

Trademarks

Highlights

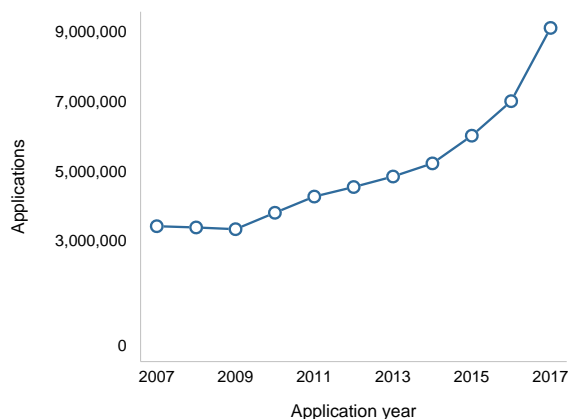
Applications grew by an extraordinary 30% in 2017

An estimated 9.11 million trademark applications were filed worldwide in 2017, 30% more than in 2016 (see figure 2.1). This marks the eighth consecutive year of growth and the highest level of growth recorded in recent decades. There are currently almost three times as many trademark applications being filed around the world than in 2007 – applications have increased every year except for two during this 11-year period, and five years saw annual growth exceed 10%.

After slowing in 2007 and showing slight declines in 2008 and 2009, trademark applications rebounded in 2010 and have continued to increase year on year. In 2010, the large number of applications filed in China accounted for 53% of the increase in overall growth. Since then, China's share has climbed to 90%. About 60% of all applications in 2017 were filed in China alone.

An estimated 9.11 million trademark applications were filed worldwide

2.1. Trademark applications worldwide, 2007–2017

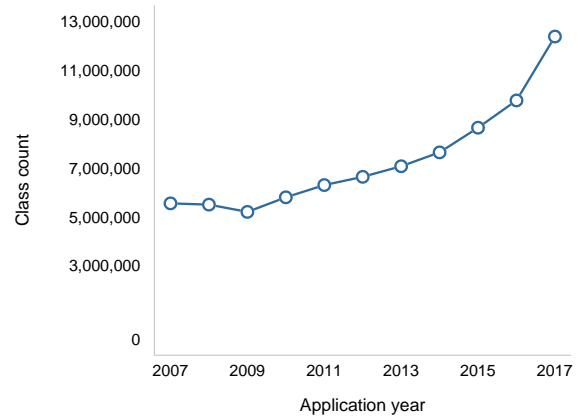


Source: Figure B1.

When differences in filing systems across national and regional offices are harmonized using the application class count, trademark filing activity in 2017 also saw a double-digit increase, up 26.8% on the previous year. The total number of classes specified in applications – known as the application class count – reached an estimated 12.39 million (see figure 2.2). Excluding the 2017 application class count for China, trademark filing activity grew by a more moderate 9.5% in the rest of the world.

The total number of classes specified in trademark applications grew by 26.8%

2.2. Trademark application class counts worldwide, 2007–2017



Source: 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 for which complete class count data are available.

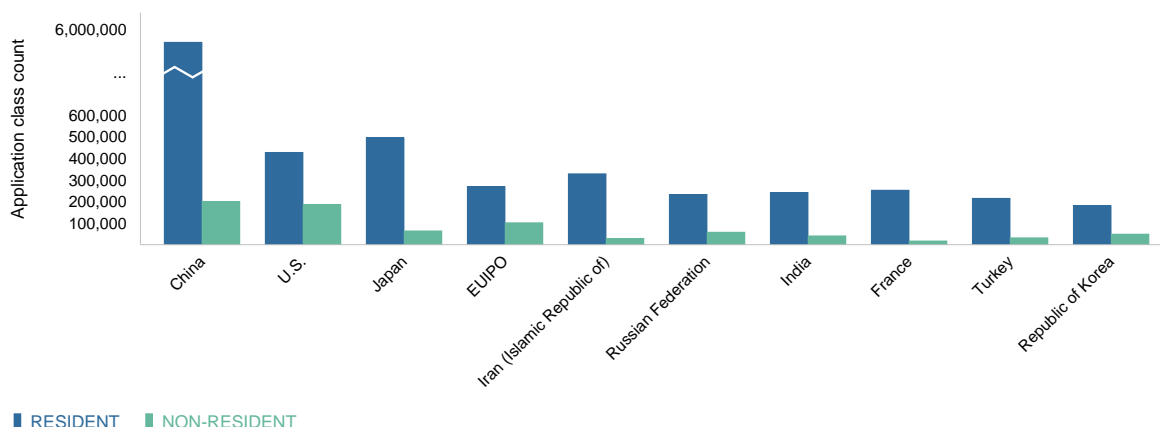
Offices with the most filing activity

As with other forms of intellectual property (IP), the increase in trademark filing activity (measured in application class counts) largely reflects the strong growth in the number of trademark applications filed in China. In 2017, the trademark office of China accounted for 78% of the annual increase in global trademark filing activity using this measure. It was followed by the offices of the Islamic Republic of Iran (6%) and Japan (4%), which accounted for considerably smaller portions of total growth.

The office of China's class count of over 5.7 million was followed by a count of 613,921 at the office of the United States of America (U.S.) (see figure 2.3). These have been the top two offices since the early 2000s

Non-resident applicants accounted for 30.2% of total trademark filing activity in the U.S.

2.3. Trademark application class counts for the top 10 offices, 2017



Source: Figure B10.

but, since 2007, China's class count has grown from close to twice that of the U.S. to over nine times as much. These two offices were followed by that of Japan (560,269), the European Union Intellectual Property Office (EUIPO) (371,508) and that of the Islamic Republic of Iran (358,353). The top five offices in 2017 accounted for 62% of all trademark filing activity, up from the 33% shared by the top five offices a decade earlier, in 2007.

Among the top 20 offices, 16 had higher levels of trademark filing activity in 2017 than in 2016, of which eight recorded growth exceeding 10%. The largest increases were in the Islamic Republic of Iran (+87.9%) and China (+55.2), followed by Japan (+24.2%), the United Kingdom (U.K.) (+24.1%) and Canada (+19.5%). In contrast, the office of India (–9.5%) saw the largest annual drop, while the offices of France (–1.4%), Italy (–1%) and the Republic of Korea (–0.6%) recorded small declines (see figure B11).

For offices located in low- and middle-income countries, annual growth was particularly high in Namibia (+47.1%), Gambia (+21.6%) and Georgia (+14.1%) (see figure B13). The office of South Africa, however, witnessed a large decrease of 30.9% in trademark filing activity from 2016 to 2017.

At most offices, trademark applications are filed mainly by residents seeking protection within their domestic jurisdiction. In 2017, residents accounted for 83.1% of global filing activity. In fact, domestic filing is becoming increasingly pronounced as a share of total filing activity, with the world resident application class count having increased by 32% on the previous year's total; in contrast, the application class count for non-residents increased by only 6%.

Due largely to the high number of resident trademark applications in China, the global non-resident share of filing activity declined by about 16 percentage points, from a peak of 33.1% in 2004 to 16.9% in 2017. However, when the figures for China are excluded, the non-resident share fell by only around 8 percentage points over the same period.

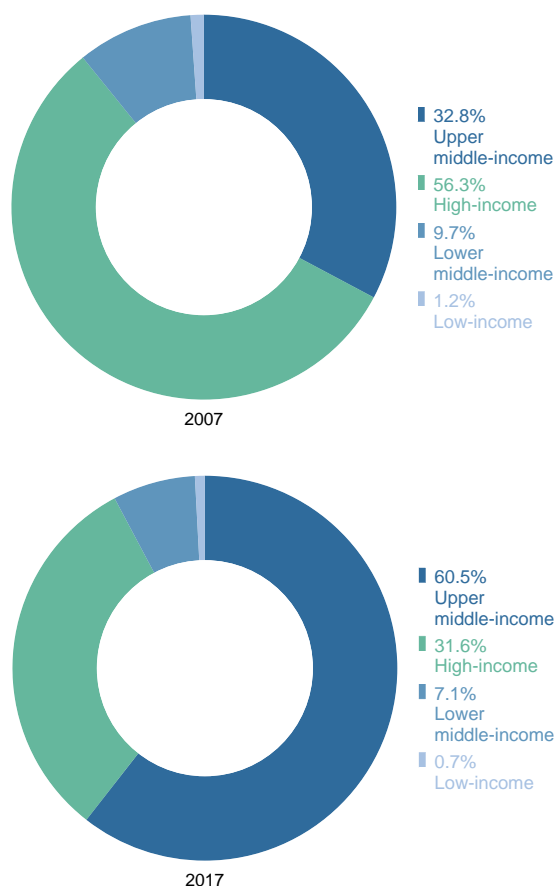
Of the top 20 offices, half had non-resident filing shares of 20% or greater, with Australia (41.9%), Canada (43.5%), Switzerland (55.6%), the U.S. (30.2%) and Viet Nam (34.7%) recording the highest shares. The lowest non-resident shares were recorded at the offices of China (3.5%), France (6.5%) and the Islamic Republic of Iran (8.2%) (see figure B10). The low non-resident shares for France and other European Union (EU) member state offices can be explained by the fact that many non-resident applicants file for protection in these countries via the EUIPO.

Resident filing activity overwhelmingly drove the double-digit growth in Brazil, Canada, China, the Islamic Republic of Iran, Japan and the Russian Federation, whereas non-resident filing activity accounted for most or all of the total growth in Australia, the EUIPO and Viet Nam (see figure B11). For the U.K. and the U.S., the annual increases in filing activity by residents and non-residents were more balanced. In France, India, Italy and the Republic of Korea, declines in total filing activity can be attributed entirely or mainly to a drop in resident applications.

The list of top 20 offices in 2017 is largely similar to the 2016 list, but ranked somewhat differently. For example, the Islamic Republic of Iran was the largest mover, shifting up six places to become the fifth largest

The share for offices of high-income countries declined from 56.3% in 2007 to 31.6% in 2017

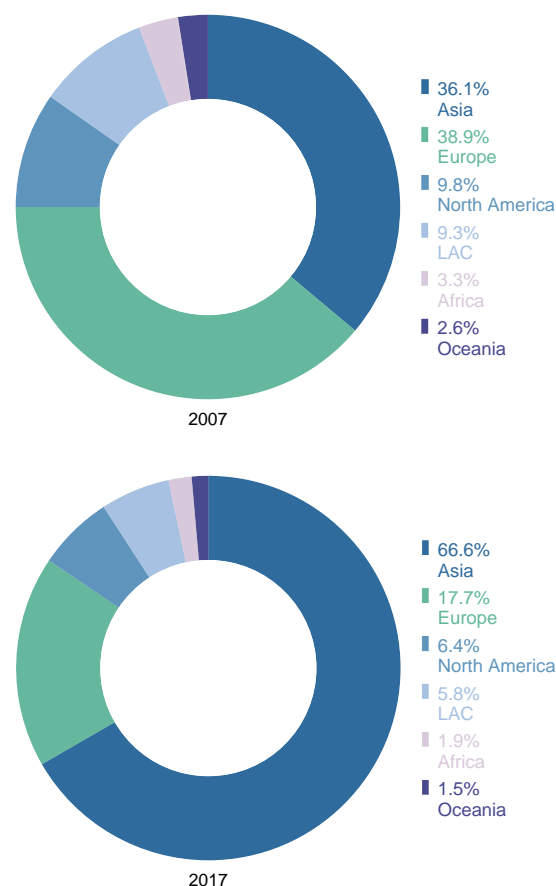
2.4. Trademark application class counts by income group, 2007 and 2017



Source: Table B7.

Offices located in Asia accounted for 66.6% of all trademark filing activity in 2017

2.5. Trademark application class counts by region, 2007 and 2017



Source: Table B8.

office in terms of trademark filing activity. In addition, the Russian Federation and Switzerland moved up one spot each, to rank sixth and 17th, respectively. In contrast, France, India and the Republic of Korea each moved down two places from their previous year's rankings.

Total application class counts at offices of high-income economies grew only slightly (+2.3%) between 2007 and 2017. This is lower than the average annual growth rates for all other income groups. The highest growth (+15.2%) over this 11-year period was recorded for offices of upper middle-income countries. Offices of lower middle-income (+5%) and low-income (+3.1%) countries also saw growth over the same period.

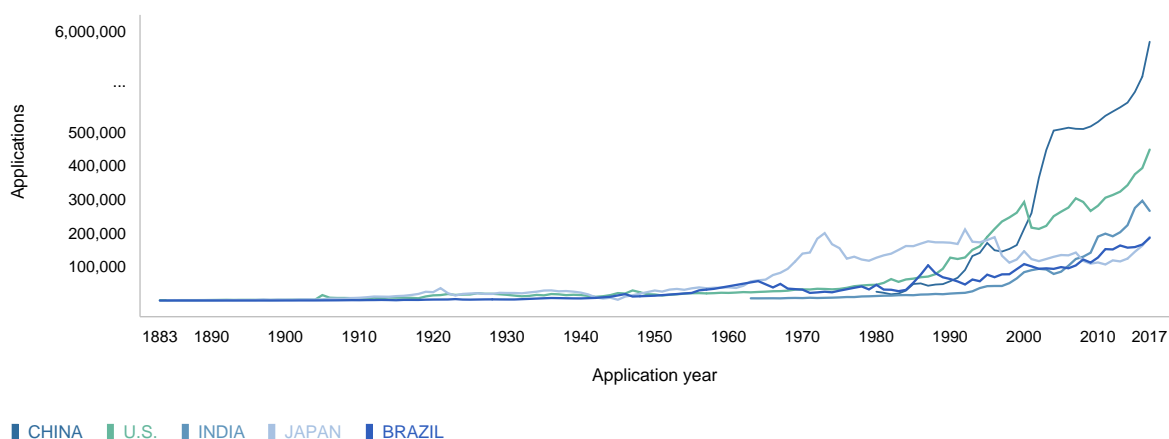
Twelve of the top 20 offices are in high-income economies, six are in upper middle-income countries (Brazil, China, the Islamic Republic of Iran, Mexico, the Russian

Federation and Turkey) and two are in lower middle-income countries (India and Viet Nam). In 2017, the offices of high-income countries together received 31.6% of total global filing activity, down from 56.3% in 2007. In contrast, the share for offices of upper middle-income countries rose from 32.8% in 2007 to 60.5% in 2017, due to their combined high average annual growth (see figure 2.4). When China's statistics are removed from the upper middle-income group, the application class count for the other countries in this group still grew between 2007 and 2017, but at a lower rate of 4.6%. However, the combined share of the world total claimed by this group of upper middle-income countries actually decreased from 20.1% to 14.2%. The shares of total filing activity for lower middle-income (7.1% in 2017) and low-income countries (0.7%) also fell over the same period, although to a lesser extent.

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 that of the U.S., making China's office the largest in terms of the number of applications received. Even so, filings in the U.S. have doubled since the mid-1990s, despite declines at the end of the dot-com era in 2001 and 2002 and again during the financial crisis in 2008 and 2009. Having remained below 100,000 until 2006, India's trademark annual filings now exceed 260,000. Similar numbers of trademark applications are now filed in both Brazil and Japan, where the volumes are approaching 190,000.

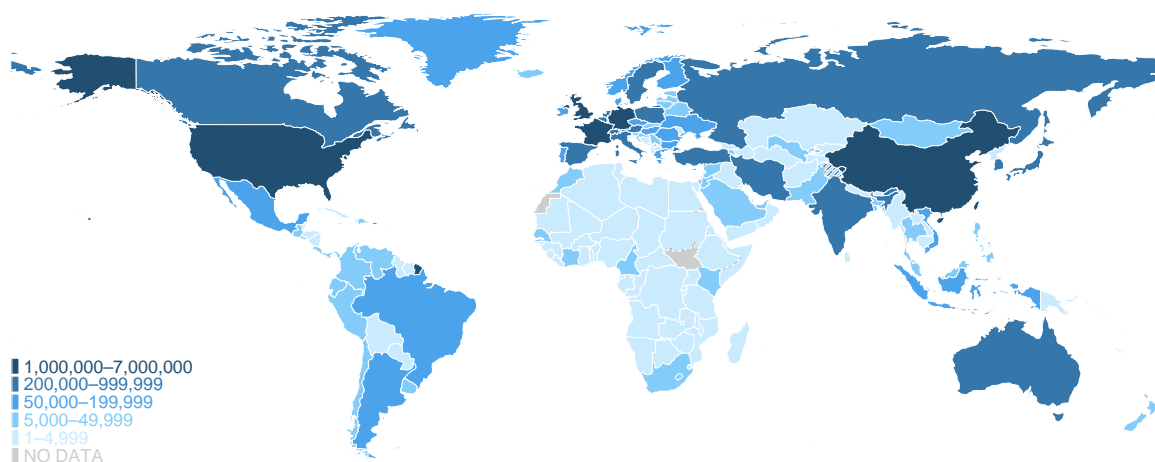
Trend in trademark applications for the top five offices, 1883–2017



Source: Figure B9.

Trademark filing activity was concentrated in a few origins

2.6. Equivalent trademark application class counts by origin, 2017



Source: Map B19.

Eight of the top 20 offices in 2017 were located in Europe, seven in Asia, two each in Latin America and the Caribbean (LAC) and North America, and one in Oceania. Offices in Asia accounted for 66.6% of all trademark filing activity, up from 36.1% in 2007. This partly explains the decline in overall shares for the other five geographical regions over the same period (see figure 2.5). Offices in Europe accounted for 17.7% of the world total in 2017, followed by North America (6.4%), LAC (5.8%), Africa (1.9%) and Oceania (1.5%).

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 those 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 28 member countries of the EU in 2016. An application filed by an applicant residing in an EU country is counted as one 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 continue to file the greatest number of applications abroad

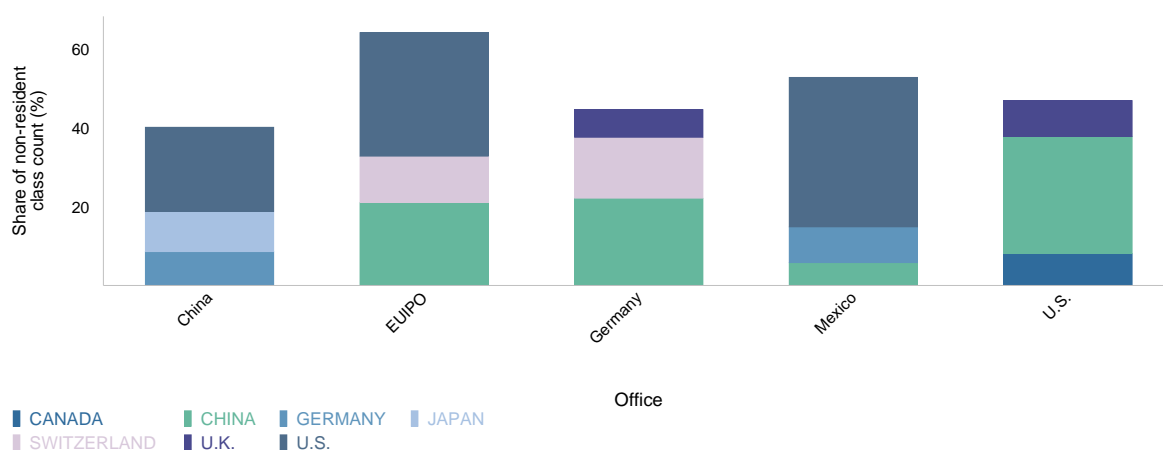
Trademark applications received by offices from resident and non-resident applicants are referred to as office data, whereas applications filed by applicants at a national/regional office (resident applications) or at foreign offices (applications abroad) are referred to as origin data. Here, trademark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

In terms of filing activity abroad based on equivalent class count, a greater number of applicants from Germany than from any other origin seek protection for their trademarks outside their country, a position Germany has held since 2006. In 2017, German filing activity abroad reached an equivalent application class count of 2.11 million, followed by applicants from the U.S. (1.22 million), the U.K. (982,367) and France (868,198) (see figure B22).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 by 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. The shares for resident filing and filing abroad were similar for applicants

Applicants from the U.S. were the most active foreign filers in China, Mexico and at the EUIPO.

2.7. Share of total non-resident filing activity by origin at selected offices, 2017



Source: Figure B25.

from Argentina, Brazil and India. Applicants residing in many other low- and middle-income countries 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 the country. This highest ranking share of applications abroad as a proportion of total filing activity was followed by that of applicants from the U.S. (44%), the Netherlands (43%) and Germany (42%).

