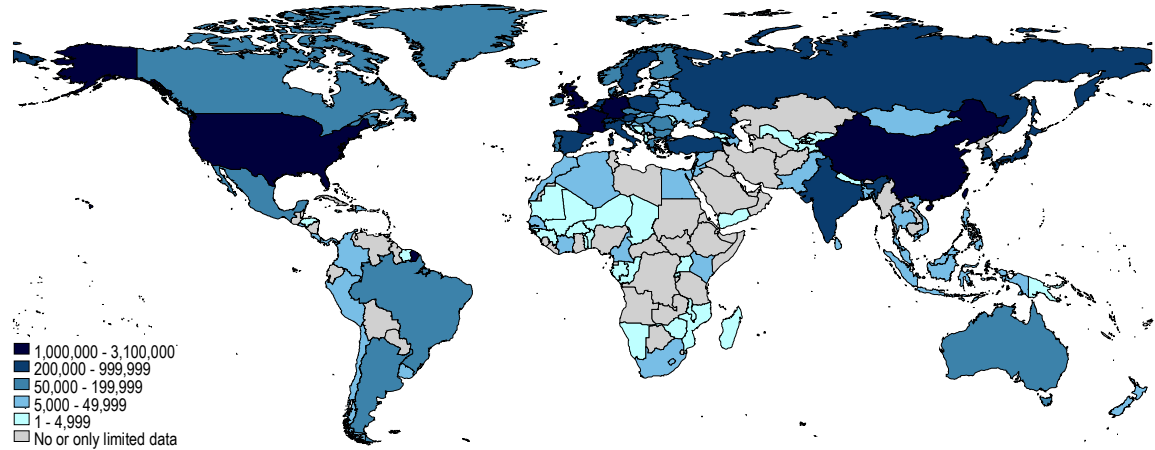
mid-1990s despite declines at the end of the dot-com era in 2001 and 2002 and during the financial crisis in 2008 and 2009. Having remained below 100,000 until 2006, India's trademark filings are now rapidly approaching 300,000.

Trend in trademark applications for the top five offices



Source: Standard figure B9

Map 2. Equivalent trademark application class counts by origin, 2015



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 the EUIPO, each application is multiplied by the corresponding number of EU member states. So an application filed with the EUIPO by an applicant residing outside the EU is counted as 28 applications abroad – equivalent to the membership of the EU, which in 2015 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. The equivalent application class count concept is used for reporting data by origin.

German applicants filed the most applications abroad

Trademark applications received by offices from resident and non-resident applicants are referred to as office data, whereas applications filed by applicants at a national/regional office (resident applications) or at foreign offices (applications abroad) are referred to as origin data. Here, trademark statistics based on the origin of the residence of the applicant are reported to complement the picture of trademark filing activity worldwide.

When considering filing activity abroad based on equivalent class count, applicants from Germany seek protection for their marks outside their country more than those of any other origin, a position Germany has held since 2006. In 2015, German filing activity abroad reached an equivalent application class count of about 2.01 million, followed by applicants from the U.S. (1,284,405), the U.K. (1,200,838) and Italy (810,024).¹ The high equivalent class counts for applications abroad from these origins can be explained not only by their high application class counts at numerous offices abroad, but also their frequent use of the EUIPO – with its multiplier effect – to seek protection within the EU as a whole.

Looking at absolute counts – and so removing the EUIPO's multiplier effect – 96% of all filing activity (application class counts) by China-based applicants was in China alone, with only 4% attributed to those seeking protection abroad. These shares were similar in relation to resident filing and filing abroad by applicants

from Brazil, India and Indonesia. Applicants residing in Argentina, Egypt, the Philippines, Uganda and Viet Nam also dedicated less than 10% of their trademark filing activity to seeking protection abroad.

Among the top 20 origins, about 72% of filing activity by Switzerland-based applicants occurred outside their country. That high share of applications abroad as a proportion of total filing activity was followed by that of applicants from the U.S. (46%) and Germany (40%).

Applicants from the upper middle-income countries Panama (45%) and Serbia (49%) sought protection abroad for a considerable share of their trademark filing activity. For the upper middle-income country Malaysia and the lower-middle income country the Republic of Moldova, the share was roughly a quarter.

When deciding where to seek trademark protection, applicants consider such factors as market size and geographical proximity. For example, almost a third of all non-resident filing activity in Brazil in 2015 came from U.S. applicants, about one-tenth from applicants in Germany, and 6% from applicants in France (figure 13). Applicants from China (13%) and the U.K. (12%) accounted for the largest shares of non-resident trademark filing activity in the U.S, followed by applicants from Germany (10%). In China, the three origins accounting for the largest shares of non-resident filing activity were the U.S. (21%), the Republic of Korea (11%) and Japan (9%).

In 2015, applicants from China surpassed those from Switzerland to become the most active foreign filers in France, accounting for 12% of application class counts in filings the French office received from abroad.

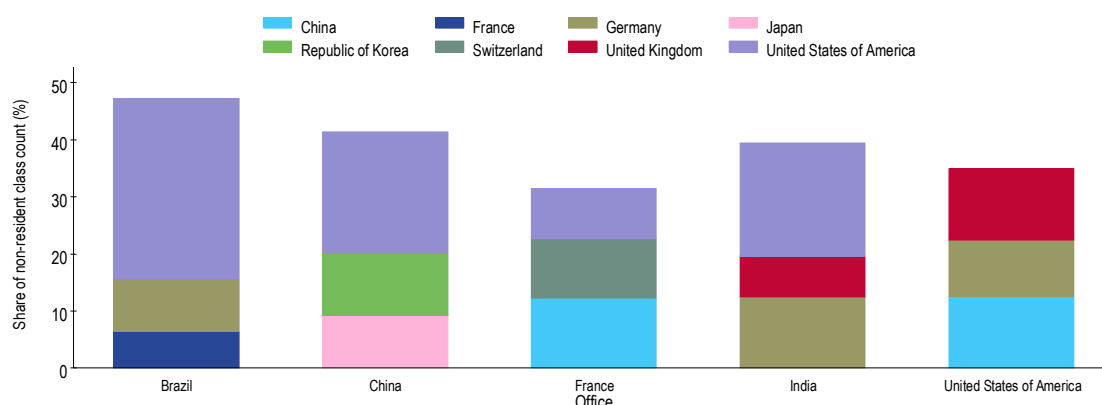
Adjusting for GDP and population

Differences in trademark filing activity across countries may reflect both the size of their economies and their level of economic development. To compare trademark filing intensity 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 Latvia) may rank higher than some countries that otherwise show higher class counts (for example Australia and Germany). Of se-

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

Figure 13: Share of total non-resident filing activity by origin at selected offices



Source: Standard figure B21.

lected origins, China (14,469), followed by the Republic of Korea (11,001), Portugal (10,024) and Latvia (7,943) exhibited among the highest resident application class count-to-GDP ratios in 2015 (figure 14). Portugal and the U.K. saw particularly large increases in resident application class count per unit of GDP between 2005 and 2015. In the case of Portugal, this was due to resident filing activity doubling over this ten-year period, coupled with a decrease in GDP of 1.7%. As for the U.K., the increase in the ratio was largely due to an increase in resident filing activity, which in 2015 was two-and-half times the level recorded in 2005. In 2015, Madagascar and Panama each had a ratio of about 6,000 even though Panama residents' filing activity was over twice that of residents of Madagascar.

The data reflecting application class count per million population present a somewhat different picture. Switzerland – with a population of 8.3 million – reported a resident application class count of 4,652 per million, the most intensive among selected origins. The Republic of Korea (3,783), Australia (3,397) and Germany (3,173) also ranked high. China and Spain had a similar ratio of about 2,000 each, while the ratio for Costa Rica and the U.S. was about 1,200. (See standard figure B30.)

Which classes and industries saw the most filing activity?

Nice Classification statistics offer insights into the relative importance of different goods and services. Service class 35 (advertising, business management,

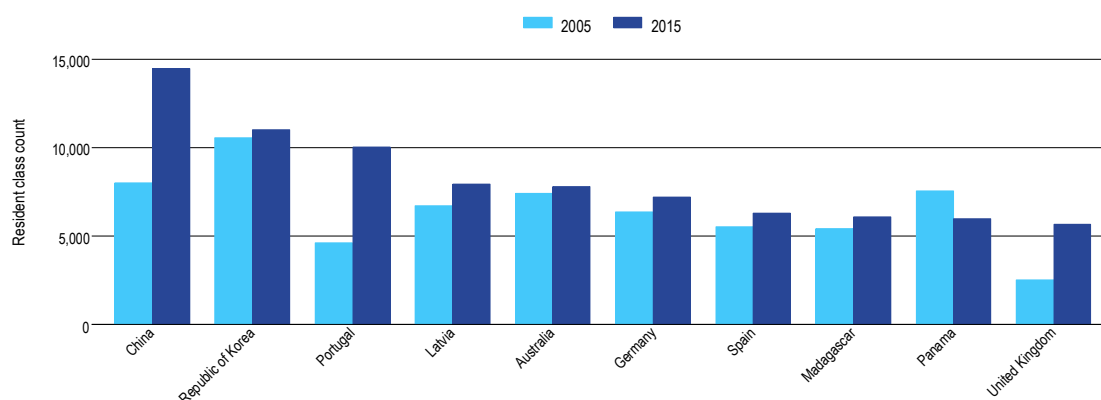
business administration and office functions) has been number one since 2004 – when complete class counts first became available – and in 2015 was represented in 10.5% of all reported trademark filing activity by class. Nice Class 35 is followed by goods class 9 (7.1%), which includes scientific, photographic, measuring instruments, recording equipment, computers and software; service class 41 (5.9%), which refers to education, entertainment and sporting activities; and goods class 25 (5.7%), which includes articles of clothing.

The 11 service-related classes accounted for about 38% of all Nice classes specified in applications filed in 2015, up from 30% in 2004. Services classes accounted for about a third of all filing activity in China, the Russian Federation and Viet Nam, but more than half of the total in the Benelux Office for Intellectual Property (BOIP) and the offices of France and Spain.

It is useful to group the 45 Nice classes into 10 industry sectors. Agriculture, research & technology, and business services were the top three sectors in 2015, each accounting for between 13% and 17% of global trademark filing activity. In contrast, industries relating to chemicals (2.5%) and transportation (5.2%) accounted for the smallest shares. The distribution of total trademark applications across industries has remained stable for more than a decade.

Consistent with the global top industry in terms of trademark filing activity, agriculture was also the top sector at the offices of China, the Republic of Korea and the Russian Federation. At the EUIPO and the offices of France, Germany, Japan and the U.S., the top

Figure 14. Resident trademark application class count per 100 billion USD GDP for selected origins



Source: Standard figure B29.

industry sector was research & technology, with leisure & education and business services ranking second or third. In Turkey, business services topped the list of industry sectors. Among the top 10, only the offices of India and the Republic of Korea listed health among their top three industry sectors for trademark filing.

Trademark registrations approached 4.5 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 estimated 4.44 million trademark registrations recorded worldwide in 2015 represented a considerable increase of 26.6%, or about 930,000, on the previous year's total.

Just as class counts make application activity internationally comparable, so they also permit more meaningful comparison of registrations. In 2015, an estimated 6.22 million classes were specified in trademark registrations – a 21% increase on 2014 and the second consecutive year of double-digit growth. China accounted for 79% of this annual increase, while the EUIPO and the offices of the Republic of Korea and the U.S. each accounted for 2-3% of total

growth. In 2015, China's office saw growth of 62.3% in trademark registration activity and was responsible for more than a third of all registration activity worldwide – measured in class counts – so a big change at this office can have a large impact on global growth. When China's registration activity is excluded from global totals, growth in 2015 was a much more modest 5.9%.

In 2015, China's office registered trademarks in which about 2.23 million classes were specified, followed distantly by the EUIPO (321,165), the USPTO (306,504) and the office of Turkey (192,950).

Along with the very high annual growth in China, several other offices among the top 20 experienced large increases in registration activity, including Canada (+28.3%), India (+21.7%) and the Republic of Korea (+18.9%).

Globally, 27% of the total registration class count in 2015 was attributed to non-residents. But eight of the top 20 offices reported lower shares than this, in particular China, Germany, Italy and Spain where non-residents accounted for between 7% and 12% only of registration activity. China Hong Kong (SAR), Switzerland and Australia had non-resident shares of 50% or more.

Many offices of EU countries – including the BOIP – have witnessed decreases in filing and registration activity in recent years. This is due in part to the alternative offered by the EUIPO, which provides a route to seek protection for trademarks not only in individual EU member countries, but in the EU as a whole.

Active trademarks increased by 8.5%

Unlike most forms of IP, trademarks can be maintained indefinitely by payment of renewal fees at defined time intervals. In 2015, there were an estimated 36.5 million active trademark registrations at 130 offices worldwide, representing an increase of 8.5% on 2014.

Once again, the office of China accounted for the most trademark registrations in force in 2015, with about 10.34 million – a 23.3% increase on 2014. It was followed by the USPTO (2.02 million) and the offices of Japan (1.83 million) and India (1.04 million). The office of the Republic of Korea (1.02 million) and the EUIPO (964,185) also had high numbers of active trademarks. There were between 923,000 and 965,000 registrations in force at the EUIPO and at each of the offices of Germany and Mexico.

At slightly more than 800,000, Argentina edged in front of Spain's approximately 788,000 active trademark registrations to rank ninth, just after Mexico. Like China, the offices of the Republic of Korea and Turkey saw double-digit one-year growth. The EUIPO (-6.4%) and the offices of Germany (-0.6%) and Spain (-0.8%), however, saw decreases.

About 11.9 million trademark registrations that were in force at 62 offices in 2015 can be distributed according to the year in which they were initially registered. This represents 53% of the approximately 22.3 million trademark registrations recorded at these offices between 1982 and 2015.

Sixteen percent of trademarks registered in 1982 were still in force in 2015, reflecting the enduring value of marks. For those registered in 2005 and later, the percentage rises above 50%. Half these 11.9 million have been registered since 2008.

