

Trademarks

Highlights

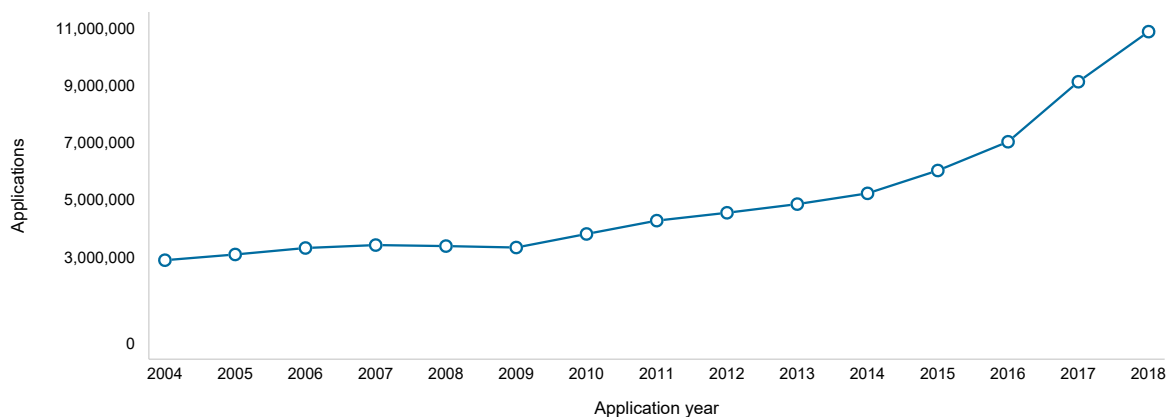
Applications increased by 19.2% in 2018

An estimated 10.9 million trademark applications were filed worldwide in 2018 – about 1.7 million more than in 2017 – corresponding to growth of 19.2% (figure 2.1). This marks a ninth consecutive year of growth, but is almost 11 percentage points lower than the extraordinary increase of nearly 30% seen in 2017. There are now twice as many trademark applications filed than in 2014 due to the high annual growth rates recorded in recent years. In fact, seven of the last 15 years have seen double-digit growth, with only two in which the number of applications decreased over this period.

When differences in filing systems across national and regional offices are harmonized using the application class count, trademark filing activity in 2018 also saw a double-digit increase, up 15.5% on the previous year. The total number of classes specified in applications – known as the application class count – reached an estimated 14.3 million (figure 2.2). Excluding the high 2018 application class count for China, trademark filing activity grew by 4.5% in the rest of the world.

An estimated 10.9 million trademark applications were filed worldwide

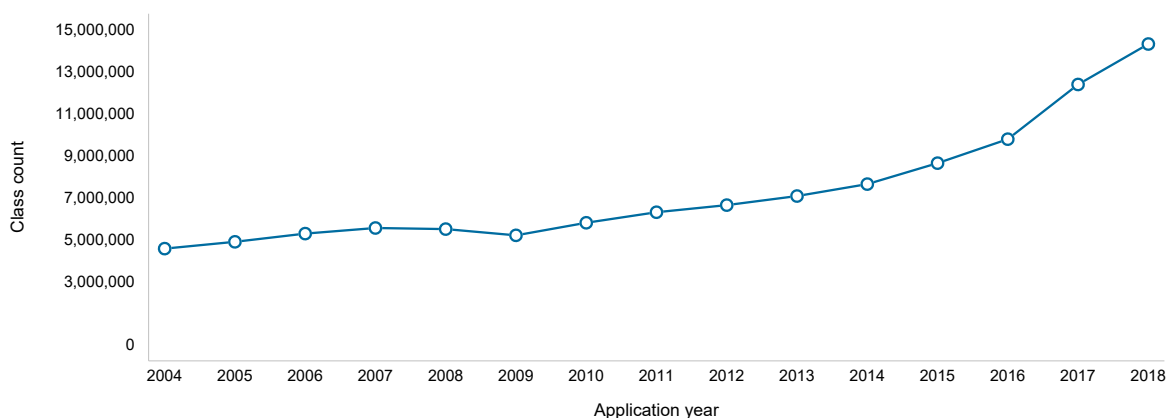
2.1. Trademark applications worldwide, 2004–2018



Source: Figure B1.

The total number of classes specified in trademark applications grew by 15.5%

2.2. Trademark application class counts worldwide, 2004–2018



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 2018, the trademark office of China accounted for 84.4% of the annual increase in global trademark filing activity using this measure. It was followed by the offices of India (3.1%), the Republic of Korea (1.7%), France (1.5%) and the United States of America (U.S.) (1.4%), each accounting for considerably smaller portions of total growth.

The office of China's class count of almost 7.4 million was followed by a count of 640,181 at the office of the U.S. (figure 2.3). These have been the two top

offices since the early 2000s, but since 2006 China's class count has grown from about twice that of the U.S. to almost 12 times as much, due in large part to the high number of trademark applications filed by Chinese residents in China. These two offices were followed by that of Japan (512,156), the European Union Intellectual Property Office (EUIPO) (392,925) and that of the Islamic Republic of Iran (384,338). The top five offices in 2018 were the same as in 2017 and they accounted for almost 65% of all trademark filing activity, up from the 33% shared by the top five offices a decade earlier, in 2008.

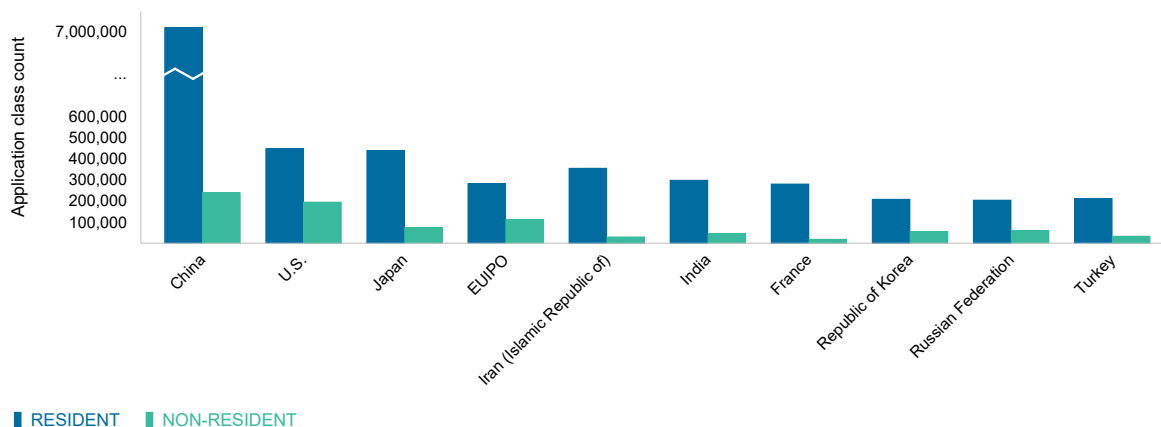
Of the top 20 offices, 16 had higher levels of trademark filing activity in 2018 than in 2017, seven of which recorded growth exceeding 10%. The largest increases were in Indonesia (+29.1%) and China (+28.3%), followed by India (+20.9%), the Republic of Korea (+14.5%) and the United Kingdom (U.K.) (+12.4%). In contrast, the offices of the Russian Federation (−9.7%) and Japan (−8.6%) saw the two largest annual decreases, while the offices of Germany (−2.6%) and Turkey (−1.2%) recorded smaller declines (figure B11).

For offices located in selected low- and middle-income countries, annual growth was particularly high in South Africa (+46.8%) – rebounding from a considerable decrease in 2017 – Suriname (+34.6%), Angola (+23.6%) and Ecuador (+23.5%) (figure B13). The office of Algeria, however, witnessed a double-digit decrease of 10.3% in trademark filing activity from 2017 to 2018, while those of Argentina (−4.0%) and Pakistan (−1.2%) saw lesser decreases.

At most offices, trademark applications are filed mainly by residents seeking protection within their domestic

Non-resident applicants accounted for 30.4% of total trademark filing activity in the U.S.

2.3. Trademark application class counts for the top 10 offices, 2018



Source: Figure B10.

jurisdiction. In 2018, residents accounted for 83.8% of global filing activity. In fact, domestic filing is becoming an increasingly pronounced share of total filing activity, with the world resident application class count in 2018 having increased by 16.6% on the previous year's total. The increase in the application class count for non-residents of 10.8% was less strong in comparison.

Due largely to the high number of resident trademark applications filed in China, the global non-resident share of filing activity declined by about 17 percentage points, from a peak of 33.1% in 2004 to 16.2% in 2018. However, when the figures for China are excluded, the non-resident share fell by only around six percentage points over this period.

Five of the top 20 offices received a third or more of their total filing activity from non-residents, with Australia (43.3%), Canada (43.3%), Indonesia (33.3%), Switzerland (56.8%) and Viet Nam (35.5%) recording the highest shares. The lowest non-resident shares were recorded at the offices of China (3.2%), France (6.4%) and the Islamic Republic of Iran (7.8%). The low non-resident shares for France and other European Union (EU) member state offices, such as those of Germany and Italy, 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 China, France, India and the Republic of Korea in 2018, whereas non-resident fil-

ing activity accounted for most of the total growth in Australia, Indonesia, Mexico and the U.K. (figure B11). In Germany, Japan, the Russian Federation and Turkey, declines in total filing activity can be attributed entirely to a drop in resident applications.

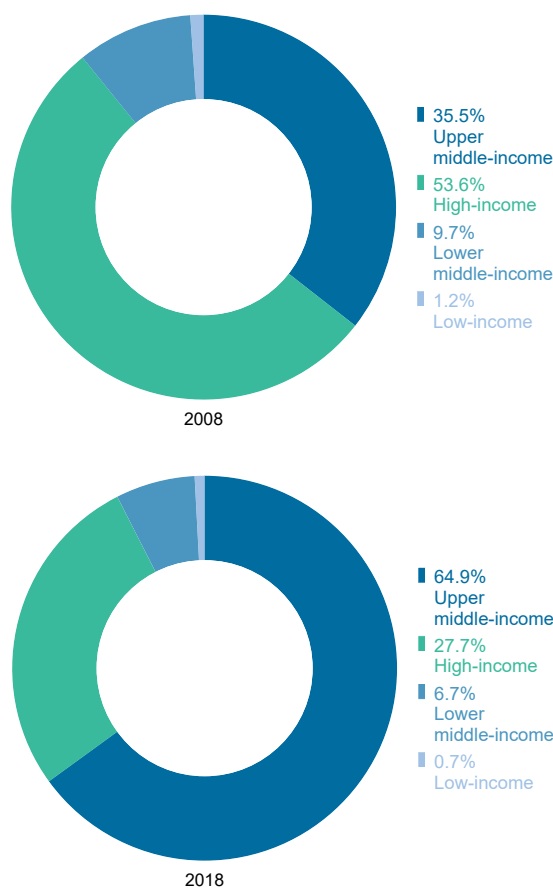
The list of top 20 offices in 2018 is largely similar to that for 2017, but ranked somewhat differently. In addition, the office of Indonesia's high growth rate propelled it from 24th position in 2017 up to the 20th spot in 2018. The Republic of Korea moved up two places to rank 8th in terms of trademark filing activity. In contrast, the Russian Federation saw its ranking slip from 6th in 2017 to 9th in 2018, as France and India each moved up one spot from their previous year's rankings.

Total application class counts at offices of high-income economies grew by 3% between 2008 and 2018. This is lower than the average annual growth rates for all other income groups. The highest growth (+16.9%) over this 11-year period was recorded for offices of upper middle-income countries. Offices of lower middle-income (+6%) and low-income (+3.8%) countries also saw growth over the same period.

Eleven 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 three are in lower middle-income countries (India, Indonesia and Viet Nam). In 2018, the offices of high-income countries together received 27.7% of total global filing activity, down

The share for offices of high-income countries declined from 53.6% in 2008 to 27.7% in 2018

2.4. Trademark application class counts by income group, 2008 and 2018

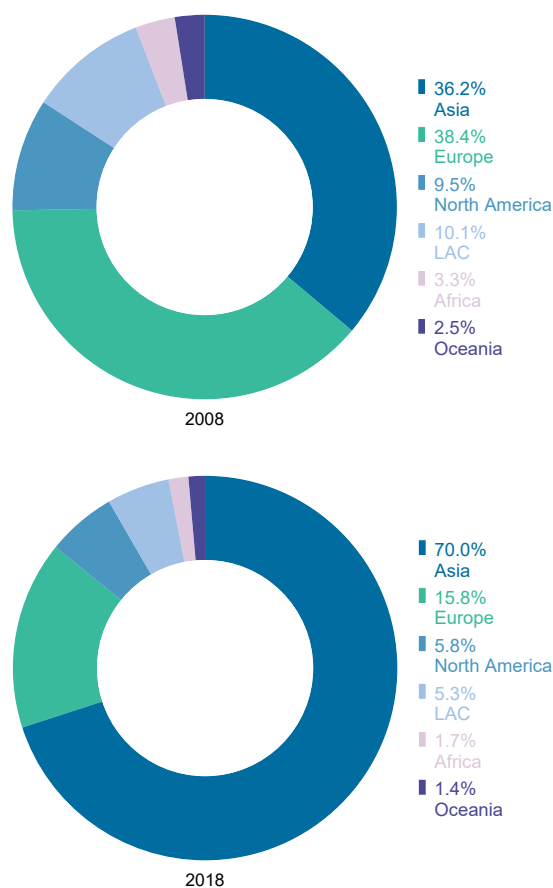


Source: Table B7.

from 53.6% in 2008. In contrast, the share for offices of upper middle-income countries rose from 35.5% in 2008 to 64.9% in 2018, due to a combined high average annual growth rate (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 2008 and 2018, but at a lower rate of 4.3%. However, the combined share of the world total claimed by this group of upper middle-income countries actually decreased from 23% to 13.5% over this period. The shares of total filing activity for lower middle-income (6.7% in 2018) and low-income countries (0.7%) also fell between 2008 and 2018, albeit to a lesser extent.

Offices located in Asia accounted for 70% of all trademark filing activity in 2018

2.5. Trademark application class counts by region, 2008 and 2018



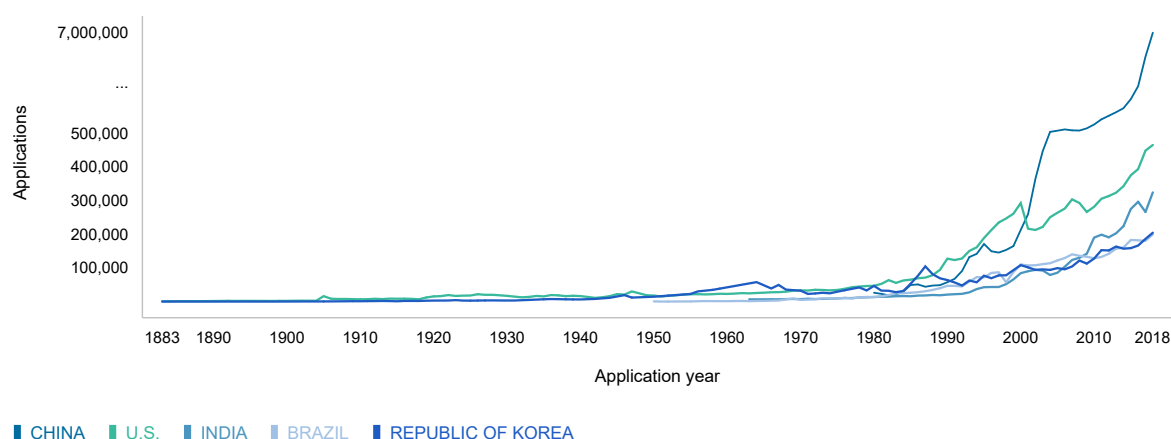
Source: Table B8.

Eight of the top 20 offices in 2018 were located in Asia, seven in Europe, two each in Latin America and the Caribbean (LAC) and North America, and one in Oceania. Offices in Asia accounted for 70% of all trademark filing activity, almost double their share of 36.2% in 2008. This partly explains the decline in overall shares for the other five geographical regions over the same period (figure 2.5). Offices in Europe accounted for 15.8% of the world total in 2018, followed by North America (5.8%), LAC (5.3%), Africa (1.7%) and Oceania (1.4%).

Trademark filings since 1883

Trademark filings were fairly low and stable up until the mid-1980s. Filings at China's office took off in the 1990s, and in 2001 exceeded those received by the U.S. office, making it the largest in terms of the number of applications received. Even so, filings at the U.S. office have more than doubled since the mid-1990s, despite declines in 2001 and 2002 at the end of the dot-com era and again during the financial crisis in 2008 and 2009. Having remained below 100,000 until 2006, India's trademark annual filings now exceed 320,000. Similar numbers of trademark applications are now filed in both Brazil and the Republic of Korea, where the volumes are around 200,000.

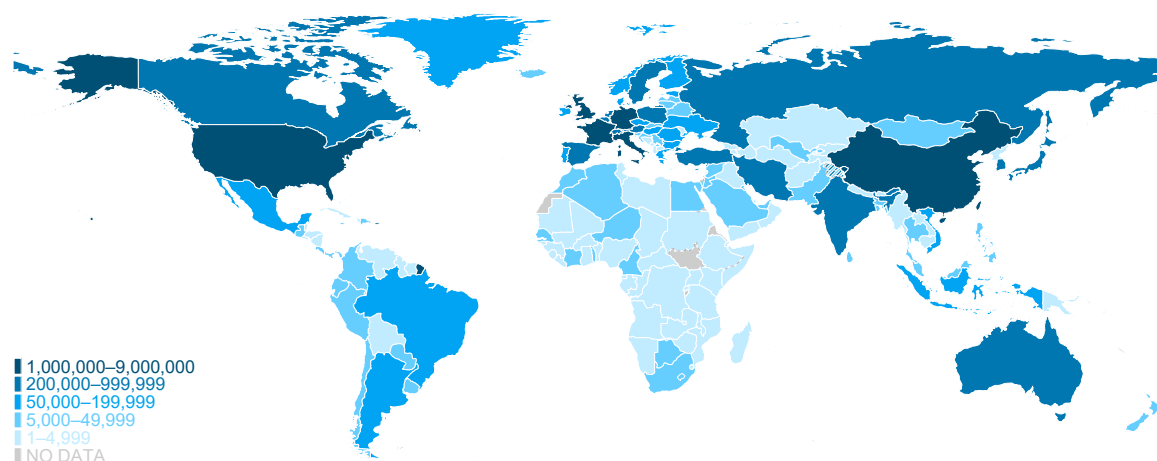
Trend in trademark applications for the top five offices, 1883–2018



Source: Figure B9.