Applicants from the upper middle-income countries Armenia (32%), Bulgaria (27%) and Mauritius (63%) sought protection abroad for more than one-quarter of their trademark filing activity. For the upper middle-income countries Colombia, Kyrgyzstan, the Russian Federation, South Africa and Thailand, the share was 12–17%.

When deciding where to seek trademark protection, applicants consider such factors as the appeal of various foreign markets in which to sell their goods and services, geographical proximity to these markets or well-established historical ties between the trademark holder's country of residence and the destination country. For example, 38% of all non-resident filing activity in Mexico in 2017 came from U.S. applicants, 9% from Germany and 6% from China (see figure 2.7). Applicants from China (30%) and the U.K. (9%) accounted for the largest shares of non-resident trademark filing activity in the U.S., followed by applicants from Canada (8%). In China, the three origins accounting for the largest shares of non-resident filing activity were the U.S. (21%), Japan (10%) and Germany (9%). For non-resident filing activity

at the EUIPO, applicants from the U.S. (32%), China (21%) and Switzerland (12%) constituted the largest shares.

For the second year in a row, applicants from China remained the most active foreign filers at the German IP office, accounting for 22% of application class counts in filings that the office received from abroad.

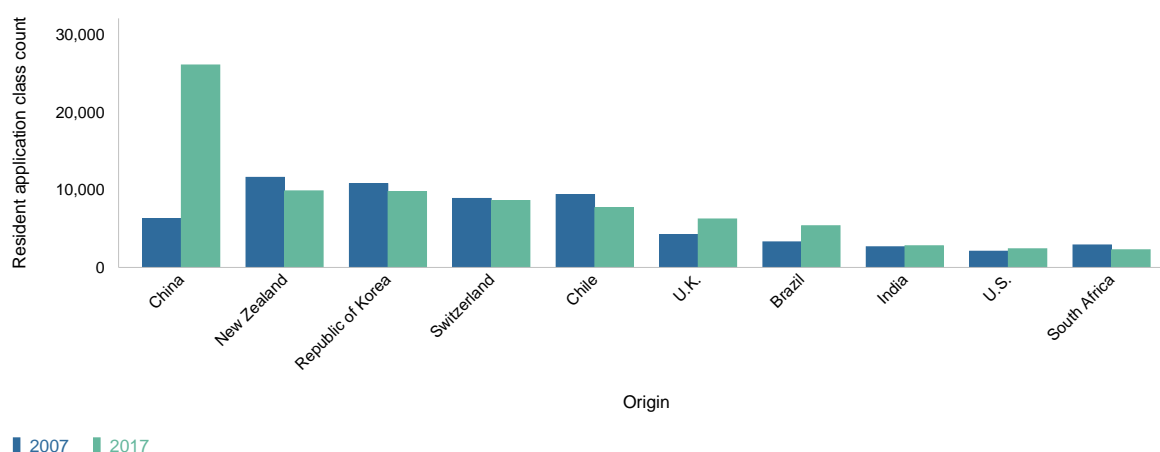
Adjusting for GDP and population

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 Chile, New Zealand and Switzerland, may rank higher than some countries that otherwise show higher class counts (for example, India and the U.S.). Of selected origins, China (26,098), New Zealand (9,884), the Republic of Korea (9,798), Switzerland (8,643) and Chile (7,717) exhibited among the highest ratios of resident application class count to GDP in 2017 (see figure 2.8). China (+19,797), the U.K. (+2,020) and Brazil (+2,081) saw particularly large increases in resident application class count per unit of GDP between 2007 and 2017. In contrast, New Zealand (–1,740), Chile (–1,697) and the Republic of Korea (–1,016) saw decreases in their class count to GDP ratio over the same period.

Brazil, China and the U.K. saw large increases in resident application class count per unit of GDP between 2007 and 2017

2.8. Resident trademark application class count per USD 100 billion GDP for selected origins, 2007 and 2017



Source: Figure B33.

The data reflecting application class count per million population present a somewhat different picture. Switzerland, with a population of about 8.5 million, reported a resident application class count of 4,962 per million – one of the most intensive among all countries of origin in 2017. Among other selected origins, the resident application class count per million population exceeded 3,000 for Australia (3,262), China (3,995), Germany (3,310) and the Republic of Korea (3,521). Argentina, the Russian Federation and the U.S. each had ratios of about 1,300–1,600, while the ratios for Ecuador, Serbia and Thailand were all between 400 and 500 (see figure B34).

Which classes and industries saw the most filing activity?

Trademarks are registered in relation to particular classes of goods or services. The Nice Classification of goods and services is used in the international trademark system and at certain national and regional offices. 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 2017, was represented in 11% of all reported trademark filing activity by class. Nice class 35 is followed by goods class 25 (7%), which includes articles of clothing; goods class 9 (6.6%), which includes scientific, photographic, measuring instruments, recording equipment, computers and software; and service class 41 (5.5%), which relates to education, entertainment and sports activities (see figure B26).

The 11 service-related classes accounted for about 37% of all Nice classes specified in applications filed in 2017, up from 30% in 2004. Services classes accounted for between 31% and 35% of all filing activity in Canada, China, India and the Russian Federation, and over 50% in the offices of Brazil, France, Japan and Spain.

It is useful to group the 45 Nice classes into 10 industry sectors. Agriculture, research and technology, business services and clothing were the top four sectors in 2017, each accounting for between 13% and 18% of global reported trademark filing activity. In contrast, industries relating to chemicals (2.4%) and transportation (5.4%) accounted for the smallest shares (see figure B28). The distribution of total trademark applications across industries has remained stable for more than a decade.

Concordant with being the global top industry in terms of trademark filing activity, agriculture was the top sector at the offices of China (22%), the Islamic Republic of Iran (22%), the Republic of Korea (19%) and the Russian Federation (16%) (see figure B29). Agriculture was the second top sector in India and Turkey, accounting for between 15 and 17% of all trademark filing activity in these countries in 2017. Research and technology was the top industry sector at the EUIPO (21%) and the offices of France (20%), Japan (27%) and the U.S. (20%), but ranked third in Turkey (11%), the Republic of Korea (13%) and the Russian Federation (12%). In Turkey, business services topped the list of industry sectors, accounting for 21% of all trademark filing activity. Among the top 10, only the offices of India (20%) and the Republic of Korea (17%) listed health among their top three industry sectors for trademark filing, and only the office of the Islamic Republic of Iran (19%) included the transportation sector among its top three.

A total of 5.45 million trademark registrations were recorded worldwide in 2017

After concluding the examination process, 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 dedicated by offices to examining trademark applications. For this reason, it is not possible to accurately 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 5.45 million trademark registrations recorded worldwide in 2017 represent an increase of 18.2%, or 836,500 additional registrations, on the previous year's total.

Just as class counts make application activity internationally comparable, they also permit a more meaningful comparison of registrations. In 2017, an estimated 7.62 million classes were specified in trademark registrations. After the modest growth of 2.7% recorded in 2016, 2017 saw a return to double-digit growth of 16.3%. China's office saw growth of 24.1% in trademark registration activity in 2017, accounting for 51% of the total global annual increase.

China's office registered trademarks in which about 2.82 million classes were specified, followed by the offices of the U.S. (361,759), India (339,692) and the EUIPO (335,435) (see figure B17).

Along with the high annual growth in China, several other offices among the top 20 experienced large increases in registration activity, including Brazil (+23.4%), India (+68.2%), Italy (+102.2%) and the U.K. (+32.2%). In contrast, the offices of Canada (–18.6%) and Turkey (–5.4%) saw the most significant declines among the top 20.

Active trademarks increased by 9.7%

Unlike most forms of IP, trademarks can be maintained indefinitely by payment of renewal fees at defined time intervals. In 2017, there were an estimated 43.2 million active trademark registrations at 138 offices worldwide, representing an increase of 9.7% on 2016 figures.

Once again, the office of China accounted for the greatest number of trademark registrations in force in 2017, with about 14.92 million – a 20.6% increase on its 2016 total. It was followed by the offices of the U.S. (2.19 million), Japan (1.87 million) and India (1.61 million). With between 1 million and 1.25 million trademark registrations in force each, the EUIPO and the offices of Brazil, Mexico and the Republic of Korea also recorded high numbers of active trademarks. Germany (940,991) had almost the same number of trademark registrations in force as Turkey (945,154), while Argentina (830,640) and France (840,000) also had similar figures (see figure B38).

About 15.2 million trademark registrations in force at 66 offices in 2017 can be distributed according to the year in which they were initially registered. This represents 57% of the total of approximately 26.5 million trademark registrations recorded at these offices between 1991 and 2017.

About one-fifth of these trademarks registered in 1991 remained in force in 2017, reflecting the enduring value of marks. For those registered in 2007 and later, the percentage rises above 50%. Almost half of these 15.2 million registrations in force have a recent registration date, dating back only to 2012.

Demand for Madrid international trademark registrations continues to grow

To obtain trademark protection in multiple countries or jurisdictions, applicants can either file their applications directly at each individual office – known as the “Paris route” – or file an application for international registration through the Madrid System – the “Madrid route” (see the glossary). In 2017, the Madrid System

offered trademark holders the ability to obtain protection for their branded products and services in an area covering a total of 116 countries.

Madrid international applications² totaled 57,139 in 2017, up 6.7% on 2016, marking the eighth consecutive year of growth. In fact, since 2004 the number of applications has increased in all but one year, which coincided with the economic downturn in 2009. This prevailing growth is due partly to the expanding membership of the Madrid System and partly to a general upward trend in trademark application volumes worldwide.

For the fourth year in a row, the U.S. remained the largest user of the Madrid System. International applications filed by applicants located in the U.S. reached 7,889 (see figure B49). These were followed by applications from Germany (7,319), China (6,066) and France (4,260). Applicants domiciled in China filed about 2,200 more Madrid applications in 2017 than in 2016, which translated to a high growth rate of 57.8% and allowed China to surpass France to become the third largest origin of Madrid applications.

The EU (22,914) attracted the highest number of designations in international Madrid applications in 2017, edging slightly ahead of China (22,565), which was last year’s top destination for international trademark registrations. The U.S. (21,990) ranked third. Madrid applicants sought to extend protection for their marks to the 28 EU member countries as a whole more than to any other Madrid member jurisdiction. Middle-income countries, including the Russian Federation (15,322), India (12,124) and Mexico (9,388) were also among the top 10 destinations for international trademark registration via the Madrid System. For further information and statistics, see the *Madrid Yearly Review 2018*.

1. Equivalent application class counts differ from absolute class counts, which are presented in figure B20 and do not take into the account the multiplying effect of regional offices.
2. Due to continual updating of statistics, figures for Madrid applications and designations published in this report have been revised from their values presented in the *Madrid Yearly Review 2018*.

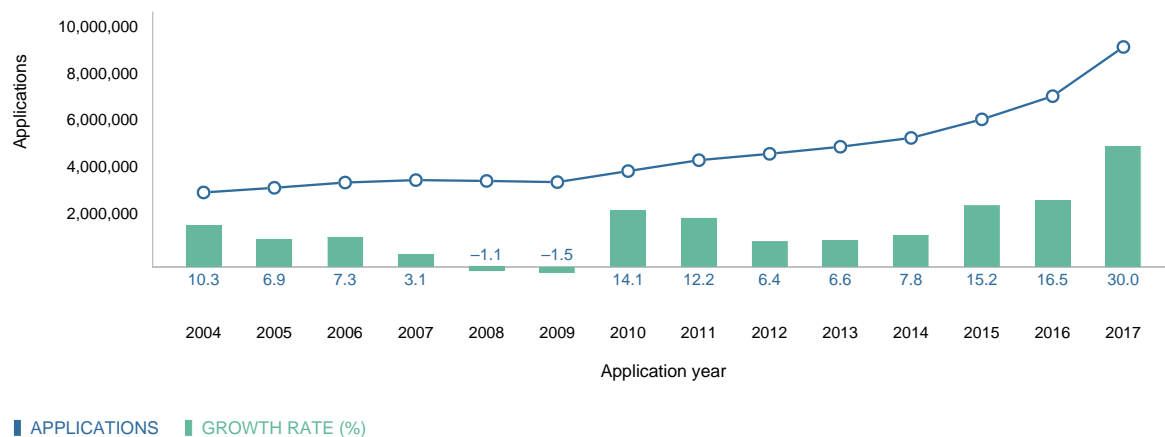
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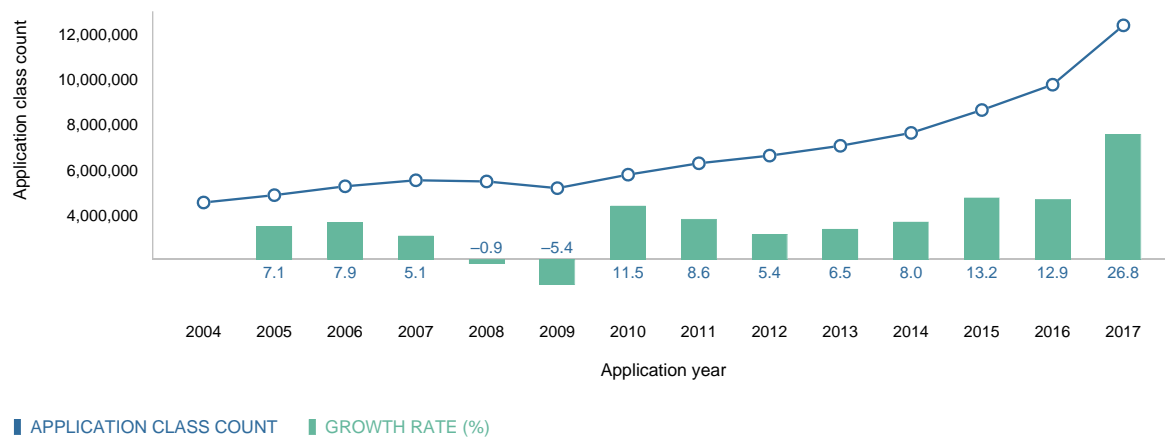
Trademark applications and registrations worldwide

B1. Trend in trademark applications worldwide, 2004–2017



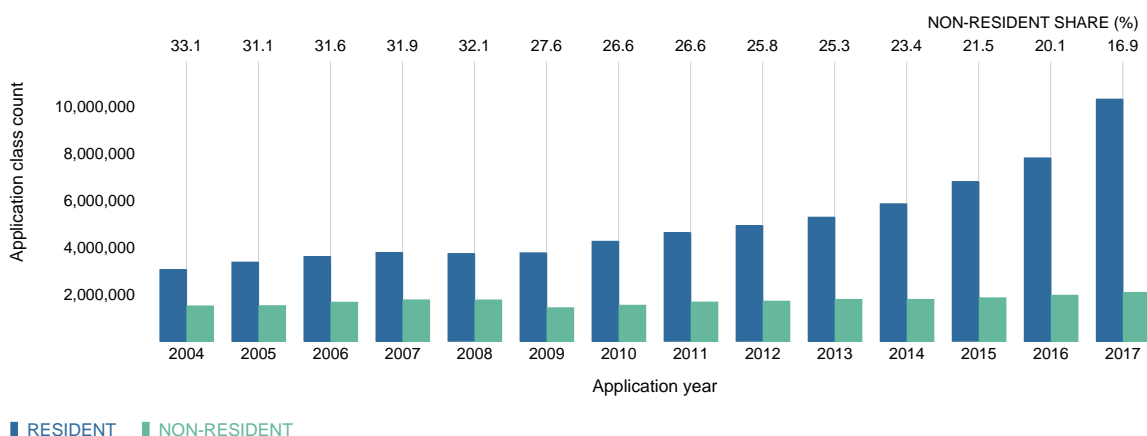
Note: World totals are WIPO estimates using data covering 164 IP offices. Each total includes the number of applications filed directly with national and regional offices (the “Paris route”) as well as the number of designations received by offices via the Madrid System (where applicable).
Source: WIPO Statistics Database, September 2018.

B2. Trend in trademark application class counts worldwide, 2004–2017



Note: World totals are WIPO estimates using data covering 164 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, September 2018.

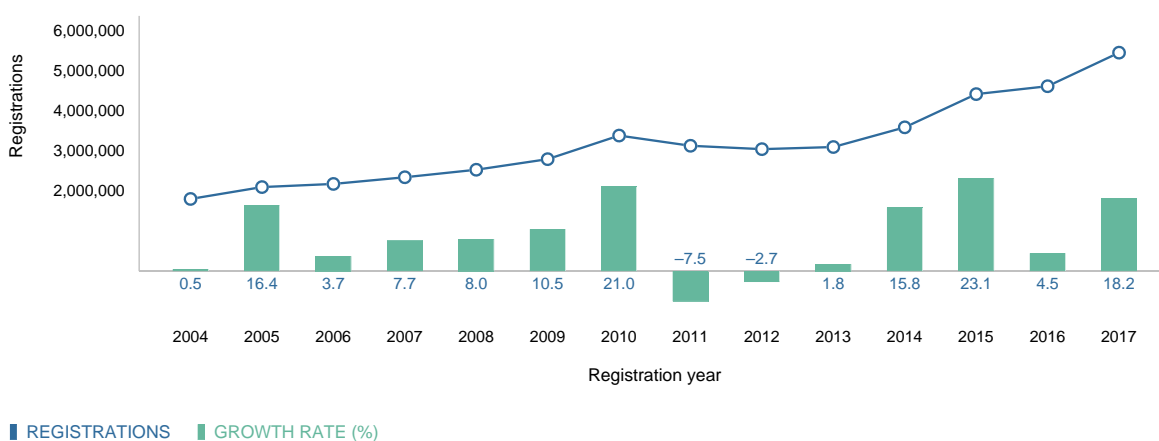
B3. Resident and non-resident trademark application class counts worldwide, 2004–2017



Note: World totals are WIPO estimates using data covering 164 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, resident and non-resident.

Source: WIPO Statistics Database, September 2018.

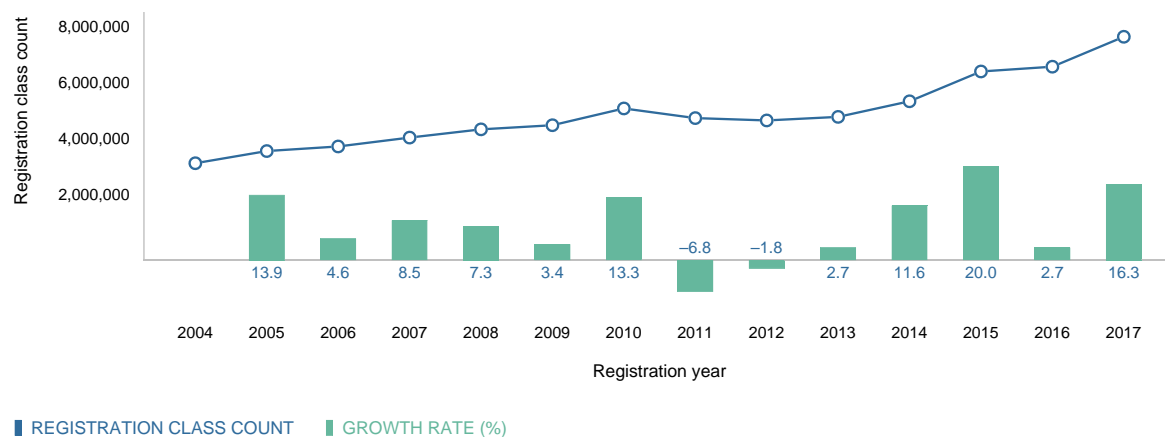
B4. Trend in trademark registrations worldwide, 2004–2017



Note: World totals are WIPO estimates using data covering 163 IP offices. Each total includes the number of registrations issued by national and regional offices for applications filed directly with offices (the “Paris route”) as well as the number of designations received by offices via the Madrid System (where applicable).

Source: WIPO Statistics Database, September 2018.