Use of the Madrid route continued 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 2015, the System also continued to grow geographically, with four new members joining in 2015, Cambodia, Algeria, the Gambia and Lao People's Democratic Republic.

Madrid international applications totaled 48,910 in 2015, up 0.9% on 2014, marking the sixth consecutive year of growth and, once again, the highest number of international applications ever filed. In fact, since 2000, the number of applications has increased in all but three years, each coinciding with economic downturns in the early 2000s and 2009. This prevailing growth is partly due to the expanding membership of the Madrid System and a general upward trend in trademark application volumes worldwide.

In 2015, for the second consecutive year the highest number of international applications was filed by applicants domiciled in the U.S. (7,361), up 11.2% on the previous year. They were followed by applicants from Germany (6,759) and France (4,143). Together, more than one-third of all international applications came from these three countries, which have been the top three origins of Madrid applications since 2005.

For the fifth consecutive year, pharmaceutical company Novartis of Switzerland was the most active user of the Madrid System, filing 193 international applications in 2015. German retailer Lidl filed 142, making it the second largest applicant, followed by French cosmetics and beauty company L'Oréal (130).

Between 2004 and 2015, applicants for international registrations accounted for between 56% and 68% of all non-resident trademark filing activity emanating from Madrid member jurisdictions at IP offices of all Madrid members combined.

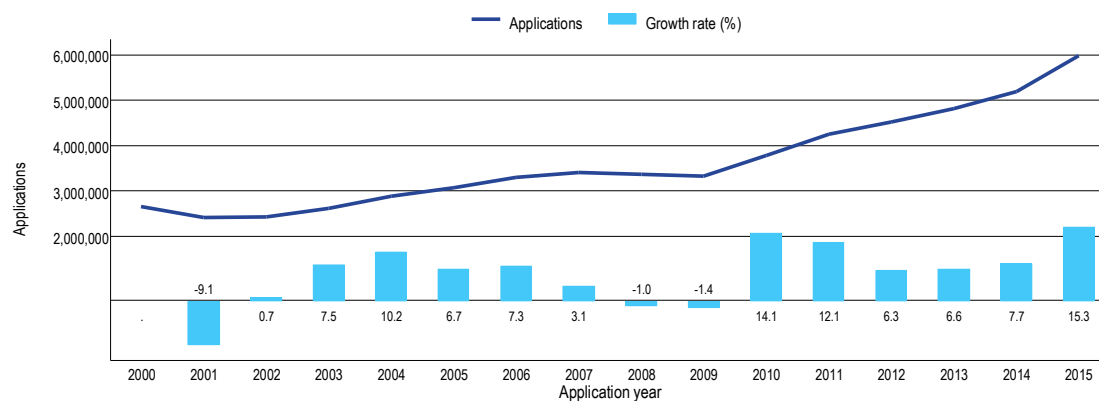
For many Madrid member offices, over half of their non-resident trademark filing activity (application class counts) is received through the Madrid route. In 2015, this was the case for the offices of India (64.4%), Japan (57.8%), the Russian Federation (64.9%), Switzerland (76.5%) and Turkey (69.5%), to name a few. The EUIPO (25.9%) and the offices of China (31.2%) and the U.S. (38.5%), however, received comparatively lower shares of total non-resident filing activity via the Madrid route. For further information and statistics, see the *Madrid Yearly Review, 2016*.

Standard figures and tables

Trademark applications and registrations worldwide	84
B1 Trend in trademark applications worldwide	84
B2 Trend in trademark application class counts worldwide	84
B3 Resident and non-resident trademark application class counts worldwide	85
B4 Trend in trademark registrations worldwide	85
B5 Trend in trademark registration class counts worldwide	86
B6 Resident and non-resident trademark registration class counts worldwide	86
Trademark applications and registrations by office	87
B7 Trademark application class counts by income group	87
B8 Trademark application class counts by region	87
B9 Trend in trademark applications for the top five offices	87
B10 Trademark application class counts for the top 20 offices, 2015	88
B11 Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2014-15	88
B12 Trademark application class counts for offices of selected low- and middle-income countries, 2015	89
B13 Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2014-15	89
B14 Trademark registration class counts for the top 20 offices, 2015	90
B15 Trademark registration class counts for offices of selected low- and middle-income countries, 2015	90
Trademark applications by origin	91
B16 Equivalent trademark application class counts by origin, 2015	91
B17 Trademark application class counts for the top 20 origins, 2015	91
B18 Trademark application class counts for selected low- and middle-income origins, 2015	92
B19 Trademark application class counts abroad for the top 20 origins, 2015	92
B20 Trademark application class counts for the top 25 offices and origins, 2015	93
B21 Distribution of trademark application class counts for the top 15 offices and selected non-resident origins, 2015	94
Trademark applications by Nice class and industry sector	94
B22 Distribution of trademark applications by top Nice classes, 2015	94
B23 Trademark applications by goods and services classes, 2015	95
B24 Trademark applications by industry sector, 2015	95
B25 Trademark applications by top three sectors at the top offices, 2015	96
B26 Distribution of trademark applications by goods and services at the top offices, 2015	96
B27 Trademark applications by top three sectors for the top origins, 2015	97
B28 Distribution of trademark applications by goods and services for selected origins, 2015	97
Trademark application class count in relation to GDP and population	98
B29 Resident trademark application class count per 100 billion USD GDP for selected origins	98
B30 Resident trademark application class count per million population for selected origins	98
Trademarks in force	99
B31 Trademarks in force at selected offices, 2015	99
B32 Trademarks in force in 2015 as a percentage of total registrations	99
B33 Average age of trademarks in force at selected offices, 2015	100
Trademark applications and registrations through the Madrid System	100
B34 Madrid international applications by origin, 2015	100
B35 Top Madrid applicants, 2015	101
B36 Trend in Madrid international applications	101
B37 Madrid applications for the top 20 origins, 2015	102
B38 Trend in non-resident filing activity by filing route (direct and Madrid)	102
B39 Madrid share of non-resident filing activity for selected designated Madrid members, 2015	103
Statistical tables	103
B40 Trademark applications by office and origin, 2015	103
B41 Trademark registrations by office and origin, and trademarks in force, 2015	107

Trademark applications and registrations worldwide

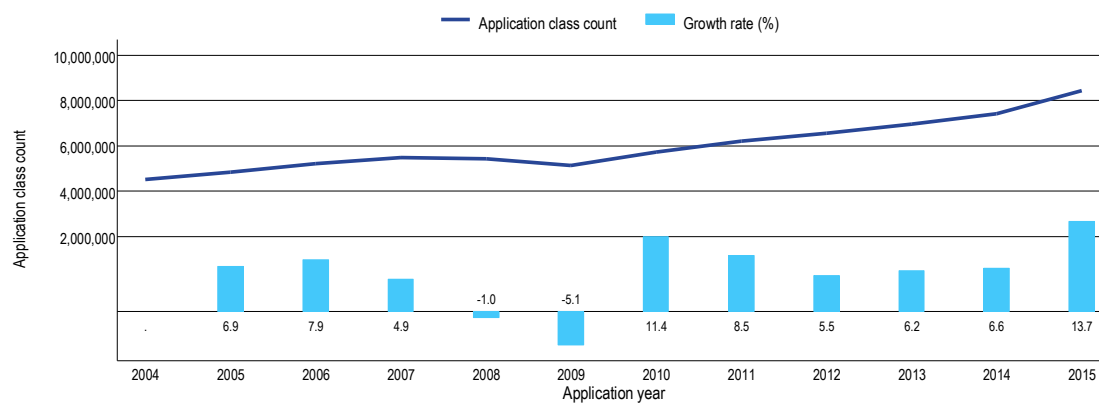
B1 Trend in trademark applications worldwide



Note: World totals are WIPO estimates using data covering 161 IP offices. 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 2016.

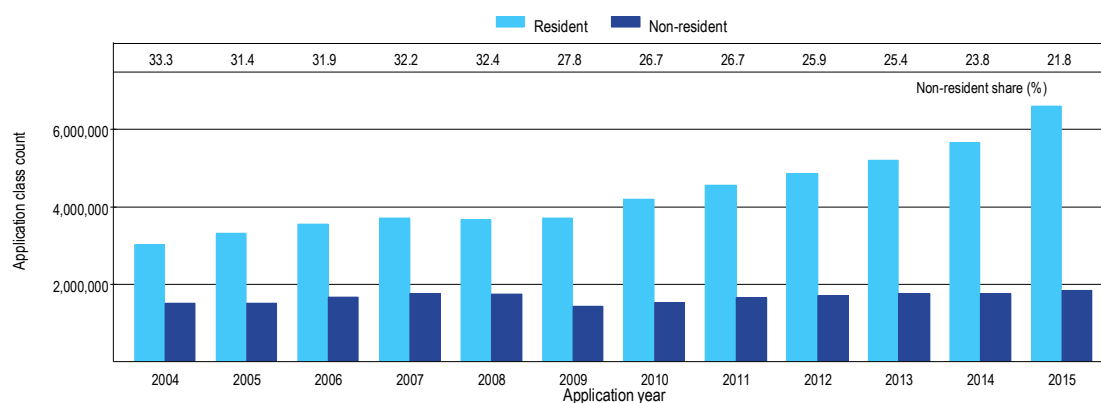
B2 Trend in trademark application class counts worldwide



Note: World totals are WIPO estimates using data covering 159 IP offices. 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 2016.

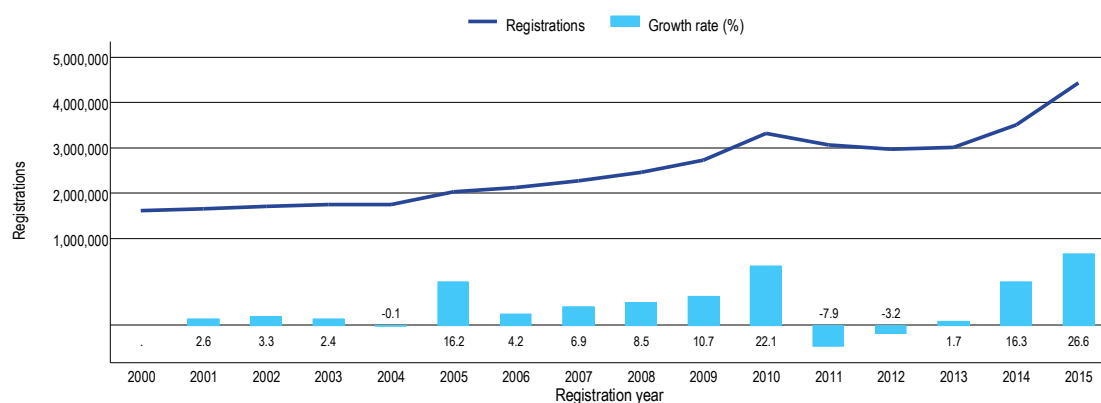
B3 Resident and non-resident trademark application class counts worldwide



Note: World totals are WIPO estimates using data covering 159 IP offices. 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 2016.

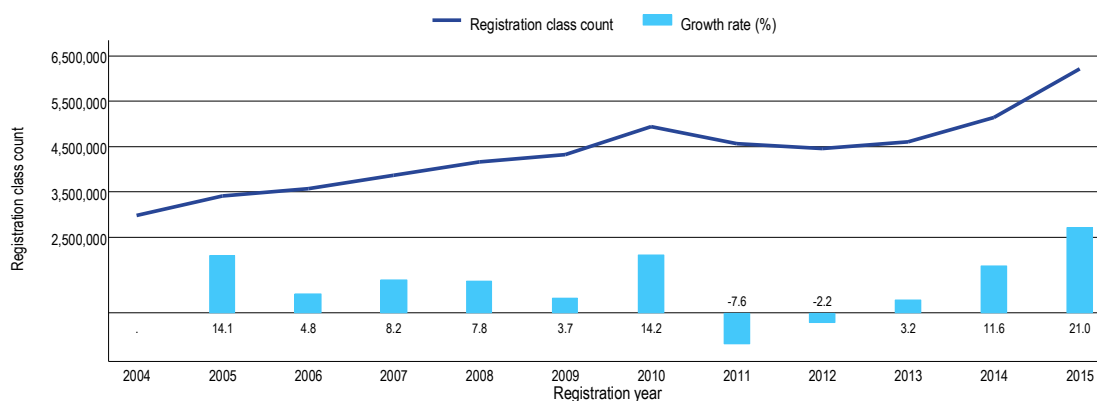
B4 Trend in trademark registrations worldwide



Note: World totals are WIPO estimates using data covering 160 IP offices. 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 2016.

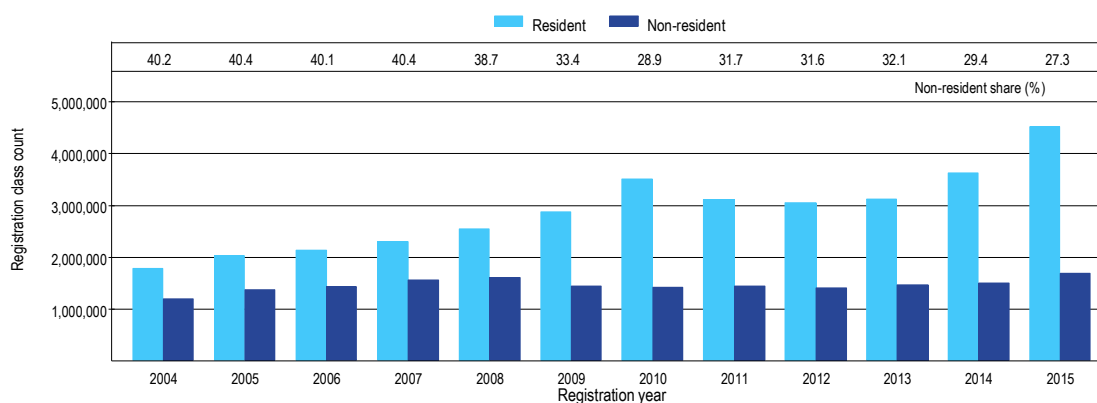
B5 Trend in trademark registration class counts worldwide



Note: World totals are WIPO estimates using data covering 158 IP offices. 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 2016.