Trademark filing activity was concentrated in a few origins

2.6. Equivalent trademark application class counts by origin, 2018



Source: Map B19.

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 2018. An application filed by an applicant residing in an EU country is counted as 1 resident application and 27 applications abroad. The same multiplier is applied to the classes specified in these applications. The equivalent application class count concept is used for reporting data by origin.

German applicants 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 2018, German filing activity abroad recorded an equivalent application class count of about 2.1 million, followed by applicants from the U.S. (1.3 million), the U.K. (1 million) and China (990,944) (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 – between 70% and 76% – and filing abroad – between 24% and 30% – were similar for applicants from Canada, France, the Republic of Korea and Spain. However, applicants residing in many low- and middle-income countries, such as Argentina, Egypt, India and Romania, dedicated less than 10% of their trademark filing activity to seeking protection abroad. For applicants based in the Islamic Republic of Iran, only 0.3% of their total filing activity was directed abroad.

Among the top 20 origins, about 73% of filing activity by Switzerland-based applicants occurred outside the country. This top ranking share of applications abroad as a proportion of total filing activity was followed by that of applicants from the U.S. (46%), Germany (43%) and the U.K. (42%).

Between a quarter and half of all trademark filing activity by applicants from the middle-income countries Armenia (26%), Bulgaria (38%), Malaysia (27%) and Mauritius (48%) occurred abroad. For middle-income countries Colombia, El Salvador and South Africa, this share was only 10–14%.

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, 19% of all non-resident filing activity in India in 2018 came from U.S. applicants, followed by 13% from China and 11% from Germany (figure 2.7). Applicants from China (29%) 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 that accounted for the largest shares of non-resident filing activity were the U.S. (21%), Japan (11%) and the Republic of Korea (8%). For non-resident filing activity at the EUIPO, applicants from the U.S. (31%), China (22%) and Switzerland (11%) constituted the largest shares.

In addition to being the most active foreign filers in the U.S., applicants from China were also the most active foreign filers at the IP offices of France, Germany, Indonesia, Italy, Spain, Thailand and Viet Nam, accounting for between 16% and 29% of application class counts in filings received by these offices 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 relatively lower number of classes specified in resident applications, such as Australia, Portugal and Switzerland, may rank higher than some countries that otherwise show higher class counts (for example, Germany, India and the U.S.). Of selected origins, China (31,615), Portugal (11,193), the Republic of Korea (10,951), Turkey (10,142), Switzerland (8,250) and Australia (7,365) exhibited among the highest ratios of resident application class count to GDP in 2018 (figure 2.8). China (+25,989), the U.K. (+2,665) and Portugal (+2,304) saw particularly large increases in resident application class count per unit of GDP between 2008 and 2018. In contrast, Finland (−1,794), Sweden (−1,659) and Germany (−1,138) saw, among selected origins, the largest decreases in their class count to GDP ratio over the same period.

The data reflecting application class count per million population show that China, with a population of about 1.4 billion, has a resident application class count of 5,117 per million population – one of the most intensive

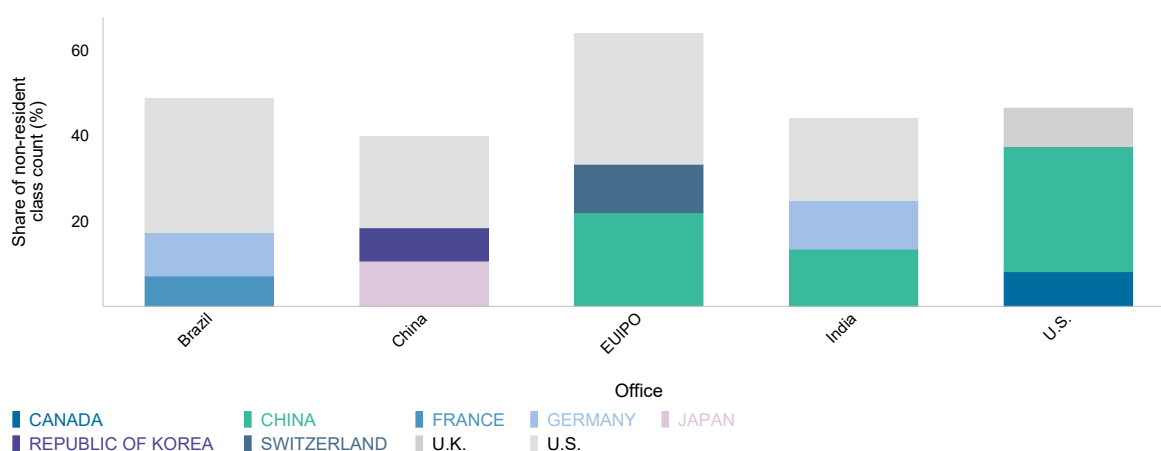
among all countries of origin in 2018. Switzerland, with a population of only 8.5 million, had a comparable resident application class count of 4,869 per million population. Among other selected origins, the resident application class count per million population exceeded 4,000 for the Republic of Korea (4,027) and was between 2,000 and 3,000 for the Czech Republic (2,165), the Netherlands (2,795) and the U.K. (2,600). Chile, Paraguay, the Russian Federation and the U.S. each had ratios of about 1,300–1,800, while the ratios for Egypt, India and Thailand were each between 200 and 500 (figure B34).

Which classes and industries saw the most filing activity by applicants filing abroad?

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. In 2018, goods class 9, which includes scientific, photographic, measuring instruments, recording equipment, computers and software, was represented in 11.5% of all reported non-resident trademark filing activity by class. Nice class 9 is followed by services class 35 (7.6%), which covers advertising, business management, business administration and office functions; services class 42 (5.7%),

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

2.7. Share of total non-resident filing activity by origin at selected offices, 2018



Source: Figure B25.

which includes scientific and technological services, design and development of computer hardware and software; and goods class 5 (5.3%), which relates to pharmaceutical preparations, baby food, dietary supplements for humans and animals, disinfectants, fungicides and herbicides (figure B26).

The 11 service-related classes accounted for 31.1% of all Nice classes specified in applications filed abroad in 2018, up from 24.2% in 2004. Services classes accounted for between 29% and 35% of all filing activity in Canada, India and Indonesia, and over 50% at the offices of Brazil, France and Japan.

It is useful to group the 45 Nice classes into 10 industry sectors. Research and technology, health, clothing and accessories, and agriculture were the top four sectors for applicants seeking trademark protection abroad in 2018, each accounting for between 11% and about 20% of global reported non-resident trademark filing activity. In contrast, industries relating to chemicals (3.2%) and construction (5.7%) accounted for the smallest shares of filing activity abroad (figure B28). Research and technology was the top sector at the EUIPO (21%), and at the offices of France (19%), Germany (18%), Japan (25%) and the U.S. (20%) (figure B29). Agriculture was the top sector in the Islamic Republic of Iran (21%), the Republic of Korea (19%) and the Russian Federation (16%). Filing activity for marks relating to health saw the largest share of applications filed in India (24%). In Turkey, business

services topped the list of industry sectors, accounting for 21% of all trademark filing activity. The business services sector was among the top three at eight of the top 10 offices. Only the office of the Islamic Republic of Iran (19%) included the transportation sector among its top three sectors.

A total of 7.7 million trademark registrations were recorded worldwide in 2018

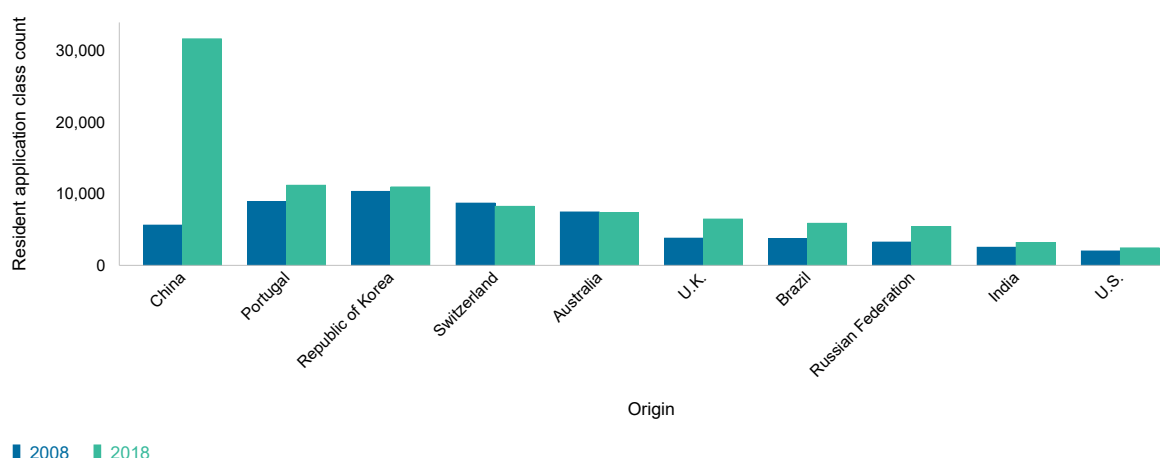
After concluding the examination process, an office may decide to register a trademark. The number of registrations issued can fluctuate greatly from year to year, due in part to the resources dedicated by offices to examining trademark applications. For this reason, it is not possible to accurately compare the number of applications filed at an office in any given year with the number of registrations issued by that office in the same year.

The estimated 7.7 million trademark registrations recorded worldwide in 2018 represents an increase of 41.8%, or about 2.3 million 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 2018, an estimated 10.1 million classes were specified in trademark registra-

Brazil, China, Portugal, the Russian Federation and the U.K. saw large increases in resident application class count per unit of GDP between 2008 and 2018

2.8. Resident trademark application class count per USD 100 billion GDP for selected origins, 2008 and 2018



Source: Figure B33.

tions. The 32.6% growth recorded in 2018 is more than twice the 16.1% increase in 2017. China's office saw growth of 77.3% in trademark registration activity in 2018, accounting for 88% of the total global annual increase.

China's office registered trademarks in which about 5 million classes were specified, or almost half of the worldwide total, followed by the offices of the U.S. (384,716), India (359,793) and the EUIPO (345,379) (figure B17).

Along with the high annual growth in China, several other offices among the top 20 experienced large increases in registration activity, including Italy (+70.7%), Brazil (+55.5%), the Russian Federation (+18.5%) and the U.K. (+13.5%). In contrast, the office of Canada (-20.4%) and the Benelux Office for Intellectual Property (BOIP) (-10.3%) saw the most significant declines among the top 20.

Active trademarks increased by 13.8%

Unlike most forms of IP, trademarks can be maintained indefinitely by the payment of renewal fees at defined time intervals. In 2018, there were an estimated 49.3 million active trademark registrations at 143 IP offices worldwide, representing an increase of 13.8% on 2017 figures.

Once again, the office of China accounted for the greatest number of trademark registrations in force in 2018, with about 19.6 million – a 31.1% increase on its 2017 total. It was followed by the offices of the U.S., with almost 2.4 million, and India and Japan, with approximately 1.9 million each. Reporting between 1 and 1.4 million trademark registrations in force, the EUIPO and each of the offices of Brazil, Mexico, the Republic of Korea and Turkey also recorded high numbers of active trademarks. The BOIP (623,195) – representing the Benelux countries of Belgium, the Netherlands and Luxembourg – had almost the same number of trademark registrations in force as the Russian Federation (623,712), while Australia (591,880) and Canada (581,561) also had similar figures (figure B38).

About 15.4 million trademark registrations in force at 69 offices in 2018 can be distributed according to the year in which they were initially registered. This represents 58% of a total of approximately 26.6 million trademark registrations recorded at these offices between 1994 and 2018.

About one-fifth of those trademarks registered in 1994 remained in force in 2018, a testimony to the enduring value of marks. For those registered in 2009 and later, the percentage rises above 60%. Almost half of the 15.4 million registrations in force have a recent registration date, dating back only to 2013.

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 2018, the Madrid System offered trademark holders the ability to obtain protection for their branded products and services in an area covering a total of 119 countries. Combined, Madrid members represent about 60% of all countries, home to over 70% of the world's population, and in which just over 80% of global GDP occurs, with the potential to increase these shares as membership grows.

Applicants filed a record-setting estimated 61,200 international trademark applications² under the WIPO-administered Madrid System in 2018 (figure B47). The resultant 6.4% increase represents a ninth year of uninterrupted expansion. Strong growth in Madrid applications from Japan (+22.8%), the U.S. (+11.9%) and China (+7.9%) drove this increase. The rise in filings from applicants based in the U.S. alone accounted for a quarter (25 percentage points) of total growth, while those for Japan (16) and China (14) each contributed a similar share to total growth.

For a fifth consecutive year, applicants based in the U.S. filed the largest number of international applications via the Madrid System. A strong year-on-year growth of 11.9% resulted in an estimated 8,825 Madrid applications being filed by U.S.-based applicants. This was followed by applications from Germany (7,495), China (6,900), France (4,490) and Switzerland (3,364) (figure B49). Applicants located in the U.S. filed over 900 more Madrid applications in 2018 than in 2017, increasing the gap between that country and Germany and consolidating the U.S.'s top spot among the largest origins of Madrid applications. For comparison, applicants in China filed around 500 more Madrid applications than in the previous year, while for those based in Germany, the year-on-year increase was approximately 175.

For the second year in a row, the EU (25,030) attracted the highest number of designations in Madrid applications in 2018, followed by China (24,289) and the U.S. (22,827) (figure B50). This shows that Madrid applicants sought to extend protection for their marks to the 28 EU member countries as a whole more than they did to any other Madrid member jurisdiction. Like China, half of the top 20 designated Madrid members were middle-income countries, notably the Russian Federation (15,627), India (12,254), Mexico (10,080) and Turkey (8,881). Among top destinations for international trademark registration via the Madrid System, the U.K. saw the largest surge in annual growth of 21.9%, albeit lower than its extraordinary increase of 60.6% from 2016 to 2017. For further information and statistics, see WIPO's *Madrid Yearly Review 2019*.

1. Equivalent application class counts differ from absolute class counts, which are presented in figure B20, and do not take into account the multiplying effect of regional offices.
2. Because of the time lag in transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, Madrid applications are estimated.

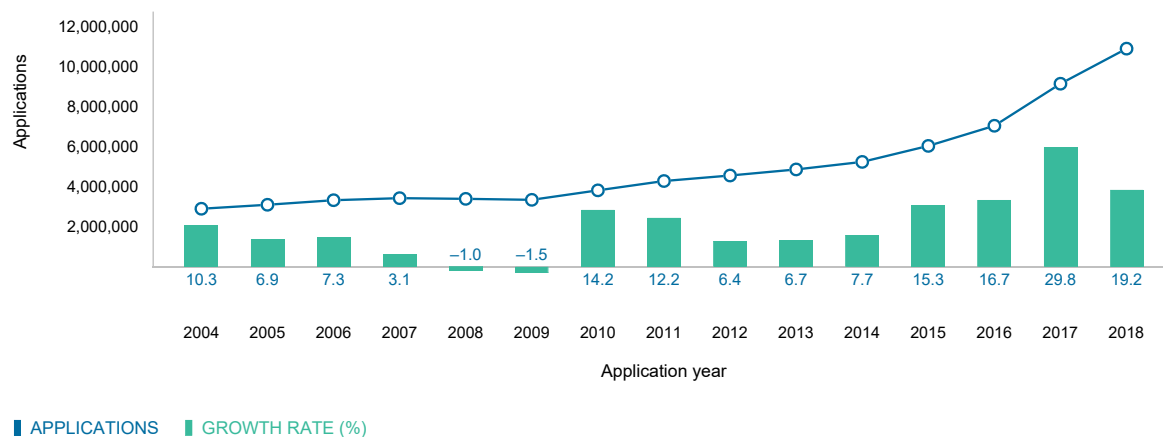
Trademark statistics

Trademark applications and registrations worldwide	86
B1. Trend in trademark applications worldwide, 2004–2018	86
B2. Trend in trademark application class counts worldwide, 2004–2018	86
B3. Resident and non-resident trademark application class counts worldwide, 2004–2018	87
B4. Trend in trademark registrations worldwide, 2004–2018	87
B5. Trend in trademark registration class counts worldwide, 2004–2018	88
B6. Resident and non-resident trademark registration class counts worldwide, 2004–2018	88
Trademark applications and registrations by office	89
B7. Trademark application class counts by income group, 2008 and 2018	89
B8. Trademark application class counts by region, 2008 and 2018	89
B9. Trend in trademark applications for the top five offices, 1883–2018	89
B10. Trademark application class counts for the top 20 offices, 2018	90
B11. Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2017–2018	90
B12. Trademark application class counts for offices of selected low- and middle-income countries, 2018	91
B13. Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2017–2018	91
B14. Trademark registration class counts by income group, 2008 and 2018	92
B15. Trademark registration class counts by region, 2008 and 2018	92
B16. Trend in trademark registrations for the top five offices, 1883–2018	92
B17. Trademark registration class counts for the top 20 offices, 2018	93
B18. Trademark registration class counts for offices of selected low- and middle-income countries, 2018	93
Trademark applications by origin	94
B19. Equivalent trademark application class counts by origin, 2018	94
B20. Trademark application class counts for the top 20 origins, 2018	94
B21. Trademark application class counts for selected low- and middle-income origins, 2018	95
B22. Trademark application class counts abroad for the top 20 origins, 2018	95
B23. Trademark application class counts for the top 25 offices and origins, 2018	96
B24. Flows of non-resident trademark application class counts between selected top origins and offices, 2018	98
B25. Distribution of trademark application class counts for the top 15 offices and selected non-resident origins, 2018	99
Trademark applications by Nice class and industry sector	100
B26. Distribution of non-resident trademark applications by top Nice classes, 2018	100
B27. Non-resident trademark applications by goods and services classes, 2018	100
B28. Non-resident trademark applications by industry sector, 2018	101
B29. Trademark applications by top three sectors at the top offices, 2018	102
B30. Distribution of trademark applications by goods and services at the top offices, 2018	102
B31. Trademark applications by top three sectors for the top origins, 2018	103
B32. Distribution of trademark applications by goods and services for the top origins, 2018	103