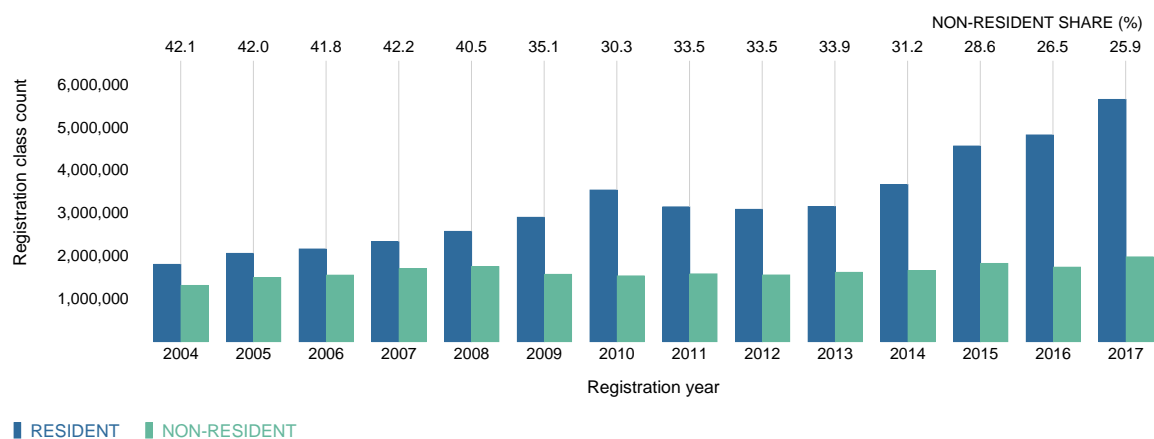
B5. Trend in trademark registration class counts worldwide, 2004–2017



Note: World totals are WIPO estimates using data covering 163 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 designations received by offices via the Madrid System (where applicable). See the glossary for the definition of class count.

Source: WIPO Statistics Database, September 2018.

B6. Resident and non-resident trademark registration class counts worldwide, 2004–2017



Note: World totals are WIPO estimates using data covering 163 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, resident and non-resident.

Source: WIPO Statistics Database, September 2018.

Trademark applications and registrations by office

B7. Trademark application class counts by income group, 2007 and 2017

Income group	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2007	2017	2007	2017	2007	2017	2007–2017
High-income	3,126,400	3,916,400	68.7	71.1	56.3	31.6	2.3
Upper middle-income	1,822,400	7,499,800	70.7	91.3	32.8	60.5	15.2
<i>Upper middle-income without China</i>	<i>1,117,500</i>	<i>1,760,000</i>	<i>61.2</i>	<i>74.4</i>	<i>20.1</i>	<i>14.2</i>	<i>4.6</i>
Lower middle-income	539,800	879,100	59.6	66.2	9.7	7.1	5.0
Low-income	67,900	92,300	40.1	44.2	1.2	0.7	3.1
World	5,556,500	12,387,600	68.1	83.1	100.0	100.0	8.3

Note: Totals by income group are WIPO estimates using data covering 164 IP offices. Each category includes the following number of offices: high-income (62), upper middle-income (46), lower middle-income (35) and low-income (21). 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, September 2018.

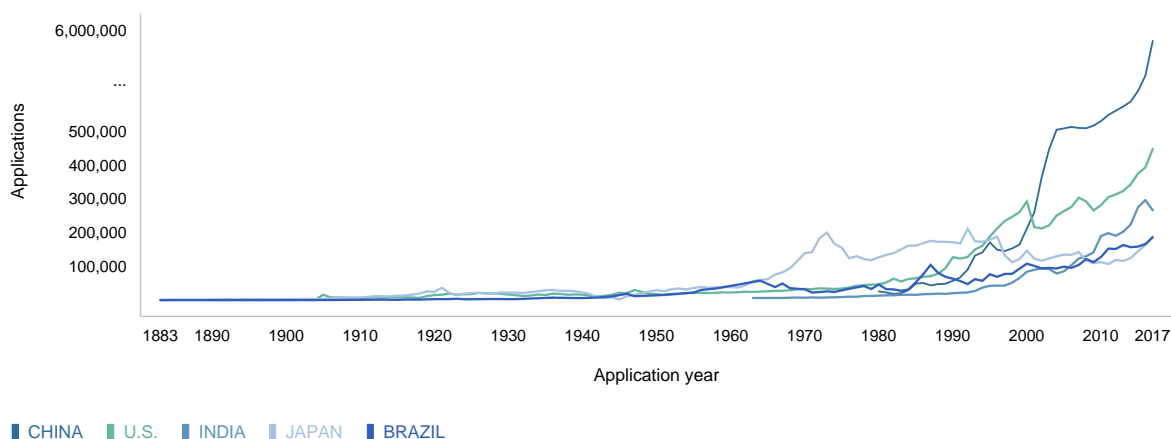
B8. Trademark application class counts by region, 2007 and 2017

Region	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2007	2017	2007	2017	2007	2017	2007–2017
Africa	185,000	240,300	41.9	48.2	3.3	1.9	2.6
Asia	2,005,300	8,252,600	72.6	89.5	36.1	66.6	15.2
Europe	2,158,900	2,194,600	66.9	74.4	38.9	17.7	0.2
Latin America and the Caribbean	518,200	715,900	62.9	69.0	9.3	5.8	3.3
North America	543,400	797,700	73.1	66.7	9.8	6.4	3.9
Oceania	145,700	186,500	57.2	52.3	2.6	1.5	2.5
World	5,556,500	12,387,600	68.1	83.1	100.0	100.0	8.3

Note: Totals by geographical region are WIPO estimates using data covering 164 IP offices. Each region includes the following number of offices: Africa (34), Asia (45), Europe (42), Latin America and the Caribbean (36), North America (2) and Oceania (5).

Source: WIPO Statistics Database, September 2018.

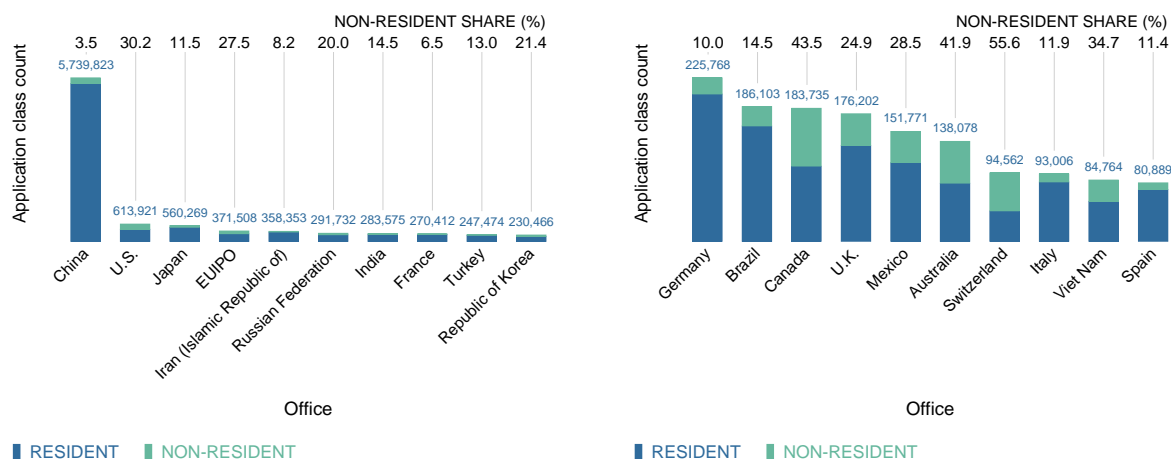
B9. Trend in trademark applications for the top five offices, 1883–2017



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 2017 totals.

Source: WIPO Statistics Database, September 2018.

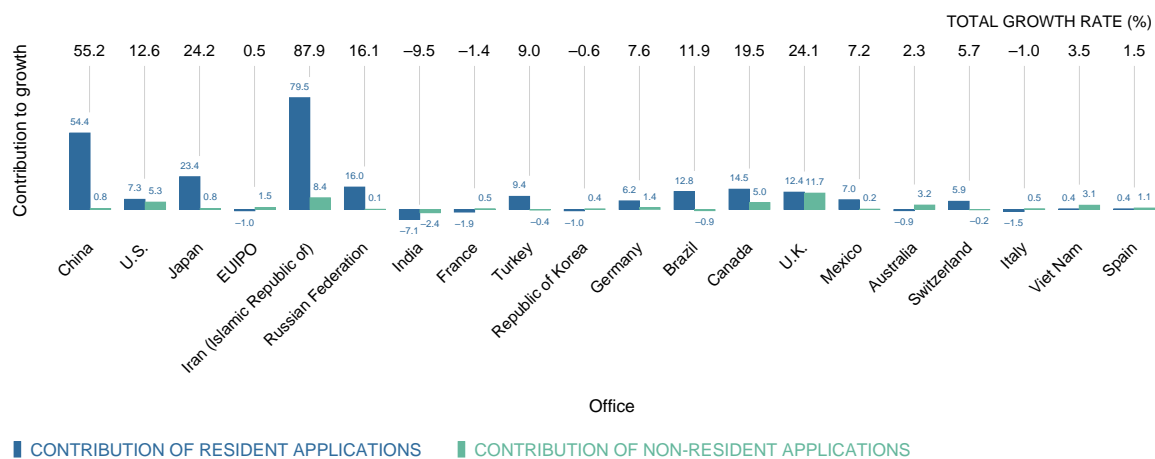
B10. Trademark application class counts for the top 20 offices, 2017



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, September 2018.

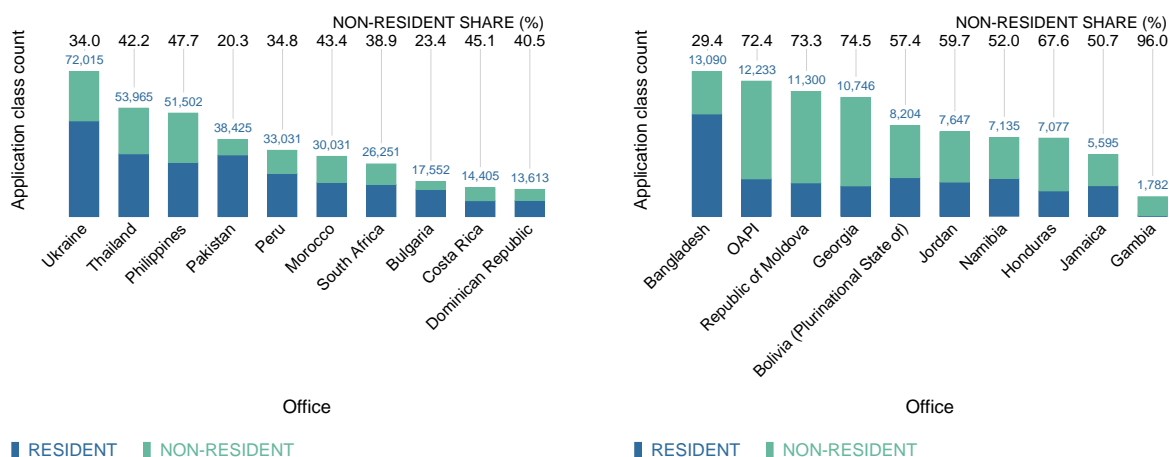
B11. Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2016–2017



Note: EUIPO is the European Union Intellectual Property Office. This figure shows, for each office, the total growth or decrease 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 the U.S. grew by 12.6%. Growth in resident filing activity accounted for 7.3 percentage points of this increase, whereas the remaining 5.3 percentage points came from non-resident filing activity.

Source: WIPO Statistics Database, September 2018.

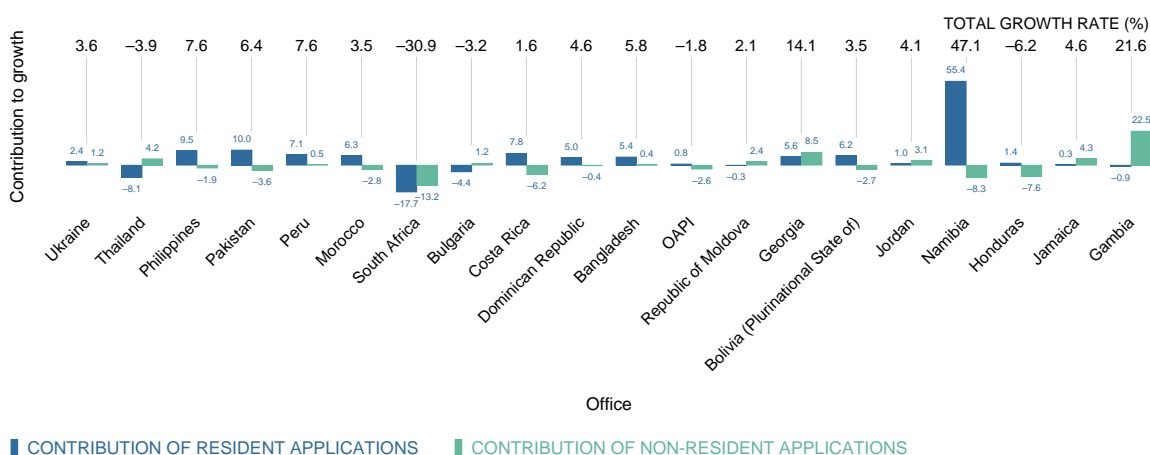
B12. Trademark application class counts for offices of selected low- and middle-income countries, 2017



Note: The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). OAPI is the African Intellectual Property Organization, which receives applications on behalf of its 17 member states. Where available, data for all offices are presented in statistical table B51 at the end of this section.

Source: WIPO Statistics Database, September 2018.

B13. Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2016–2017



Note: The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). OAPI is the African Intellectual Property Organization, which receives applications on behalf of its 17 member states. Where available, data for all offices are presented in statistical table B51 at the end of this section. This figure shows, for each office, the 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 Ukraine grew by 3.6%. Growth in resident filing activity accounted for 2.4 percentage points of this increase, whereas the remaining 1.2 percentage points came from non-resident filing activity.

Source: WIPO Statistics Database, September 2018.

B14. Trademark registration class counts by income group, 2007 and 2017

Income group	Registration class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2007	2017	2007	2017	2007	2017	2007–2017
High-income	2,394,500	2,782,300	60.9	64.1	59.4	36.5	1.5
Upper middle-income	1,155,400	4,019,900	57.4	84.4	28.7	52.8	13.3
<i>Upper middle-income without China</i>	<i>877,500</i>	<i>1,202,400</i>	<i>51.1</i>	<i>61.3</i>	<i>21.8</i>	<i>15.8</i>	<i>3.2</i>
Lower middle-income	423,800	740,700	46.0	60.7	10.5	9.7	5.7
Low-income	55,600	76,000	22.1	22.1	1.4	1.0	3.2
World	4,029,300	7,618,900	57.8	74.1	100.0	100.0	6.6

Note: Totals by income group are WIPO estimates using data covering 163 IP offices. Each category includes the following number of offices: high-income (62), upper middle-income (46), lower middle-income (34) and low-income (21). 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, September 2018.

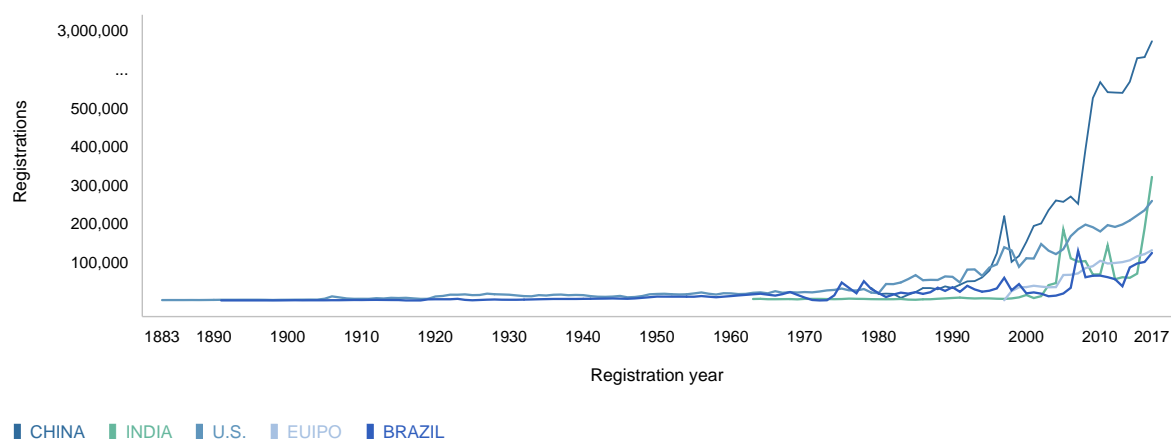
B15. Trademark registration class counts by region, 2007 and 2017

Region	Registration class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2007	2017	2007	2017	2007	2017	2007–2017
Africa	136,100	194,100	29.5	29.9	3.4	2.5	3.6
Asia	1,232,900	4,486,000	58.0	82.5	30.6	58.9	13.8
Europe	1,789,400	1,789,300	58.1	68.1	44.4	23.5	0.0
Latin America and the Caribbean	460,000	546,000	62.2	58.8	11.4	7.2	1.7
North America	319,500	439,700	63.0	61.3	7.9	5.8	3.2
Oceania	91,400	163,800	51.0	45.2	2.3	2.1	6.0
World	4,029,300	7,618,900	57.8	74.1	100.0	100.0	6.6

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 and the Caribbean (36), North America (2) and Oceania (5).

Source: WIPO Statistics Database, September 2018.

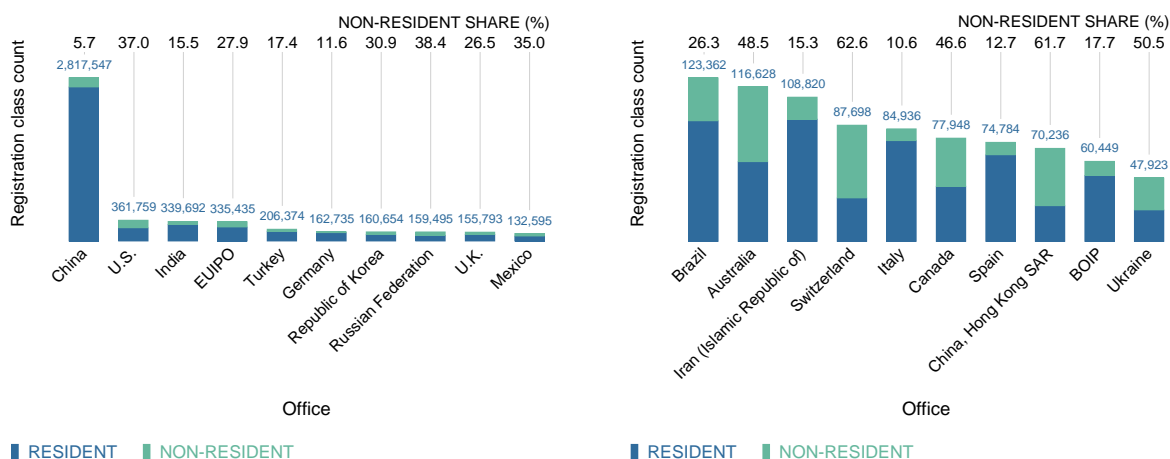
B16. Trend in trademark registrations for the top five offices, 1883–2017



Note: EUIPO is the European Union Intellectual Property Office. Data are based on the numbers of registrations recorded; that is, differences between single-class and multi-class registration systems across IP offices are not taken into account. The top five offices were selected based on their 2017 totals.

Source: WIPO Statistics Database, September 2018.

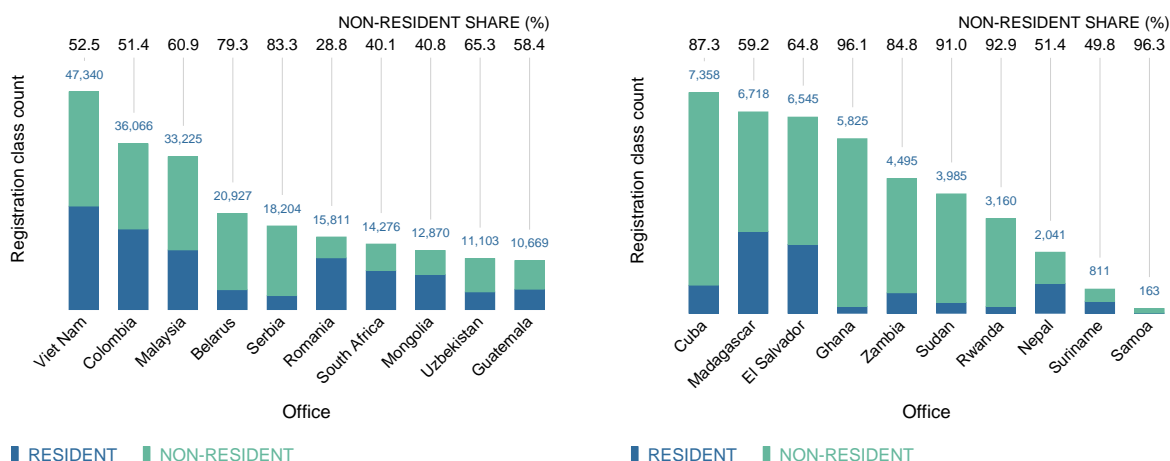
B17. Trademark registration class counts for the top 20 offices, 2017



Note: EUIPO is the European Union Intellectual Property Office and BOIP is the Benelux Office for Intellectual Property. Figures for the office of France are not presented here because the data are 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, September 2018.