B6 Resident and non-resident trademark registration class counts worldwide



Note: World totals are WIPO estimates using data covering 158 IP offices. 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 2016.

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 (%)
	2005	2015	2005	2015	2005	2015	2005-15
High-income	2,791,900	3,414,300	68.7	73.0	57.7	40.4	2.0
Upper middle-income	1,553,400	4,155,700	72.5	85.3	32.1	49.2	10.3
...Upper middle-income without China	878,300	1,327,400	60.6	66.6	18.2	15.7	4.2
Lower middle-income	449,300	815,800	57.0	66.0	9.3	9.7	6.1
Low-income	41,900	59,500	46.7	44.2	0.9	0.7	3.6
World	4,836,500	8,445,300	68.6	78.2	100.0	100.0	5.7

Note: Totals by income group are WIPO estimates using data covering 159 IP offices. Each category includes the following number of offices: high-income (57), upper middle-income (45), lower middle-income (39) and low-income (18). Data for the European Union Intellectual Property Office are allocated to the high-income group because most EU member states are high-income countries. For similar reasons, data for the African Regional Intellectual Property Organization and the African Intellectual Property Organization are allocated to the low-income group. For information on income group classification, see the Data description section.

Source: WIPO Statistics Database, October 2016.

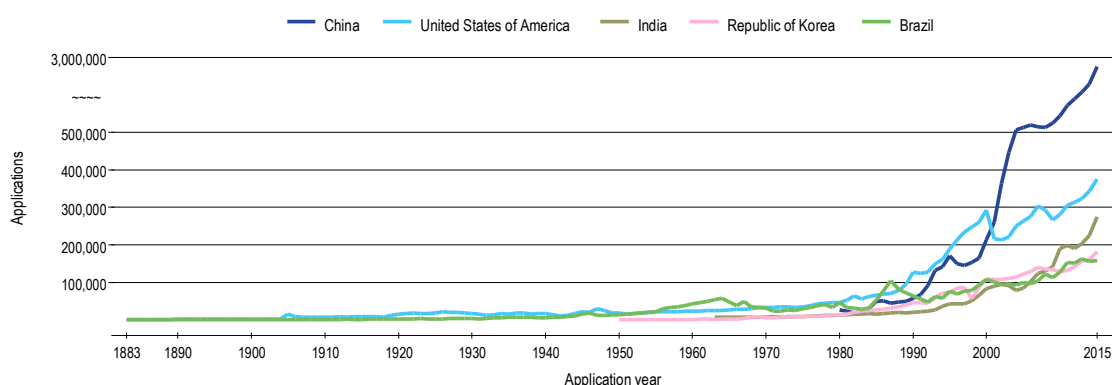
B8 Trademark application class counts by region

	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2005	2015	2005	2015	2005	2015	2005-15
Africa	148,800	233,200	45.1	46.3	3.1	2.8	4.6
Asia	1,702,800	4,669,800	74.3	84.9	35.2	55.3	10.6
Europe	1,927,750	2,041,400	65.8	75.3	39.9	24.2	0.6
Latin America & the Caribbean	477,800	654,800	64.6	64.3	9.9	7.8	3.2
North America	456,450	672,400	74.2	70.1	9.4	8.0	4.0
Oceania	122,900	173,700	58.1	55.7	2.5	2.1	3.5
World	4,836,500	8,445,300	68.6	78.2	100.0	100.0	5.7

Note: Totals by geographical region are WIPO estimates using data covering 159 IP offices. Each region includes the following number of offices: Africa (33), Asia (46), Europe (42), Latin America & the Caribbean (32), North America (2) and Oceania (4).

Source: WIPO Statistics Database, October 2016.

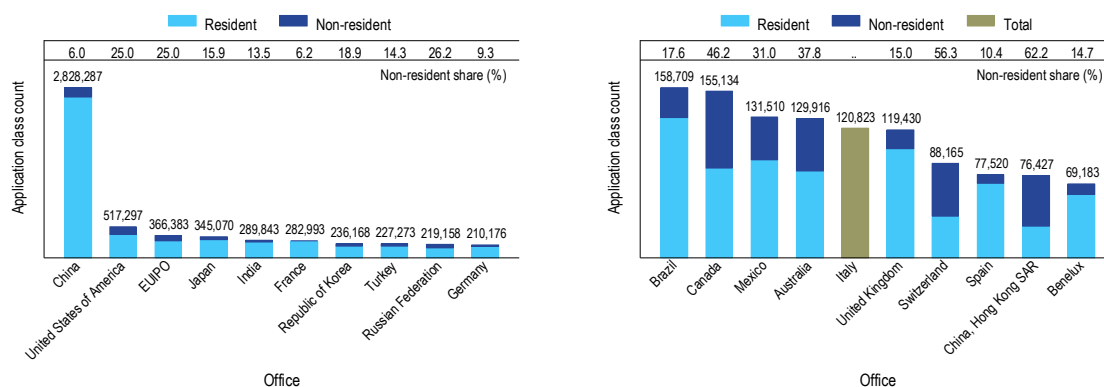
B9 Trend in trademark applications for the top five offices



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 2015 totals.

Source: WIPO Statistics Database, October 2016.

B10 Trademark application class counts for the top 20 offices, 2015

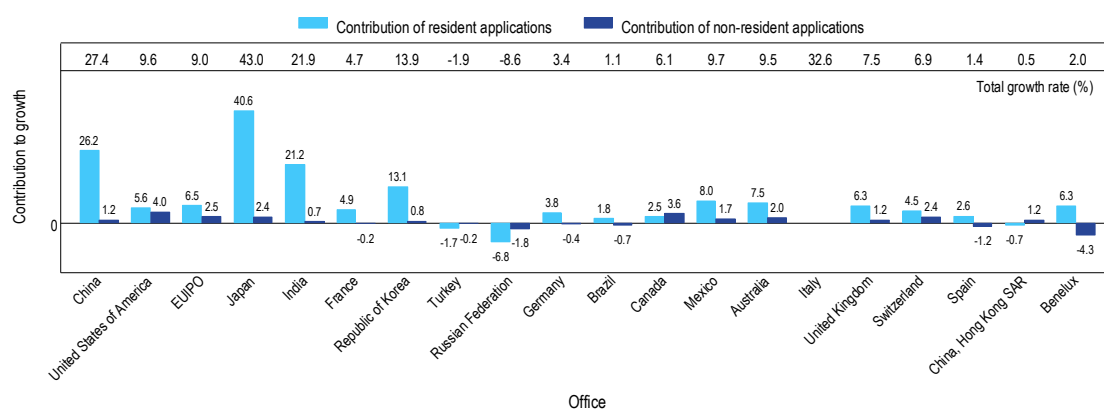


.. indicates not available.

Note: EUIPO is the European Union Intellectual Property Office. For the office of Italy, only an aggregate total is provided as no breakdown according to the residency of applicants is available.

Source: WIPO Statistics Database, October 2016.

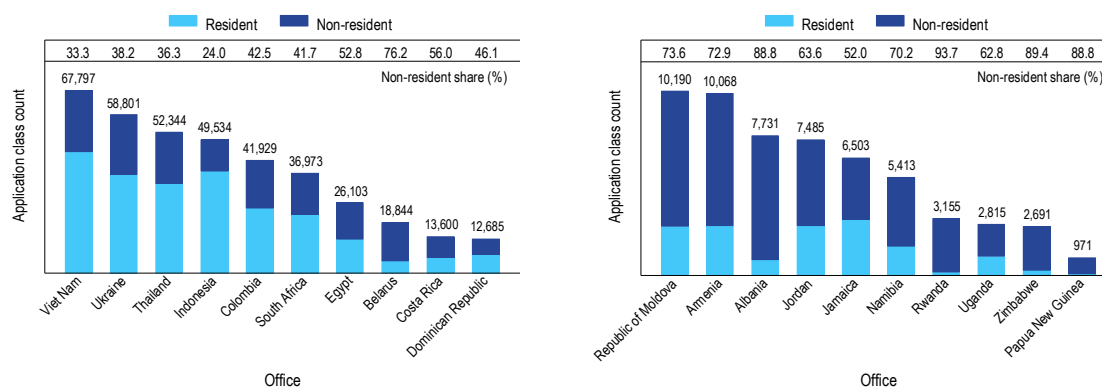
B11 Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2014-15



Note: EUIPO is the European Union Intellectual Property Office. 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 Mexico grew by 9.7%. Growth in resident applications accounted for 8 percentage points of this increase, whereas the remaining 1.7 percentage point is attributed to non-resident filing activity. Only the total growth rate can be provided for Italy due to a lack of information regarding the residency of applicants filing at this office.

Source: WIPO Statistics Database, October 2016.

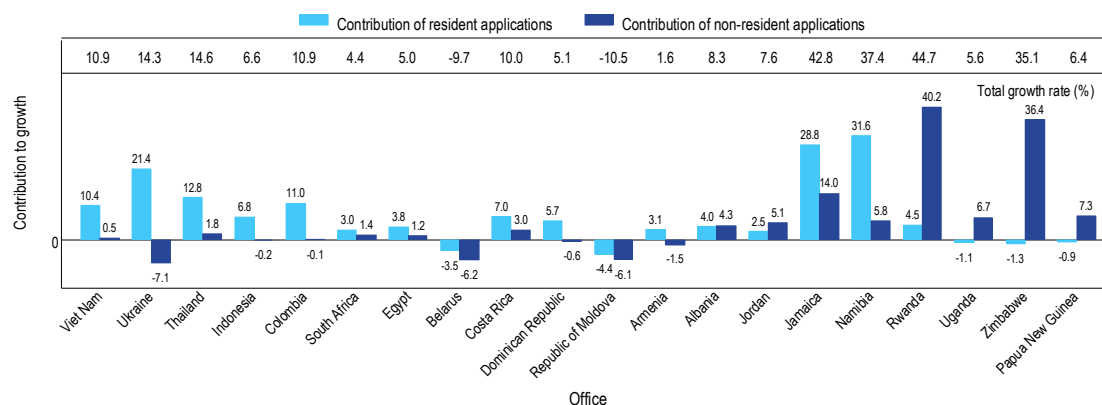
B12 Trademark application class counts for offices of selected low- and middle-income countries, 2015



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 2016.

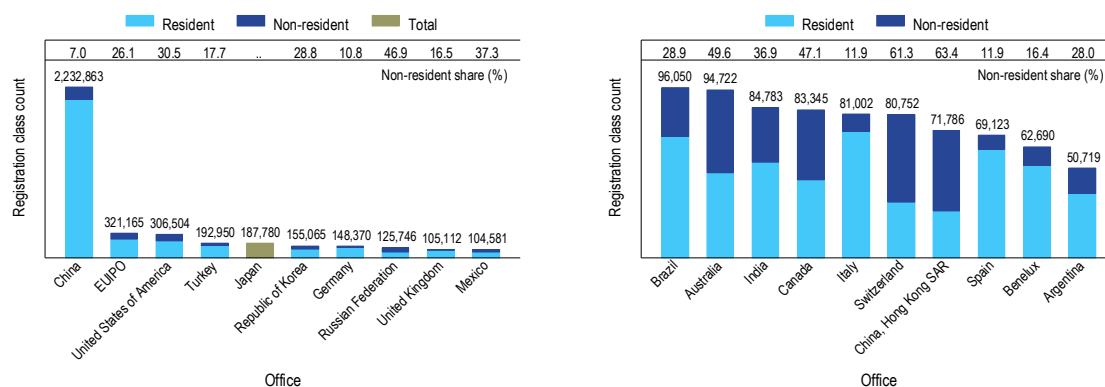
B13 Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2014-15



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 or decrease 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 South Africa grew by 4.4%. Growth in resident applications accounted for 3 percentage points of this increase, whereas the remaining 1.4 percentage point is attributed to non-resident filing activity.

Source: WIPO Statistics Database, October 2016.

B14 Trademark registration class counts for the top 20 offices, 2015

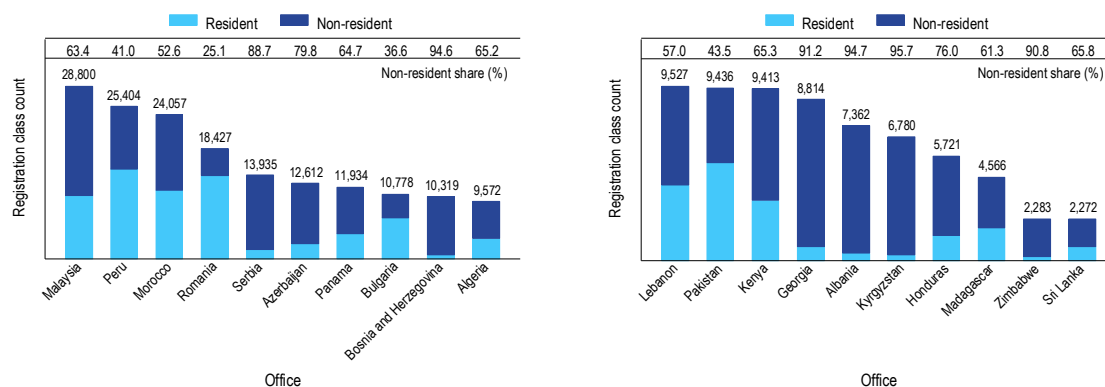


.. indicates not available.

Note: EUIPO is the European Union Intellectual Property Office. For the office of Japan, only an aggregate total is provided as no breakdown according to the residency of applicants is available. Figures for the office of France 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. The number 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 2016.