Trademark application class count in relation to GDP and population	104
B33. Resident trademark application class count per USD 100 billion GDP for selected origins, 2008 and 2018	104
B34. Resident trademark application class count per million population for selected origins, 2008 and 2018	104
Collective and certification trademark applications by office	105
B35. Collective trademark applications for the top 20 offices, 2018	105
B36. Certification trademark applications for the top 20 offices, 2018	105
Trademark registrations in force	106
B37. Trend in trademark registrations in force worldwide, 2010–2018	106
B38. Trademark registrations in force for the top 20 offices, 2018	106
B39. Trademark registrations in force in 2018 as a percentage of total registrations recorded between 1994 and 2018	107
B40. Average age of trademarks in force at selected offices, 2013 and 2018	107
Trademark office procedural data	108
B41. Distribution of trademark examination outcomes for selected offices, 2018	108
B42. Trademark applications pending for selected offices, 2018	108
B43. Number of trademark examiners for selected offices, 2018	109
B44. Duration of trademark examination for selected offices, 2018	109
B45. Third party oppositions for selected offices, 2018	110
B46. Appeals to decisions by selected offices, 2018	110
Trademark applications and registrations through the Madrid System	111
B47. Trend in Madrid international applications, 2004–2018	111
B48. Madrid international applications by origin, 2018	111
B49. Madrid applications for the top 20 origins, 2018	112
B50. Designations in Madrid international applications for the top 20 designated Madrid members, 2018	112
Statistical tables	113
B51. Trademark applications by office and origin, 2018	113
B52. Trademark registrations by office and origin, and trademarks in force, 2018	118
B53. Trademark office procedural data, 2018	123

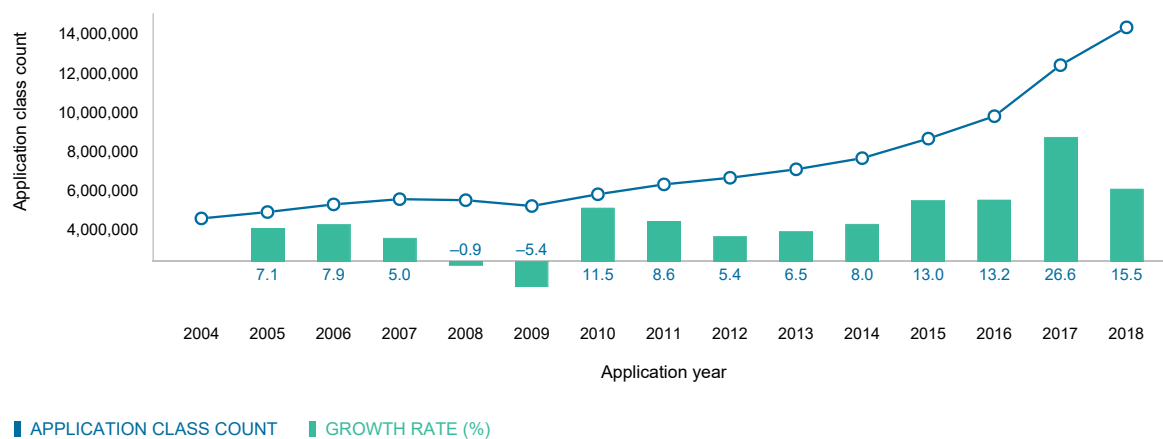
Trademark applications and registrations worldwide

B1. Trend in trademark applications worldwide, 2004–2018



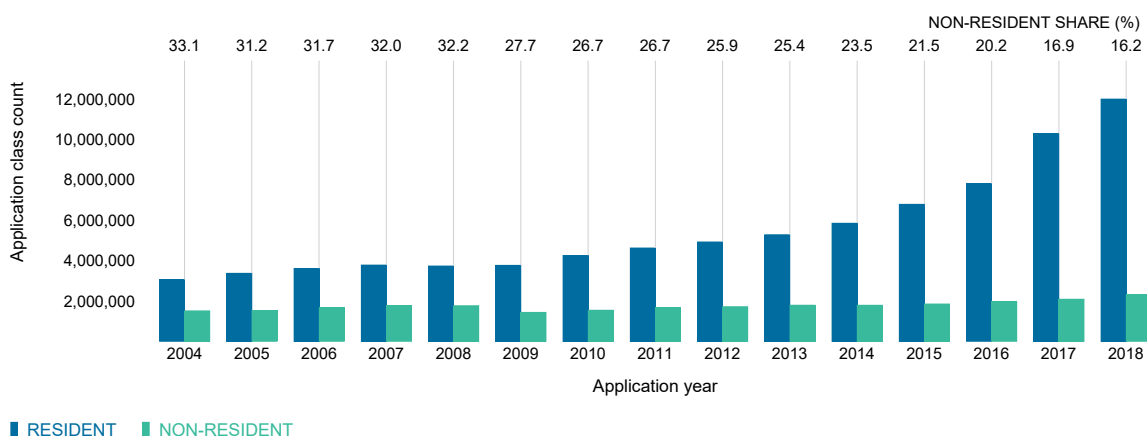
Note: World totals are WIPO estimates using data covering 169 IP offices. Each total includes the number of applications filed directly with national and regional offices (the “Paris route”) as well as the number of designations received by offices via the Madrid System (where applicable).
Source: WIPO Statistics Database, August 2019.

B2. Trend in trademark application class counts worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 169 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, August 2019.

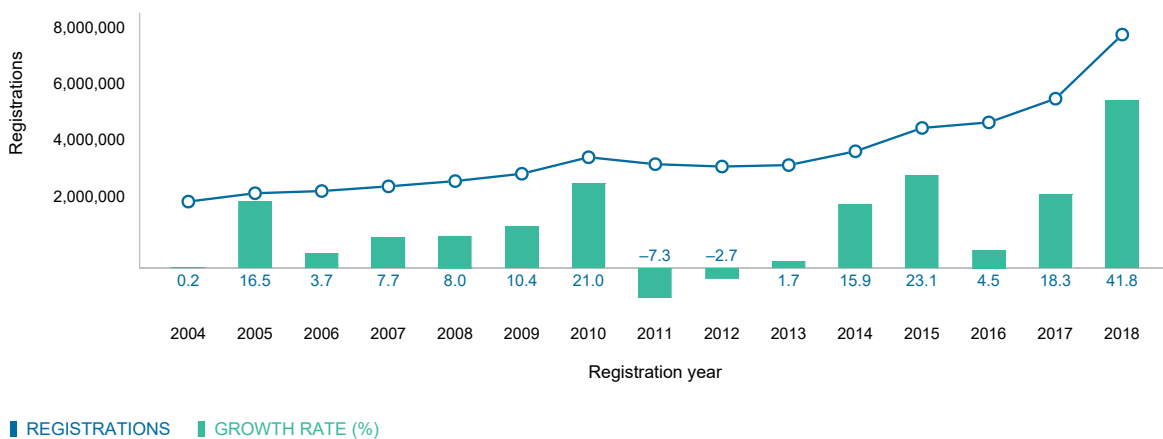
B3. Resident and non-resident trademark application class counts worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 169 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, August 2019.

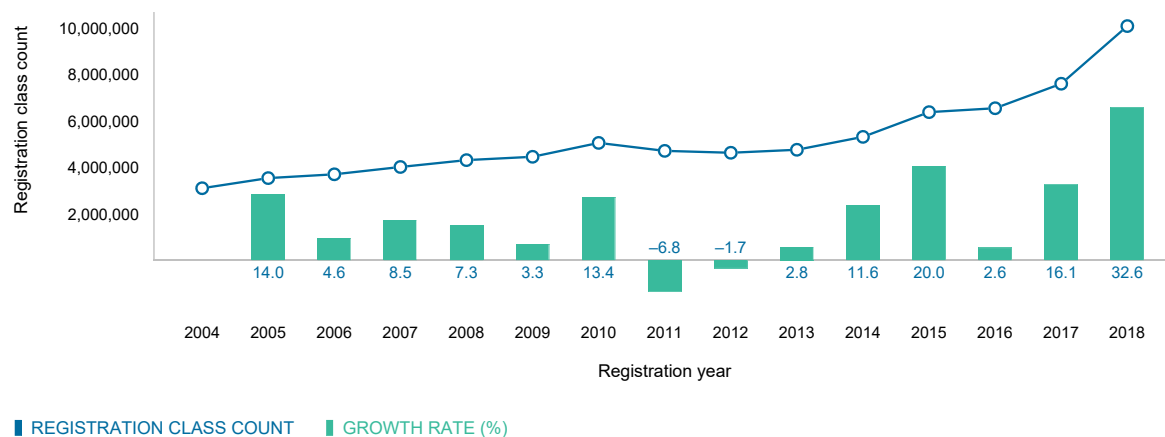
B4. Trend in trademark registrations worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 166 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, August 2019.

B5. Trend in trademark registration class counts worldwide, 2004–2018



■ REGISTRATION CLASS COUNT ■ GROWTH RATE (%)

Note: World totals are WIPO estimates using data covering 166 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, August 2019.

B6. Resident and non-resident trademark registration class counts worldwide, 2004–2018



■ RESIDENT ■ NON-RESIDENT

Note: World totals are WIPO estimates using data covering 166 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, August 2019.

Trademark applications and registrations by office

B7. Trademark application class counts by income group, 2008 and 2018

Income group	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2008	2018	2008	2018	2008	2018	2008–2018
High-income	2,953,200	3,966,400	68.2	69.8	53.6	27.7	3.0
Upper middle-income	1,957,900	9,300,300	70.4	91.7	35.5	64.9	16.9
<i>Upper middle-income without China</i>	<i>1,265,200</i>	<i>1,934,800</i>	62.3	72.3	23.0	13.5	4.3
Lower middle-income	534,900	960,000	59.8	67.0	9.7	6.7	6.0
Low-income	65,200	95,100	41.0	43.8	1.2	0.7	3.8
World	5,511,200	14,321,800	67.8	83.8	100.0	100.0	10.0

Note: Totals by income group are WIPO estimates using data covering 169 IP offices. Each category includes the following number of offices: high-income (63), upper middle-income (51), lower middle-income (35) and low-income (20). 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 a similar reason, 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 in Additional information.

Source: WIPO Statistics Database, August 2019.

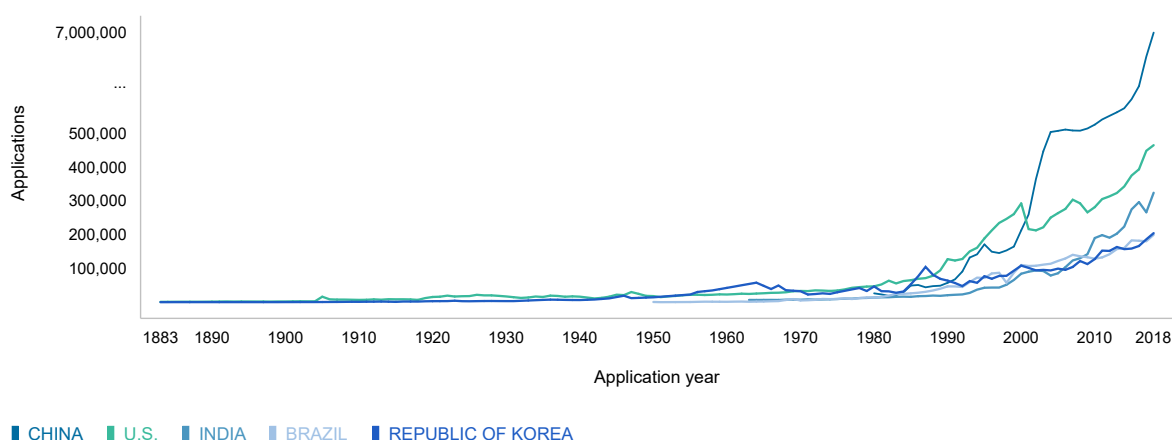
B8. Trademark application class counts by region, 2008 and 2018

Region	Application class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2008	2018	2008	2018	2008	2018	2008–2018
Africa	179,600	245,500	43.0	44.9	3.3	1.7	3.2
Asia	1,996,800	10,045,700	71.8	90.6	36.2	70.0	17.5
Europe	2,116,800	2,252,200	66.7	72.8	38.4	15.8	0.6
Latin America and the Caribbean	557,400	751,000	63.9	69.0	10.1	5.3	3.0
North America	521,200	827,800	72.4	66.7	9.5	5.8	4.7
Oceania	139,400	199,600	57.5	50.9	2.5	1.4	3.7
World	5,511,200	14,321,800	67.8	83.8	100.0	100.0	10.0

Note: Totals by geographical region are WIPO estimates using data covering 169 IP offices. Each region includes the following number of offices: Africa (34), Asia (48), Europe (43), Latin America and the Caribbean (37), North America (2) and Oceania (5).

Source: WIPO Statistics Database, August 2019.

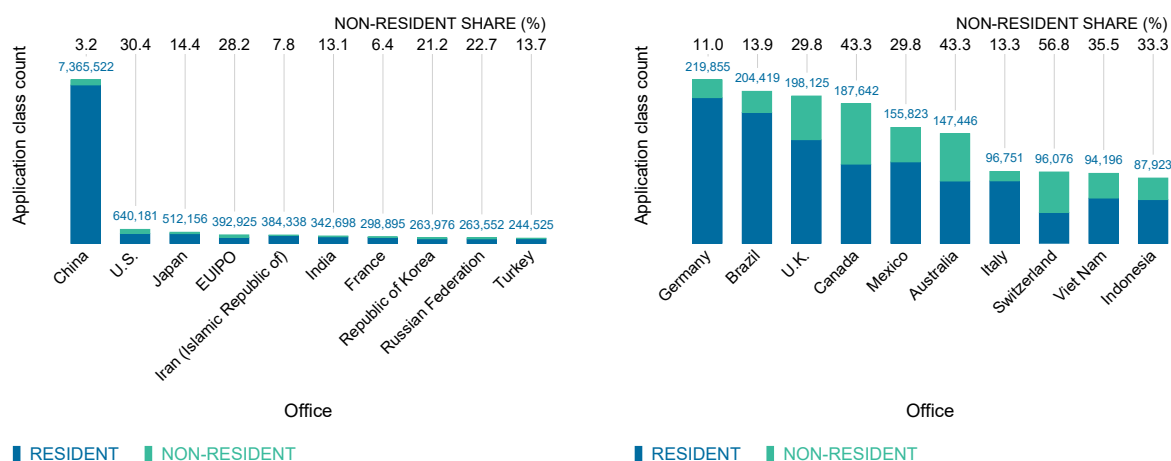
B9. Trend in trademark applications for the top five offices, 1883–2018



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 2018 application totals.

Source: WIPO Statistics Database, August 2019.

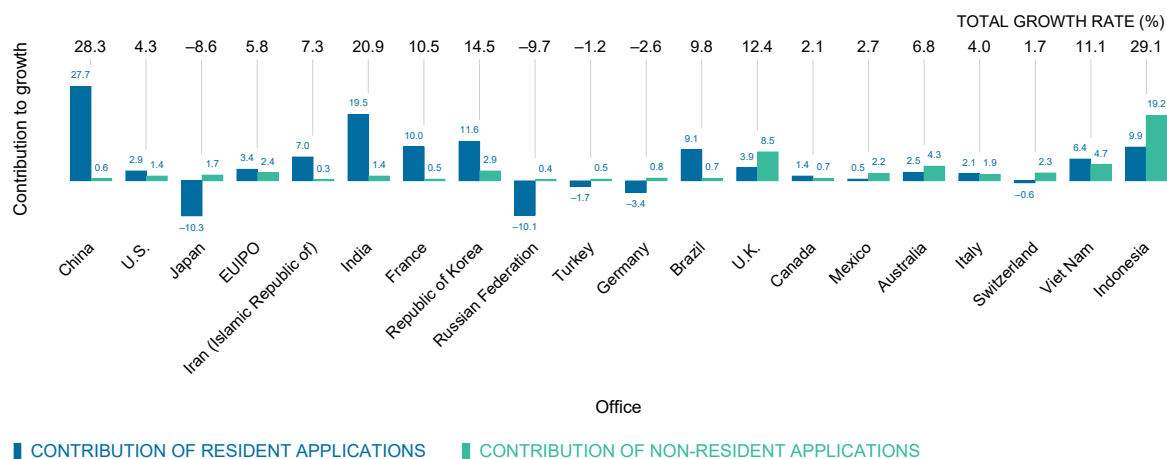
B10. Trademark application class counts for the top 20 offices, 2018



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, August 2019.

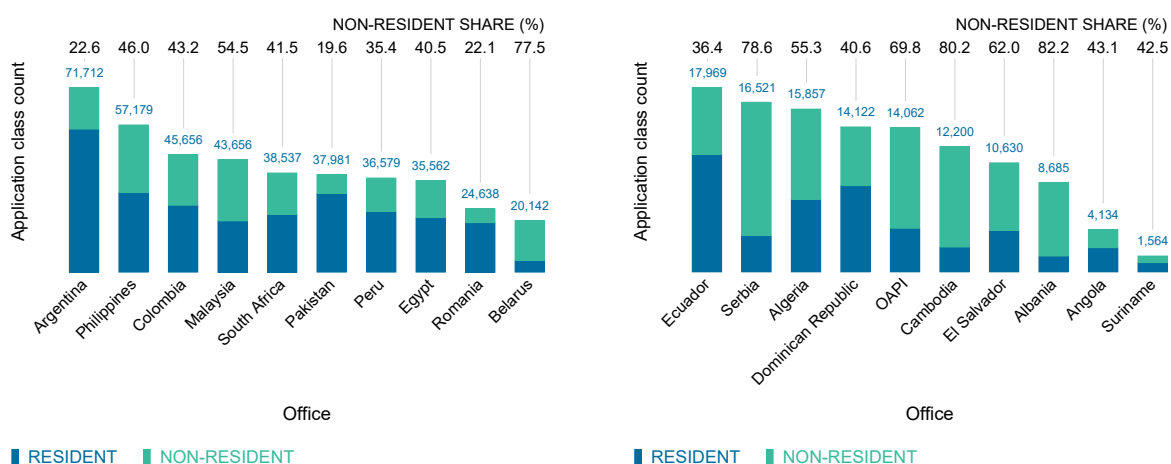
B11. Contribution of resident and non-resident application class counts to total growth for the top 20 offices, 2017–2018



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 India grew by 20.9%. Growth in resident filing activity accounted for 19.5 percentage points of this increase, while the remaining 1.4 percentage points came from non-resident filing activity.

Source: WIPO Statistics Database, August 2019.