B18. Trademark registration class counts for offices of selected low- and middle-income countries, 2017

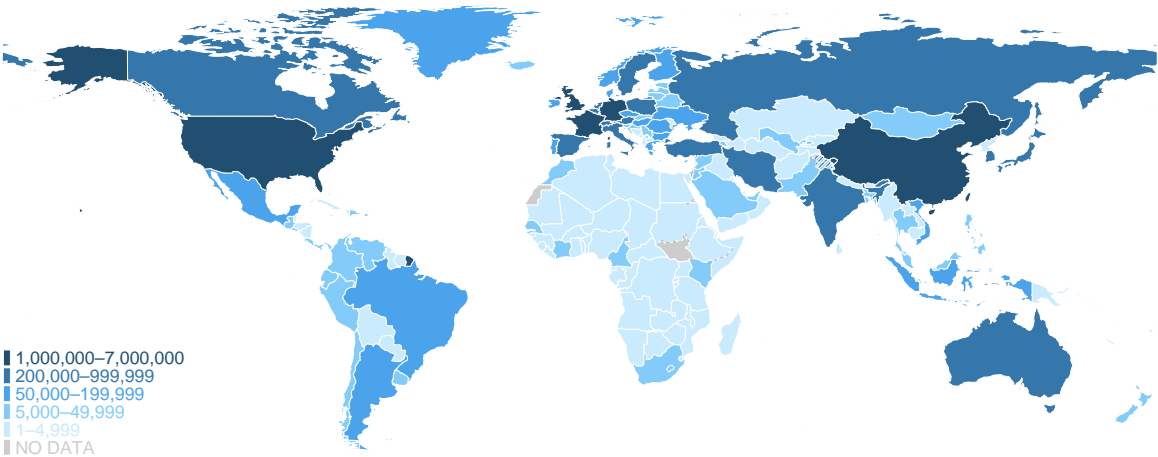


Note: The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all offices are presented in statistical table B52 at the end of this section.

Source: WIPO Statistics Database, September 2018.

Trademark applications by origin

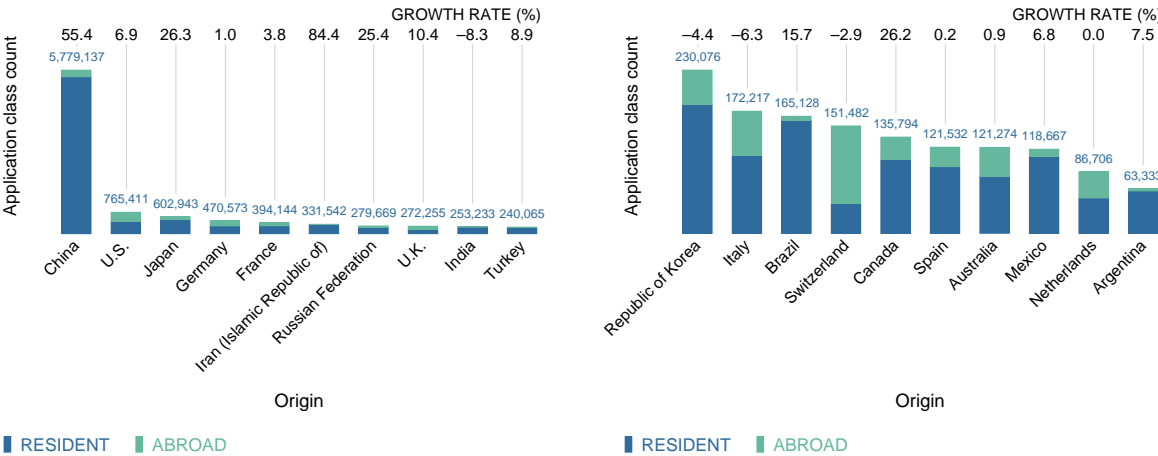
B19. Equivalent trademark application class counts by origin, 2017



Note: Trademark filing activity by origin includes the number of classes specified in resident applications and in 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 and the classes specified in these applications are multiplied accordingly. See the glossary for the definition of equivalent application.

Source: WIPO Statistics Database, September 2018.

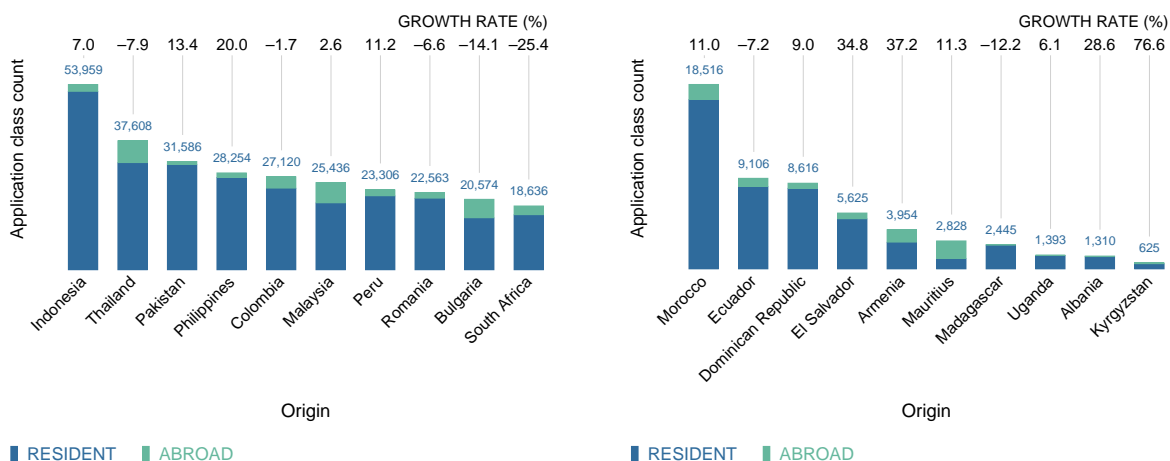
B20. Trademark application class counts for the top 20 origins, 2017



Note: In this figure, trademark application filing activity by origin includes the number of classes specified in resident applications and in 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, September 2018.

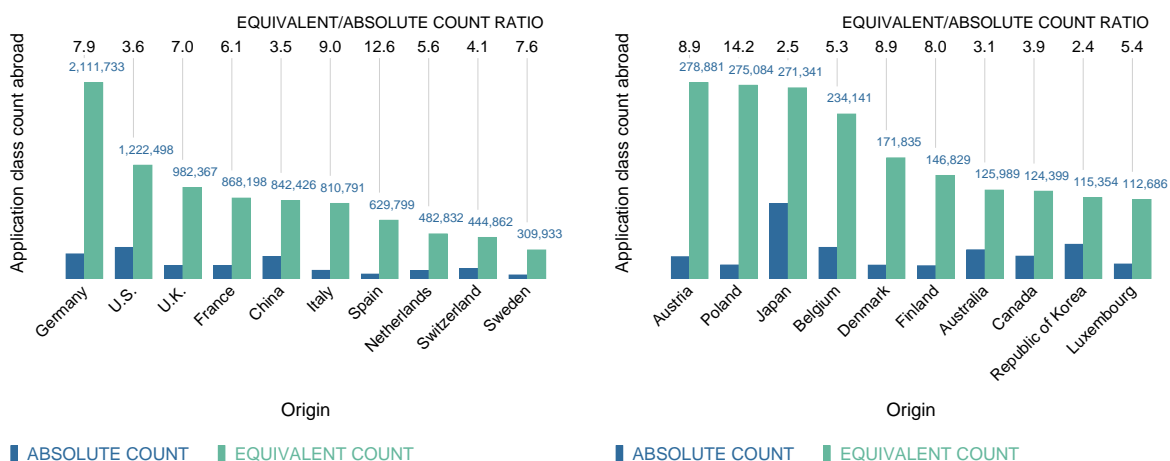
B21. Trademark application class counts for selected low- and middle-income origins, 2017



Note: In this figure, trademark application filing activity by origin includes the number of classes specified in resident applications and in 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 statistical table B51 at the end of this section.

Source: WIPO Statistics Database, September 2018.

B22. Trademark application class counts abroad for the top 20 origins, 2017



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 – 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, September 2018.

B23. Trademark application class counts for the top 25 offices and origins, 2017

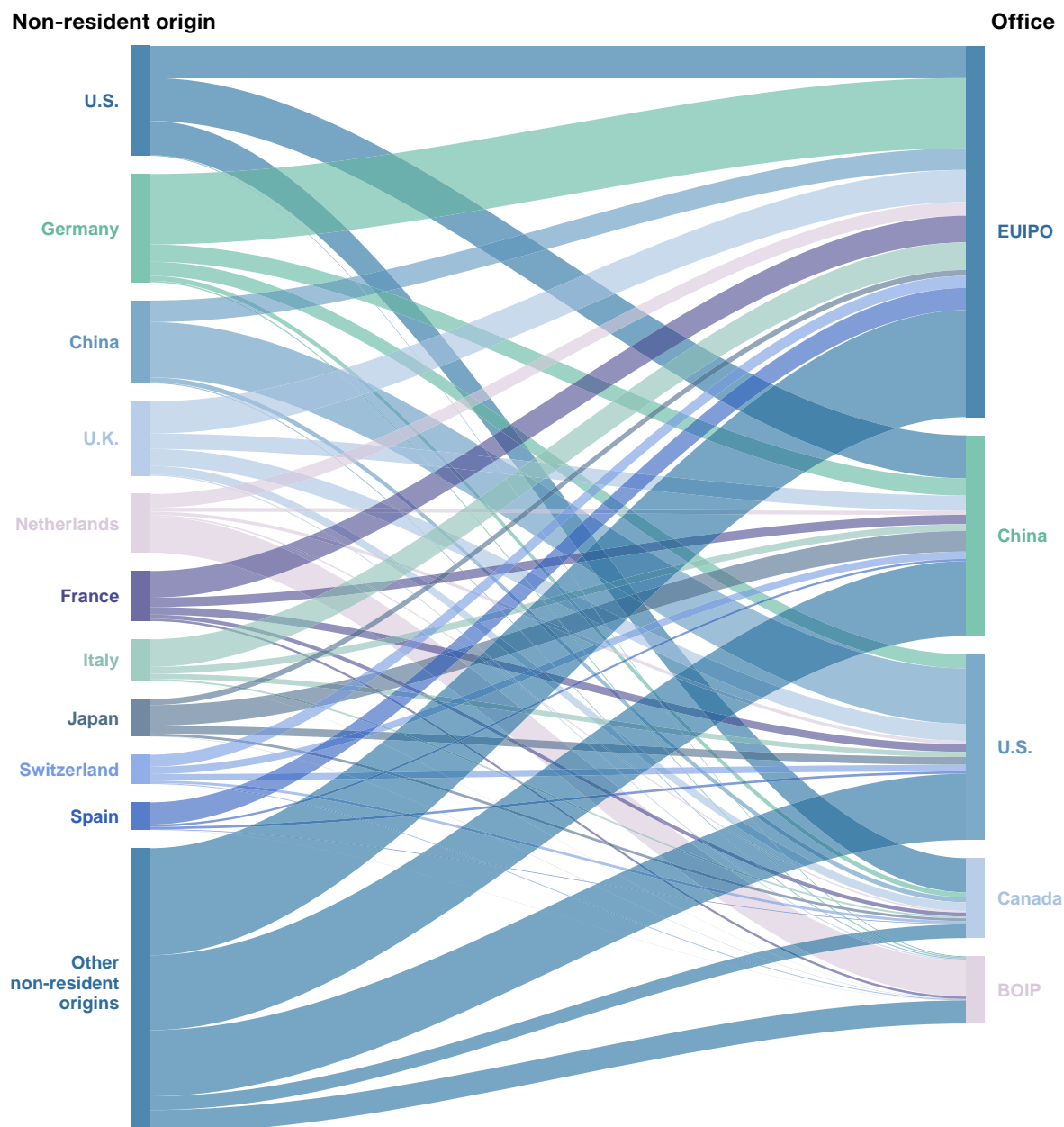
Origin	Office												
	China	U.S.	Japan	EUIPO	Iran (Islamic Republic of)	Russian Federation	India	France	Turkey	Republic of Korea	Germany	Brazil	Canada
Argentina	147	292	11	126	7	16	6	6	3	9	3	406	22
Australia	7,553	6,372	1,332	3,115	174	451	949	170	181	909	198	194	1,873
Brazil	369	875	71	487	33	41	30	11	14	34	8	159,192	124
Canada	3,396	15,126	541	3,399	117	373	239	130	168	645	231	358	103,776
China	5,539,086	55,370	11,786	21,537	3,912	5,084	4,873	3,335	2,136	6,803	4,993	1,561	4,841
France	9,253	7,694	3,922	26,672	2,641	4,046	2,290	252,960	2,223	2,803	1,217	1,843	3,992
Germany	17,267	14,093	6,177	70,497	4,563	8,270	5,372	1,380	6,264	4,345	203,252	2,483	5,010
India	470	1,148	140	575	167	387	242,483	31	123	89	40	110	280
Indonesia	676	87	30	30	9	12	24	3	3	56	15	4	11
Iran (Islamic Republic of)	336	41	20	121	329,107	95	77	18	139	23	49	3	25
Italy	6,870	5,140	2,438	27,589	2,224	3,428	1,410	437	1,794	1,808	357	1,009	1,798
Japan	20,651	7,857	496,092	5,920	872	1,964	2,124	586	1,076	7,105	478	1,144	2,692
Mexico	634	2,003	72	499	18	91	98	29	32	87	55	362	297
Netherlands	3,875	3,358	1,083	13,720	447	1,235	994	558	1,010	774	834	582	1,610
Poland	844	704	146	9,825	200	668	171	62	187	148	262	29	126
Republic of Korea	15,931	4,393	3,280	2,376	469	916	508	146	491	181,218	168	462	978
Russian Federation	3,135	1,318	339	1,246	894	233,430	845	547	861	560	814	64	199
Spain	2,235	2,436	753	22,191	701	987	484	438	485	437	310	547	644
Sweden	2,423	2,671	1,182	10,325	502	980	732	40	572	887	109	395	1,172
Switzerland	7,291	6,454	3,479	12,051	1,403	3,410	2,044	2,247	2,009	2,480	3,479	1,463	2,683
Turkey	834	1,115	201	1,960	2,265	1,003	364	422	215,220	145	728	36	147
U.K.	15,314	17,083	3,706	32,103	986	3,008	2,720	936	1,705	2,570	1,599	1,206	8,727
U.S.	43,034	428,225	15,221	32,132	1,657	7,058	7,936	1,502	4,841	10,627	1,450	8,528	34,209
Ukraine	260	422	25	426	35	888	41	119	146	17	276	16	83
Viet Nam	281	209	108	50	53	64	68	35	31	145	44	7	30
Others	37,658	29,435	8,114	72,536	4,897	13,827	6,693	4,264	5,760	5,742	4,799	4,099	8,386
Total	5,739,823	613,921	560,269	371,508	358,353	291,732	283,575	270,412	247,474	230,466	225,768	186,103	183,735

Origin	Office											
	U.K.	Mexico	Australia	Switzerland	Italy	Viet Nam	Spain	China, Hong Kong SAR	Argentina	Ukraine	Indonesia	BOIP
Argentina	14	227	13		10	5	33	7	59,669	1	2	5
Australia	2,385	357	80,230	224	87	612	64	1,127	106	116	321	92
Brazil	65	386	77	33	9	12	14	28	573	17	26	5
Canada	770	719	1,164	214	27	132	21	436	151	67	96	128
China	6,243	2,494	6,502	1,896	1,943	3,824	1,420	12,134	771	1,722	2,559	1,030
France	2,159	2,148	2,381	5,941	1,341	1,540	1,420	1,684	941	1,681	596	2,419
Germany	3,665	3,931	4,822	19,441	1,199	2,184	936	2,209	1,103	3,240	745	1,425
India	390	111	333	60	45	184	40	100	78	237	177	39
Indonesia	19	16	30		4	96	3	65	5	2	51,918	5
Iran (Islamic Republic of)	24	8	27	63	21	20	12	12		48	2	2
Italy	645	1,250	1,393	2,706	81,926	698	292	989	431	1,069	274	185
Japan	1,932	1,376	2,471	1,153	388	3,956	296	5,319	520	518	2,122	197
Mexico	74	108,590	92	61	32	17	104	128	485	31	16	16
Netherlands	795	752	1,059	1,414	215	494	240	513	256	520	342	36,078
Poland	111	86	159	188	44	101	57	44	38	762	20	50
Republic of Korea	389	766	998	232	138	2,232	69	1,619	158	247	885	36
Russian Federation	630	282	232	465	576	736	426	85	28	2,122	40	358
Spain	251	2,000	595	558	201	217	71,649	291	697	302	113	99
Sweden	372	489	1,046	1,320	15	291	20	399	200	244	124	60
Switzerland	2,277	2,272	2,443	42,009	1,279	948	815	1,368	924	1,614	539	910
Turkey	519	156	242	279	404	128	309	96	10	582	68	464
U.K.	132,300	1,657	5,780	2,331	334	875	407	2,295	645	900	617	1,099
U.S.	10,598	16,448	15,620	5,309	694	3,958	851	7,564	4,100	2,054	2,655	642
Ukraine	106	25	41	104	124	20	102	9	1	47,531	1	57
Viet Nam	42	37	73	14	20	55,313	22	51	6	21	50	19
Others	9,427	5,188	10,255	8,547	1,930	6,171	1,267	37,949	2,826	6,367	3,800	21,785
Total	176,202	151,771	138,078	94,562	93,006	84,764	80,889	76,521	74,722	72,015	68,108	67,205

Note: EUIPO is the European Union Intellectual Property Office and BOIP is the Benelux Office for Intellectual Property. The office and origin data shown here consist of absolute application class counts rather than equivalent application class counts.

Source: WIPO Statistics Database, September 2018.

B24. Flows of non-resident trademark application class counts between selected top origins and offices, 2017



Note: EUIPO is the European Union Intellectual Property Office and BOIP is the Benelux Office for Intellectual Property. The office and non-resident origin data shown here consist of absolute application class counts rather than equivalent application class counts.

Source: WIPO Statistics Database, September 2018.

B25. Distribution of trademark application class counts for the top 15 offices and selected non-resident origins, 2017



Note: EUIPO is the European Union Intellectual Property Office. The office and origin data shown here consist of absolute application class counts rather than equivalent application class counts.

Source: WIPO Statistics Database, September 2018.

Trademark applications by Nice class and industry sector

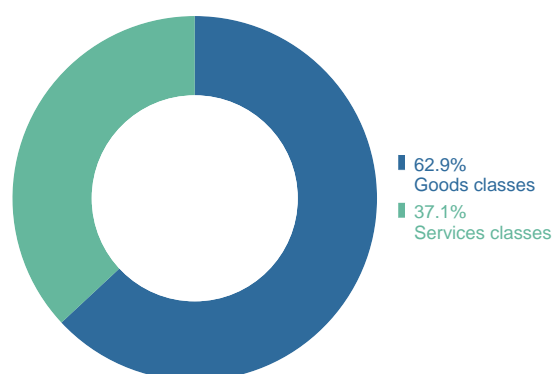
B26. Distribution of trademark applications by top Nice classes, 2017

Rank	Class	Class share (%)
1	35 Advertising, business management, business administration and office functions	11.0
2	25 Clothing, footwear, headgear	7.0
3	9 Scientific, photographic, measuring instruments; recording equipment; computers and software	6.6
4	41 Education, entertainment, and sporting activities	5.5
5	30 Coffee, tea, cocoa, rice, flour, bread, pastry and confectionery, sugar, honey, yeast, salt, mustard, vinegar, sauces (condiments) and spices	4.8
6	42 Scientific and technological services, design and development of computer hardware and software	4.3
7	5 Pharmaceutical preparations, baby food, dietary supplements for humans and animals, disinfectants, fungicides and herbicides	4.0
8	43 Services for providing food and drink; temporary accommodation	3.9
9	3 Bleaching preparations and other substances for laundry use; cleaning and abrasive preparations; soaps, perfumery and cosmetics	3.5
10	29 Foodstuffs of animal origin and vegetables	3.4
Remaining classes		46.0

Note: These figures are based on filing data from 131 IP offices. Some classes listed are abbreviated. See www.wipo.int/classifications/nice for a complete list of all classes.