B15 Trademark registration class counts for offices of selected low- and middle-income countries, 2015

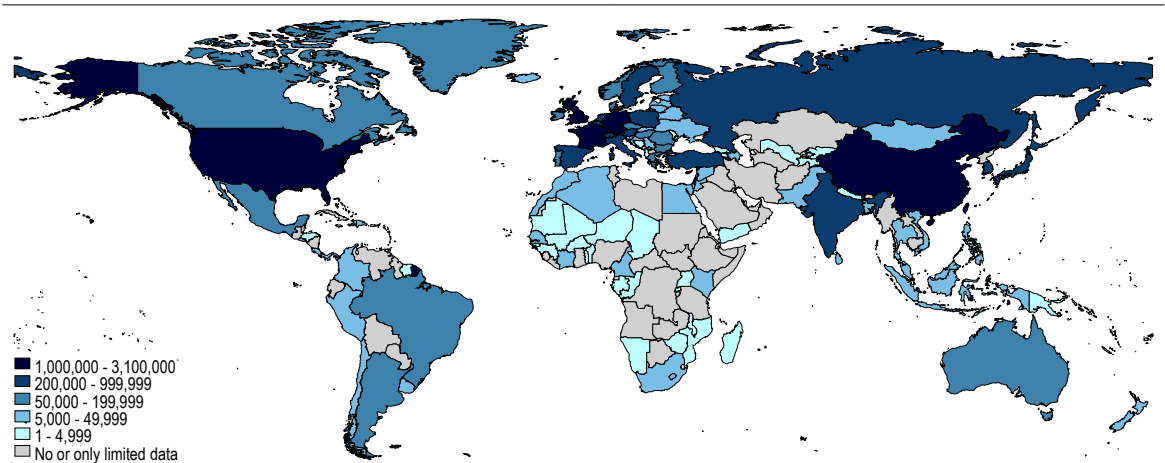


Note: The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all offices are presented in the statistical table at the end of this section.

Source: WIPO Statistics Database, October 2016.

Trademark applications by origin

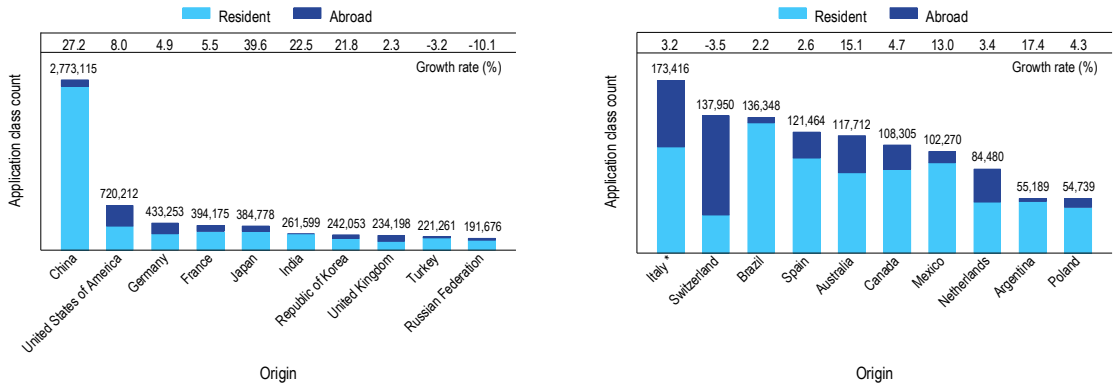
B16 Equivalent trademark application class counts by origin, 2015



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 2016.

B17 Trademark application class counts for the top 20 origins, 2015

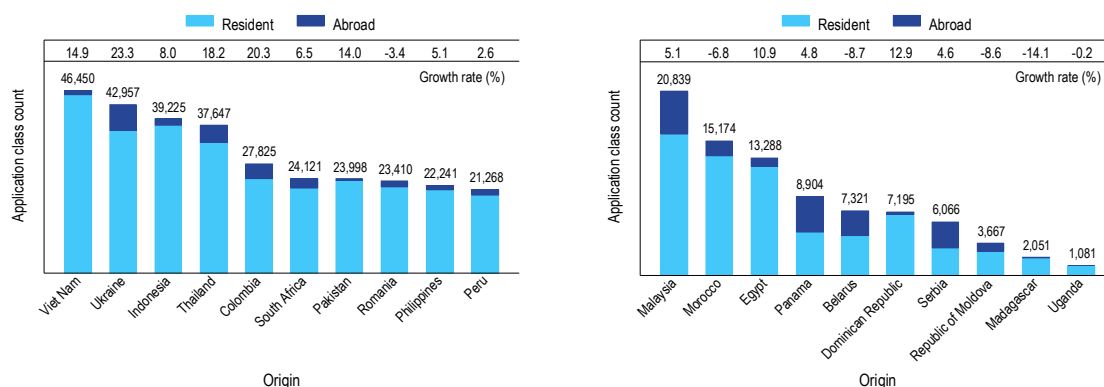


*indicates 2014 data.

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 2016.

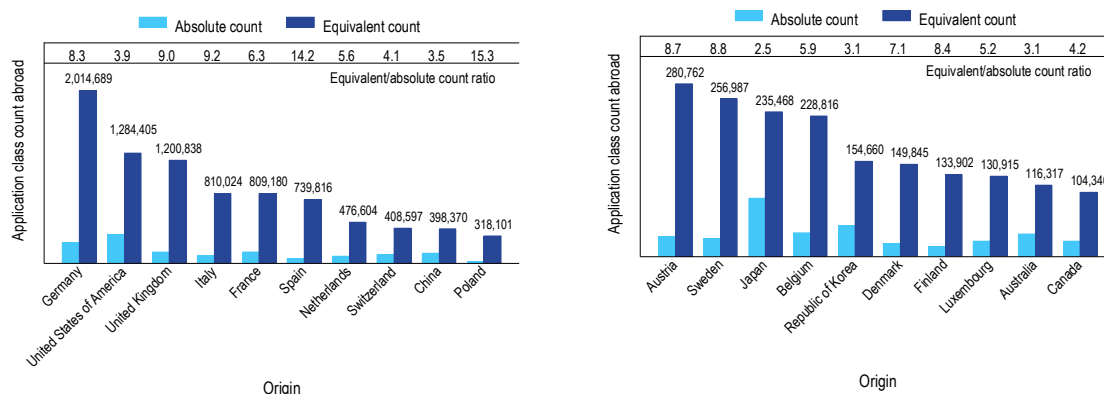
B18 Trademark application class counts for selected low- and middle-income origins, 2015



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 origins 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 2016.

B19 Trademark application class counts abroad for the top 20 origins, 2015



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 European Union Intellectual Property Office (EUIPO) – 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.

Source: WIPO Statistics Database, October 2016.

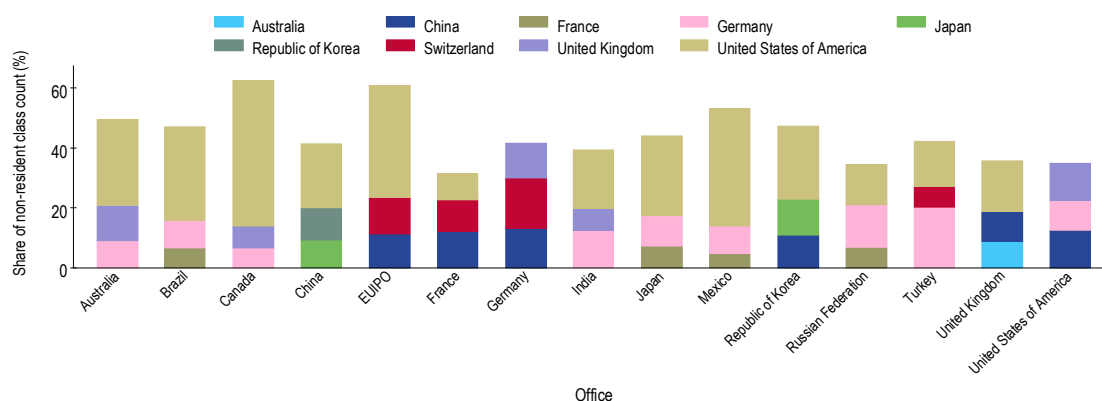
B20 Trademark application class counts for the top 25 offices and origins, 2015

Origin	Office											
	China	United States of America	EUIPO	Japan	India	France	Republic of Korea	Turkey	Russian Federation	Germany	Brazil	Canada
Argentina	127	251	211	46	10		8	3	32	5	309	61
Australia	5,318	5,449	2,911	1,262	1,129	268	921	219	540	199	249	1,517
Austria	1,272	1,345	9,527	443	585	183	361	800	1,131	1,215	226	486
Brazil	628	833	566	97	13	32	88	10	71	31	130,720	199
Canada	2,492	11,577	2,911	498	183	146	576	166	287	59	269	83,504
China	2,658,724	16,264	10,121	3,877	2,517	2,131	4,830	1,253	2,727	2,567	1,441	2,988
China, Hong Kong SAR	37	2,903	2,649	824	269	394	59	168	691	416	192	960
France	8,963	7,390	25,028	3,932	2,679	265,507	2,635	1,718	3,833	1,344	1,811	3,905
Germany	13,926	12,696	67,749	5,607	4,884	970	4,359	6,517	8,242	190,536	2,536	4,625
India	501	967	688	187,250,586	36	88	164	305	29	128	273	259
Italy	6,688	5,032	27,674	2,575	1,893	478	1,877	1,837	3,442	317	1,001	1,602
Japan	15,689	6,340	5,046	290,238	1,854	602	5,412	1,240	1,772	372	1,184	2,154
Mexico	487	2,477	691	125	83	44	86	47	66	12	649	352
Netherlands	2,819	2,866	13,557	1,053	846	493	831	1,114	1,318	677	733	1,230
Poland	809	585	11,421	168	212	54	105	318	685	127	54	128
Republic of Korea	18,056	4,430	3,819	3,173	398	190	191,470	386	1,290	248	871	735
Russian Federation	1,487	778	703	283	464	397	239	490	161,681	611	57	45
Spain	2,241	2,312	26,349	644	499	263	519	514	1,003	287	626	682
Sweden	1,854	2,185	8,745	684	528	82	540	431	900	73	389	738
Switzerland	5,431	5,553	11,132	3,187	1,967	1,836	2,072	2,328	3,360	3,296	1,459	2,024
Turkey	744	921	1,835	322	463	373	208	194,769	1,232	577	58	166
Ukraine	188	213	252	44	84	128	38	96	926	202	6	24
United Kingdom	10,810	16,048	40,909	3,506	2,818	898	2,617	1,982	3,037	2,312	1,365	5,369
United States of America	36,332	388,119	34,454	14,614	7,759	1,516	10,923	4,878	7,765	1,654	8,858	34,791
Viet Nam	268	109	43	60	35	24	38	16	21	33	1	26
Others	32,396	19,654	57,392	7,621	7,085	5,948	5,268	5,809	12,801	2,977	3,517	6,540
Total	2,828,287	517,297	366,383	345,070	289,843	282,993	236,168	227,273	219,158	210,176	158,709	155,134
												131,510
												129,916
												119,430
												88,165
												77,520
												69,183
												67,797
												58,801
												52,344
												49,534
												42,964

Note: EUIPO is the European Union Intellectual Property Office. Office and origin data consist of absolute application class counts rather than equivalent application class counts. Among the top IP offices, data for Italy are not shown as a detailed breakdown of the origin of the applications it received is not available.

Source: WIPO Statistics Database, October 2016.

B21 Distribution of trademark application class counts for the top 15 offices and selected non-resident origins, 2015



Note: EUIPO is the European Union Intellectual Property Office. Office and origin data consist of absolute application class counts rather than equivalent application class counts. Among the top IP offices, data for Italy are not shown as a detailed breakdown of the origin of the applications it received is not available.

Source: WIPO Statistics Database, October 2016.

Trademark applications by Nice class and industry sector

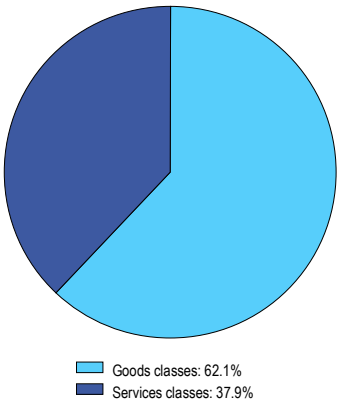
B22 Distribution of trademark applications by top Nice classes, 2015

Rank	Class	Class share (%)
1	35 Advertising and business management	10.5
2	9 Scientific, photographic, measuring instruments; recording equipment; computers and software	7.1
3	41 Education, entertainment, and sporting activities	5.9
4	25 Clothing	5.7
5	42 Scientific and technological services, design and development of computer hardware and software	4.8
6	30 Coffee, tea, cocoa, rice, flour, bread, pastry and confectionery, sugar, honey, yeast, salt, mustard, vinegar, sauces (condiments) and spices	4.6
7	5 Pharmaceutical preparations, baby food, dietary supplements for humans and animals, disinfectants, fungicides and herbicides	4.4
8	43 Services for providing food and drink; temporary accommodation	3.8
9	3 Bleaching preparations and other substances for laundry use; cleaning and abrasive preparations; soaps, perfumery and cosmetics	3.7
10	29 Foodstuffs of animal origin and vegetables	3.3
Remaining classes		46.2

Note: These figures are based on filing data from 125 IP offices. Some classes listed are abbreviated. See Annex C for full definitions.

Source: WIPO Statistics Database, October 2016.