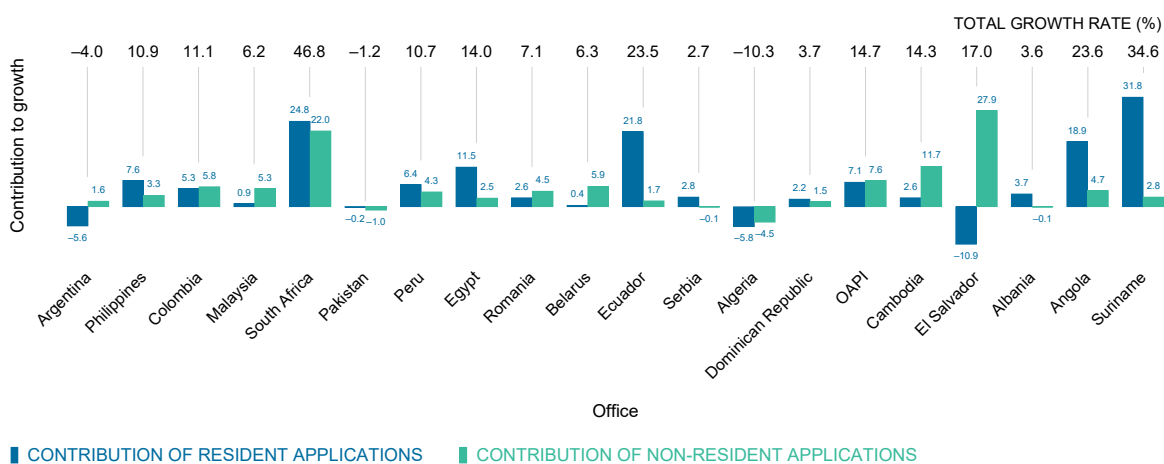
B12. Trademark application class counts for offices of selected low- and middle-income countries, 2018



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, August 2019.

B13. Contribution of resident and non-resident application class counts to total growth for offices of selected low- and middle-income countries, 2017–2018



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 Peru grew by 10.7%. Growth in resident filing activity accounted for 6.4 percentage points of this increase, whereas the remaining 4.3 percentage points came from non-resident filing activity.

Source: WIPO Statistics Database, August 2019.

B14. Trademark registration class counts by income group, 2008 and 2018

Income group	Registration class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2008	2018	2008	2018	2008	2018	2008–2018
High-income	2,490,200	2,896,900	62.8	63.6	57.6	28.7	1.5
Upper middle-income	1,348,700	6,351,400	59.1	88.9	31.2	62.9	16.8
<i>Upper middle-income without China</i>	<i>926,400</i>	<i>1,355,600</i>	<i>49.1</i>	<i>62.6</i>	<i>21.4</i>	<i>13.4</i>	<i>3.9</i>
Lower middle-income	430,600	779,400	46.3	60.9	10.0	7.7	6.1
Low-income	55,400	71,700	21.5	30.7	1.3	0.7	2.6
World	4,324,900	10,099,400	59.4	79.1	100.0	100.0	8.9

Note: Totals by income group are WIPO estimates using data covering 166 IP offices. Each category includes the following number of offices: high-income (61), upper middle-income (50), lower middle-income (35) and low-income (20). 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 a similar reason, 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 in Additional information.

Source: WIPO Statistics Database, August 2019.

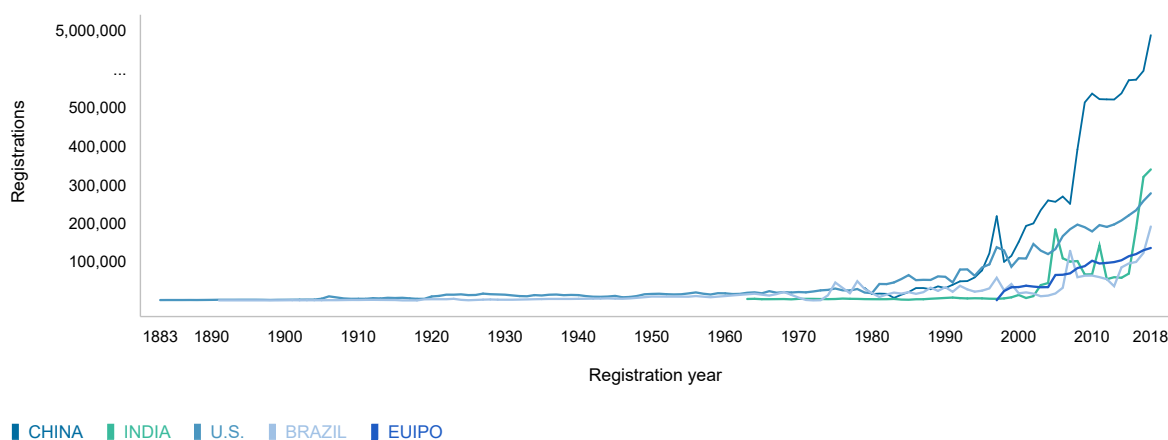
B15. Trademark registration class counts by region, 2008 and 2018

Region	Registration class count		Resident share (%)		Share of world total (%)		Average growth (%)
	2008	2018	2008	2018	2008	2018	2008–2018
Africa	152,000	210,500	29.5	33.0	3.4	3.5	3.3
Asia	1,398,000	6,741,300	60.6	87.2	30.6	32.3	17.0
Europe	1,916,900	1,931,200	60.6	68.5	44.4	44.3	0.1
Latin America and the Caribbean	404,500	594,700	57.0	62.2	11.4	9.4	3.9
North America	339,300	446,800	68.1	59.6	7.9	7.8	2.8
Oceania	114,200	174,900	49.7	44.4	2.3	2.7	4.4
World	4,324,900	10,099,400	59.4	79.1	100.0	100.0	8.9

Note: Totals by geographical region are WIPO estimates based on data covering 166 offices. Each region includes the following number of offices: Africa (34), Asia (48), Europe (42), Latin America and the Caribbean (35), North America (2) and Oceania (5).

Source: WIPO Statistics Database, August 2019.

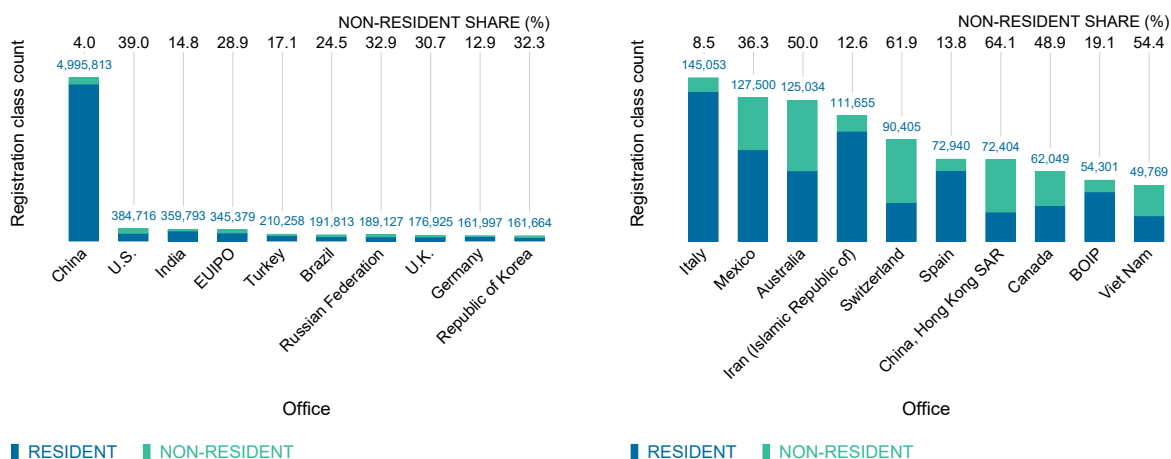
B16. Trend in trademark registrations for the top five offices, 1883–2018



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 2018 registration totals.

Source: WIPO Statistics Database, August 2019.

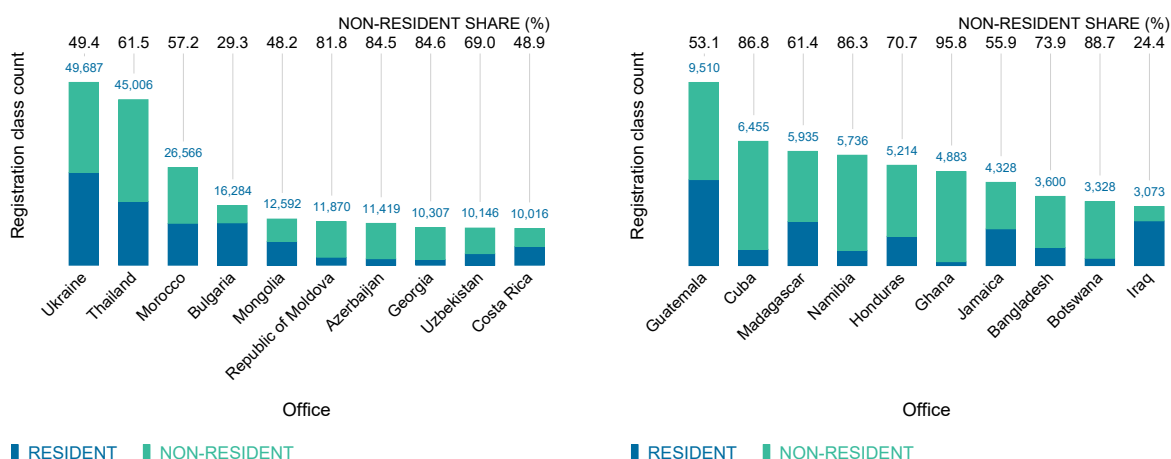
B17. Trademark registration class counts for the top 20 offices, 2018



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, August 2019.

B18. Trademark registration class counts for offices of selected low- and middle-income countries, 2018

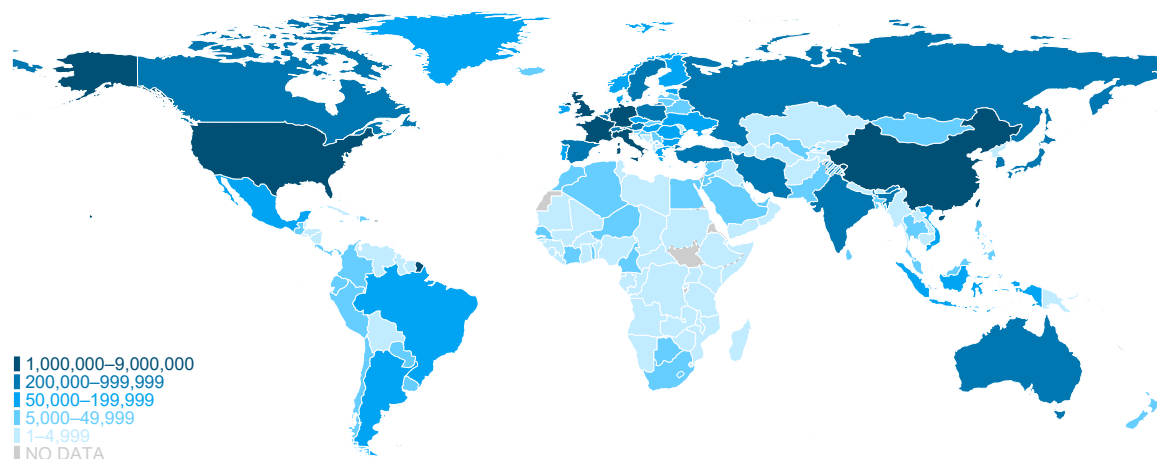


Note: The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all offices are presented in statistical table B52 at the end of this section.

Source: WIPO Statistics Database, August 2019.

Trademark applications by origin

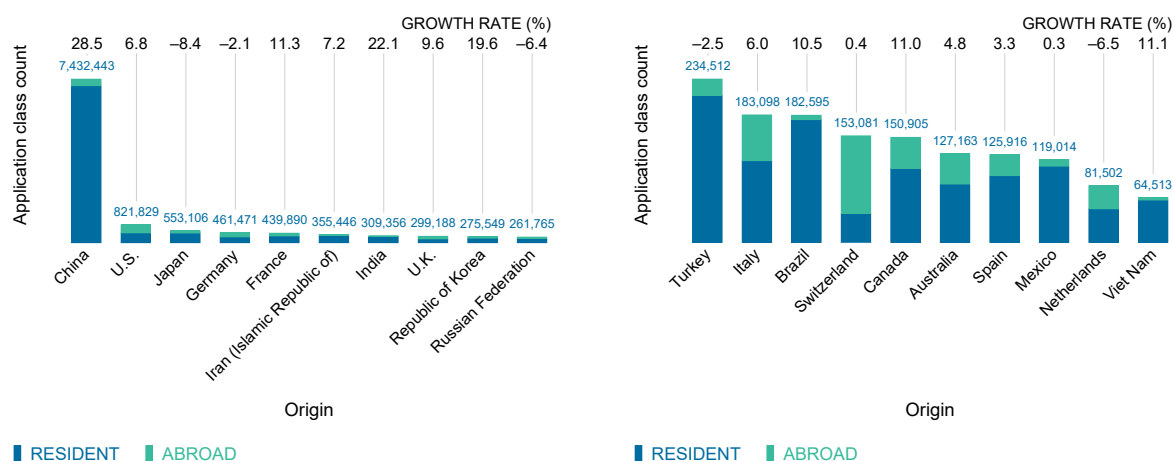
B19. Equivalent trademark application class counts by origin, 2018



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, August 2019.

B20. Trademark application class counts for the top 20 origins, 2018



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, August 2019.

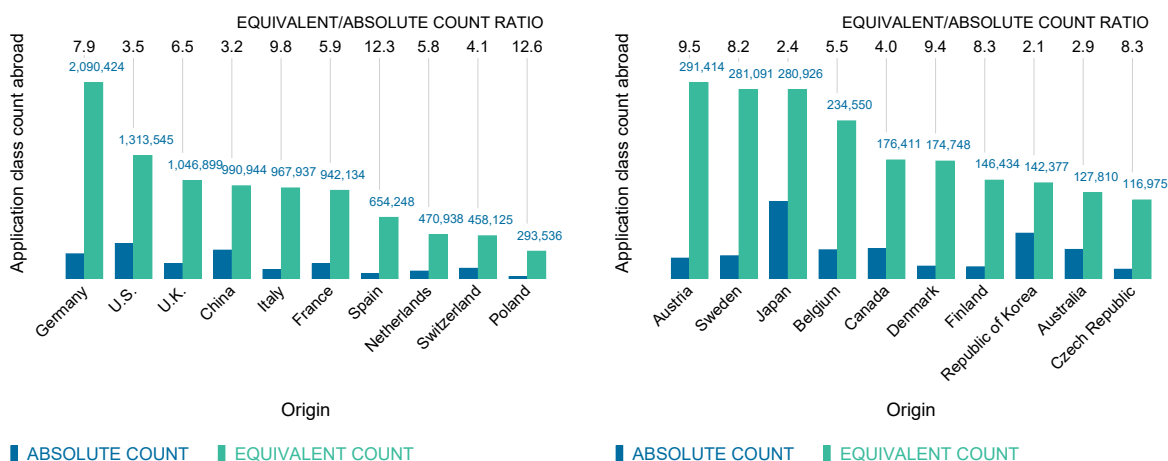
B21. Trademark application class counts for selected low- and middle-income origins, 2018



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, August 2019.

B22. Trademark application class counts abroad for the top 20 origins, 2018



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 – 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, August 2019.