Source: WIPO Statistics Database, September 2018.

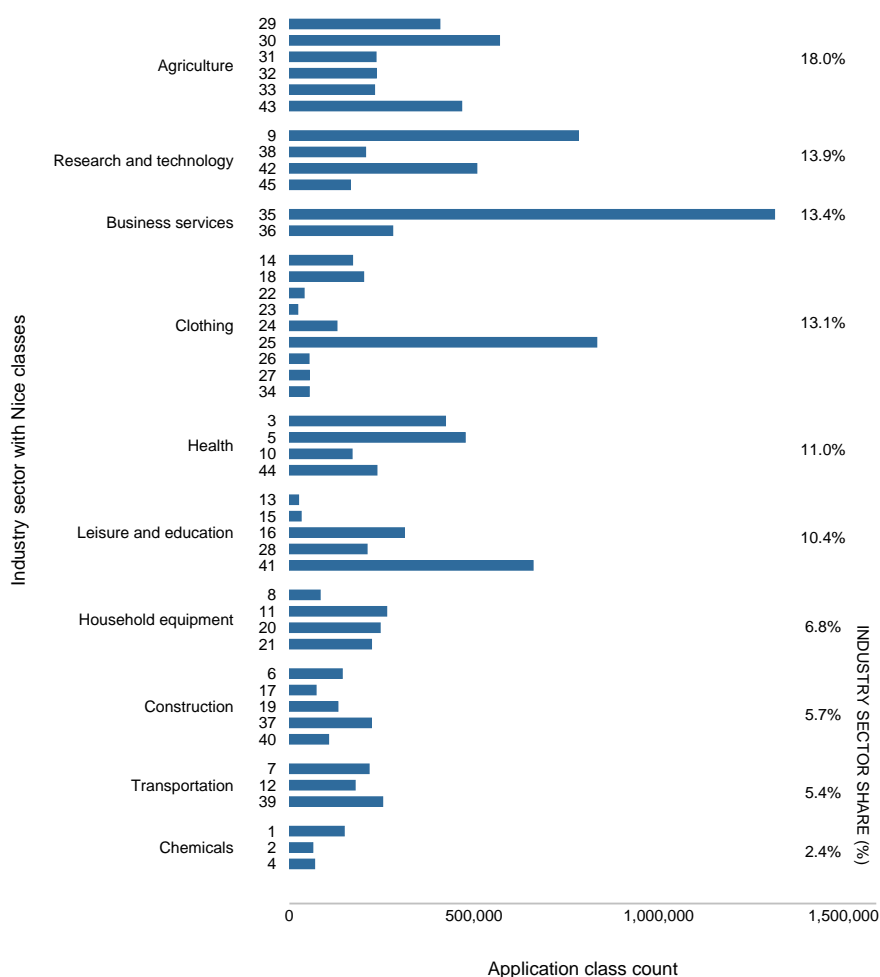
B27. Trademark applications by goods and services classes, 2017



Note: In the 45-class Nice Classification, the first 34 classes indicate goods and the remaining 11 refer to services. See www.wipo.int/classifications/nice for a complete list of all classes. These figures are based on filing data from 131 IP offices.

Source: WIPO Statistics Database, September 2018.

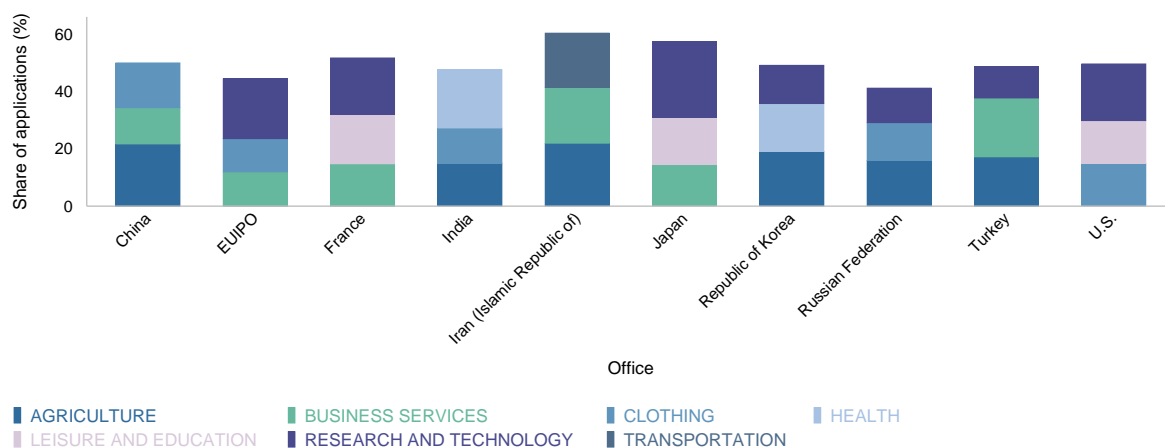
B28. Trademark applications by industry sector, 2017



Note: Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See annex B for full definitions and composition of Nice goods and services classes. These figures are based on filing data from 131 IP offices.

Source: WIPO Statistics Database, September 2018.

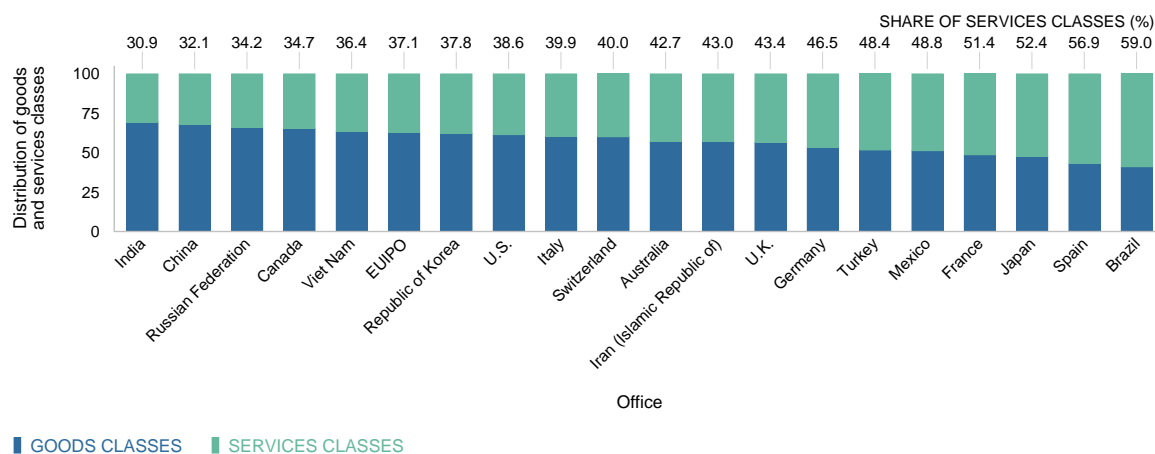
B29. Trademark applications by top three sectors at the top offices, 2017



Note: EUIPO is the European Union Intellectual Property Office. Industry sectors based on class groups are those defined by Edital. Some industry sectors are abbreviated. See www.wipo.int/classifications/nice for a complete list of all classes. The top three sectors and top offices were selected based on their 2017 totals.

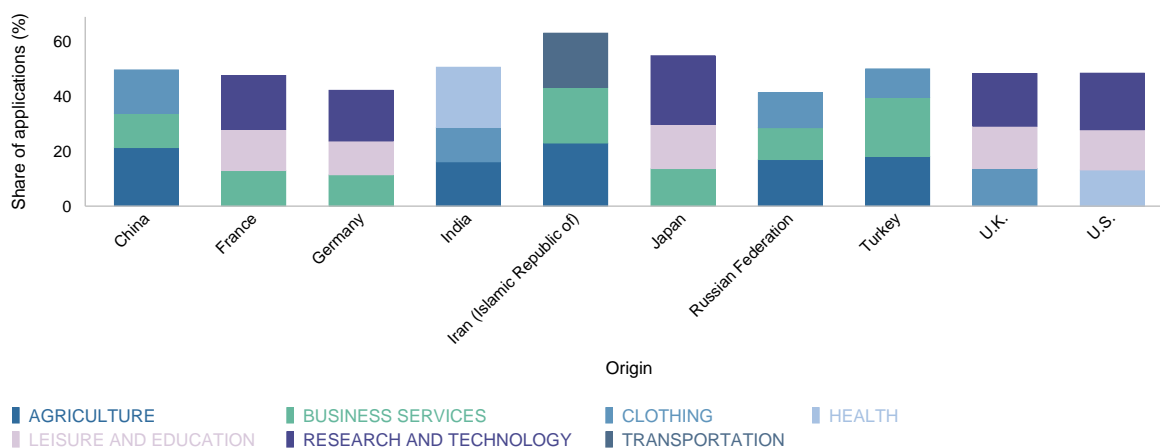
Source: WIPO Statistics Database, September 2018.

B30. Distribution of trademark applications by goods and services at the top offices, 2017



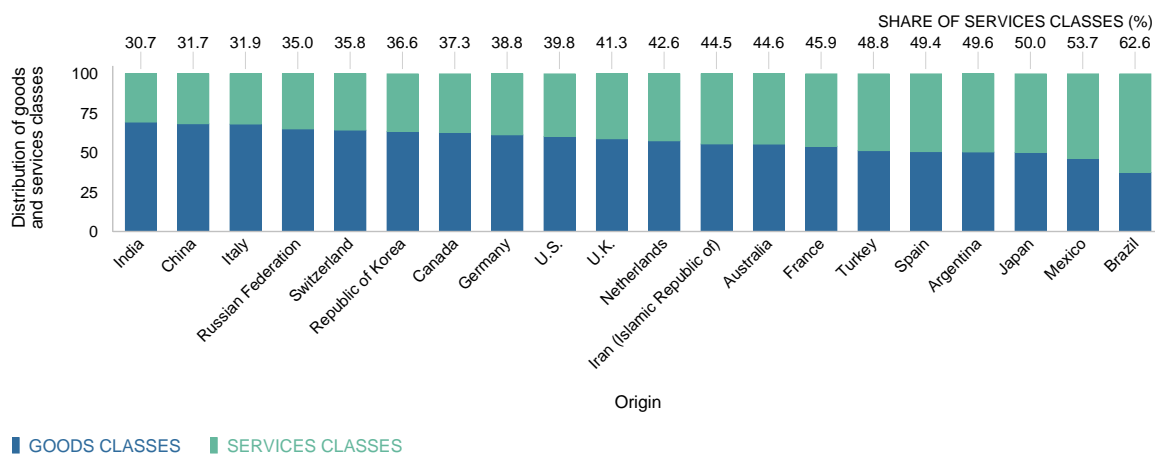
Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, September 2018.

B31. Trademark applications by top three sectors for the top origins, 2017

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 2017 totals.

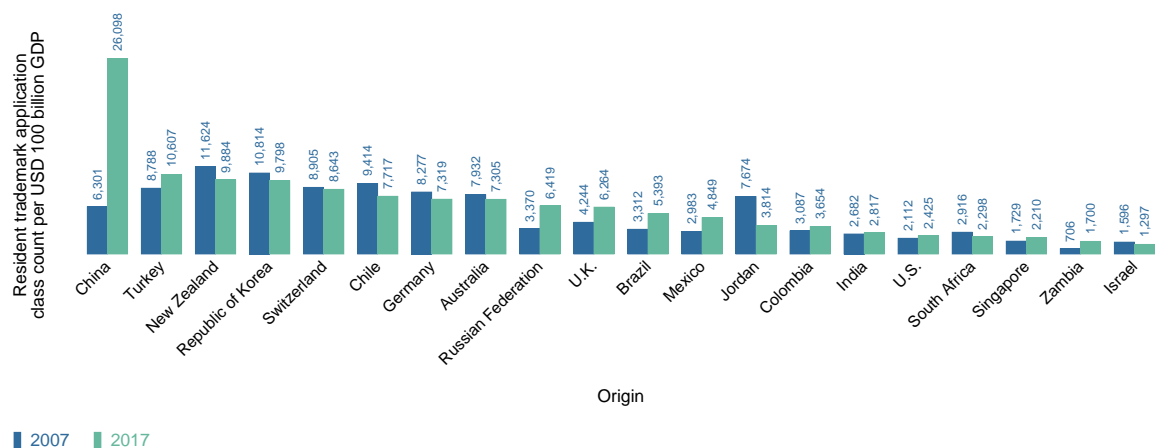
Source: WIPO Statistics Database, September 2018.

B32. Distribution of trademark applications by goods and services for the top origins, 2017

Source: WIPO Statistics Database, September 2018.

Trademark application class count in relation to GDP and population

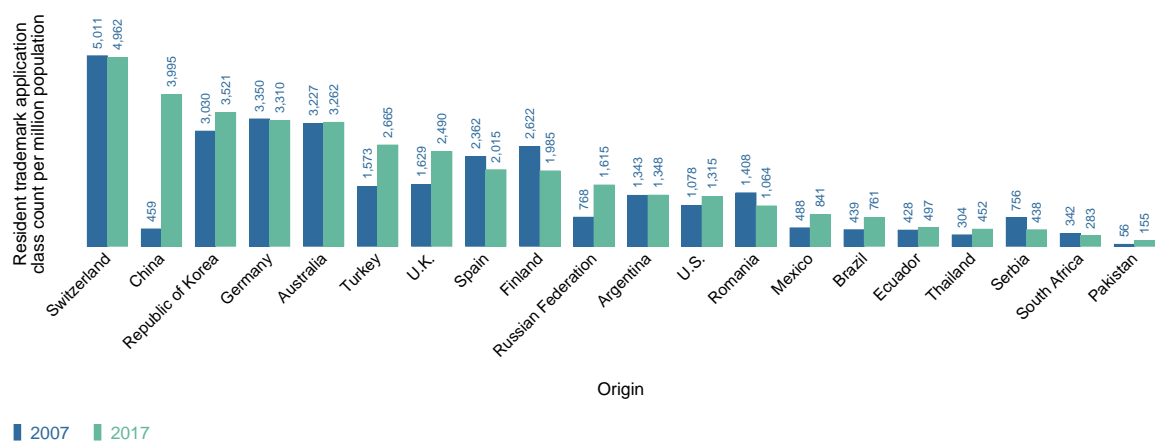
B33. Resident trademark application class count per USD 100 billion GDP for selected origins, 2007 and 2017



Note: GDP data are in constant 2011 U.S. PPP dollars. This figure does not provide an overall ranking of all origins; rather, it shows a selection across geographical regions and income groups.

Sources: WIPO Statistics Database and World Bank, September 2018.

B34. Resident trademark application class count per million population for selected origins, 2007 and 2017

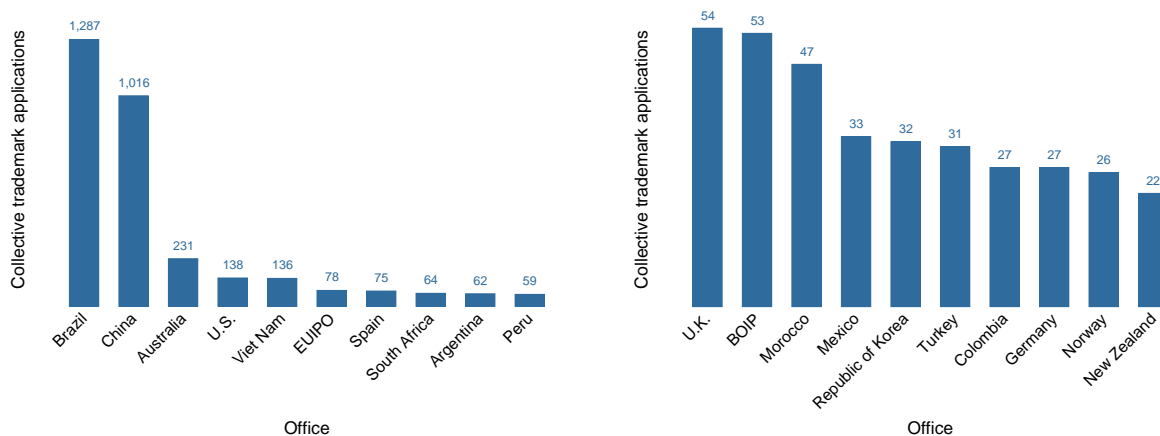


Note: This figure does not provide an overall ranking of all origins; rather, it shows a selection across geographical regions and income groups.

Sources: WIPO Statistics Database and World Bank, September 2018.

Collective and certification trademark applications by office

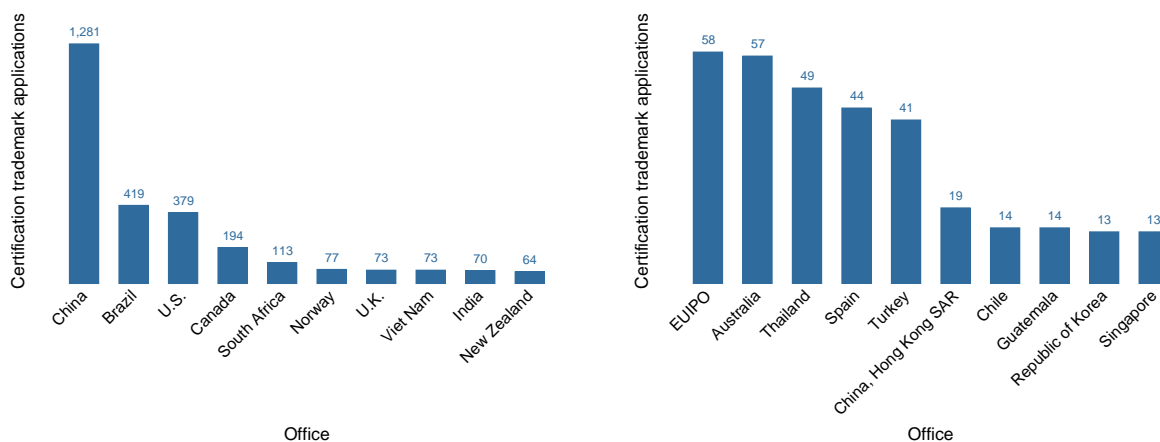
B35. Collective trademark applications for the top 20 offices, 2017



Note: EUIPO is the European Union Intellectual Property Office. BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, September 2018.

B36. Certification trademark applications for the top 20 offices, 2017

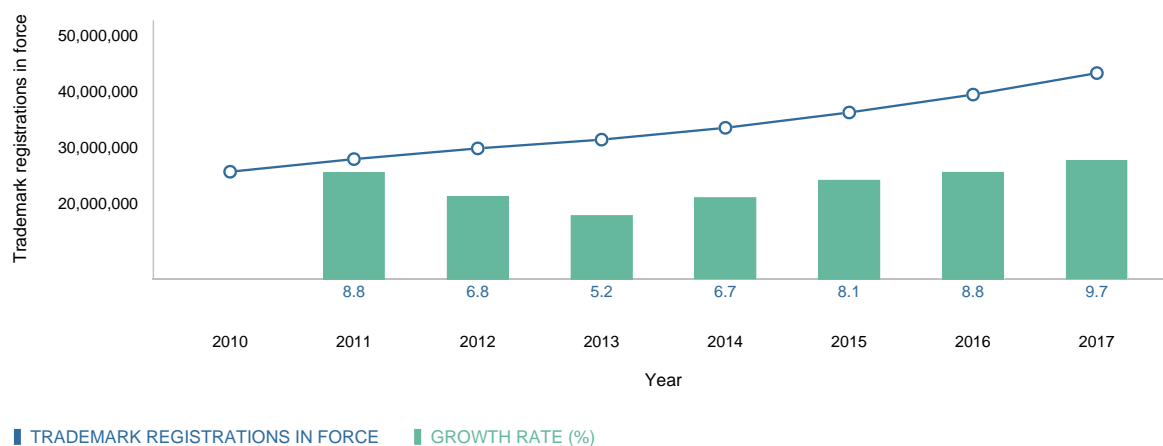


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, September 2018.