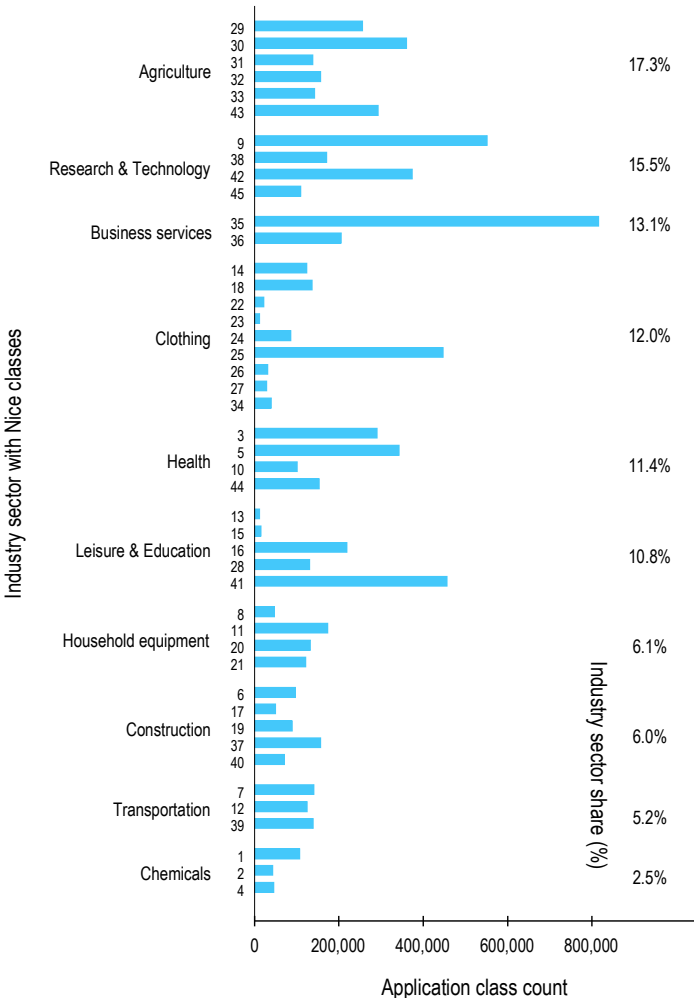
B23 Trademark applications by goods and services classes, 2015



Note: In the 45-class Nice Classification, the first 34 classes indicate goods and the remaining 11 refer to services. Together, the services-related classes accounted for about 38% of all classes specified in applications filed in 2015, demonstrating the importance that applicants place on protecting their brands in service-oriented industries. See Annex C for full definitions of classes. These figures are based on filing data from 125 IP offices.

Source: WIPO Statistics Database, October 2016.

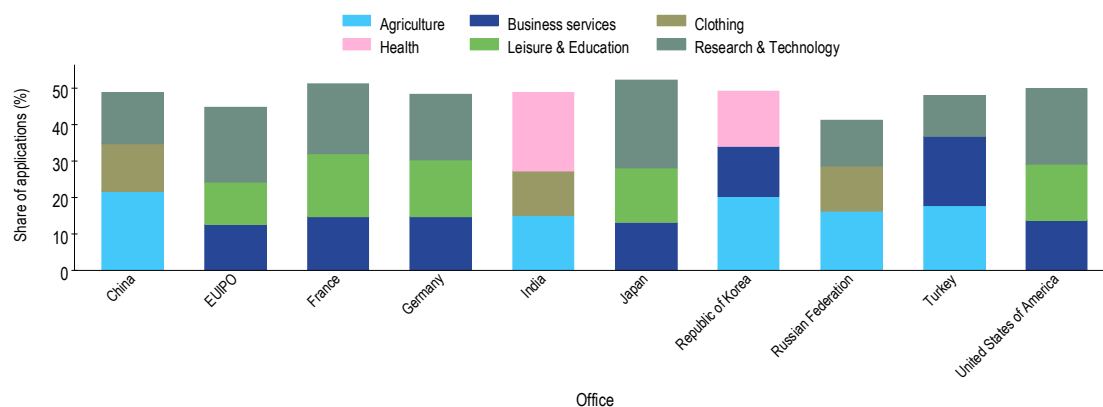
B24 Trademark applications by industry sector, 2015



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex C for full definitions. The distribution of trademark applications across industries has remained stable between 2004 and 2015. Like class rankings, the shares of class groups differ across offices. These figures are based on filing data from 125 IP offices.

Source: WIPO Statistics Database, October 2016.

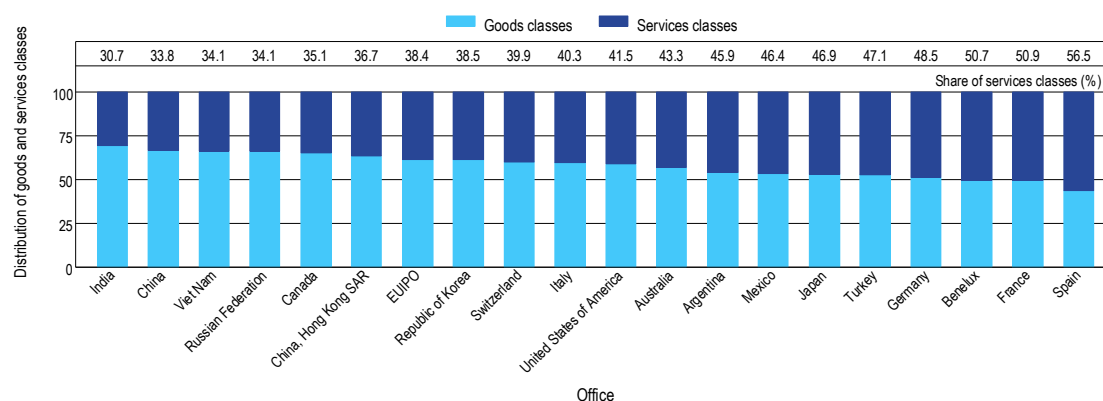
B25 Trademark applications by top three sectors at the top offices, 2015



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex C for full definitions. EUIPO is the European Union Intellectual Property Office. The top three sectors and top offices were selected based on their 2015 totals.

Source: WIPO Statistics Database, October 2016.

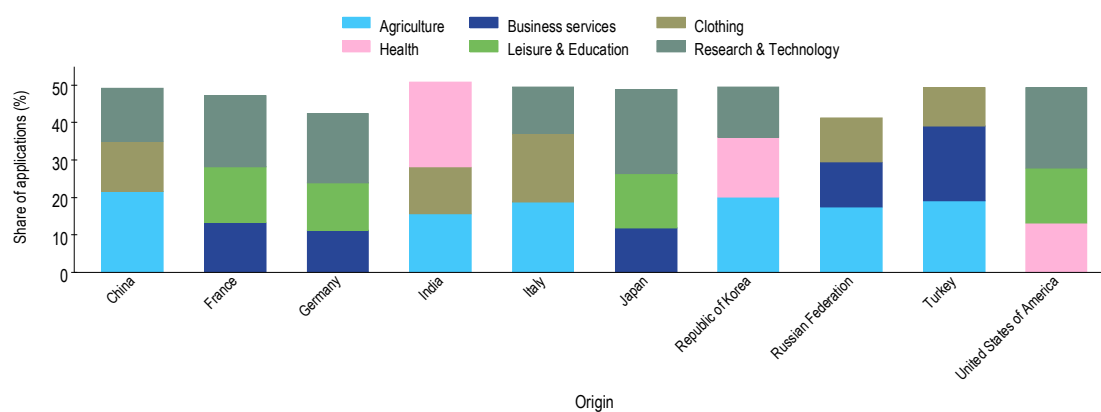
B26 Distribution of trademark applications by goods and services at the top offices, 2015



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, October 2016.

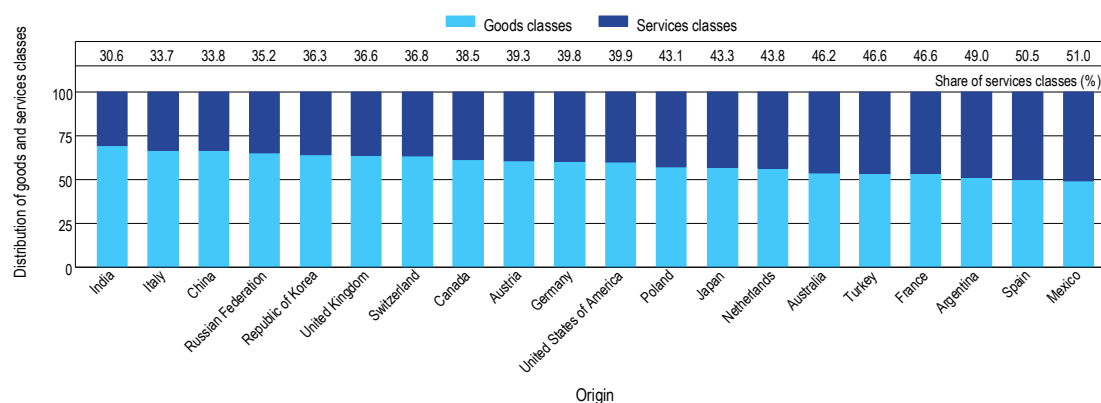
B27 Trademark applications by top three sectors for the top origins, 2015



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See Annex C for full definitions. The top three sectors and top origins were selected based on their 2015 totals.

Source: WIPO Statistics Database, October 2016.

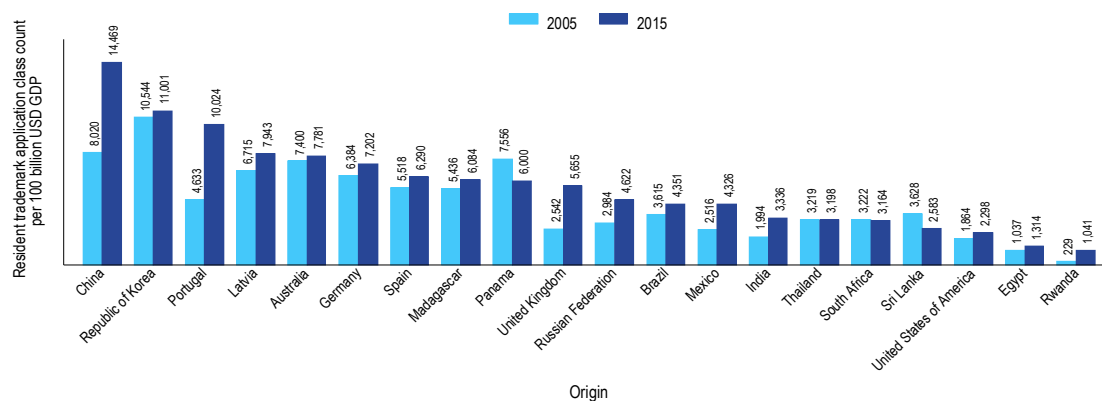
B28 Distribution of trademark applications by goods and services for selected origins, 2015



Source: WIPO Statistics Database, October 2016.

Trademark application class count in relation to GDP and population

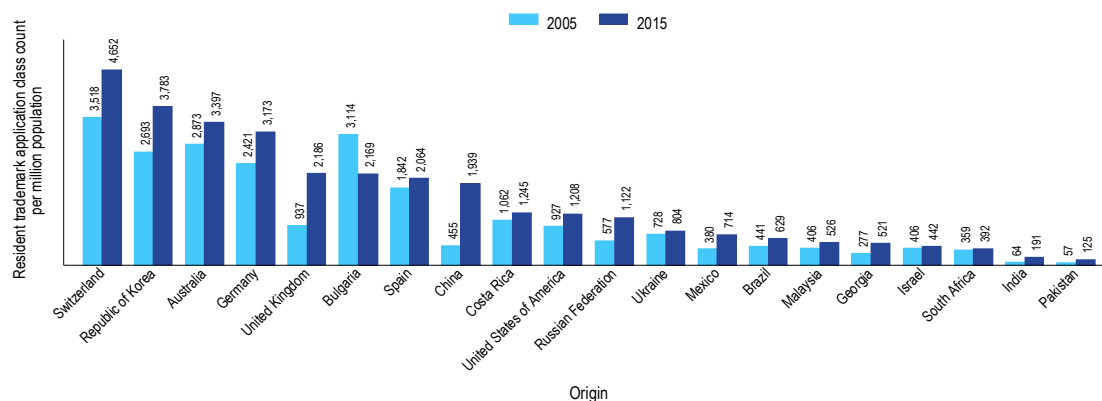
B29 Resident trademark application class count per 100 billion USD GDP for selected origins



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 2016.

B30 Resident trademark application class count per million population for selected origins

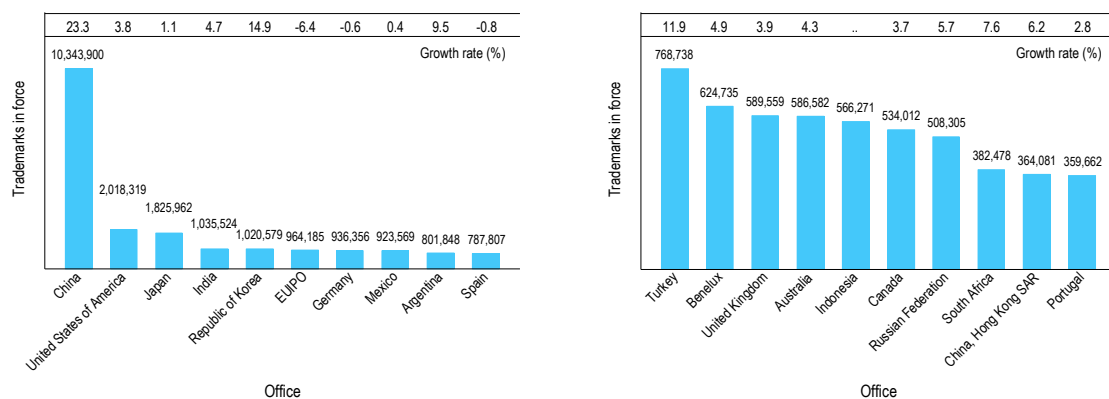


Note: This figure does not provide an overall ranking of all origins; rather, it provides a selection across geographical regions and income groups.

Sources: WIPO Statistics Database and World Bank, October 2016.

Trademarks in force

B31 Trademarks in force at selected offices, 2015

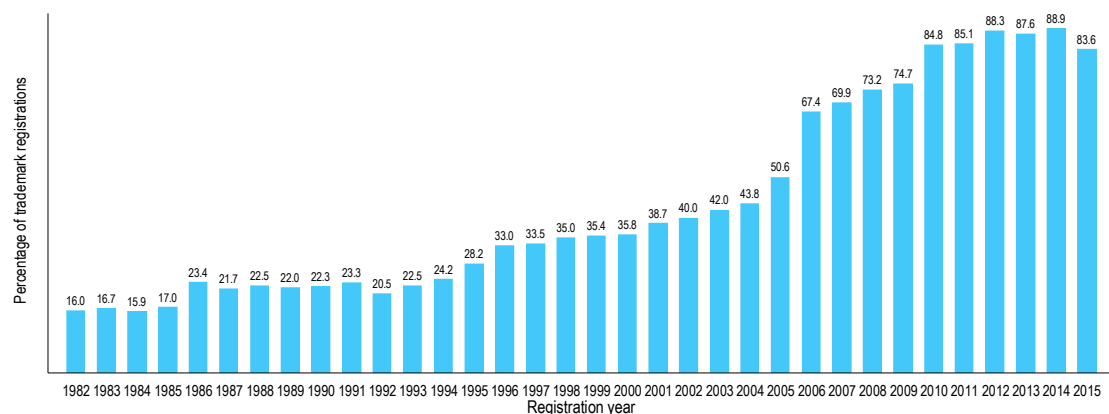


.. indicates not available.