B23. Trademark application class counts for the top 25 offices and origins, 2018

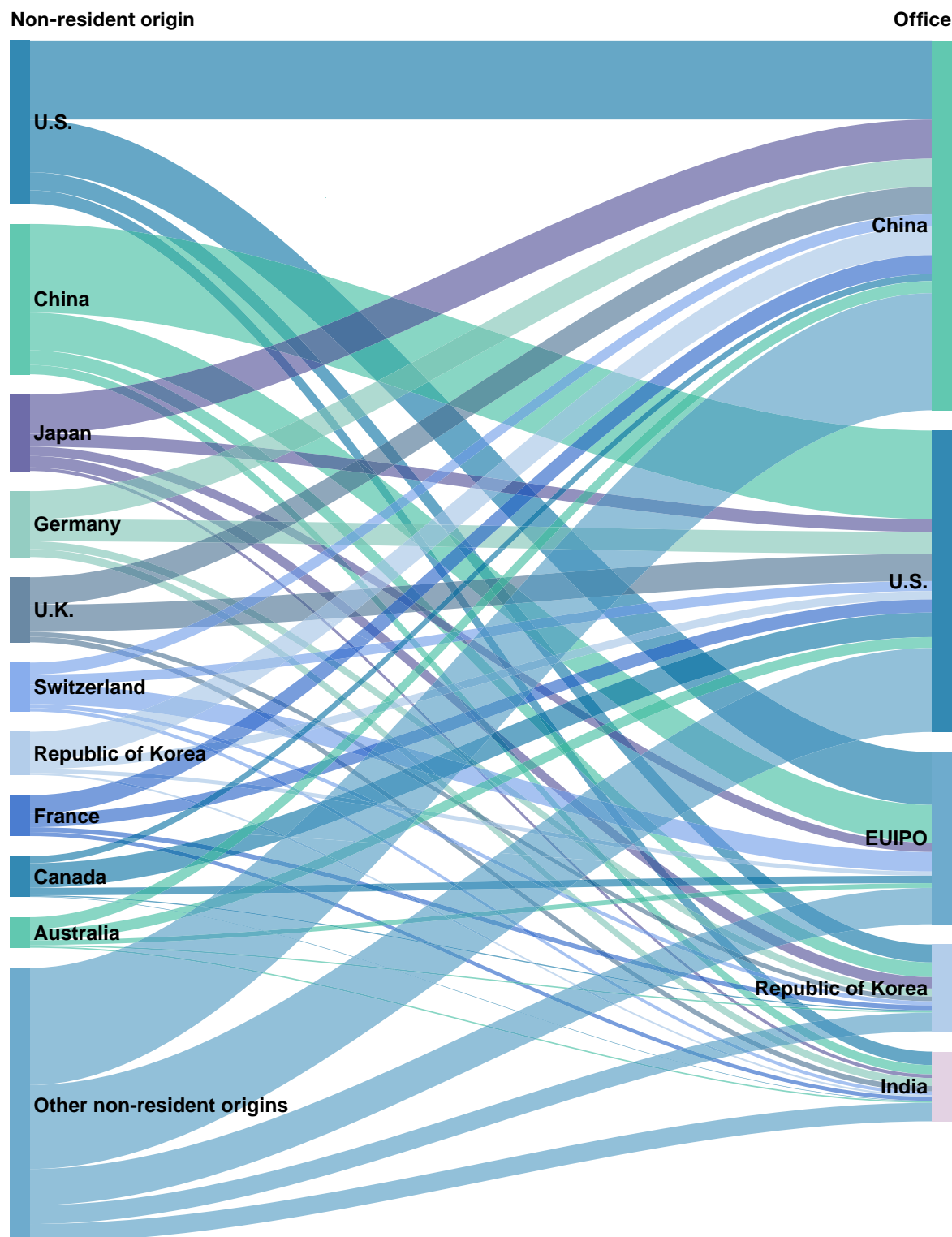
Origin	Office												
	China	U.S.	Japan	EUIPO	Iran (Islamic Republic of)	India	France	Republic of Korea	Russian Federation	Turkey	Germany	Brazil	U.K.
Argentina	291	262	17	167	3	20	9	23	118	2	8	335	47
Australia	7,802	7,068	1,372	3,064	136	927	155	877	390	166	170	238	2,606
Brazil	428	821	72	472	34	74	44	27	88	65	7	176,063	71
Canada	4,542	15,797	843	4,804	112	352	244	736	440	168	751	647	1,733
China	7,127,191	57,125	15,328	24,356	4,324	6,027	3,655	9,415	6,333	2,672	5,799	1,988	10,942
China, Hong Kong SAR	3	4,507	1,320	2,787		432	381	38	373	95	362	240	971
France	12,140	8,460	4,241	28,603	2,648	2,602	279,882	3,120	4,481	2,365	1,190	2,003	3,021
Germany	18,072	14,187	6,499	69,749	4,542	5,140	1,177	5,070	7,916	6,090	195,623	2,906	5,426
India	718	1,333	217	743	130	297,751	44	63	252	86	47	77	504
Indonesia	886	108	101	128	12	29	9	123	15	9	7	6	75
Iran (Islamic Republic of)	273	25	2	54	354,343	10	33	3	49	80	37		28
Italy	7,820	5,803	2,624	33,290	2,348	1,523	412	1,899	3,587	1,772	320	972	925
Japan	25,307	8,262	438,338	6,026	944	2,287	532	7,377	2,050	1,178	397	1,222	1,607
Mexico	548	2,287	67	494	11	54	34	60	53	26	35	345	40
Netherlands	3,585	3,159	942	13,554	407	806	528	663	953	964	834	470	706
Poland	1,001	682	153	10,313	309	230	93	117	647	331	374	34	170
Republic of Korea	18,609	5,420	3,915	2,655	504	1,186	367	207,953	1,237	735	301	557	793
Russian Federation	3,585	1,271	367	1,294	975	665	873	468	203,854	816	1,202	56	922
Spain	2,727	2,810	824	22,982	715	607	382	617	815	633	394	684	477
Switzerland	7,767	6,415	3,697	12,564	1,483	2,224	2,288	2,606	2,922	2,011	3,212	1,232	2,535
Turkey	846	1,219	226	1,755	2,017	239	400	169	836	211,109	694	49	621
U.K.	17,722	17,497	4,082	33,711	1,183	3,584	1,073	3,138	2,381	2,120	1,770	1,304	139,155
U.S.	50,908	445,872	15,669	33,998	1,777	8,696	1,752	11,625	4,236	4,613	1,663	8,928	13,936
Ukraine	427	488	87	402	21	55	102	52	536	131	201	5	133
Viet Nam	367	317	105	122	47	54	39	128	78	16	46	4	63
Others	51,957	28,986	11,048	84,838	5,313	7,124	4,387	7,609	18,912	6,272	4,411	4,054	10,618
Total	7,365,522	640,181	512,156	392,925	384,338	342,698	298,895	263,976	263,552	244,525	219,855	204,419	198,125

Origin	Office											
	Canada	Mexico	Australia	Italy	Switzerland	Viet Nam	Indonesia	China, Hong Kong SAR	Spain	Thailand	Ukraine	Argentina
Argentina	39	190	13	8	4	6	8	9	58	6	4	55,492
Australia	1,817	368	83,641	123	271	743	668	1,300	76	915	91	119
Brazil	154	533	57	14	17	15	21	22	15	46	12	602
Canada	106,328	957	2,007	568	661	138	142	500	232	140	112	465
China	6,674	3,587	8,264	2,331	2,292	5,531	5,284	15,103	1,780	7,750	2,358	1,125
China, Hong Kong SAR	933	108	1,026	127	199	680	577	31,718	18	478	69	74
France	4,224	2,271	2,675	1,400	6,631	1,878	1,325	2,130	1,431	2,234	1,790	1,104
Germany	4,944	3,969	5,195	1,116	18,382	1,906	1,595	1,976	739	3,768	3,256	1,378
India	307	248	357	34	59	273	203	102	32	229	216	71
Indonesia	21	5	66	11	5	138	58,659	75	5	112	8	2
Iran (Islamic Republic of)	22		9	54	30	1	2		2	5	18	
Italy	1,861	1,221	1,645	83,863	2,963	753	577	1,152	290	1,003	946	328
Japan	2,355	1,403	2,760	256	1,261	4,011	3,443	5,971	149	7,124	468	451
Mexico	254	109,355	55	13	19	8	23	74	79	11	18	377
Netherlands	1,394	721	994	237	1,533	471	460	429	215	721	364	316
Poland	111	164	164	82	348	233	63	75	78	92	686	15
Republic of Korea	996	783	1,101	200	396	3,212	1,627	1,900	178	2,410	363	278
Russian Federation	125	363	224	969	419	513	232	155	811	445	2,466	86
Spain	610	1,959	610	135	648	228	219	276	72,710	396	299	621
Switzerland	2,554	2,255	2,272	1,242	41,468	1,101	1,156	1,501	677	1,837	1,511	868
Turkey	151	171	181	374	280	110	174	61	295	196	475	37
U.K.	5,200	2,244	6,415	547	2,320	1,338	1,328	2,452	548	2,247	1,229	592
U.S.	38,134	17,010	16,914	938	6,062	4,132	4,008	8,041	850	6,325	2,459	4,467
Ukraine	32	38	60	106	95	29	12	2	77	12	51,195	3
Viet Nam	59	31	148	14	16	60,731	102	32	6	253	48	
Others	8,343	5,869	10,593	1,989	9,697	6,017	6,015	9,529	1,485	39,526	6,057	2,841
Total	187,642	155,823	147,446	96,751	96,076	94,196	87,923	84,585	82,836	78,281	76,518	71,712

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, August 2019.

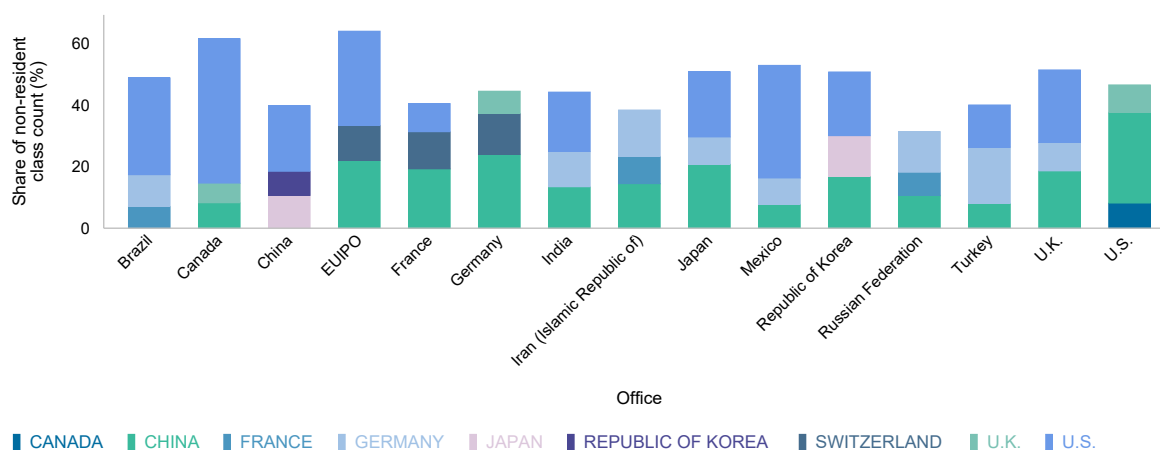
B24. Flows of non-resident trademark application class counts between selected top origins and offices, 2018



Note: EUIPO is the European Union Intellectual Property Office. 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, August 2019.

B25. Distribution of trademark application class counts for the top 15 offices and selected non-resident origins, 2018



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, August 2019.

Trademark applications by Nice class and industry sector

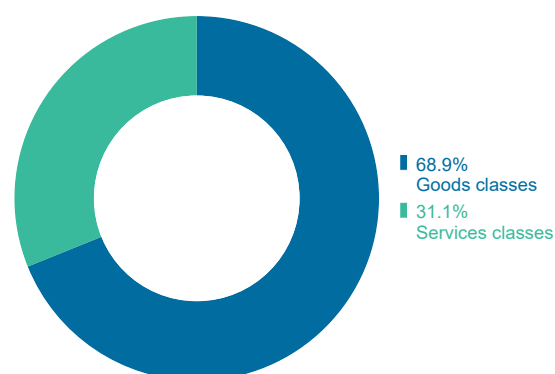
B26. Distribution of non-resident trademark applications by top Nice classes, 2018

Rank	Class	Class share (%)
1	9 Scientific, photographic, measuring instruments; recording equipment; computers and software	11.5
2	35 Advertising, business management, business administration and office functions	7.6
3	42 Scientific and technological services, design and development of computer hardware and software	5.7
4	5 Pharmaceutical preparations, baby food, dietary supplements for humans and animals, disinfectants, fungicides and herbicides	5.3
5	3 Bleaching preparations and other substances for laundry use; cleaning and abrasive preparations; soaps, perfumery and cosmetics	4.8
6	25 Clothing, footwear, headgear	4.5
7	41 Education, entertainment, and sporting activities	4.5
8	30 Coffee, tea, cocoa, rice, flour, bread, pastry and confectionery, sugar, honey, yeast, salt, mustard, vinegar, sauces (condiments) and spices	3.0
9	7 Machines and machine tools; motors and engines; agricultural implements	2.7
10	11 Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes	2.6
Remaining classes		47.8

Note: These figures are based on non-resident filing data from 133 IP offices. Some classes listed are abbreviated. See www.wipo.int/classifications/nice for a complete list of all classes.

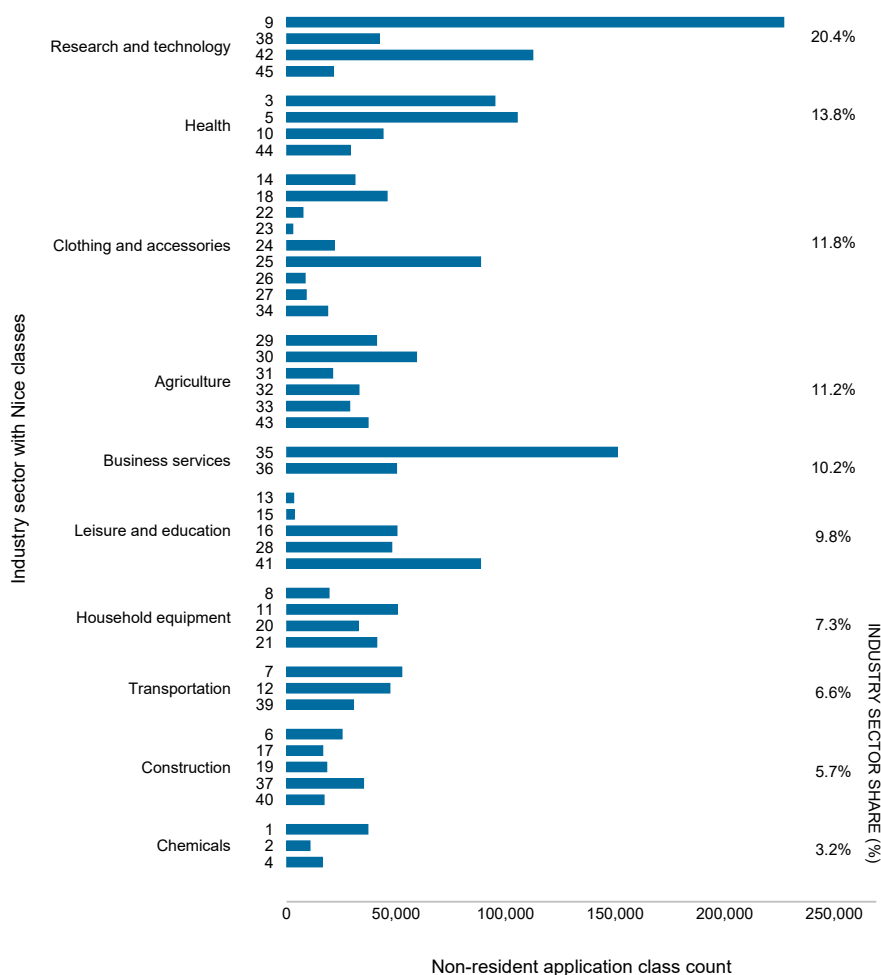
Source: WIPO Statistics Database, August 2019.

B27. Non-resident trademark applications by goods and services classes, 2018



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 non-resident filing data from 133 IP offices.

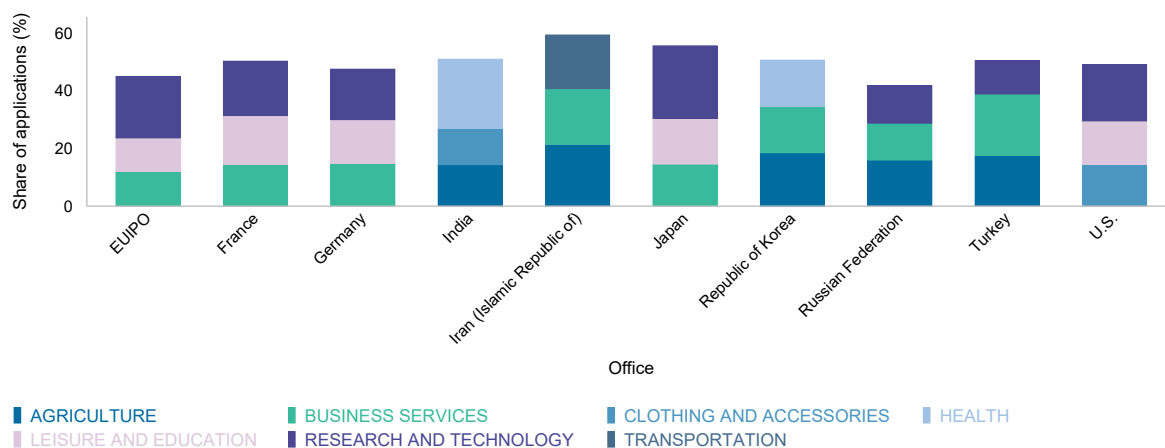
Source: WIPO Statistics Database, August 2019.

B28. Non-resident trademark applications by industry sector, 2018

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 non-resident filing data from 133 IP offices.

Source: WIPO Statistics Database, August 2019.

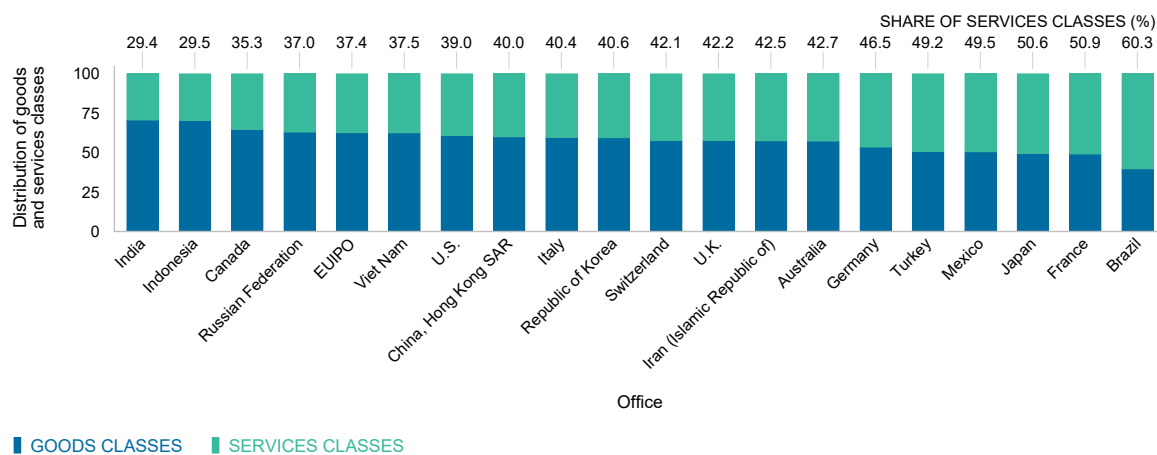
B29. Trademark applications by top three sectors at the top offices, 2018



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 2018 totals. China is not presented here due to the incompleteness of 2018 Chinese Nice Class data.

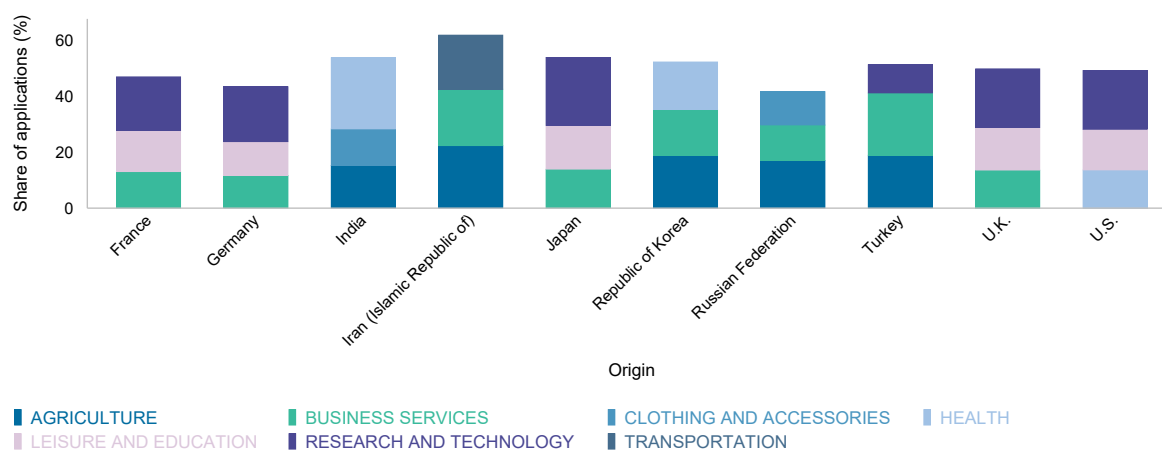
Source: WIPO Statistics Database, August 2019.