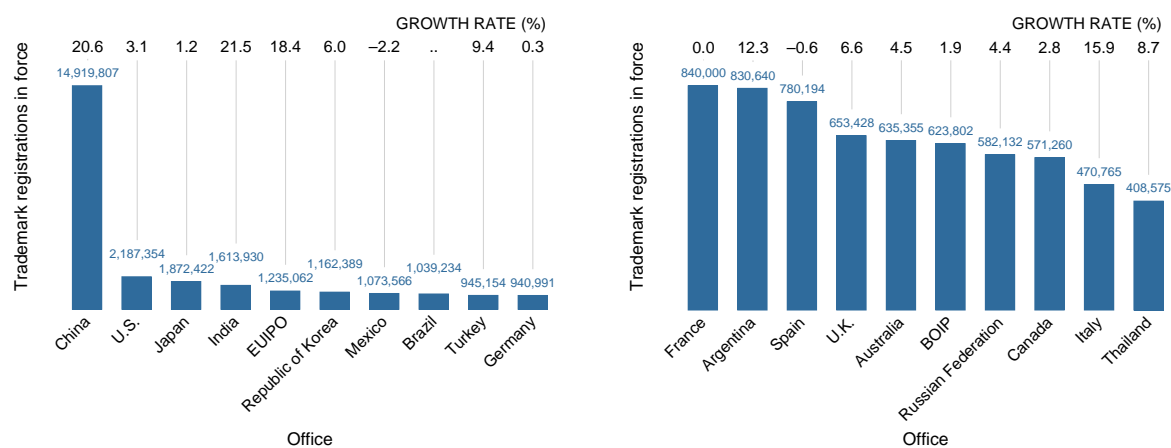
Trademark registrations in force

B37. Trend in trademark registrations in force worldwide, 2010–2017



Note: World totals are WIPO estimates using data covering 138 IP offices. Data refer to the number of trademark registrations in force, 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, September 2018.

B38. Trademark registrations in force for the top 20 offices, 2017

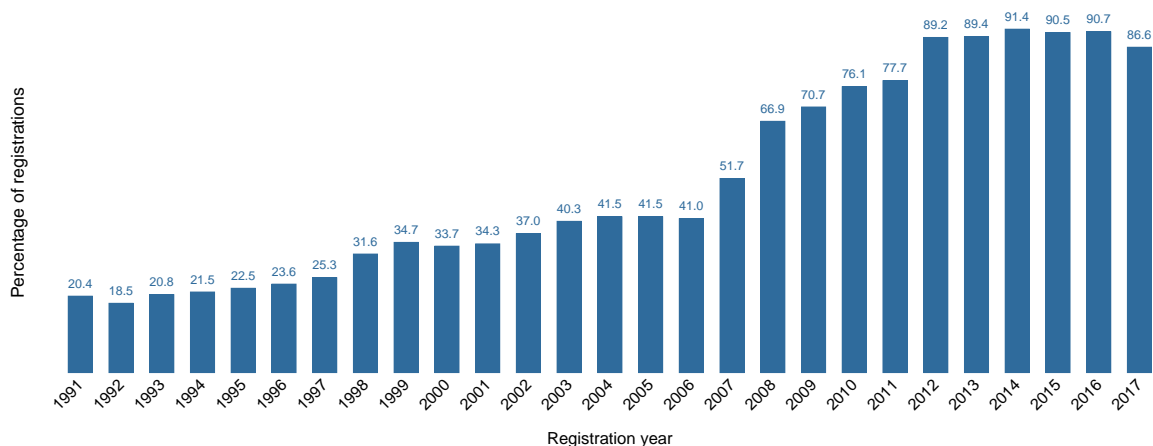


.. indicates unavailable.

Note: EUIPO is the European Union Intellectual Property Office and BOIP is the Benelux Office for Intellectual Property. Data refer to the number of trademark registrations in force, not the number of classes specified in those registrations.

Source: WIPO Statistics Database, September 2018.

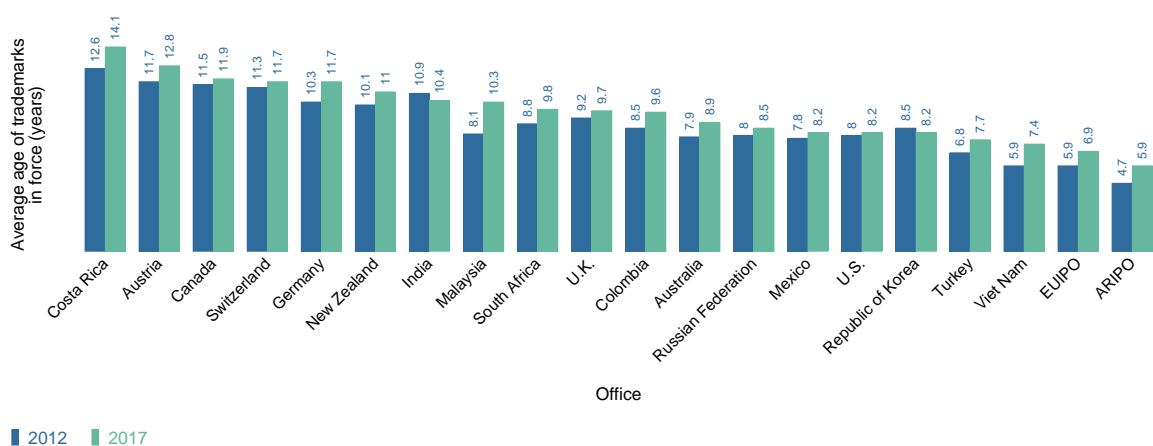
B39. Trademark registrations in force in 2017 as a percentage of total registrations recorded between 1991 and 2017



Note: Percentages are calculated as follows: the number of trademark registrations issued in year t and in force in 2017 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 15.2 million active trademark registrations reported by 66 offices that provided a breakdown by year of registration. Detailed data for several larger offices, such as those of China, France, Italy and Japan, are not available.

Source: WIPO Statistics Database, September 2018.

B40. Average age of trademarks in force at selected offices, 2012 and 2017

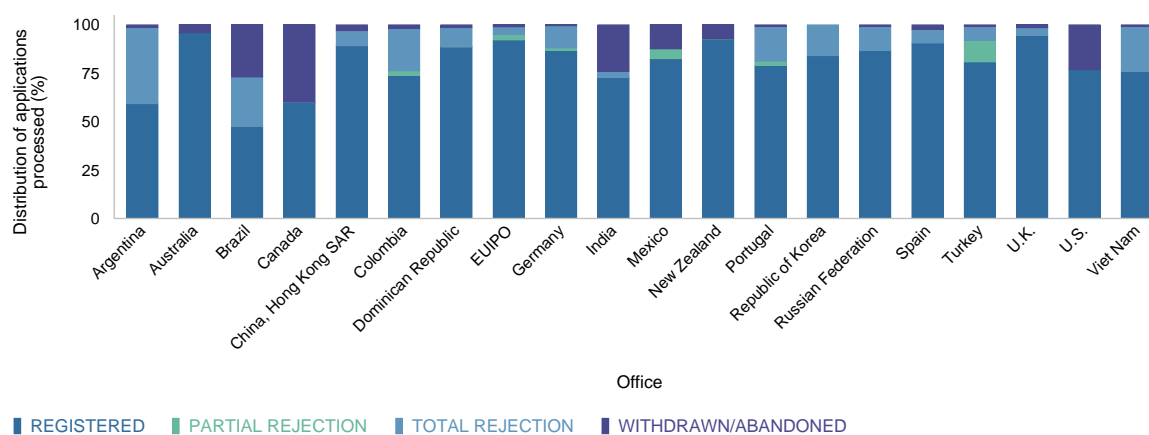


Note: EUIPO is the European Union Intellectual Property Office and ARIPO is the African Regional Intellectual Property Organization.

Source: WIPO Statistics Database, September 2018.

Trademark office procedural data

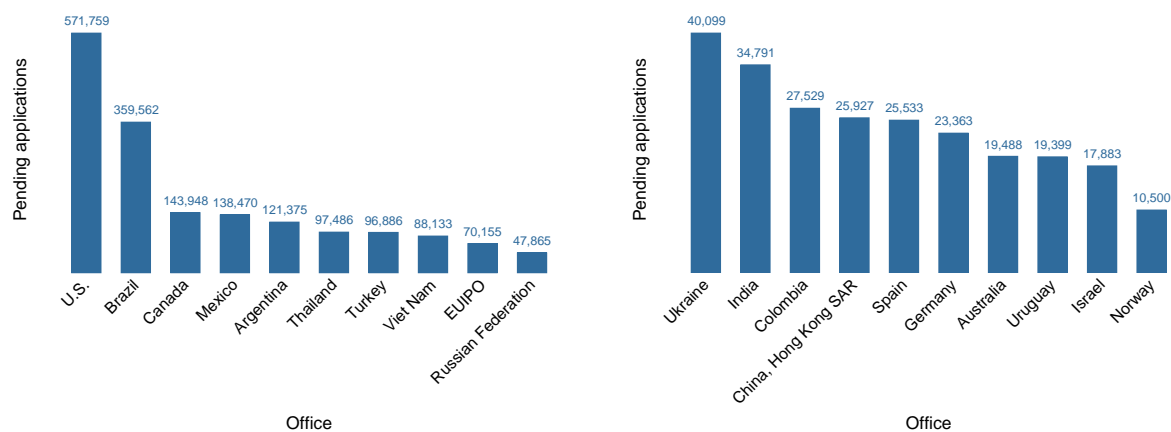
B41. Trademark examination decisions for selected offices, 2017



Note: EUIPO is the European Union Intellectual Property Office. WIPO collects data from IP offices using a common questionnaire and methodology. However, due to differences in application processing procedures between offices, data cannot be fully harmonized. Therefore, one should exercise caution when making comparisons across offices.

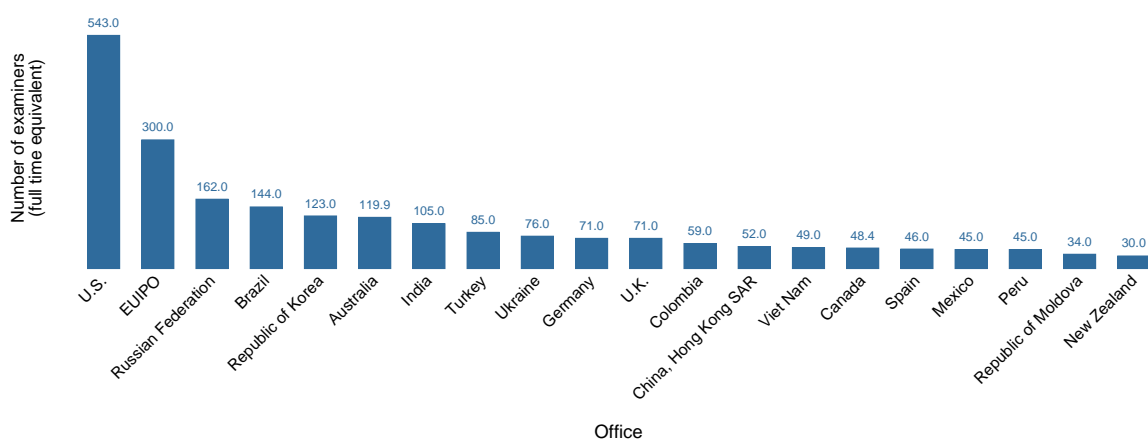
Source: WIPO Statistics Database, September 2018.

B42. Trademark applications pending for selected offices, 2017



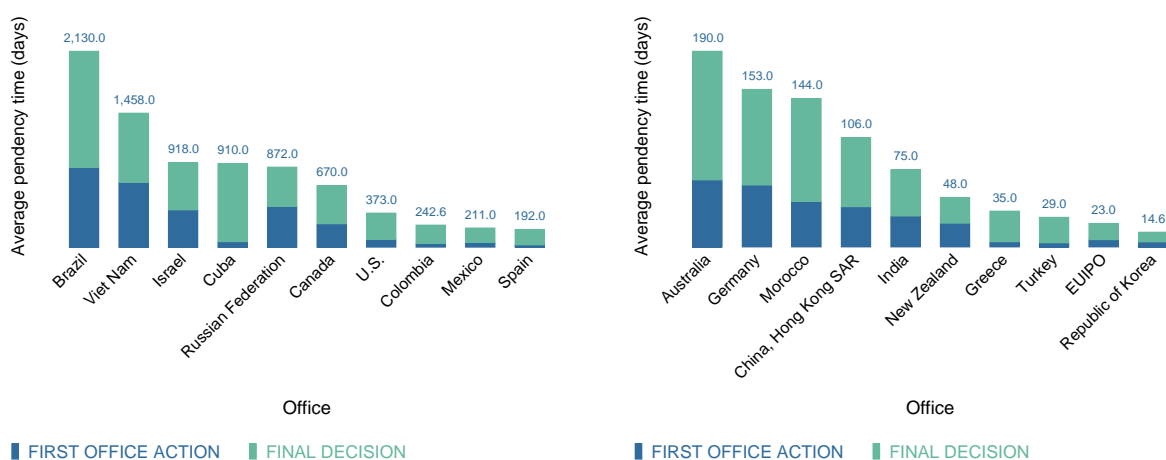
Note: EUIPO is the European Union Intellectual Property Office. WIPO collects data from IP offices using a common questionnaire and methodology. However, due to differences in application processing procedures between offices, data cannot be fully harmonized. Therefore, one should exercise caution when making comparisons across offices.

Source: WIPO Statistics Database, September 2018.

B43. Trademark examiners for selected offices, 2017

Note: EUIPO is the European Union Intellectual Property Office.

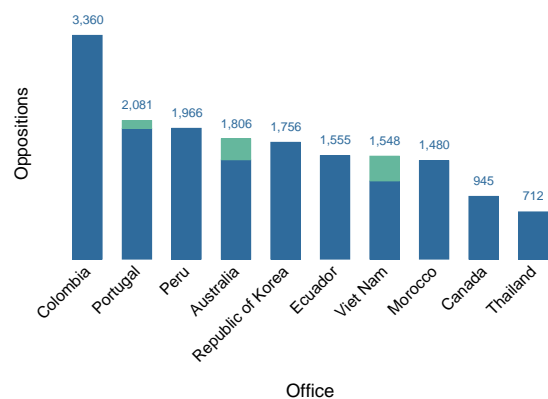
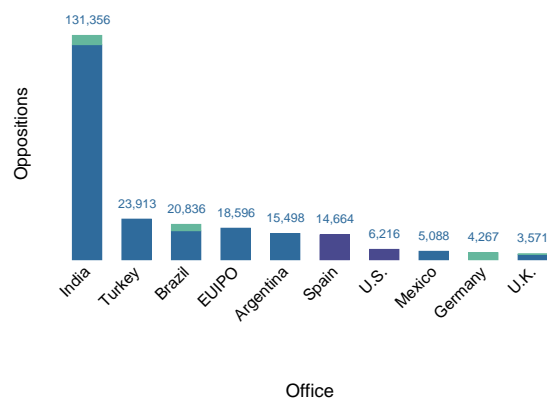
Source: WIPO Statistics Database, September 2018.

B44. Duration of trademark examination for selected offices, 2017

Note: EUIPO is the European Union Intellectual Property Office. WIPO collects data from IP offices using a common questionnaire and methodology. However, due to differences in application processing procedures between offices, data cannot be fully harmonized. Therefore, one should exercise caution when making comparisons across offices.

Source: WIPO Statistics Database, September 2018.

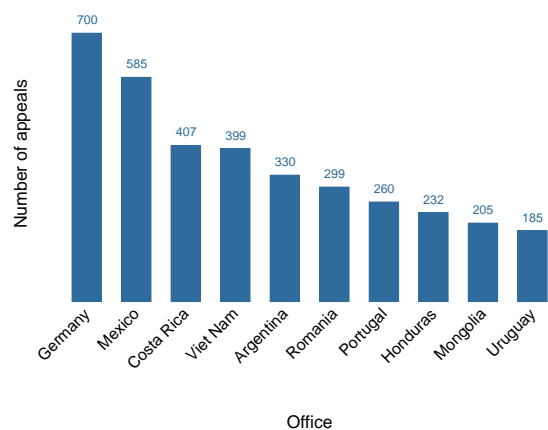
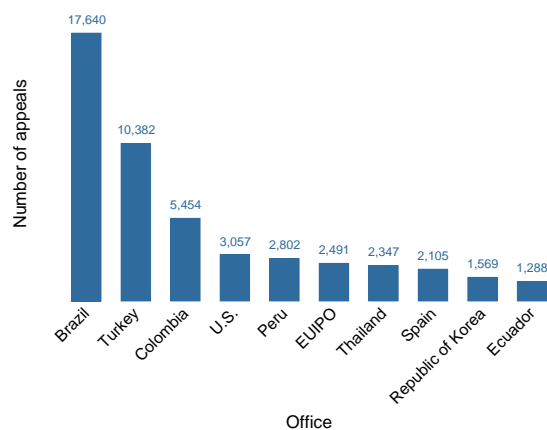
B45. Third party oppositions for selected offices, 2017



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, September 2018.

B46. Appeals to decisions by selected offices, 2017

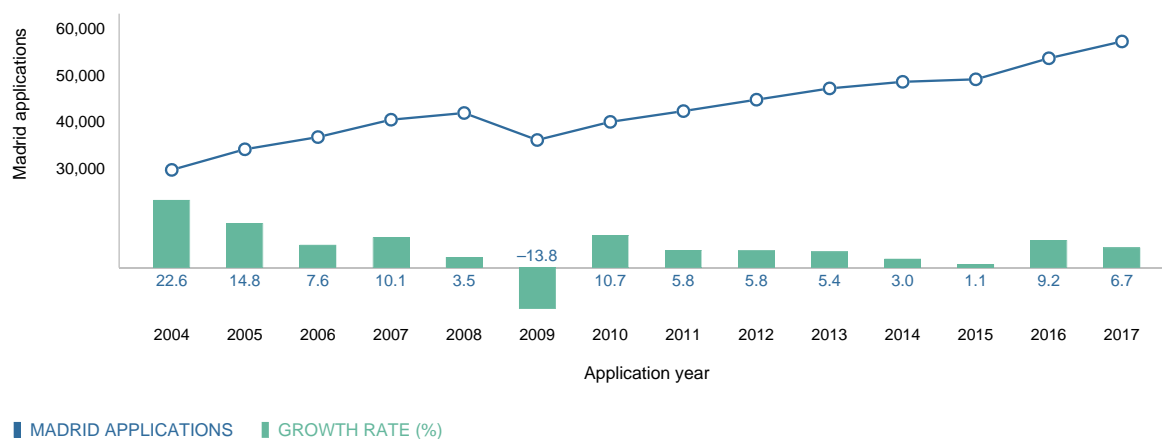


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, September 2018.

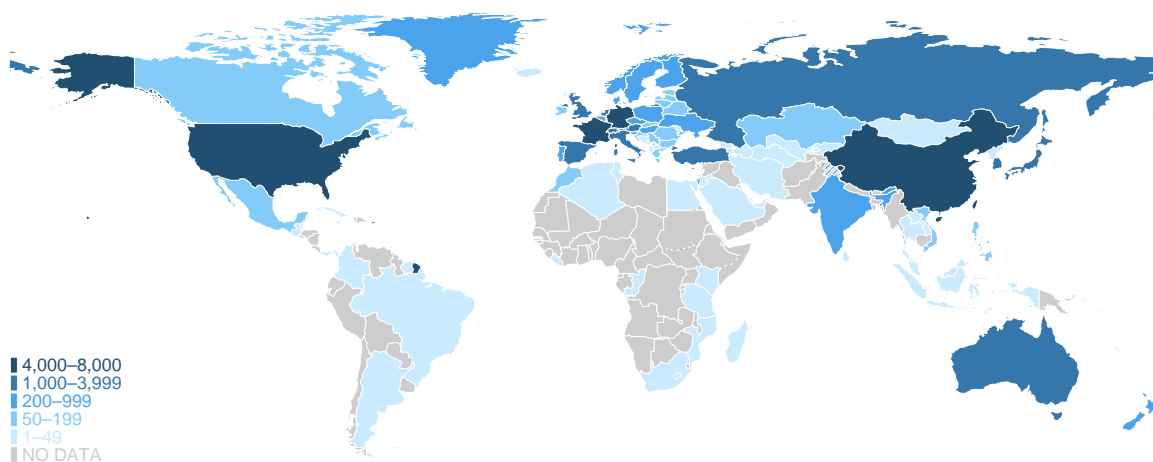
Trademark applications through the Madrid System

B47. Trend in Madrid international applications, 2004–2017



Source: WIPO Statistics Database, September 2018.