Note: EUIPO is the European Union Intellectual Property Office. Data refer to the number of trademark registrations in force and not the number of classes specified in those registrations. Trademark rights can be maintained indefinitely by paying renewal fees at defined time intervals. Trademarks in force provide information on the volume of trademark registrations currently active as well as the historical trademark life cycle.

Source: WIPO Statistics Database, October 2016.

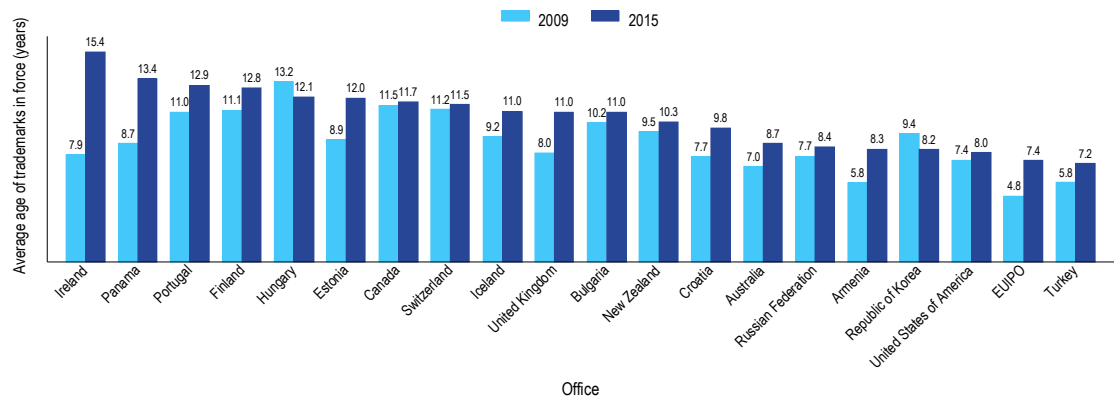
B32 Trademarks in force in 2015 as a percentage of total registrations



Note: Percentages are calculated as follows: the number of trademark registrations issued in year t and in force in 2015 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 11.9 million active trademark registrations reported by 62 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.

Source: WIPO Statistics Database, October 2016.

B33 Average age of trademarks in force at selected offices, 2015

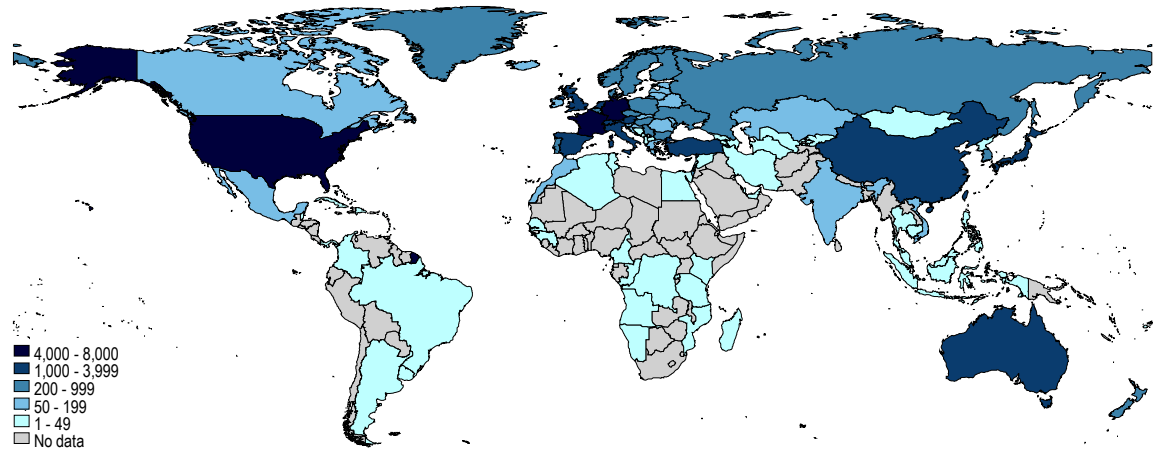


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, October 2016.

Trademark applications and registrations through the Madrid System

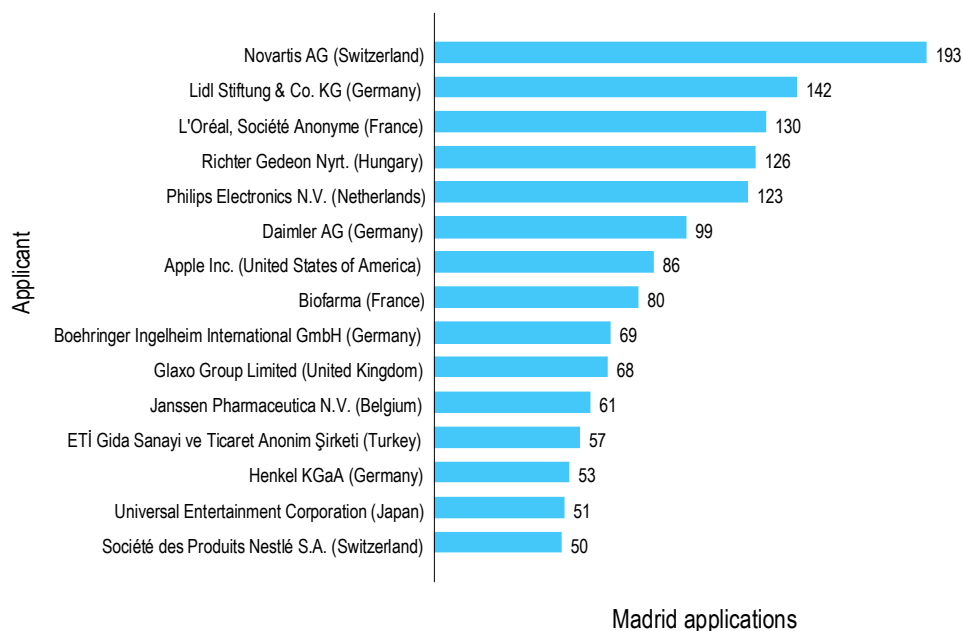
B34 Madrid international applications by origin, 2015



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

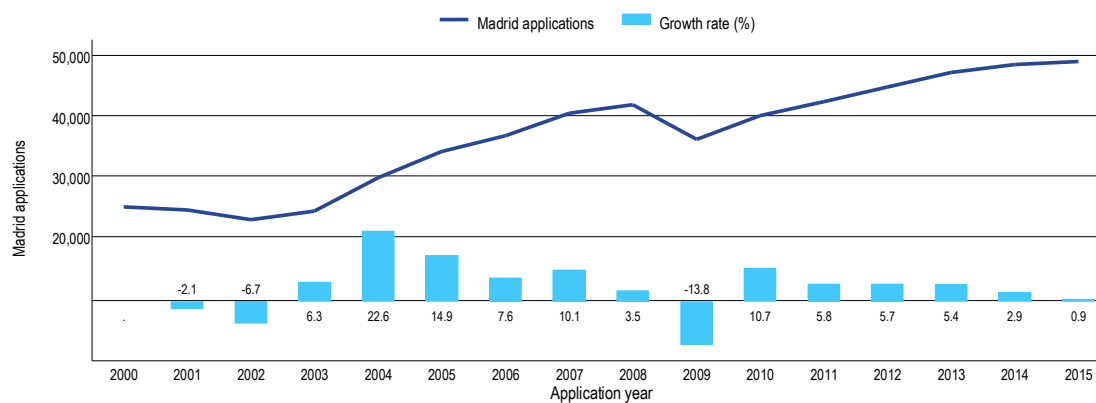
Source: WIPO Statistics Database, October 2016.

B35 Top Madrid applicants, 2015



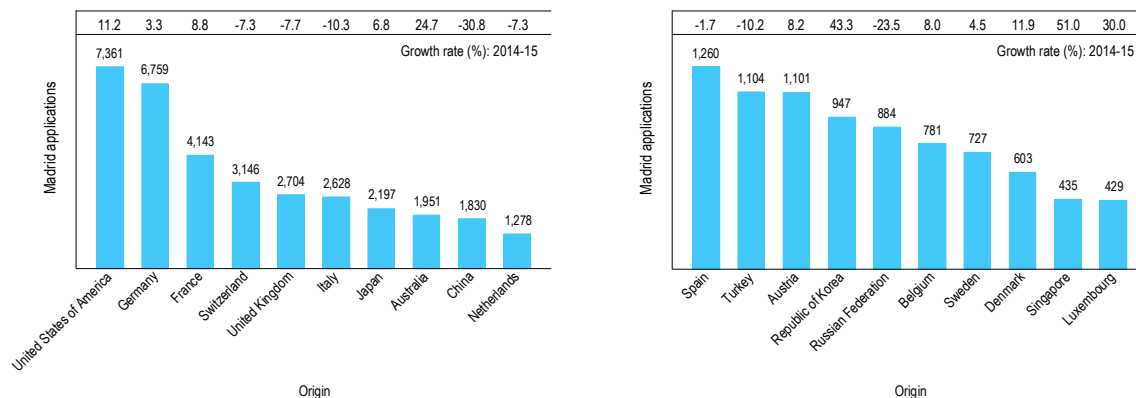
Source: WIPO Statistics Database, October 2016.

B36 Trend in Madrid international applications



Source: WIPO Statistics Database, October 2016.

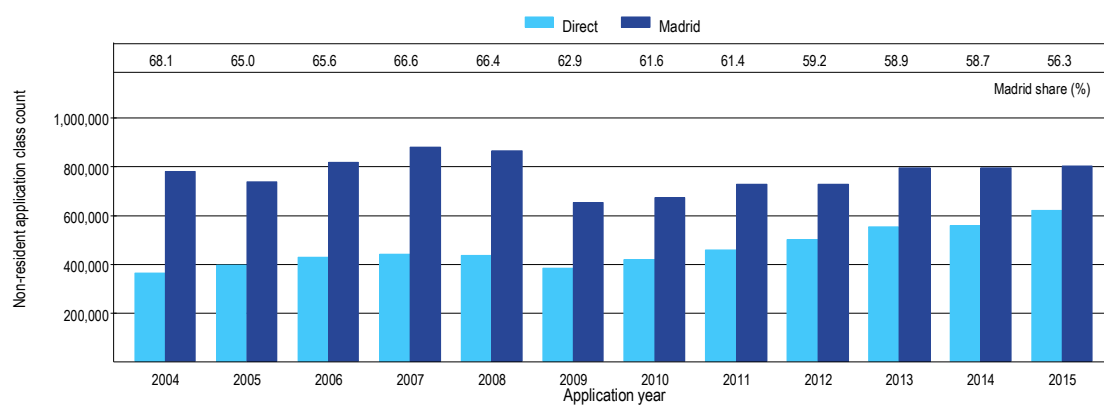
B37 Madrid applications for the top 20 origins, 2015



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

Source: WIPO Statistics Database, October 2016.

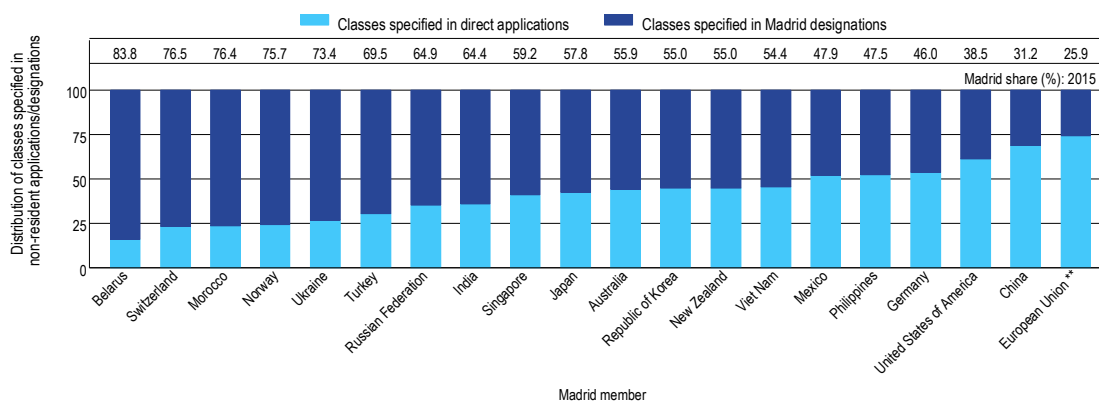
B38 Trend in non-resident filing activity by filing route (direct and Madrid)



Note: The direct route refers to classes specified in applications filed by non-residents of Madrid member origins directly with national or regional IP offices of Madrid members. 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 2016.

B39 Madrid share of non-resident filing activity for selected designated Madrid members, 2015



Note: **European Union indicates trademark activity occurring at the European Union Intellectual Property Office (EUIPO) and not within the IP offices of individual EU member states.
The direct route refers to classes specified in applications filed only by non-residents of all origins – irrespective of Madrid membership – directly with the Madrid member office. The Madrid route refers to classes specified in designations received by the Madrid member office.

Source: WIPO Statistics Database, October 2016.