B30. Distribution of trademark applications by goods and services at the top offices, 2018



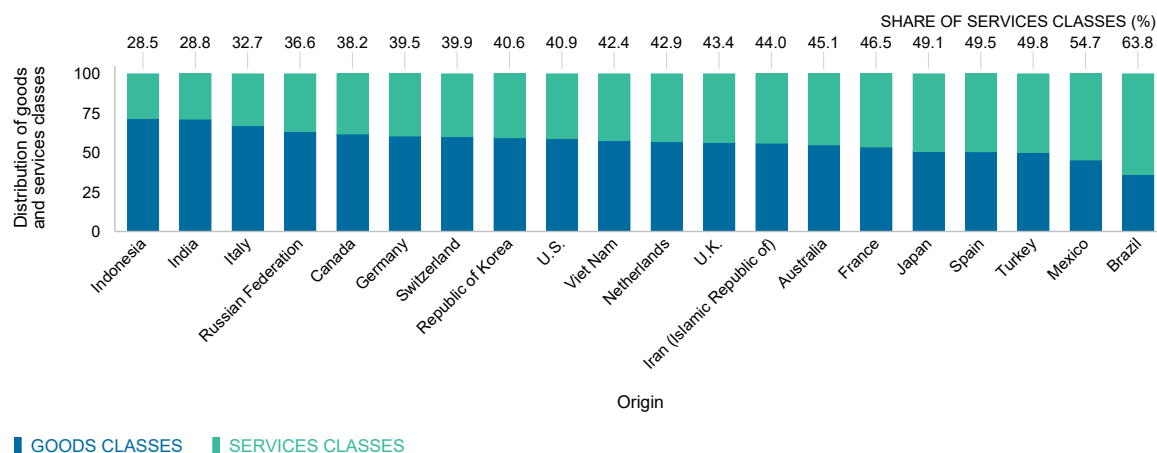
Note: EUIPO is the European Union Intellectual Property Office. China is not presented here due to incompleteness of 2018 Chinese Nice Class data.

Source: WIPO Statistics Database, August 2019.

B31. Trademark applications by top three sectors for the top origins, 2018

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 2018 totals. China is not presented here due to the incompleteness of 2018 Chinese Nice Class data.

Source: WIPO Statistics Database, August 2019.

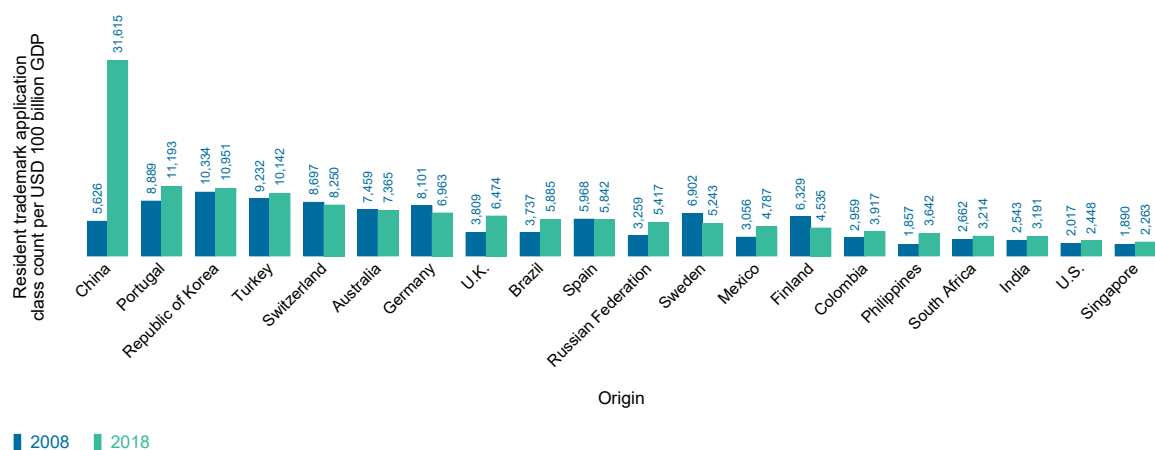
B32. Distribution of trademark applications by goods and services for the top origins, 2018

Note: China is not presented here due to the incompleteness of 2018 Chinese Nice Class data.

Source: WIPO Statistics Database, August 2019.

Trademark application class count in relation to GDP and population

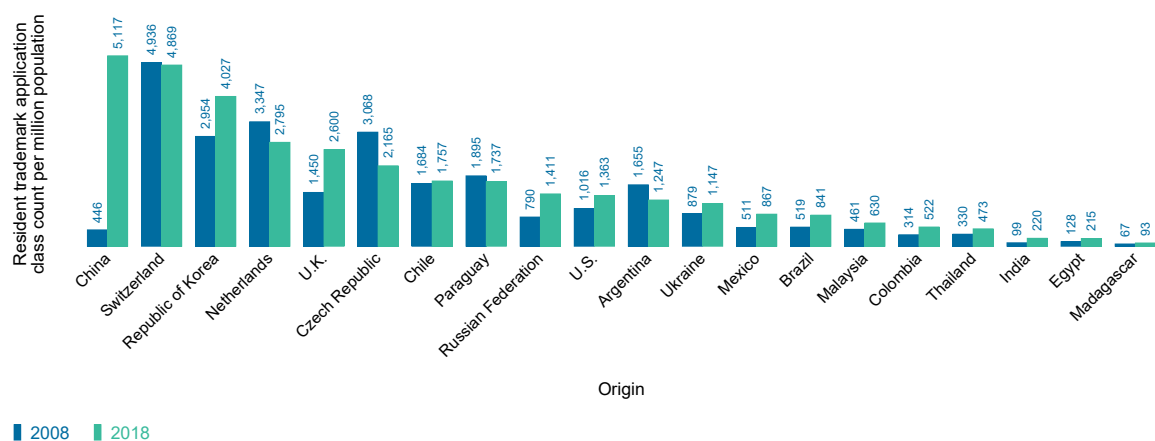
B33. Resident trademark application class count per USD 100 billion GDP for selected origins, 2008 and 2018



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, August 2019.

B34. Resident trademark application class count per million population for selected origins, 2008 and 2018

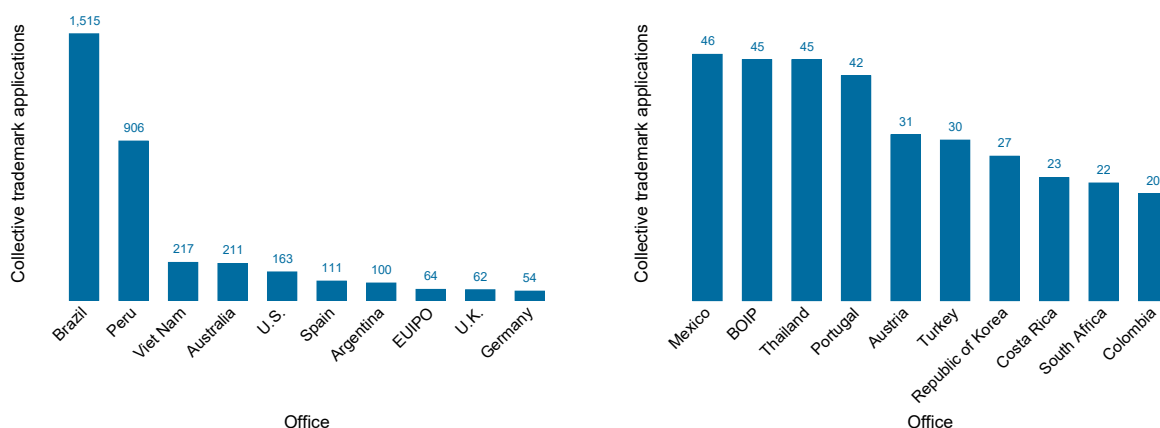


Note: This figure does not provide an overall ranking of all origins; rather, it shows a selection across geographical regions and income groups.

Sources: WIPO Statistics Database and World Bank, August 2019.

Collective and certification trademark applications by office

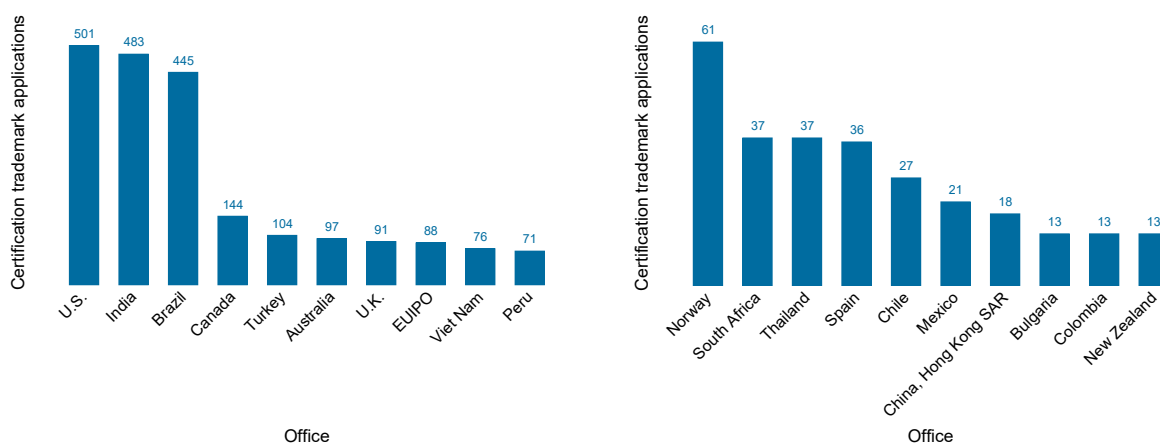
B35. Collective trademark applications for the top 20 offices, 2018



Note: EUIPO is the European Union Intellectual Property Office and BOIP is the Benelux Office for Intellectual Property. The 2018 total for the office of China is not presented here because the data are not available.

Source: WIPO Statistics Database, August 2019.

B36. Certification trademark applications for the top 20 offices, 2018

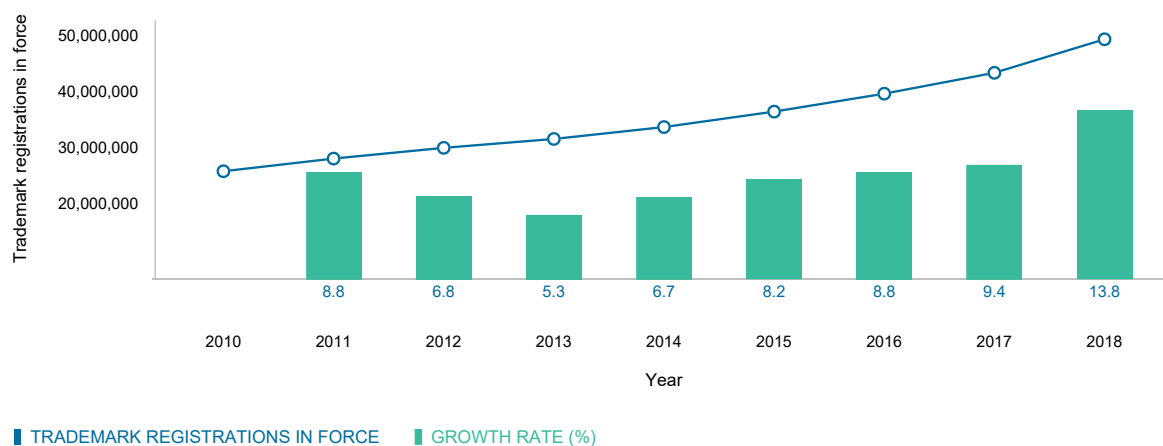


Note: EUIPO is the European Union Intellectual Property Office. The 2018 total for the office of China is not presented here because the data are not available.

Source: WIPO Statistics Database, August 2019.

Trademark registrations in force

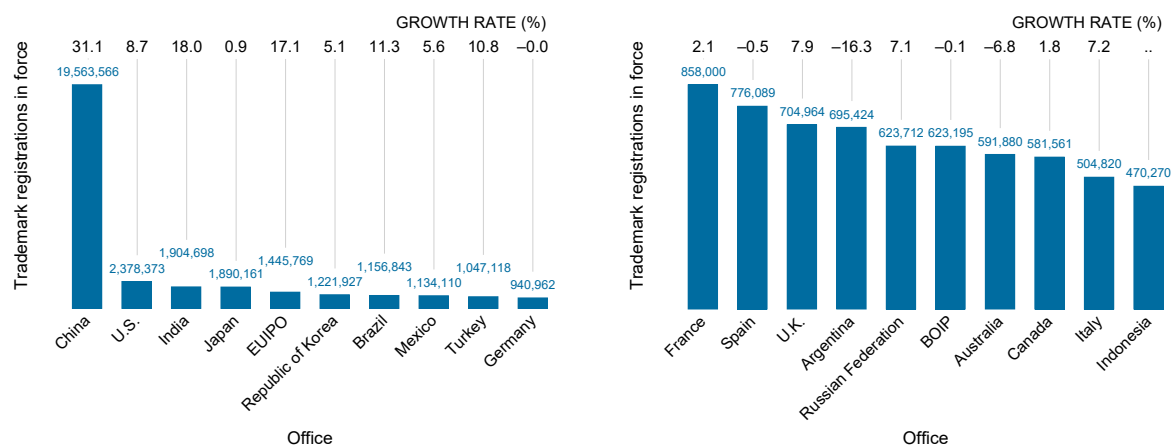
B37. Trend in trademark registrations in force worldwide, 2010–2018



■ TRADEMARK REGISTRATIONS IN FORCE ■ GROWTH RATE (%)

Note: World totals are WIPO estimates using data covering 143 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, August 2019.

B38. Trademark registrations in force for the top 20 offices, 2018

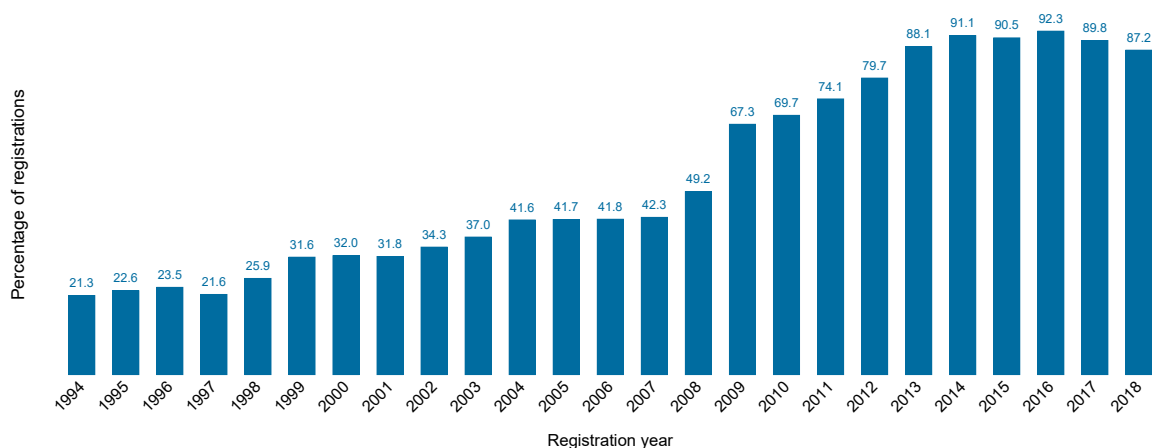


.. indicates not available.

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, August 2019.

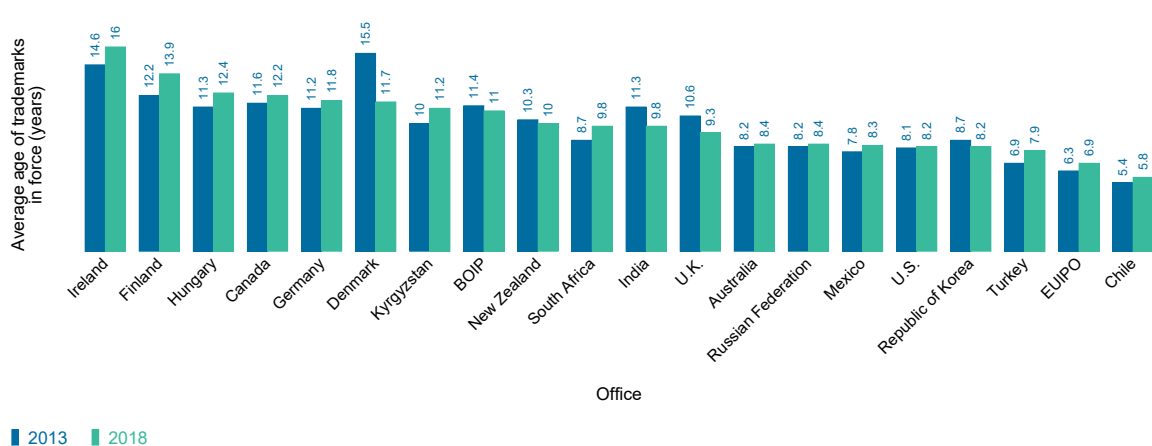
B39. Trademark registrations in force in 2018 as a percentage of total registrations recorded between 1994 and 2018



Note: Percentages are calculated as follows: the number of trademark registrations issued in year t and in force in 2018 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 15.4 million active trademark registrations reported by the 69 offices that provided a breakdown by year of registration. Detailed data for several larger offices, such as those of China, France and Japan, are not available.

Source: WIPO Statistics Database, August 2019.

B40. Average age of trademarks in force at selected offices, 2013 and 2018

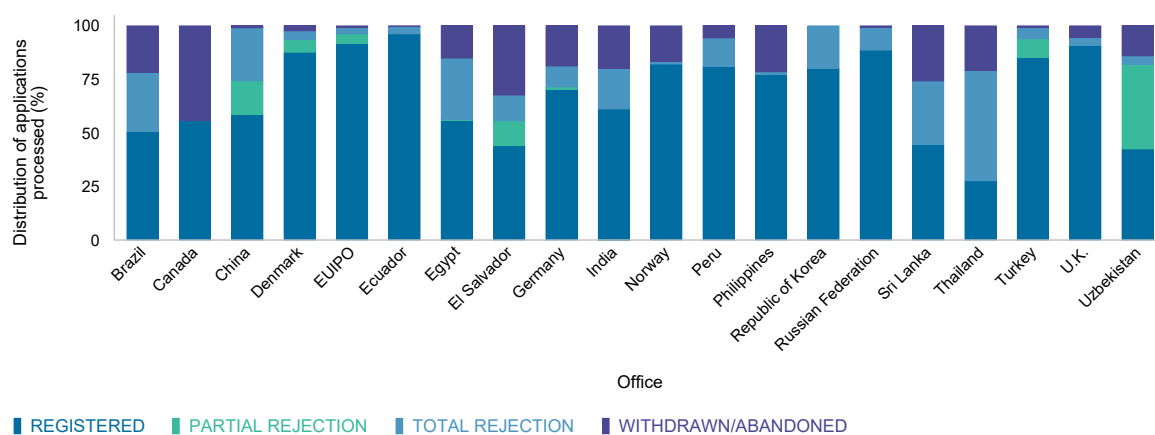


Note: EUIPO is the European Union Intellectual Property Office and BOIP is the Benelux Office for Intellectual Property.