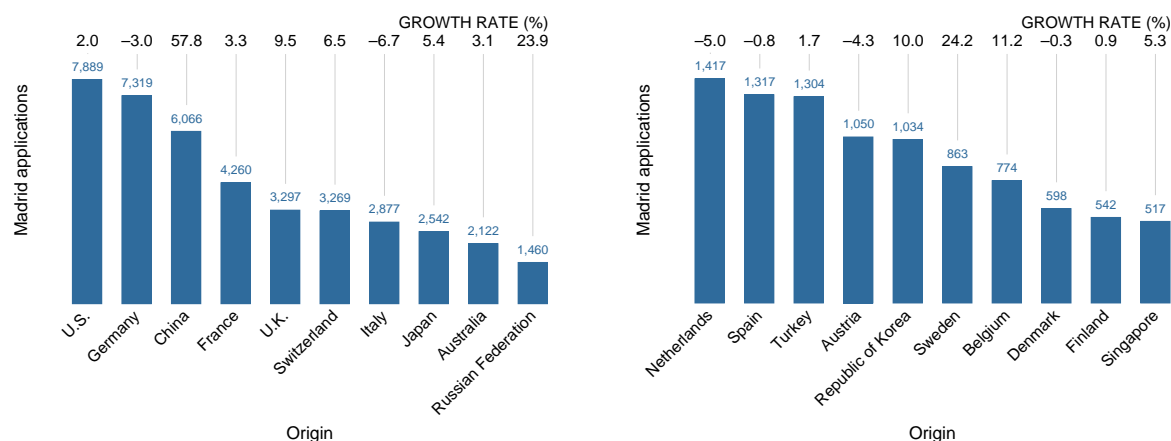
B48. Madrid international applications by origin, 2017



Note: Counts are based on the country of the applicant's address, not the office of origin.

Source: WIPO Statistics Database, September 2018.

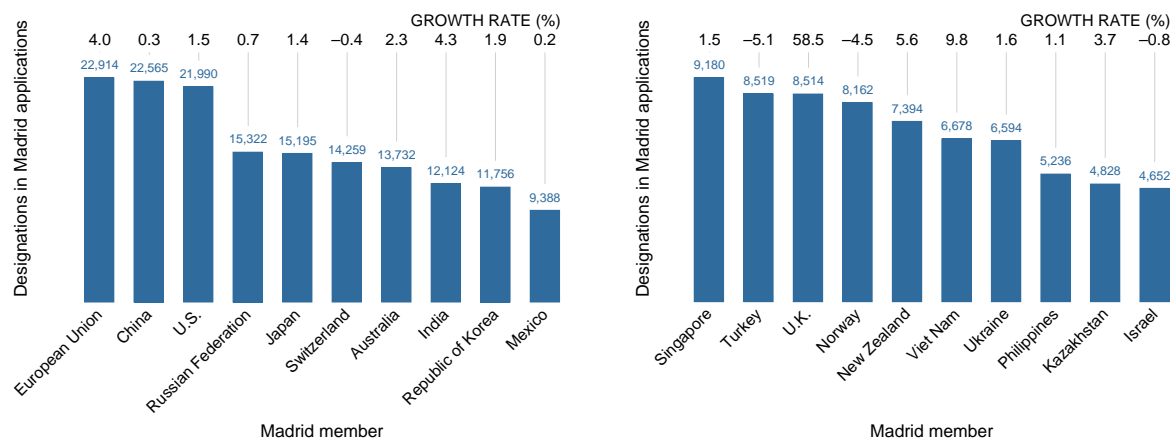
B49. Madrid applications for the top 20 origins, 2017



Note: Origin data are based on the country of the applicant's address.

Source: WIPO Statistics Database, September 2018.

B50. Designations in Madrid international applications for the top 20 designated Madrid members, 2017



Note: The numbers of designations in applications for all Madrid members are reported in statistical table B51.

Source: WIPO Statistics Database, September 2018.

Statistical tables

B51. Trademark applications by office and origin, 2017

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)	Origin ^(f)	Designated Madrid member
Afghanistan (b)	295	322	..	n.a.
African Intellectual Property Organization	12,233	3,379	8,854	n.a.	n.a.	n.a.	1,960
African Regional Intellectual Property Organization	782	386	396	n.a.	n.a.	n.a.	n.a.
Albania	8,391	1,232	7,159	1,310	2,012	12	2,319
Algeria (b)	249	549	9	2,623
Andorra	3,086	691	2,395	1,315	10,225	..	n.a.
Angola (b)	28	71	..	n.a.
Antigua and Barbuda (b)	26	188	..	621
Argentina	74,722	59,669	15,053	63,333	66,793	3	n.a.
Armenia	10,043	2,685	7,358	3,954	5,062	37	2,631
Aruba (b)	2	2	..	n.a.
Australia	138,078	80,230	57,848	121,274	206,219	2,122	13,732
Austria	22,748	14,039	8,709	45,306	302,402	1,050	2,632
Azerbaijan (b)	292	589	12	3,017
Bahamas	1,002	199	803	2,136	8,724	12	n.a.
Bahrain	9,418	253	9,165	505	899	..	1,787
Bangladesh	13,090	9,247	3,843	9,388	9,490	..	n.a.
Barbados	861	21	840	791	2,838	4	n.a.
Belarus	18,961	4,453	14,508	7,261	9,784	142	4,559
Belgium (c)	n.a.	n.a.	n.a.	44,482	258,377	774	n.a.
Belize (b)	1,224	2,126	37	n.a.
Benelux Office for Intellectual Property (d)	67,205	56,762	10,443	n.a.	n.a.	n.a.	2,592
Benin (b,h)	n.a.	n.a.	n.a.	197	3,045	..	n.a.
Bermuda (b)	687	3,473	8	n.a.
Bhutan	1,921	16	1,905	18	18	..	717
Bolivia (Plurinational State of)	8,204	3,491	4,713	3,609	3,663	..	n.a.
Bonaire, Sint Eustatius and Saba (b)	6	6	1	500
Bosnia and Herzegovina	10,031	742	9,289	1,208	2,510	33	2,922
Botswana	3,134	464	2,670	707	707	..	807
Brazil	186,103	159,192	26,911	165,128	178,367	3	n.a.
Brunei Darussalam	2,834	176	2,658	262	262	2	701
Bulgaria	17,552	13,438	4,114	20,574	66,903	190	1,436
Burkina Faso (b,h)	n.a.	n.a.	n.a.	210	3,506	..	n.a.
Burundi	534	53	481	53	53	..	n.a.
Cabo Verde (b)	15	231	..	n.a.
Cambodia (b)	66	66	..	2,025
Cameroon (b,h)	n.a.	n.a.	n.a.	537	8,980	..	n.a.
Canada	183,735	103,776	79,959	135,794	228,175	60	n.a.
Central African Republic (b,h)	n.a.	n.a.	n.a.	5	37	..	n.a.
Chad (b,h)	n.a.	n.a.	n.a.	9	121	..	n.a.
Chile	45,360	31,720	13,640	36,169	40,259	..	n.a.
China	5,739,823	5,539,086	200,737	5,779,137	6,381,512	6,066	22,565
China, Hong Kong SAR	76,521	29,536	46,985	49,060	122,529	..	n.a.
China, Macao SAR	13,135	2,030	11,105	2,520	2,839	..	n.a.
Colombia	41,076	23,762	17,314	27,120	29,636	32	3,727

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 ^(f)	Designated Madrid member
Comoros (b)	17	257	..	n.a.
Congo (b,h)	n.a.	n.a.	n.a.	52	641	1	n.a.
Cook Islands (b)	33	87	..	n.a.
Costa Rica	14,405	7,902	6,503	8,726	9,158	..	n.a.
Côte d'Ivoire (b,h)	n.a.	n.a.	n.a.	957	15,865	..	n.a.
Croatia	8,272	4,348	3,924	7,210	18,762	110	1,366
Cuba	7,308	2,099	5,209	2,692	3,354	9	1,563
Curaçao	1,996	0	1,996	452	4,001	11	626
Cyprus (b)	10,723	58,615	204	814
Czech Republic	25,339	20,031	5,308	30,303	117,910	298	1,740
Democratic People's Republic of Korea (b)	175	229	6	1,066
Democratic Republic of the Congo (b)	29	29	..	n.a.
Denmark	11,135	7,036	4,099	26,271	184,715	598	1,314
Djibouti (b)	3	3	..	n.a.
Dominica (b)	25	25	..	n.a.
Dominican Republic	13,613	8,094	5,519	8,616	9,053	..	n.a.
Ecuador	14,551	8,262	6,289	9,106	9,677	..	n.a.
Egypt (b)	710	2,587	20	4,164
El Salvador	9,082	5,026	4,056	5,625	5,679	..	n.a.
Equatorial Guinea (b,h)	n.a.	n.a.	n.a.	12	204	..	n.a.
Eritrea (b)	3	3	..	n.a.
Estonia	5,493	2,197	3,296	5,106	37,036	73	1,095
Eswatini (b)	47	47	..	713
Ethiopia (b)	9	90	..	n.a.
European Union Intellectual Property Office (e)	371,508	269,422	102,086	n.a.	n.a.	n.a.	22,914
Fiji (b)	57	57	..	n.a.
Finland	9,376	6,019	3,357	24,396	157,771	542	1,087
France	270,412	252,960	17,452	394,144	1,147,830	4,260	3,584
Gabon (b,h)	n.a.	n.a.	n.a.	158	2,254	..	n.a.
Gambia	1,782	72	1,710	85	229	..	735
Georgia	10,746	2,742	8,004	3,227	3,828	30	2,662
Germany	225,768	203,252	22,516	470,573	2,385,482	7,319	4,564
Ghana	5,041	928	4,113	944	1,120	..	1,177
Greece (b)	5,160	65,907	141	1,171
Grenada	41	41	0	68	68	..	n.a.
Guatemala	12,012	6,215	5,797	7,236	7,484	1	n.a.
Guinea (b,h)	n.a.	n.a.	n.a.	241	4,001	..	n.a.
Guinea-Bissau (b,h)	n.a.	n.a.	n.a.	11	171	..	n.a.
Guyana (b)	5	5	..	n.a.
Haiti (b)	13	67	..	n.a.
Holy See (b)	8	224	..	n.a.
Honduras	7,077	2,292	4,785	2,559	2,559	..	n.a.
Hungary	14,324	9,978	4,346	17,236	64,770	239	1,491
Iceland	9,179	1,706	7,473	3,128	8,312	43	2,305
India	283,575	242,483	41,092	253,233	271,972	233	12,124
Indonesia	68,108	51,918	16,190	53,959	54,827	1	n.a.

Name	Application class count by office			Application class count by origin	Equivalent application class count by origin	international applications	
	Total	Resident	Non-resident			Origin ^(f)	Designated Madrid member
Iran (Islamic Republic of)	358,353	329,107	29,246	331,542	335,021	37	3,931
Iraq (b)	977	1,220	..	n.a.
Ireland (g)	7,648	10,524	92,540	164	990
Israel	19,491	3,745	15,746	10,904	35,587	323	4,652
Italy	93,006	81,926	11,080	172,217	920,306	2,877	3,434
Jamaica	5,595	2,759	2,836	3,011	3,231	..	n.a.
Japan	560,269	496,092	64,177	602,943	767,433	2,542	15,195
Jordan	7,647	3,085	4,562	3,754	6,469	1	n.a.
Kazakhstan (b)	1,790	2,141	111	4,828
Kenya	12,043	5,321	6,722	5,513	6,103	2	1,793
Kiribati (b)	26	26	..	n.a.
Kuwait (b)	814	3,912	..	n.a.
Kyrgyzstan	7,503	519	6,984	625	652	5	2,493
Lao People's Democratic Republic (b)	21	48	2	1,166
Latvia	7,099	3,434	3,665	5,804	18,630	109	1,246
Lebanon (b)	961	4,043	1	n.a.
Lesotho (b)	12	12	..	646
Liberia (b)	48	955	1	734
Libya (b)	10	26	..	n.a.
Liechtenstein	8,877	388	8,489	7,412	19,045	87	2,369
Lithuania	7,858	3,993	3,865	6,954	31,773	120	1,282
Luxembourg (c)	n.a.	n.a.	n.a.	20,811	119,075	386	n.a.
Madagascar	5,396	2,405	2,991	2,445	2,685	2	876
Malawi (b)	1	1	..	n.a.
Malaysia	41,093	19,481	21,612	25,436	29,030	13	n.a.
Maldives (b)	8	8	..	n.a.
Mali (b,h)	n.a.	n.a.	n.a.	243	3,731	..	n.a.
Malta	1,167	771	396	6,292	48,687	72	n.a.
Marshall Islands (b)	220	630	..	n.a.
Mauritania (g,h)	n.a.	n.a.	n.a.	75	811	..	n.a.
Mauritius	2,092	1,035	1,057	2,828	7,319	13	n.a.
Mexico	151,771	108,590	43,181	118,667	132,188	107	9,388
Monaco	9,208	1,659	7,549	4,831	15,039	52	2,352
Mongolia	13,845	9,101	4,744	9,200	9,200	1	1,852
Montenegro (b)	1,297	2,953	15	2,458
Morocco	30,031	17,001	13,030	18,516	26,203	110	3,788
Mozambique (b)	64	214	4	1,033
Myanmar (b)	78	84	..	n.a.
Namibia	7,135	3,423	3,712	3,850	4,066	..	897
Nauru (b)	10	10	..	n.a.
Nepal	5,682	4,005	1,677	4,056	4,110	..	n.a.
Netherlands (c)	n.a.	n.a.	n.a.	86,706	532,630	1,417	n.a.
New Zealand	47,173	17,099	30,074	26,317	41,242	419	7,394
Nicaragua (b)	141	141	..	n.a.
Niger (b,h)	n.a.	n.a.	n.a.	156	1,148	..	n.a.
Nigeria (b)	131	883	..	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			Origin ^(f)	Designated Madrid member
Norway	42,897	12,934	29,963	23,754	75,645	376	8,162
Oman (b)	264	642	..	1,972
Pakistan	38,425	30,632	7,793	31,586	32,163	..	n.a.
Palau (b)	2	2	..	n.a.
Panama	10,582	4,306	6,276	7,545	12,265	3	n.a.
Papua New Guinea (b)	99	99	..	n.a.
Paraguay (b)	765	1,008	..	n.a.
Peru	33,031	21,535	11,496	23,306	23,819	..	n.a.
Philippines	51,502	26,922	24,580	28,254	29,349	54	5,236
Poland	40,434	33,128	7,306	52,566	318,037	416	2,318
Portugal	33,287	27,340	5,947	34,721	131,755	265	1,612
Qatar	8,124	1,117	7,007	2,294	4,300	1	n.a.
Republic of Korea	230,466	181,218	49,248	230,076	296,572	1,034	11,756
Republic of Moldova	11,300	3,015	8,285	3,667	3,982	49	2,621
Romania	22,987	18,583	4,404	22,563	83,547	106	1,636
Russian Federation	291,732	233,430	58,302	279,669	314,811	1,460	15,322
Rwanda	2,536	255	2,281	256	283	..	765
Saint Kitts and Nevis	339	28	311	195	405	3	n.a.
Saint Lucia (b)	97	178	..	n.a.
Saint Vincent and the Grenadines	365	5	360	59	194	..	n.a.
Samoa	246	28	218	443	875	..	n.a.
San Marino (b)	457	2,470	10	1,116
Sao Tome and Principe	1,267	11	1,256	12	12	..	510
Saudi Arabia (b)	2,091	6,617	3	n.a.
Senegal (b,h)	n.a.	n.a.	n.a.	659	10,627	..	n.a.
Serbia	16,090	3,079	13,011	6,136	11,128	178	4,067
Seychelles	50	50	0	1,482	3,387	10	n.a.
Sierra Leone (b)	19	19	..	737
Singapore	48,548	10,608	37,940	33,324	53,993	517	9,180
Sint Maarten (Dutch Part) (b)	12	174	1	555
Slovakia	14,080	8,804	5,276	12,278	44,712	123	1,363
Slovenia (b)	5,245	33,934	208	1,265
Solomon Islands (b)	4	4	..	n.a.
Somalia (b)	2	29	..	n.a.
South Africa	26,251	16,027	10,224	18,636	30,094	3	n.a.
Spain	80,889	71,649	9,240	121,532	723,639	1,317	2,980
Sri Lanka (b)	508	1,496	2	n.a.
Sudan	5,004	1,558	3,446	1,607	1,623	..	1,153
Suriname	1,162	530	632	565	597	1	n.a.
Sweden	22,815	18,462	4,353	59,009	338,720	863	1,414
Switzerland	94,562	42,009	52,553	151,482	486,871	3,269	14,259
Syrian Arab Republic	17,461	8,211	9,250	8,670	9,740	..	1,101
Tajikistan (b)	12	12	..	2,125
Thailand	53,965	31,183	22,782	37,608	43,109	25	584
The former Yugoslav Republic of Macedonia (b)	800	2,401	39	2,586
Timor-Leste (b)	2	2	..	n.a.

Name	Application class count by office			Application class count by origin	Equivalent application class count by origin	international applications	
	Total	Resident	Non-resident			Origin ^(f)	Madrid Designated member
Togo (b,h)	n.a.	n.a.	n.a.	157	2,525	..	n.a.
Trinidad and Tobago	2,558	594	1,964	698	729	..	n.a.
Tunisia (g)	13,281	793	3,385	24	2,306
Turkey	247,474	215,220	32,254	240,065	296,665	1,304	8,519
Turkmenistan (b)	136	136	7	1,909
Uganda	1,474	1,359	115	1,393	1,393	..	n.a.
Ukraine	72,015	47,531	24,484	54,719	66,335	388	6,594
United Arab Emirates	19,042	6,075	12,967	15,205	36,987	20	n.a.
United Kingdom	176,202	132,300	43,902	272,255	1,146,770	3,297	8,514
United Republic of Tanzania (b)	95	446	1	n.a.
United States of America	613,921	428,225	185,696	765,411	1,650,723	7,889	21,990
Uruguay	9,311	3,705	5,606	4,747	5,395	..	n.a.
Uzbekistan	13,242	6,750	6,492	7,201	7,368	16	2,052
Vanuatu (b)	31	85	..	n.a.
Venezuela (Bolivarian Republic of)	22,439	18,414	4,025	18,840	19,272	..	n.a.
Viet Nam	84,764	55,313	29,451	58,076	59,752	91	6,678
Yemen	4,713	2,941	1,772	3,135	3,210	..	n.a.
Zambia	4,474	1,072	3,402	1,132	1,132	..	947
Zimbabwe (b)	15	31	..	1,013
Others/Unknown	70,146	167,807	25	2
Total (2017 estimates)	12,387,600	10,300,000	2,087,600	12,387,600	n.a.	57,139	373,864

(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) Only Madrid designation data are available, so application class count by office and origin data may be incomplete.

(c) 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.

(d) Resident applications include those filed by residents of Belgium, Luxembourg and the Netherlands.

(e) Resident applications include those filed by residents of EU member states.

(f) Origin is defined as the country/territory of the stated residence of the applicant in an international application.

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

(h) 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, September 2018.