Statistical tables

B40 Trademark applications by office and origin, 2015

Name	Application class count by office			Application class count by origin	Equivalent application class count by origin	Madrid international applications	
	Total	Resident	Non-resident			Origin (h)	Designated Madrid member
				Total (a)	Total (a)		
Afghanistan	48	48	..	n.a.
African Intellectual Property Organization	9,843	2,659	7,184	n.a.	n.a.	n.a.	1,127
African Regional Intellectual Property Organization	499	138	361	n.a.	n.a.	n.a.	n.a.
Albania	7,731	866	6,865	957	1,227	5	2,096
Algeria	26,471	14,483	11,988	14,627	14,886	10	1,641
Andorra	2,467	514	1,953	827	5,093	6	n.a.
Angola	72	709	3	n.a.
Antigua and Barbuda (d)	1,776	..	1,776	12	39	..	702
Argentina	66,278	52,208	14,070	55,189	60,938	2	n.a.
Armenia	10,068	2,728	7,340	3,063	3,511	23	2,459
Aruba	16	286	..	n.a.
Australia	129,916	80,778	49,138	117,712	197,095	1,951	11,993
Austria	23,361	15,209	8,152	47,503	305,498	1,101	2,375
Azerbaijan	12,135	2,801	9,334	5,409	8,021	5	3,102
Bahamas (b,c)	1,124	171	953	1,457	5,754	8	n.a.
Bahrain	10,714	380	10,334	599	950	2	2,125
Bangladesh	9,322	9,322	0	9,450	9,585	..	n.a.
Barbados	1,337	159	1,178	1,289	3,403	9	n.a.
Belarus	18,844	4,489	14,355	7,321	8,546	160	4,517
Belgium (e)	n.a.	n.a.	n.a.	38,702	253,217	781	n.a.
Belize	969	3,752	23	n.a.
Benelux (f)	69,183	59,022	10,161	n.a.	n.a.	n.a.	2,397
Benin (j)	n.a.	n.a.	n.a.	195	3,406	..	n.a.
Bermuda	844	6,778	7	n.a.
Bhutan (d)	1,649	..	1,649	4	4	..	648
Bolivia (Plurinational State of) (b,c)	8,032	2,467	5,565	2,557	2,557	..	n.a.
Bonaire, Sint Eustatius and Saba (d)	1,371	..	1,371	2	56	..	566
Bosnia and Herzegovina	9,958	689	9,269	997	1,651	19	2,955
Botswana (c,i)	3,278	383	383	..	822
Brazil	158,709	130,720	27,989	136,348	152,154	3	n.a.
Brunei Darussalam	93	174	..	n.a.
Bulgaria	17,630	13,632	3,998	20,030	73,000	274	1,320

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
Burkina Faso (j)	n.a.	n.a.	n.a.	98	1,666	..	n.a.
Burundi	1	1	..	n.a.
Cabo Verde	1	1	..	n.a.
Cambodia (b,c)	4,888	1,182	3,706	1,219	1,408	1	674
Cameroon (j)	n.a.	n.a.	n.a.	603	9,267	10	n.a.
Canada	155,134	83,504	71,630	108,305	187,844	66	n.a.
Chad (j)	n.a.	n.a.	n.a.	10	122	..	n.a.
Chile	42,964	28,903	14,061	32,891	36,815	..	n.a.
China	2,828,287	2,658,724	169,563	2,773,115	3,057,094	1,830	21,087
China, Hong Kong SAR	76,427	28,916	47,511	47,437	119,774	43	n.a.
China, Macao SAR	13,140	1,833	11,307	2,315	2,747	..	n.a.
Colombia	41,929	24,119	17,810	27,825	30,275	33	3,570
Comoros	3	51	..	n.a.
Congo (j)	n.a.	n.a.	n.a.	62	884	4	n.a.
Cook Islands	17	17	..	n.a.
Costa Rica	13,600	5,985	7,615	6,831	7,589	..	n.a.
Côte d'Ivoire (j)	n.a.	n.a.	n.a.	772	12,836	..	n.a.
Croatia	7,905	4,062	3,843	8,986	24,185	166	1,416
Cuba (b,c)	5,322	1,845	3,477	2,120	2,516	3	1,535
Curaçao	2,573	0	2,573	221	3,193	8	668
Cyprus	2,466	708	1,758	9,018	46,417	160	655
Czech Republic	23,560	19,211	4,349	32,097	118,314	337	1,537
Democratic People's Republic of Korea (d)	2,003	..	2,003	1,219	1,219	6	784
Democratic Republic of the Congo	74	397	1	n.a.
Denmark	8,116	4,572	3,544	25,563	159,316	603	1,108
Djibouti	2	2	..	n.a.
Dominica	65	173	1	n.a.
Dominican Republic	12,685	6,842	5,843	7,195	8,059	4	n.a.
Ecuador	562	1,642	..	n.a.
Egypt	26,103	12,327	13,776	13,288	15,218	26	3,916
El Salvador	11,449	4,419	7,030	4,977	5,247	..	n.a.
Estonia	4,909	2,199	2,710	4,495	29,273	79	1,036
Ethiopia	29	29	..	n.a.
European Union Intellectual Property Office (g)	366,383	274,844	91,539	n.a.	n.a.	n.a.	19,352
Fiji	1,211	1,292	3	n.a.
Finland	10,377	7,063	3,314	23,099	145,492	426	991
France	282,993	265,507	17,486	394,175	1,099,715	4,143	3,000
Gabon (j)	n.a.	n.a.	n.a.	71	855	..	n.a.
Gambia (d)	40	..	40	33	481	..	24
Georgia	9,428	1,915	7,513	2,454	2,880	32	2,657
Germany	210,176	190,536	19,640	433,253	2,272,974	6,759	3,833
Ghana (i)	5,121	48	144	..	1,170
Greece (d)	2,414	..	2,414	3,995	62,328	87	1,047
Grenada	599	9	590	10	10	..	n.a.
Guatemala	1,799	1,961	..	n.a.
Guinea (j)	n.a.	n.a.	n.a.	228	3,604	1	n.a.
Guinea-Bissau (j)	n.a.	n.a.	n.a.	22	374	..	n.a.
Guyana (b,c)	748	20	728	37	37	..	n.a.
Haiti (b,c)	1,649	460	1,189	478	482	..	n.a.
Holy See	25	700	..	n.a.
Honduras	7,754	2,043	5,711	2,348	2,348	..	n.a.
Hungary	11,995	7,796	4,199	14,352	54,167	266	1,361
Iceland	7,853	1,332	6,521	3,570	8,304	74	2,230
India	289,843	250,586	39,257	261,599	282,641	152	10,210
Indonesia	49,534	37,657	11,877	39,225	40,779	2	n.a.
Iran (Islamic Republic of) (d)	6,873	..	6,873	3,379	6,305	44	2,885
Iraq	211	373	..	n.a.
Ireland (i)	6,731	10,398	92,062	170	919
Israel	18,650	3,707	14,943	8,838	30,675	246	4,456
Italy (c,i)	120,823	173,416	867,051	2,628	2,768
Jamaica	6,503	3,120	3,383	3,631	3,982	..	n.a.
Japan	345,070	290,238	54,832	384,778	525,706	2,197	13,533
Jordan	7,485	2,725	4,760	3,406	5,790	..	n.a.
Kazakhstan (d)	11,275	..	11,275	1,519	1,552	71	4,525
Kenya	10,901	4,684	6,217	4,922	5,656	5	1,559

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
Kiribati	2	2	..	n.a.
Kuwait (i)	13,051	384	1,680	..	n.a.
Kyrgyzstan	6,693	341	6,352	358	358	1	2,355
Lao People's Democratic Republic	16	16	..	n.a.
Latvia	6,196	3,122	3,074	4,976	16,746	101	1,170
Lebanon	1,537	1,253	284	2,083	6,817	5	n.a.
Lesotho (d)	1,679	..	1,679	5	5	..	654
Liberia (d)	1,733	..	1,733	735
Libya	15	231	..	n.a.
Liechtenstein	8,066	428	7,638	3,576	12,316	84	2,312
Lithuania	6,645	3,599	3,046	5,097	20,789	92	1,190
Luxembourg (e)	n.a.	n.a.	n.a.	24,963	138,265	429	n.a.
Madagascar	4,959	2,025	2,934	2,051	2,051	1	861
Malawi	1,264	1,264	0	1,264	1,264	..	n.a.
Malaysia	35,923	15,940	19,983	20,839	24,167	3	n.a.
Maldives	2	2	..	n.a.
Mali (j)	n.a.	n.a.	n.a.	210	3,314	..	n.a.
Malta	704	410	294	5,059	37,647	34	n.a.
Marshall Islands	359	1,250	1	n.a.
Mauritania (j)	n.a.	n.a.	n.a.	82	680	..	n.a.
Mauritius	1,218	5,108	16	n.a.
Mexico	131,510	90,684	40,826	102,270	121,105	98	8,453
Monaco	8,095	1,251	6,844	3,105	16,336	65	2,171
Mongolia	11,658	7,034	4,624	7,134	7,134	3	1,660
Montenegro (d)	7,540	3	7,537	99	261	7	2,529
Morocco	26,041	13,534	12,507	15,174	20,038	87	3,584
Mozambique	4,463	285	4,178	342	693	1	1,026
Myanmar	159	159	..	n.a.
Namibia	5,413	1,611	3,802	1,793	1,841	1	879
Nauru	8	8	..	n.a.
Nepal	4,276	2,464	1,812	2,494	2,494	..	n.a.
Netherlands (e)	n.a.	n.a.	n.a.	84,480	527,899	1,278	n.a.
New Zealand	42,221	15,769	26,452	23,136	38,204	395	6,033
Nicaragua	349	754	..	n.a.
Niger (j)	n.a.	n.a.	n.a.	34	338	..	n.a.
Nigeria	158	535	..	n.a.
Norway	39,760	11,440	28,320	18,016	51,935	280	7,919
Oman (d)	5,051	..	5,051	69	258	..	2,054
Pakistan	28,056	23,544	4,512	23,998	26,026	..	n.a.
Palau	1	1	..	n.a.
Panama	12,570	4,924	7,646	8,904	13,171	6	n.a.
Papua New Guinea	971	109	862	162	162	..	n.a.
Paraguay	151	253	..	n.a.
Peru	32,300	19,907	12,393	21,268	22,963	..	n.a.
Philippines	42,936	20,991	21,945	22,241	22,904	29	4,470
Poland	40,347	33,930	6,417	54,739	363,452	417	2,042
Portugal	28,898	24,607	4,291	32,253	116,280	236	1,282
Qatar (b,c)	7,608	1,405	6,203	3,207	6,872	4	n.a.
Republic of Korea	236,168	191,470	44,698	242,053	346,130	947	10,456
Republic of Moldova	10,190	2,688	7,502	3,667	4,113	84	2,649
Romania	24,506	19,950	4,556	23,410	75,397	92	1,511
Russian Federation	219,158	161,681	57,477	191,676	211,769	884	14,805
Rwanda	3,155	200	2,955	219	219	1	674
Saint Kitts and Nevis	101	695	2	n.a.
Saint Lucia	171	198	2	n.a.
Saint Vincent and the Grenadines	30	354	2	n.a.
Samoa	452	15	437	647	1,376	..	n.a.
San Marino (d)	2,901	10	2,891	430	4,669	16	1,077
Sao Tome and Principe	1,444	6	1,438	6	6	..	566
Saudi Arabia	2,141	9,057	..	n.a.
Senegal (j)	n.a.	n.a.	n.a.	446	7,522	1	n.a.
Serbia	15,686	3,127	12,559	6,066	9,879	212	3,865
Seychelles	826	1,798	5	n.a.
Sierra Leone (b,c)	2,331	350	1,981	414	418	..	759
Singapore	42,107	8,447	33,660	25,548	43,575	435	8,264

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
Sint Maarten (Dutch Part) (b,c)	1,944	0	1,944	640
Slovakia	14,590	9,459	5,131	13,732	45,508	126	1,219
Slovenia (d)	2,934	..	2,934	4,700	31,619	175	1,176
Solomon Islands	16	394	..	n.a.
Somalia	3	3	..	n.a.
South Africa	36,973	21,543	15,430	24,121	37,932	..	n.a.
Spain	77,520	69,460	8,060	121,464	835,625	1,260	2,388
Sri Lanka	9,415	5,983	3,432	6,366	7,424	..	n.a.
Sudan (d)	2,583	..	2,583	19	19	..	1,065
Suriname	1,377	766	611	808	1,258	..	n.a.
Swaziland (i)	2,468	854	854	..	700
Sweden	21,529	17,727	3,802	46,910	283,459	727	1,270
Switzerland	88,165	38,551	49,614	137,950	447,148	3,146	13,071
Syrian Arab Republic	13,057	10,204	2,853	10,478	11,204	1	1,182
T F Y R of Macedonia (d)	7,526	..	7,526	442	907	14	2,648
Tajikistan	5,705	220	5,485	222	222	..	2,034
Thailand	52,344	33,347	18,997	37,647	42,802	2	n.a.
Togo (j)	n.a.	n.a.	n.a.	135	1,655	..	n.a.
Trinidad and Tobago	3,186	767	2,419	902	902	..	n.a.
Tunisia (i)	13,252	645	1,744	15	2,332
Turkey	227,273	194,769	32,504	221,261	274,510	1,104	8,602
Turkmenistan (d)	4,616	..	4,616	47	92	1	2,062
Uganda	2,815	1,046	1,769	1,081	1,081	..	n.a.
Ukraine	58,801	36,339	22,462	42,957	49,903	409	6,330
United Arab Emirates (b,c)	20,321	6,992	13,329	12,321	30,350	31	n.a.
United Kingdom	119,430	101,482	17,948	234,198	1,343,229	2,704	3,549
United Republic of Tanzania	80	452	1	n.a.
United States of America	517,297	388,119	129,178	720,212	1,672,524	7,361	19,248
Uruguay	9,463	3,655	5,808	4,502	5,825	1	n.a.
Uzbekistan	10,780	4,584	6,196	4,713	4,777	1	2,188
Vanuatu	61	196	..	n.a.
Venezuela (Bolivarian Republic of)	764	1,850	..	n.a.
Viet Nam	67,797	45,230	22,567	46,450	47,641	63	5,259
Yemen	3,292	1,323	1,969	1,390	1,390	..	n.a.
Zambia (b,c)	3,933	527	3,406	536	536	..	881
Zimbabwe	2,691	285	2,406	307	307	..	483
Others/Unknown	3	0	3	67,018	183,375	332	1
Total (2015 estimates)	8,445,300	6,600,810	1,844,496	8,445,300	n.a.	48,910	331,684

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. 2014 data are reported for application class count by office.

c. 2014 data are reported for application class count by origin.

d. Only Madrid designation data are available, so 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 European Union Intellectual Property Office.