Source: WIPO Statistics Database, August 2019.

Trademark office procedural data

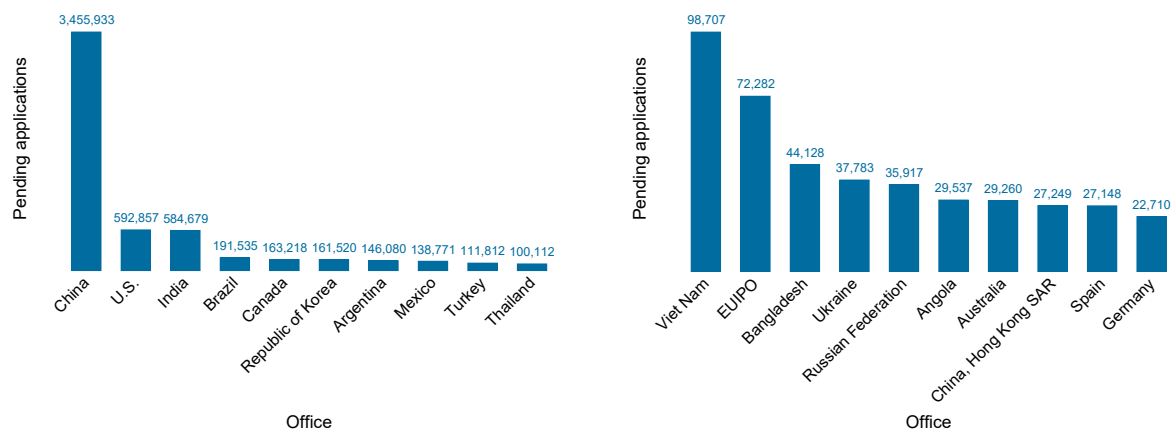
B41. Distribution of trademark examination outcomes for selected offices, 2018



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 caution should be exercised when making comparisons across offices.

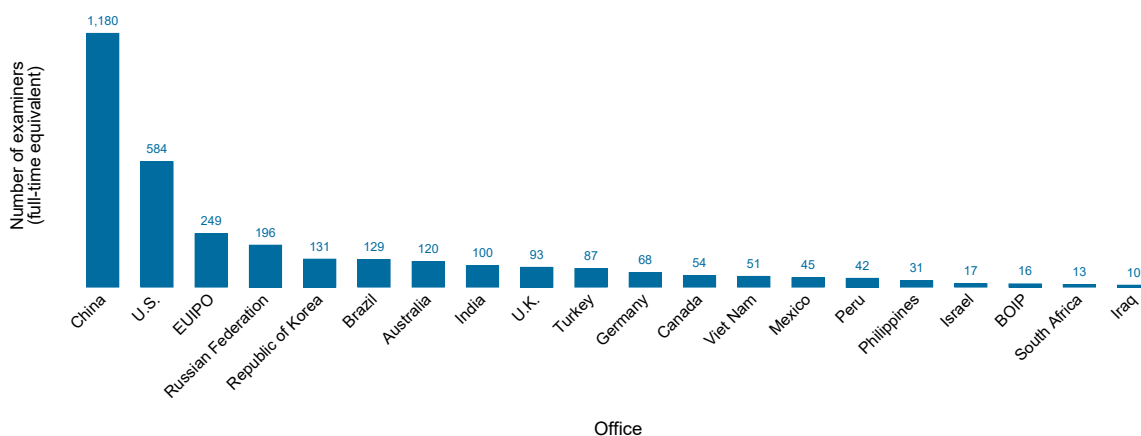
Source: WIPO Statistics Database, August 2019.

B42. Trademark applications pending for selected offices, 2018



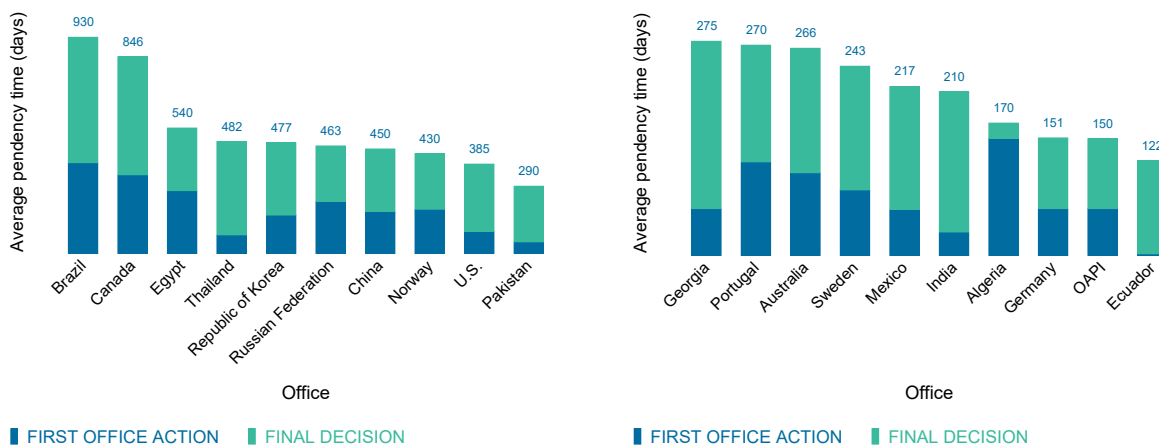
Note: EUIPO is the European Union Intellectual Property Office. WIPO collects data from IP offices using a common questionnaire and methodology. However, due to differences in application processing procedures between offices, data cannot be fully harmonized. Therefore caution should be exercised when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

Source: WIPO Statistics Database, August 2019.

B43. Number of trademark examiners for selected offices, 2018

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

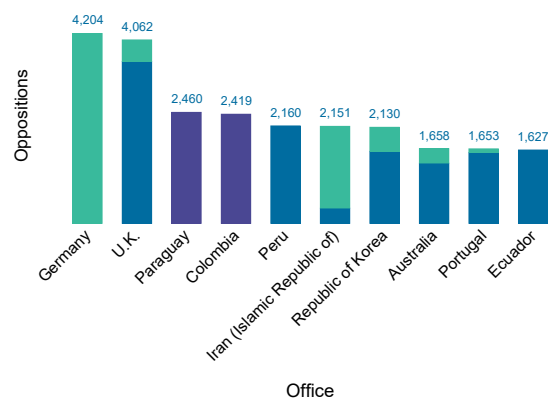
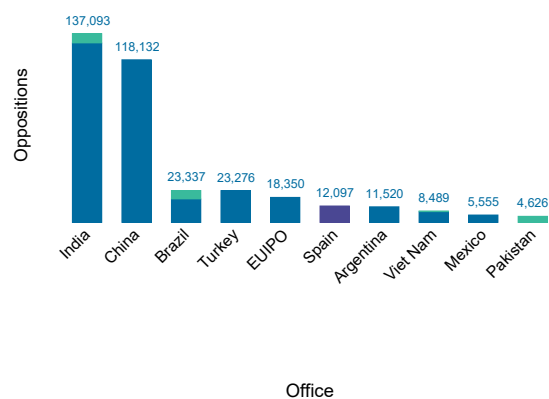
Source: WIPO Statistics Database, August 2019.

B44. Duration of trademark examination for selected offices, 2018

Note: OAPI is the African Intellectual Property Organization, which receives applications on behalf of its 17 member states. 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 caution should be exercised when making comparisons across offices.

Source: WIPO Statistics Database, August 2019.

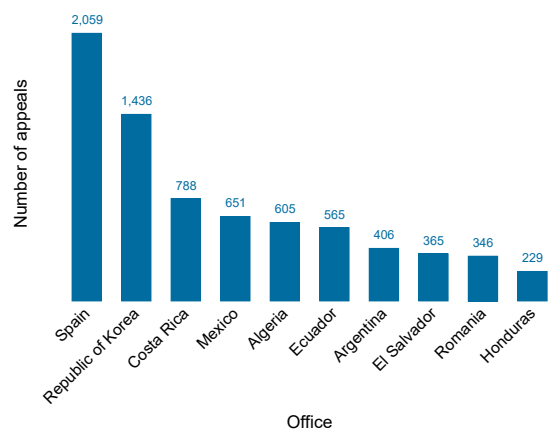
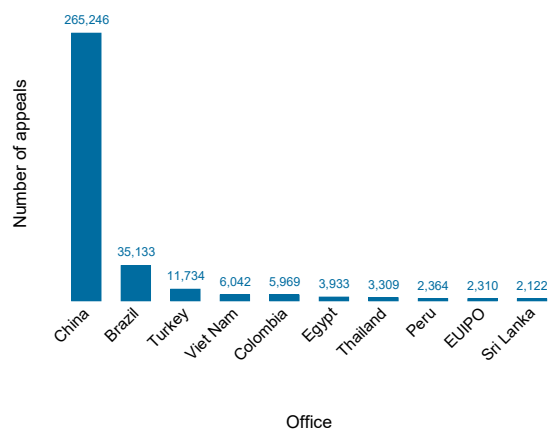
B45. Third party oppositions for selected offices, 2018



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, August 2019.

B46. Appeals to decisions by selected offices, 2018

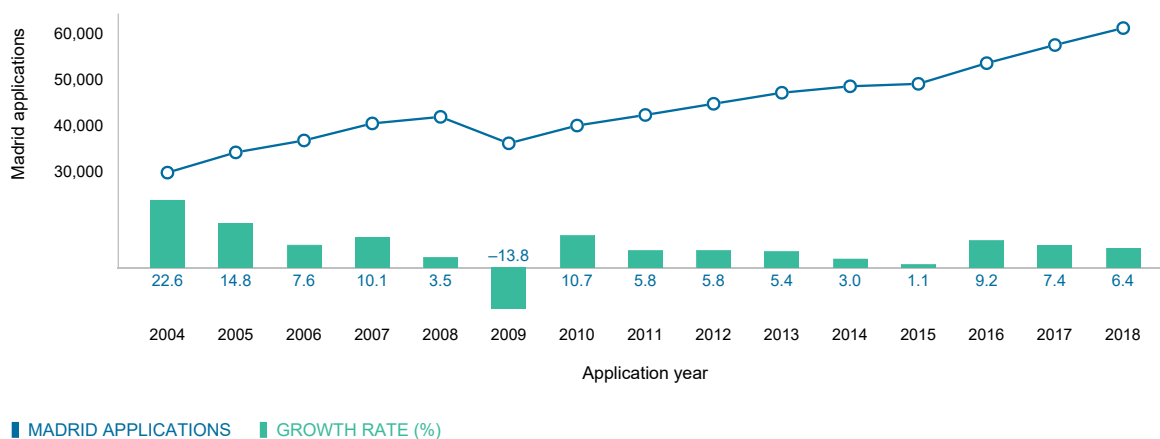


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, August 2019.

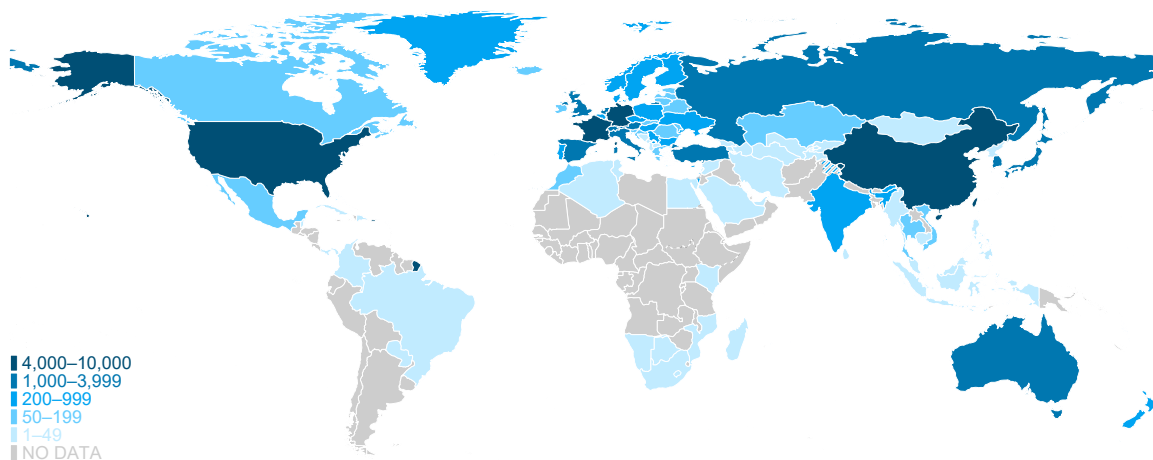
Trademark applications and registrations through the Madrid System

B47. Trend in Madrid international applications, 2004–2018



Source: WIPO Statistics Database, August 2019.

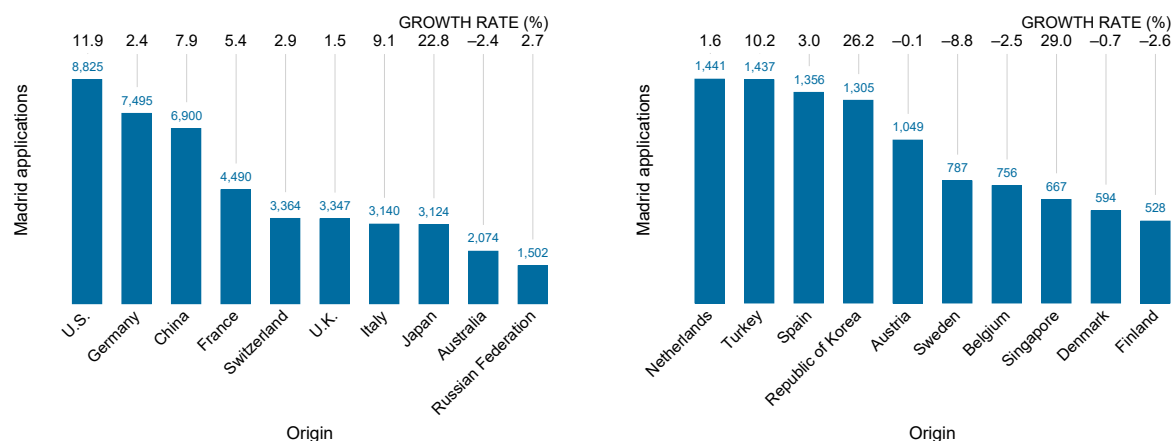
B48. Madrid international applications by origin, 2018



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

Source: WIPO Statistics Database, August 2019.

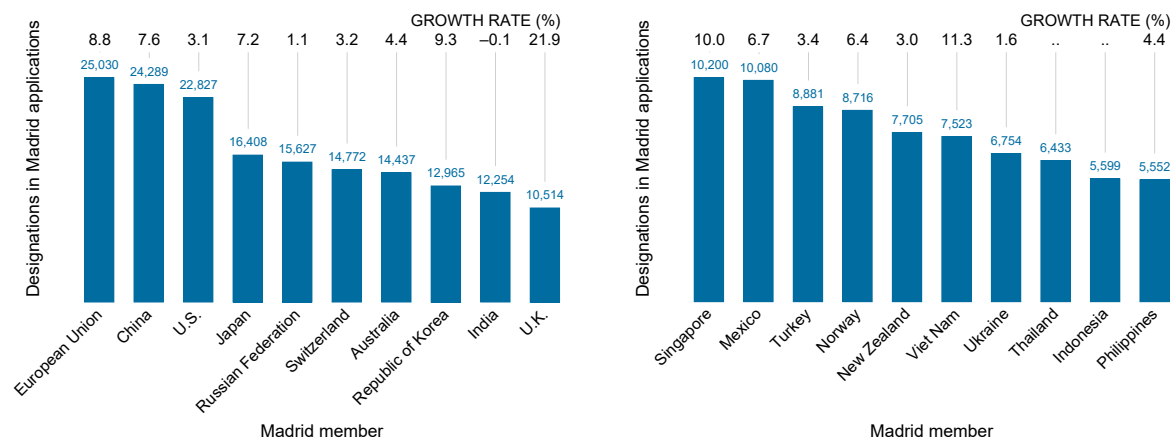
B49. Madrid applications for the top 20 origins, 2018



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

Source: WIPO Statistics Database, August 2019.

B50. Designations in Madrid international applications for the top 20 designated Madrid members, 2018



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

.. indicates not available.

Source: WIPO Statistics Database, August 2019.