B52. Trademark registrations by office and origin, and trademarks in force, 2017

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registration	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Afghanistan (b)	139	166
African Intellectual Property Organization	12,868	2,835	10,033	n.a.	n.a.	n.a.	..
African Regional Intellectual Property Organization	362	68	294	n.a.	n.a.	n.a.	1,786
Albania	8,720	639	8,081	686	983	4	10,000
Algeria (b)	164	449	7	..
Andorra	3,090	691	2,399	942	4,992	1	20,113
Angola (b)	52	484
Antigua and Barbuda (b)	6	60	..	8,536
Argentina	36,494	27,066	9,428	29,848	33,334	1	830,640
Armenia	10,488	2,011	8,477	2,827	4,079	32	..
Australia	116,628	60,070	56,558	97,177	185,759	2,348	635,355
Austria	21,018	11,813	9,205	45,855	284,807	1,085	100,917
Azerbaijan (b)	205	321	4	..
Bahamas	1,104	47	1,057	1,274	6,674	5	..
Bahrain	13,228	461	12,767	724	1,118
Bangladesh	4,464	919	3,545	1,021	1,382	..	33,790
Barbados	321	21	300	867	3,211	6	..
Belarus	20,927	4,323	16,604	7,379	9,559	159	126,018
Belgium (c)	n.a.	n.a.	n.a.	37,562	236,213	823	n.a.
Belize (b)	787	1,809	22	..
Benelux Office for Intellectual Property (d)	60,449	49,747	10,702	n.a.	n.a.	n.a.	623,802
Benin (b,h)	n.a.	n.a.	n.a.	156	2,556
Bermuda (b)	696	3,660	7	..
Bhutan	2,098	15	2,083	17	17
Bolivia (Plurinational State of)	6,445	2,395	4,050	2,484	2,565	..	52,379
Bonaire, Sint Eustatius and Saba (b)	9	90	1	..
Bosnia and Herzegovina	11,794	433	11,361	691	1,449	14	16,383
Botswana	3,563	249	3,314	253	253	..	17,522
Brazil	123,362	90,859	32,503	94,974	107,052	3	1,039,234
Brunei Darussalam	2,643	135	2,508	346	508	2	..
Bulgaria	17,982	13,301	4,681	22,951	68,335	248	52,511
Burkina Faso (b,h)	n.a.	n.a.	n.a.	148	2,516
Burundi	534	53	481	53	53
Cabo Verde (b)	5	5
Cambodia (b)	21	21	1	..
Cameroon (b,h)	n.a.	n.a.	n.a.	516	8,181	2	..
Canada	77,948	41,627	36,321	61,313	130,216	70	571,260
Central African Republic (b,h)	n.a.	n.a.	n.a.	3	35
Chad (b,h)	n.a.	n.a.	n.a.	28	396
Chile	34,735	20,996	13,739	24,664	27,626	1	366,033
China	2,817,547	2,656,147	161,400	2,833,631	3,329,750	3,622	14,919,807
China, Hong Kong SAR	70,236	26,900	43,336	40,037	104,315	..	402,099
China, Macao SAR	11,484	1,645	9,839	2,048	2,356	..	105,031
Colombia	36,066	17,517	18,549	20,354	22,193	21	309,926
Comoros (b)	2	2

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registration	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Congo (b,h)	n.a.	n.a.	n.a.	51	848	1	..
Cook Islands (b)	24	186
Costa Rica	10,535	4,841	5,694	5,496	5,901	..	196,215
Côte d'Ivoire (b,h)	n.a.	n.a.	n.a.	777	13,015
Croatia	7,608	3,182	4,426	6,131	14,867	117	28,165
Cuba	7,358	938	6,420	1,227	2,055	8	14,535
Curaçao	2,436	0	2,436	757	4,191	14	23,276
Cyprus (b)	9,922	50,626	222	..
Czech Republic	29,814	23,608	6,206	35,130	113,272	289	123,876
Democratic People's Republic of Korea (b)	200	335	12	..
Democratic Republic of the Congo (b)	3	3
Denmark	10,478	6,132	4,346	26,889	154,818	684	83,697
Dominica (b)	29	29
Dominican Republic	11,268	5,940	5,328	6,216	6,907	..	130,649
Ecuador	8,349	4,691	3,658	5,243	6,011
Egypt (b)	1,172	2,945	23	..
El Salvador	6,545	2,302	4,243	2,836	2,879	..	87,743
Equatorial Guinea (b,h)	n.a.	n.a.	n.a.	3	84
Estonia	4,697	1,537	3,160	3,759	28,332	57	54,947
Eswatini (b)	30	111
Ethiopia (b)	15	123
European Union Intellectual Property Office (e)	335,435	241,820	93,615	n.a.	n.a.	n.a.	1,235,062
Fiji (b)	71	183	3	..
Finland	8,789	5,421	3,368	24,903	164,388	571	100,136
France (b)	143,347	849,399	4,525	840,000
Gabon (b,h)	n.a.	n.a.	n.a.	42	698
Gambia	1,686	7	1,679	14	126
Georgia	10,368	1,164	9,204	1,559	2,304	33	60,088
Germany	162,735	143,893	18,842	419,637	2,093,590	7,606	940,991
Ghana	5,825	225	5,600	254	506	..	47,535
Greece (b)	4,124	56,031	137	..
Grenada	41	41	0	43	43	..	201
Guatemala	10,669	4,433	6,236	5,805	5,940	1	159,741
Guinea (b,h)	n.a.	n.a.	n.a.	204	3,378
Guinea-Bissau (b,h)	n.a.	n.a.	n.a.	18	306
Guyana (g)	400	10	10	..	1,179
Haiti (b)	16	70
Holy See (b)	8	224
Honduras	6,286	1,407	4,879	1,660	1,714
Hungary	10,966	6,431	4,535	10,882	49,184	150	55,056
Iceland	10,105	1,367	8,738	2,647	7,183	40	60,681
India	339,692	287,139	52,553	296,026	313,206	207	1,613,930
Indonesia (b)	1,291	2,397
Iran (Islamic Republic of)	108,820	92,165	16,655	93,973	96,715	34	172,123
Iraq (b)	325	460
Ireland (g)	6,480	9,890	82,325	165	78,807

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registration	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Israel	20,913	2,619	18,294	8,214	31,326	330	130,276
Italy	84,936	75,911	9,025	177,961	867,886	3,094	470,765
Jamaica	4,648	2,101	2,547	2,214	2,434	..	66,231
Japan (b)	89,320	244,732	2,553	1,872,422
Jordan	4,351	1,724	2,627	2,366	4,633	1	..
Kazakhstan (b)	1,295	1,916	99	41,499
Kenya (b)	288	1,205	9	..
Kiribati (b)	11	11
Kuwait (b)	638	2,074
Kyrgyzstan	7,930	262	7,668	462	525	7	10,238
Lao People's Democratic Republic (b)	13	40	1	..
Latvia	6,002	2,291	3,711	4,619	15,630	97	25,198
Lebanon (b)	895	4,649	1	..
Lesotho (b)	15	15
Liberia (b)	15	420
Libya (b)	22	22
Liechtenstein (b)	6,916	17,783	98	..
Lithuania	7,533	3,798	3,735	6,357	25,251	118	36,889
Luxembourg (c)	n.a.	n.a.	n.a.	26,593	128,900	438	n.a.
Madagascar	6,718	2,738	3,980	2,749	2,749	1	21,021
Malawi (b)	2	2
Malaysia	33,225	12,977	20,248	17,721	20,754	12	333,325
Maldives (b)	10	10
Mali (b,h)	n.a.	n.a.	n.a.	259	4,067
Malta	900	589	311	5,756	38,569	74	22,390
Marshall Islands (b)	206	616	2	..
Mauritania (b,h)	n.a.	n.a.	n.a.	44	684
Mauritius	2,004	1,048	956	2,178	5,637	11	21,000
Mexico	132,595	86,201	46,394	95,941	107,864	79	1,073,566
Monaco	9,628	1,341	8,287	3,673	16,242	68	10,313
Mongolia	12,870	7,625	5,245	7,678	7,759	1	13,298
Montenegro (b)	1,212	3,786	17	..
Morocco	30,238	15,185	15,053	16,627	25,402	110	112,586
Mozambique (b)	113	320	1	..
Myanmar (b)	48	48
Namibia	4,556	298	4,258	315	396	..	2,768
Nauru (b)	9	25
Nepal	2,041	991	1,050	1,031	1,058
Netherlands (c)	n.a.	n.a.	n.a.	78,860	463,384	1,521	n.a.
New Zealand	46,117	13,819	32,298	21,557	37,799	414	233,036
Nicaragua (b)	200	308
Niger (b,h)	n.a.	n.a.	n.a.	44	748
Nigeria (b)	91	541
Norway	40,365	8,495	31,870	18,341	63,633	386	219,492
Oman (b)	218	785
Pakistan	12,112	7,420	4,692	7,917	8,970	..	137,585
Palau (b)	1	1

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registration	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Panama	14,023	4,831	9,192	7,621	12,056	4	136,906
Papua New Guinea (b)	8	8
Paraguay (b)	290	452
Peru	33,565	20,757	12,808	22,268	23,104	..	320,843
Philippines	40,478	16,282	24,196	17,329	18,002	44	..
Poland	46,728	38,687	8,041	57,357	282,084	432	234,792
Portugal	29,388	23,354	6,034	30,359	111,887	271	210,366
Qatar	8,418	692	7,726	2,092	3,899	..	29,185
Republic of Korea	160,654	111,059	49,595	155,945	231,351	1,037	1,162,389
Republic of Moldova	11,396	2,033	9,363	2,760	3,117	52	20,057
Romania	15,811	11,255	4,556	14,394	59,364	91	..
Russian Federation	159,495	98,190	61,305	138,037	169,447	1,361	582,132
Rwanda	3,160	223	2,937	225	225
Saint Kitts and Nevis (b)	113	329	3	5,527
Saint Lucia (b)	108	648
Saint Vincent and the Grenadines	104	1	103	26	107
Samoa	163	6	157	402	807
San Marino (b)	560	3,011	11	..
Sao Tome and Principe (b)
Saudi Arabia (b)	2,080	5,528	2	..
Senegal (b,h)	n.a.	n.a.	n.a.	513	8,673
Serbia	18,204	3,041	15,163	7,407	13,216	207	29,086
Seychelles	22	22	0	1,223	3,092	11	..
Sierra Leone (b)	3	3
Singapore	47,362	8,605	38,757	29,488	51,032	542	307,566
Sint Maarten (Dutch Part) (b)	13	202	1	..
Slovakia	11,032	6,206	4,826	9,433	34,011	101	47,678
Slovenia (b)	5,194	28,563	215	..
Solomon Islands (b)	16	16
Somalia (b)	1	28
South Africa	14,276	8,549	5,727	10,468	21,707	6	348,627
Spain	74,784	65,253	9,531	113,425	646,923	1,396	780,194
Sri Lanka (b)	351	1,538	1	..
Sudan	3,985	359	3,626	374	390
Suriname	811	407	404	447	475	1	10,611
Sweden	15,522	11,020	4,502	47,116	300,106	839	127,813
Switzerland	87,698	32,772	54,926	148,701	469,805	3,163	236,014
Syrian Arab Republic	5,706	1,621	4,085	1,946	3,426	8	..
Tajikistan (b)	1	1
Thailand	37,989	19,245	18,744	23,218	28,849	16	408,575
The former Yugoslav Republic of Macedonia (b)	846	2,071	47	..
Togo (b,h)	n.a.	n.a.	n.a.	165	2,937
Trinidad and Tobago	2,626	445	2,181	516	520	..	22,126
Tunisia (g)	15,241	810	3,002	23	..
Turkey	206,374	170,393	35,981	198,630	253,047	1,339	945,154
Turkmenistan (b)	68	68	3	..
Uganda (g)	2,611	8	8

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registration	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Ukraine	47,923	23,742	24,181	30,575	40,050	355	177,353
United Arab Emirates	26,149	4,601	21,548	11,120	30,411	21	223,813
United Kingdom	155,793	114,536	41,257	237,993	1,084,328	3,323	653,428
United Republic of Tanzania (b)	69	150	1	..
United States of America	361,759	227,913	133,846	529,592	1,381,631	8,277	2,187,354
Uruguay	5,962	2,169	3,793	3,098	3,864	..	89,959
Uzbekistan	11,103	3,852	7,251	4,086	4,167	11	21,190
Vanuatu (b)	38	92
Venezuela (Bolivarian Republic of)	14,142	8,903	5,239	9,311	9,689
Viet Nam	47,340	22,504	24,836	25,285	27,555	104	226,044
Yemen	2,791	1,658	1,133	1,779	1,854
Zambia	4,495	683	3,812	713	713	..	33,066
Zimbabwe (b)	6	22
Others/Unknown	60,727	144,129	17	..
Total (2017 estimates)	7,618,900	5,642,100	1,976,800	7,618,900	n.a.	56,267	43,235,000

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

(c) 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.

(d) Resident registrations include those issued to residents of Belgium, Luxembourg and the Netherlands.

(e) Resident registrations include those issued to residents of EU member states.

(f) Origin is defined as the country/territory of the stated residence of the holder of an international registration.

(g) Total includes an aggregate direct registration class count that cannot be broken down into direct and non-resident components.

(h) 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, September 2018.

B53. Trademark office procedural data, 2017

Office	Total examination decisions	Number registered	Partial rejections	Total rejections	Applications withdrawn or abandoned	Applications pending	Number of examiners (FTE)	First office action (average number of days)	Final office decision (average number of days)	Total third party oppositions	Pre-registration oppositions	Post-registration oppositions	Appeals to decisions
African Intellectual Property Organization	3,791	3,591	..	200	..	300	4.0	30	180	127	..	127	23
Albania	540	451	6	83	..	621	4.0	45	120	94	94
Argentina	62,456	36,970	..	24,608	878	121,375	15.0	..	405	15,498	15,498	..	330
Armenia	2,974	1,435	1,435	94	10	773	12.0	10	120	100	100	..	50
Australia	54,443	52,147	..	25	2,271	19,488	119.9	65	125	1,806	1,490	316	25
Bangladesh	14.0	45	60	101	101	..	6
Belarus	3,100	2,848	252	2,819	16.0	90	365	39
Benelux Office for Intellectual Property
Bhutan	4.0
Bolivia (Plurinational State of)	6,496	6,445	51	381	5.0	21	150	279
Bosnia and Herzegovina	716	631	12	30	43	956	3.0	8	350	7	7	..	1
Botswana	1,070	3.0
Brazil	258,823	123,362	..	65,503	69,958	359,562	144.0	870	1,260	20,836	16,968	3,868	17,640
Brunei Darussalam	230	180	50	697	1.0	14	60	5	5
Canada	47,796	28,621	13	61	19,101	143,948	48.4	254	416	945	945	..	15
China
China, Hong Kong SAR	39,559	35,234	..	3,091	1,234	25,927	52.0	39	67	564	423	141	2
China, Macao SAR	11,660	11,076	20	518	46	5,138	5.0	201	201	147	147
Colombia	32,959	24,314	797	7,201	647	27,529	59.0	40	203	3,360	3,360	..	5,454
Costa Rica	10,763	9,092	..	67	1,604	..	17.0	8	8	211	185	26	407
Croatia	1,051	865	37	86	63	445	2.0	51	51	57	57	..	23
Cuba	1,054	862	40	122	30	4,646	8.0	60	850	47	47	..	91
Denmark	2,590	2,293	114	110	73	474	..	49	49	115
Dominican Republic	10,696	9,488	6	1,055	147	3,005	11.0	14	14	196	196	..	14
Ecuador	11,878	11,468	277	133	..	3,298	13.0	120	100	1,555	1,555	..	1,288
El Salvador	13,514	6,491	1,761	1,669	3,593	1,893	18.0	4	7	164	164	..	101
Estonia	1,333	1,122	89	5	117	1,343	12.0	3	269	43	43	..	1
European Union Intellectual Property Office	114,573	105,552	3,232	4,547	1,242	70,155	300.0	7	16	18,596	18,596	..	2,491
Finland	3,729	2,860	44	196	629	1,270	8.0	99	137	73	..	73	19
Gambia	3.0
Georgia	1,253	960	93	187	13	1,261	12.0	60	240	17	17	..	115
Germany	58,774	50,947	775	6,682	370	23,363	71.0	60	93	4,267	..	4,267	700
Ghana	2,151
Greece	5.0	5	30
Honduras	6,838	6,285	..	397	156	100	4.0	5	15	150	232
Hungary	3,868	2,869	20	116	863	2,804	14.0	15	195	174	144	30	90
Iceland	5,378	4,517	517	122	222	1,598	6.0	56	63	40
India	423,447	307,811	..	13,875	101,761	34,791	105.0	30	45	131,356	125,785	5,571	128
Indonesia
Israel	17,883	16.0	405	513	70	70
Jamaica	2.0
Kyrgyzstan	655	588	5	22	40	15	5.0	30	365	7
Latvia	1,519	1,260	15	140	104	1,031	6.0	1	145	79	..	79	7
Lithuania	3,219	2,678	3	245	293	..	5.0	105	107	123	..	123	6
Madagascar	134	..	45	84	5	137	1.0	210	240	25
Malta	1,045	920	..	44	81	110	2.8	1	80
Mauritius	2.0
Mexico	128,142	105,686	6,493	..	15,963	138,470	45.0	53	158	5,088	5,088	..	585

Office	Total examination decisions	Number registered	Partial rejections	Total rejections	Applications withdrawn or abandoned	Applications pending	Number of examiners (FTE)	First office action (average number of days)	Final office decision (average number of days)	Total third party oppositions	Pre-registration oppositions	Post-registration oppositions	Appeals to decisions
Monaco	37	4	33	3	2.0	5	33
Mongolia	2,276	1,482	205	136	453	876	3.0	180	270	7	1	6	205
Morocco	1,048	111	339	427	171	1,363	12.0	44	100	1,480	1,480	..	58
Namibia	3.0
New Zealand	8,841	8,165	14	..	662	3,039	30.0	23	25	181	3
Norway	14,635	12,228	..	91	2,316	10,500	26.5	150	200	114	..	114	114
Panama	24	6.0
Peru	34,619	26,785	..	5,180	2,654	6,103	45.0	5	74	1,966	1,966	..	2,802
Portugal	23,739	18,754	524	4,278	183	1,190	18.0	100	100	2,081	1,959	122	260
Qatar	501	167	200	80	54	128	6.0	30	180	130	130	..	69
Republic of Korea	245,791	206,377	..	39,414	123.0	5	10	1,756	1,756	..	1,569
Republic of Moldova	1,841	1,297	219	277	48	2,549	34.0	20	391	72	58	14	96
Romania	7,177	6,073	..	665	439	3,893	25.0	7	150	630	299
Russian Federation	48,657	42,149	..	6,128	380	47,865	162.0	446	426	27
Saint Kitts and Nevis	214
Saint Vincent and the Grenadines	87	86	..	1	..	155	3.0	7	21
Serbia	2,743	2,201	40	260	242	902	6.0	150	210	51
Slovakia	2,431	2,107	12	232	80	1,282	15.0	29	160	108	108	..	86
Spain	26,508	23,998	..	1,876	634	25,533	46.0	25	167	14,664	2,105
Sudan	2,332	1,759	..	262	311	311	20.0	3	10	80	50	30	3
Suriname	643	2.0
Sweden	8,571	6,329	163	390	1,689	3,707	25.0	70	149	154	..	154	143
Thailand	106,797	37,260	..	51,463	18,074	97,486	22.0	162	426	712	712	..	2,347
Trinidad and Tobago	8.0
Turkey	106,036	85,573	11,779	7,573	1,111	96,886	85.0	4	25	23,913	23,913	..	10,382
Ukraine	23,571	16,453	..	1,851	5,267	40,099	76.0	205	428	91
United Arab Emirates
United Kingdom	66,403	62,809	..	2,530	1,064	3,914	71.0	..	9	3,571	3,172	399	64
United States of America	326,750	250,833	75,917	571,759	543.0	85	288	6,216	3,057
Uruguay	3,917	3,440	68	233	176	19,399	5.0	737	751	422	185
Uzbekistan	3,522	2,580	..	213	729	393	8.0	210	210	25
Viet Nam	27,227	20,661	..	6,347	219	88,133	49.0	708	750	1,548	1,173	375	399
Zambia	515	4.0

Note: WIPO collects data from IP offices using a common questionnaire and methodology. However, due to differences in application processing procedures between offices, data cannot be fully harmonized. Therefore, one should exercise caution when making comparisons across offices.

Source: WIPO Statistics Database, September 2018.