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 in an international application.

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

j. The African Intellectual Property Office (OAPI) is the competent office for processing applications.

n.a. indicates not applicable.

.. indicates not available.

Source: WIPO Statistics Database, October 2016.



Attribution Non-Commercial No-Derivatives 3.0 IGO License
(CC BY-NC-ND IGO)

B41 Trademark registrations by office and origin, and trademarks in force, 2015

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	66	66
African Intellectual Property Organization (b,c,e)	9,294	1,981	7,313	n.a.	n.a.	n.a.	45,299
African Regional Intellectual Property Organization	338	54	284	n.a.	n.a.	n.a.	1,377
Albania	7,362	389	6,973	509	756	5	2,009
Algeria	9,572	3,335	6,237	3,459	3,758	1	37,044
Andorra (e)	2,433	517	1,916	726	4,128	2	20,011
Angola	67	472	3	..
Antigua and Barbuda (d)	1,967	..	1,967	13	175
Argentina	50,719	36,506	14,213	38,966	43,720	2	801,848
Armenia	9,129	1,624	7,505	1,874	2,063	19	18,699
Aruba	9	144
Australia	94,722	47,776	46,946	80,438	163,093	2,206	586,582
Austria	21,556	13,355	8,201	41,739	261,825	1,064	104,505
Azerbaijan	12,612	2,543	10,069	2,798	2,887	8	..
Bahamas (b,c,e)	1,126	30	1,096	1,245	3,955	8	32,767
Bahrain	7,496	119	7,377	211	454	2	..
Bangladesh (b,c)	4,172	865	3,307	918	999	..	45,740
Barbados	172	15	157	989	3,340	11	..
Belarus	28,551	11,390	17,161	14,036	15,177	163	43,318
Belgium (f)	n.a.	n.a.	n.a.	32,802	220,468	770	n.a.
Belize	858	3,375	22	3,235
Benelux (g)	62,690	52,379	10,311	n.a.	n.a.	n.a.	624,735
Benin (k)	n.a.	n.a.	n.a.	22	508
Bermuda	660	5,271	7	..
Bhutan (d)	1,770	..	1,770
Bolivia (Plurinational State of) (b,c,e)	7,940	2,428	5,512	2,525	2,579	..	59,528
Bonaire, Sint Eustatius and Saba (d)	1,581	..	1,581
Bosnia and Herzegovina	10,319	554	9,765	683	1,142	13	14,993
Botswana (c,e,j)	2,663	191	191	..	40,040
Brazil	96,050	68,280	27,770	72,473	88,032	5	..
Brunei Darussalam	101	101
Bulgaria	10,778	6,831	3,947	12,586	51,753	194	51,978
Burundi	2	2
Cabo Verde	6	93
Cambodia (b,c,e)	4,215	786	3,429	790	817	1	53,887
Cameroon (k)	n.a.	n.a.	n.a.	55	55	10	..
Canada	83,345	44,114	39,231	61,726	132,149	81	534,012
Chile	35,970	21,278	14,692	24,557	27,990	1	221,719
China	2,232,863	2,077,067	155,796	2,167,538	2,373,118	2,276	10,343,900
China, Hong Kong SAR	71,786	26,303	45,483	38,879	106,734	45	364,081
China, Macao SAR	12,129	1,485	10,644	1,890	2,349	..	88,198
Colombia	33,448	16,952	16,496	19,671	21,835	9	315,255
Congo (k)	n.a.	n.a.	n.a.	18	216	4	..
Cook Islands	30	30
Costa Rica	9,636	3,621	6,015	4,163	4,489	..	179,841
Côte d'Ivoire (k)	n.a.	n.a.	n.a.	14	203
Croatia	7,847	3,666	4,181	6,729	14,319	124	126,877
Cuba (b,c,e)	3,444	615	2,829	964	2,248	1	14,848
Curaçao	2,676	0	2,676	724	4,269	22	21,996
Cyprus	2,394	457	1,937	9,988	41,670	189	58,519
Czech Republic	29,834	24,840	4,994	34,519	102,829	269	122,154
Democratic People's Republic of Korea (d)	2,389	..	2,389	510	780	5	..
Democratic Republic of the Congo	20	371
Denmark	10,317	6,566	3,751	25,703	146,253	616	88,470
Djibouti (e)	3	57	..	769
Dominica	37	172	1	..
Dominican Republic (e)	11,072	5,476	5,596	5,648	6,188	3	103,822
Ecuador	474	1,323

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
Egypt	15,912	3,532	12,380	4,145	5,328	25	115,646
El Salvador	2,338	2,338	0	2,734	2,950	..	81,521
Eritrea	98	98
Estonia	4,809	1,926	2,883	3,922	25,641	77	58,069
Ethiopia	24	24
European Union Intellectual Property Office (h)	321,165	237,358	83,807	n.a.	n.a.	n.a.	964,185
Fiji	47	182	3	..
Finland	9,852	6,878	2,974	25,292	128,561	450	104,945
France (d)	7,160	7	7,153	122,539	749,277	4,121	..
Gambia	1	1
Georgia (e)	8,814	775	8,039	1,122	1,570	33	53,199
Germany	148,370	132,407	15,963	363,910	1,934,455	7,126	936,356
Ghana (j)	4,117	9	90
Greece (d)	2,642	..	2,642	3,969	50,215	95	..
Grenada	569	9	560	12	12	..	225
Guatemala	1,090	1,198
Guinea (k)	n.a.	n.a.	n.a.	30	273	2	..
Guyana	15	15
Haiti	7	34
Honduras	5,721	1,372	4,349	1,534	1,858	..	81,523
Hungary	12,174	7,923	4,251	15,295	49,138	300	55,628
Iceland	8,107	947	7,160	3,532	9,881	98	57,659
India	84,783	53,520	31,263	62,269	79,452	133	1,035,524
Indonesia	46,588	31,770	14,818	33,224	34,871	2	566,271
Iran (Islamic Republic of) (d,e)	6,877	4	6,873	2,862	5,265	40	81,440
Iraq	139	220
Ireland (j)	5,560	8,209	79,861	158	82,571
Israel (b,c)	14,849	2,385	12,464	7,239	26,483	278	128,181
Italy	81,002	71,338	9,664	156,403	826,027	2,801	..
Jamaica	4,341	1,690	2,651	1,789	2,005	..	16,797
Japan (j)	187,780	93,786	243,806	2,451	1,825,962
Jordan	5,794	1,522	4,272	1,859	3,051	..	15,293
Kazakhstan (j)	23,169	1,016	1,097	52	..
Kenya	9,413	3,268	6,145	3,456	3,807	5	43,865
Kuwait (j)	7,670	303	789
Kyrgyzstan	6,780	291	6,489	302	302	1	9,847
Lao People's Democratic Republic	13	175
Latvia	5,012	1,932	3,080	3,752	13,728	94	25,431
Lebanon	9,527	4,098	5,429	4,600	6,705	5	..
Lesotho (d)	1,941	..	1,941
Liberia (d)	1,874	..	1,874	63	63	4	..
Libya	9	9
Liechtenstein (b,c,e)	7,543	706	6,837	5,190	13,110	99	96,015
Lithuania	6,407	3,274	3,133	4,675	17,672	91	36,173
Luxembourg (f)	n.a.	n.a.	n.a.	21,041	129,235	424	n.a.
Madagascar	4,566	1,769	2,797	1,775	1,775	1	..
Malawi	11	11
Malaysia	28,800	10,529	18,271	14,441	17,128	7	267,815
Maldives	10	10
Mali (k)	n.a.	n.a.	n.a.	8	8
Malta	793	444	349	5,381	33,931	53	21,754
Marshall Islands	164	677	1	..
Mauritania (k)	n.a.	n.a.	n.a.	54	108
Mauritius	1,029	4,335	14	..
Mexico	104,581	65,606	38,975	73,410	87,143	92	923,569
Monaco	8,432	1,092	7,340	3,127	18,432	65	10,508
Mongolia	10,887	5,724	5,163	5,760	5,760	1	15,033
Montenegro (d)	7,778	3	7,775	355	463	11	46,226
Morocco	24,057	11,394	12,663	13,058	16,142	100	..

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
Mozambique (d)	2,808	..	2,808	73	775	1	..
Myanmar	44	44
Namibia	2,491	3	2,488	181	208	1	3,062
Nauru	6	6
Nepal	2,553	1,101	1,452	1,122	1,203	..	39,017
Netherlands (f)	n.a.	n.a.	n.a.	80,403	461,621	1,410	n.a.
New Zealand	39,135	13,359	25,776	19,904	35,512	438	251,271
Nicaragua	207	558
Niger (k)	n.a.	n.a.	n.a.	24	24
Nigeria	100	592
Norway	36,713	7,983	28,730	15,169	52,541	318	210,049
Oman (d)	5,098	..	5,098	601	682
Pakistan	9,436	5,336	4,100	5,668	7,101	..	112,737
Panama	11,934	4,210	7,724	6,876	11,212	11	184,770
Papua New Guinea	545	72	473	87	87	..	9,206
Paraguay	197	332
Peru	25,404	14,982	10,422	16,070	16,583
Philippines	36,017	14,235	21,782	15,176	15,947	30	..
Poland	27,592	21,098	6,494	37,352	252,209	408	236,505
Portugal	25,692	20,891	4,801	27,503	98,462	229	359,662
Qatar (b,c)	6,533	1,168	5,365	2,115	4,986	4	..
Republic of Korea	155,065	110,482	44,583	142,738	195,816	951	1,020,579
Republic of Moldova	9,941	1,839	8,102	2,610	3,056	76	19,526
Romania	18,427	13,804	4,623	16,571	56,348	80	92,735
Russian Federation	125,746	66,771	58,975	99,930	119,179	969	508,305
Rwanda (b,c)	1,511	101	1,410	101	101	1	2,335
Saint Kitts and Nevis	69	339	1	..
Saint Lucia	159	456	3	..
Saint Vincent and the Grenadines	27	189	2	..
Samoa	152	15	137	314	908	..	3,998
San Marino (d)	3,191	10	3,181	361	3,412	11	..
Sao Tome and Principe (b,c)	1,147	13	1,134	14	14
Saudi Arabia	1,589	5,450	1	..
Senegal (k)	n.a.	n.a.	n.a.	46	424	1	..
Serbia	13,935	1,574	12,361	4,732	8,694	219	29,265
Seychelles	897	3,165	10	..
Sierra Leone (b,c,e)	2,026	350	1,676	354	354	1	528
Singapore	46,201	9,230	36,971	22,555	42,505	449	286,672
Sint Maarten (Dutch Part) (b,c,e)	1,718	0	1,718	19,381
Slovakia	11,954	7,109	4,845	11,328	35,687	119	48,380
Slovenia (d)	3,329	8	3,321	4,981	30,285	144	..
Solomon Islands	18	396
South Africa	27,206	14,547	12,659	16,373	25,407	..	382,478
Spain	69,123	60,916	8,207	106,498	718,219	1,214	787,807
Sri Lanka	2,272	777	1,495	1,106	2,348
Sudan (d)	2,742	..	2,742	9	9
Suriname	2,393	1,311	1,082	1,351	1,884	..	9,721
Swaziland (j)	2,008	36	36	..	1,358
Sweden	15,246	11,365	3,881	39,043	249,789	776	..
Switzerland	80,752	31,272	49,480	129,350	435,104	3,255	228,370
Syrian Arab Republic	5,984	2,864	3,120	3,060	3,330
T F Y R of Macedonia (d)	7,868	..	7,868	246	705	13	..
Tajikistan (d)	5,144	..	5,144	16	16	1	638
Thailand	21,177	11,247	9,930	15,270	20,383	3	347,624
Timor-Leste	111	111
Togo (k)	n.a.	n.a.	n.a.	18	99
Trinidad and Tobago	2,410	495	1,915	539	539	..	21,372
Tunisia (j)	13,309	271	711	11	..
Turkey	192,950	158,882	34,068	188,759	236,152	1,238	768,738

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
Turkmenistan (d)	5,248	..	5,248	67	67
Uganda	2,255	806	1,449	811	811	..	10,440
Ukraine	39,889	16,253	23,636	22,324	27,975	389	167,166
United Arab Emirates (b,c)	19,040	5,522	13,518	9,462	23,957	33	..
United Kingdom	105,112	87,802	17,310	208,393	1,189,076	3,079	589,559
United Republic of Tanzania	34	412
United States of America	306,504	212,915	93,589	499,048	1,384,317	8,355	2,018,319
Uruguay	6,390	2,421	3,969	3,249	4,464	..	92,931
Uzbekistan	9,767	3,002	6,765	3,114	3,178	2	18,852
Vanuatu	52	187
Venezuela (Bolivarian Republic of)	595	1,627
Viet Nam	42,112	21,971	20,141	23,201	24,180	77	210,080
Yemen	3,104	1,195	1,909	1,227	1,227
Zambia (b,c,e)	2,716	332	2,384	363	363	..	31,437
Zimbabwe	2,283	210	2,073	316	316	..	65,154
Others/Unknown	56,284	154,122	129	..
Total (2015 estimates)	6,215,121	4,520,640	1,694,481	6,215,121	n.a.	51,938	36,538,300

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. 2014 data are reported for registration class count by office.

c. 2014 data are reported for registration class count by origin.

d. Only Madrid designation data are available, so registration class count by office and origin data may be incomplete.

e. 2014 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 European Union Intellectual Property Office.

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.

k. The African Intellectual Property Office (OAPI) is the competent office for issuing registrations.

n.a. indicates not applicable.

.. indicates not available.

Source: WIPO Statistics Database, October 2016.



Attribution Non-Commercial No-Derivatives 3.0 IGO License
(CC BY-NC-ND IGO)