Statistical tables

B51. Trademark applications by office and origin, 2018

Name	Application class count by office			Application class count by origin	Equivalent application class count by origin		international applications	Madrid Designated member
	Total	Resident	Non-resident		Total ^(a)	Total ^(a)	Origin ^(f)	
Afghanistan (b)	229	229	..	255	
African Intellectual Property Organization	14,062	4,247	9,815	n.a.	n.a.	n.a.	2,095	
African Regional Intellectual Property Organization	653	309	344	n.a.	n.a.	n.a.	n.a.	
Albania	8,685	1,542	7,143	1,775	2,427	13	2,304	
Algeria	15,857	7,082	8,775	7,336	8,246	5	2,621	
Andorra	3,298	822	2,476	1,314	9,441	5	n.a.	
Angola	4,134	2,354	1,780	2,388	2,495	..	n.a.	
Antigua and Barbuda (b)	130	427	2	514	
Argentina	71,712	55,492	16,220	59,243	63,776	..	n.a.	
Armenia	10,705	2,897	7,808	3,899	4,517	35	2,458	
Australia	147,446	83,641	63,805	127,163	211,451	2,074	14,437	
Austria	25,394	15,663	9,731	46,205	317,075	1,049	2,573	
Azerbaijan	13,059	3,791	9,268	4,126	4,265	5	2,861	
Bahamas (b)	2,183	8,177	13	n.a.	
Bahrain	12,500	305	12,195	624	953	1	1,790	
Bangladesh	12,080	7,960	4,120	8,114	8,141	..	n.a.	
Barbados (b)	1,272	3,306	3	n.a.	
Belarus	20,142	4,529	15,613	7,822	9,652	157	4,481	
Belgium (c)	n.a.	n.a.	n.a.	42,949	258,020	756	n.a.	
Belize (b)	1,570	2,812	17	n.a.	
Benelux Office for Intellectual Property (d)	65,163	53,519	11,644	n.a.	n.a.	n.a.	2,681	
Benin (b,h)	n.a.	n.a.	n.a.	193	3,107	..	n.a.	
Bermuda (b)	480	831	11	n.a.	
Bhutan (b)	5	5	..	814	
Bolivia (Plurinational State of) (b)	149	257	..	n.a.	
Bonaire, Sint Eustatius and Saba (b)	4	4	1	441	
Bosnia and Herzegovina	10,321	989	9,332	1,835	3,001	29	2,850	
Botswana	3,172	606	2,566	2,032	5,709	3	770	
Brazil	204,419	176,063	28,356	182,595	195,715	6	n.a.	
Brunei Darussalam	4,243	189	4,054	298	352	2	951	
Bulgaria	17,929	13,107	4,822	24,046	75,095	245	1,375	
Burkina Faso (b,h)	n.a.	n.a.	n.a.	207	3,519	..	n.a.	
Cabo Verde	344	133	211	179	195	..	n.a.	
Cambodia	12,200	2,416	9,784	2,565	2,705	5	2,353	
Cameroon (b,h)	n.a.	n.a.	n.a.	651	10,011	..	n.a.	
Canada	187,642	106,328	81,314	150,905	282,739	95	n.a.	
Central African Republic (b,h)	n.a.	n.a.	n.a.	45	157	..	n.a.	
Chad (b,h)	n.a.	n.a.	n.a.	15	239	..	n.a.	
Chile	47,414	32,909	14,505	36,438	38,507	..	n.a.	
China	7,365,522	7,127,191	238,331	7,432,443	8,118,135	6,900	24,289	
China, Hong Kong SAR	84,585	31,718	52,867	53,715	129,916	6	n.a.	
China, Macao SAR	16,466	2,438	14,028	2,977	3,425	..	n.a.	
Colombia	45,656	25,930	19,726	29,359	31,940	29	3,990	
Comoros (b)	12	204	..	n.a.	
Congo (b,h)	n.a.	n.a.	n.a.	92	1,196	..	n.a.	

Name	Application class count by office			Application class count by origin	Equivalent application class count by origin	international applications	Madrid
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Designated Madrid member
Cook Islands (b)	50	131	..	n.a.
Costa Rica	13,563	7,034	6,529	8,081	8,999	..	n.a.
Côte d'Ivoire (b,h)	n.a.	n.a.	n.a.	1,232	20,032	..	n.a.
Croatia	7,720	3,307	4,413	5,741	18,349	129	1,375
Cuba	7,129	2,459	4,670	3,041	4,125	11	1,537
Curaçao	2,110	0	2,110	313	859	16	524
Cyprus	4,089	1,114	2,975	13,573	58,063	208	890
Czech Republic	24,796	19,065	5,731	33,122	139,981	280	1,751
Democratic People's Republic of Korea (b)	204	420	8	1,175
Democratic Republic of the Congo (b)	17	285	..	n.a.
Denmark	10,979	6,366	4,613	25,014	187,105	594	1,152
Djibouti (b)	7	7	..	n.a.
Dominica	178	8	170	28	55	..	n.a.
Dominican Republic	14,122	8,393	5,729	8,725	9,377	1	n.a.
Ecuador	17,969	11,435	6,534	12,407	13,613	..	n.a.
Egypt	35,562	21,158	14,404	22,417	25,088	13	4,030
El Salvador	10,630	4,040	6,590	4,708	4,735	..	n.a.
Equatorial Guinea (b,h)	n.a.	n.a.	n.a.	33	594	..	n.a.
Estonia	6,158	2,655	3,503	7,284	57,992	102	1,044
Eswatini (b)	86	86	..	636
Ethiopia	1,027	542	485	917	917	..	n.a.
European Union Intellectual Property Office (e)	392,925	282,032	110,893	n.a.	n.a.	n.a.	25,030
Fiji (b)	44	44	..	n.a.
Finland	9,429	5,556	3,873	23,208	156,919	528	929
France	298,895	279,882	19,013	439,890	1,250,619	4,490	3,422
Gabon (b,h)	n.a.	n.a.	n.a.	216	1,640	..	n.a.
Gambia	2,065	54	2,011	54	54	..	835
Georgia	10,615	2,776	7,839	3,193	3,333	19	2,497
Germany	219,855	195,623	24,232	461,471	2,355,796	7,495	4,332
Ghana	5,348	833	4,515	864	1,008	..	1,206
Greece (b)	4,935	71,148	118	1,117
Grenada	436	19	417	31	31	..	n.a.
Guatemala	12,321	6,513	5,808	8,194	8,977	..	n.a.
Guinea (b,h)	n.a.	n.a.	n.a.	181	2,731	..	n.a.
Guinea-Bissau (b,h)	n.a.	n.a.	n.a.	6	86	..	n.a.
Guyana	826	204	622	214	214	..	n.a.
Haiti (b)	22	81	..	n.a.
Honduras	7,228	2,551	4,677	2,959	3,067	..	n.a.
Hungary	12,132	7,168	4,964	17,045	61,253	256	1,482
Iceland	10,141	1,952	8,189	3,084	7,848	59	2,395
India	342,698	297,751	44,947	309,356	333,441	308	12,254
Indonesia	87,923	58,659	29,264	61,652	65,206	47	5,599
Iran (Islamic Republic of)	384,338	354,343	29,995	355,446	357,026	14	3,281
Iraq	11,832	1,832	10,000	2,652	2,953	..	n.a.
Ireland (g)	8,600	10,976	92,540	188	993

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
Israel	21,198	4,142	17,056	11,598	41,422	385	4,931
Italy	96,751	83,863	12,888	183,098	1,085,090	3,140	3,232
Jamaica	10,659	5,035	5,624	5,128	5,263	..	n.a.
Japan	512,156	438,338	73,818	553,106	719,264	3,124	16,408
Jordan	7,475	2,981	4,494	3,838	6,179	..	n.a.
Kazakhstan	16,900	1	16,899	2,332	2,418	74	4,835
Kenya (b)	197	709	9	1,937
Kuwait	10,738	3,543	7,195	4,371	5,775	..	n.a.
Kyrgyzstan	8,297	552	7,745	609	609	2	2,438
Lao People's Democratic Republic	5,258	249	5,009	277	277	..	1,445
Latvia	9,157	5,241	3,916	7,486	22,986	101	1,275
Lebanon (b)	890	3,763	2	n.a.
Lesotho	2,204	68	2,136	80	107	..	666
Liberia (b)	51	51	..	806
Libya (b)	42	69	..	n.a.
Liechtenstein	8,479	527	7,952	3,566	11,966	79	2,238
Lithuania	7,952	3,769	4,183	6,151	29,487	120	1,314
Luxembourg (c)	n.a.	n.a.	n.a.	18,191	121,282	379	n.a.
Madagascar	5,923	2,448	3,475	2,490	2,813	1	1,053
Malawi (b)	40	40	..	2
Malaysia	43,656	19,863	23,793	27,119	30,932	9	n.a.
Maldives (b)	17	17	..	n.a.
Mali (b,h)	n.a.	n.a.	n.a.	220	3,308	..	n.a.
Malta (b)	4,995	63,044	68	n.a.
Marshall Islands (b)	201	1,485	1	n.a.
Mauritania (b,h)	n.a.	n.a.	n.a.	93	861	..	n.a.
Mauritius	5,227	2,523	2,704	4,805	10,923	12	n.a.
Mexico	155,823	109,355	46,468	119,014	132,420	98	10,080
Monaco	9,341	1,351	7,990	8,703	26,277	115	2,274
Mongolia	14,285	8,703	5,582	8,928	9,360	9	1,871
Montenegro	8,871	522	8,349	726	1,401	9	2,580
Morocco	28,894	14,609	14,285	15,874	22,952	71	3,880
Mozambique	5,128	1,247	3,881	1,254	1,254	1	1,106
Myanmar (b)	91	118	1	n.a.
Namibia	5,435	2,060	3,375	2,211	2,778	4	958
Nepal (b)	94	310	..	n.a.
Netherlands (c)	n.a.	n.a.	n.a.	81,502	519,092	1,441	n.a.
Netherlands Antilles (b)	14	110	..	0
New Zealand	50,325	17,806	32,519	28,259	47,971	495	7,705
Nicaragua (b)	159	402	..	n.a.
Niger (b,h)	n.a.	n.a.	n.a.	378	6,426	..	n.a.
Nigeria (g)	11,115	128	662	..	n.a.
North Macedonia (b)	690	1,446	29	2,579
Norway	45,288	13,935	31,353	25,536	78,641	333	8,716
Oman (b)	260	503	..	1,855
Pakistan	37,981	30,543	7,438	31,502	32,977	..	n.a.

Name	Application class count by office			Application class count by origin	Equivalent application class count by origin	international applications	Madrid
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Designated Madrid member
Palau (b)	4	4	..	n.a.
Panama	12,073	5,201	6,872	9,234	13,125	5	n.a.
Papua New Guinea (b)	49	49	..	n.a.
Paraguay	17,459	12,085	5,374	12,434	12,725	1	n.a.
Peru	36,579	23,644	12,935	25,076	26,851	..	n.a.
Philippines	57,179	30,853	26,326	32,286	33,210	49	5,552
Poland	38,905	31,215	7,690	54,601	335,064	395	2,247
Portugal	34,820	29,087	5,733	38,285	145,313	253	1,588
Qatar (b)	931	3,048	..	n.a.
Republic of Korea	263,976	207,953	56,023	275,549	350,330	1,305	12,965
Republic of Moldova	11,915	3,023	8,892	3,681	4,013	58	2,689
Romania	24,638	19,182	5,456	23,680	88,956	80	1,668
Russian Federation	263,552	203,854	59,698	261,765	299,577	1,502	15,627
Rwanda	2,876	318	2,558	327	381	..	867
Saint Kitts and Nevis	474	11	463	223	1,767	..	n.a.
Saint Lucia	385	33	352	302	572	..	n.a.
Saint Vincent and the Grenadines	466	84	382	119	119	..	n.a.
Samoa	405	68	337	1,018	1,693	..	0
San Marino (b)	421	2,554	11	1,087
Sao Tome and Principe	1,760	10	1,750	10	10	..	484
Saudi Arabia	31,892	18,563	13,329	21,495	26,032	3	n.a.
Senegal (b,h)	n.a.	n.a.	n.a.	633	8,864	..	n.a.
Serbia	16,521	3,530	12,991	10,351	17,275	207	4,035
Seychelles	757	67	690	1,859	3,300	3	n.a.
Sierra Leone	2,487	130	2,357	194	194	..	828
Singapore	52,895	11,496	41,399	38,728	71,997	667	10,200
Sint Maarten (Dutch Part) (b)	494
Slovakia	13,398	8,323	5,075	11,846	47,497	90	1,272
Slovenia	8,242	4,344	3,898	9,524	41,444	188	1,209
Solomon Islands (b)	30	30	..	n.a.
Somalia (b)	12	39	..	n.a.
South Africa	38,537	22,550	15,987	25,134	34,028	2	n.a.
Spain	82,836	72,710	10,126	125,916	749,940	1,356	2,850
Sri Lanka	11,483	7,356	4,127	8,065	9,161	1	n.a.
Sudan	5,345	1,780	3,565	1,961	1,961	..	1,179
Suriname	1,564	899	665	966	1,113	..	n.a.
Sweden	21,029	15,756	5,273	49,841	306,290	787	1,272
Switzerland	96,076	41,468	54,608	153,081	499,593	3,364	14,772
Syrian Arab Republic	13,616	6,993	6,623	8,625	10,148	10	873
Tajikistan (b)	23	23	1	2,102
Thailand	78,281	32,826	45,455	40,795	46,086	140	6,433
Timor-Leste (b)	91	91	..	n.a.
Togo (b,h)	n.a.	n.a.	n.a.	674	11,154	..	n.a.
Tonga	547	3	544	3	3	..	n.a.
Trinidad and Tobago	2,508	622	1,886	880	961	..	n.a.
Tunisia (b)	843	2,934	30	2,263

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
Turkey	244,525	211,109	33,416	234,512	285,843	1,437	8,881
Turkmenistan (b)	141	141	1	1,739
Tuvalu (b)	39	39	..	n.a.
Uganda (g)	1,506	23	151	..	n.a.
Ukraine	76,518	51,195	25,323	58,190	69,302	401	6,754
United Arab Emirates	18,450	4,711	13,739	13,779	32,797	32	n.a.
United Kingdom	198,125	139,155	58,970	299,188	1,219,765	3,347	10,514
United Republic of Tanzania (g)	4,127	101	101	..	n.a.
United States of America	640,181	445,872	194,309	821,829	1,759,417	8,825	22,827
Uruguay (b)	6,428	8,183	..	n.a.
Uzbekistan	14,468	7,412	7,056	7,993	7,993	8	2,100
Vanuatu (b)	97	151	1	n.a.
Venezuela (Bolivarian Republic of) (b)	341	719	..	n.a.
Viet Nam	94,196	60,731	33,465	64,513	67,975	159	7,523
Yemen	5,799	4,044	1,755	4,447	4,852	..	n.a.
Zambia (b)	32	32	..	1,012
Zimbabwe (b)	39	71	..	1,075
Others/Unknown	1	0	1	101,093	215,739	18	2
Total (2018 estimates)	14,321,800	12,000,000	2,321,800	14,321,800	n.a.	61,200	399,556

(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 therefore 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, August 2019.

B52. Trademark registrations by office and origin, and trademarks in force, 2018

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registrations	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Afghanistan (b)	107	134
African Intellectual Property Organization	15,087	4,063	11,024	n.a.	n.a.	n.a.	46,705
African Regional Intellectual Property Organization	589	249	340	n.a.	n.a.	n.a.	2,086
Albania	8,954	843	8,111	918	1,404	7	33,946
Algeria	14,278	4,034	10,244	4,397	5,428	17	40,055
Andorra	3,300	824	2,476	1,158	8,826	1	21,286
Angola	2,121	483	1,638	520	568	..	23,369
Antigua and Barbuda (b)	35	440	1	8,801
Argentina	33,204	24,572	8,632	27,595	31,776	2	695,424
Armenia	10,625	1,950	8,675	3,104	3,625	39	20,204
Australia	125,034	62,550	62,484	103,099	191,593	2,142	591,880
Austria	25,560	15,665	9,895	49,210	284,833	1,052	100,946
Azerbaijan	11,419	1,765	9,654	2,215	2,493	9	72,843
Bahamas (b)	1,067	3,767	2	..
Bahrain	13,228	199	13,029	368	762
Bangladesh	3,600	940	2,660	1,055	1,055
Barbados (b)	699	2,760	3	..
Belarus	18,734	2,922	15,812	6,171	8,646	135	125,961
Belgium (c)	n.a.	n.a.	n.a.	35,129	227,287	750	n.a.
Belize (b)	1,585	2,260	34	11,853
Benelux Office for Intellectual Property (d)	54,301	43,955	10,346	n.a.	n.a.	1	623,195
Benin (b,h)	n.a.	n.a.	n.a.	223	3,890
Bermuda (b)	475	799	11	..
Bhutan (b)	2	2
Bolivia (Plurinational State of) (b)	92	146
Bonaire, Sint Eustatius and Saba (b)	4	4	1	..
Bosnia and Herzegovina	10,901	565	10,336	1,144	2,257	38	16,964
Botswana	3,328	377	2,951	1,834	5,511	3	18,667
Brazil	191,813	144,723	47,090	149,377	161,152	3	1,156,843
Brunei Darussalam	3,145	59	3,086	141	195	1	..
Bulgaria	16,284	11,512	4,772	20,669	62,271	190	53,385
Burkina Faso (b,h)	n.a.	n.a.	n.a.	254	4,270
Burundi	420	24	396	24	24
Cabo Verde	177	21	156	30	262
Cambodia	10,710	1,572	9,138	1,626	1,680	1	..
Cameroon (b,h)	n.a.	n.a.	n.a.	559	9,386
Canada	62,049	31,709	30,340	55,111	144,455	82	581,561
Central African Republic (b,h)	n.a.	n.a.	n.a.	5	85
Chad (b,h)	n.a.	n.a.	n.a.	13	221
Chile	28,812	18,202	10,610	21,519	24,218	..	369,270
China	4,995,813	4,797,018	198,795	5,021,301	5,633,138	6,840	19,563,566
China, Hong Kong SAR	72,404	25,966	46,438	41,378	108,534	5	423,036
China, Macao SAR	14,450	2,107	12,343	2,508	3,091	..	116,725
Colombia	40,957	20,947	20,010	23,882	26,496	19	322,193
Comoros (b)	7	103

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registrations	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Congo (b,h)	n.a.	n.a.	n.a.	41	553
Cook Islands (b)	24	51
Costa Rica	10,016	5,118	4,898	5,870	6,626	..	120,081
Côte d'Ivoire (b,h)	n.a.	n.a.	n.a.	983	16,535
Croatia	8,550	3,577	4,973	5,862	16,275	98	27,424
Cuba	6,455	853	5,602	1,250	2,303	7	40,379
Curaçao	2,319	0	2,319	255	528	11	21,745
Cyprus	3,346	444	2,902	11,300	52,738	181	44,241
Czech Republic	27,708	21,427	6,281	32,380	108,755	276	124,226
Democratic People's Republic of Korea (b)	397	640	10	..
Democratic Republic of the Congo (b)	15	187
Denmark	10,817	6,020	4,797	24,938	147,257	567	45,849
Djibouti (b)	2	2
Dominica (b)	12	39	..	80
Dominican Republic	11,639	6,559	5,080	6,936	7,466	1	131,667
Ecuador	15,409	8,822	6,587	9,285	9,822	..	110,985
Egypt	20,467	6,401	14,066	7,152	10,241	15	96,666
El Salvador	5,787	2,379	3,408	2,830	2,857	..	89,582
Equatorial Guinea (b,h)	n.a.	n.a.	n.a.	6	49
Eritrea (b)	1	1
Estonia	5,907	1,975	3,932	5,775	44,264	95	54,220
Eswatini (b)	38	38
Ethiopia	1,186	489	697	495	495
European Union Intellectual Property Office (e)	345,379	245,633	99,746	n.a.	n.a.	n.a.	1,445,769
Fiji (b)	42	42
Finland	8,950	4,955	3,995	23,614	141,546	537	100,346
France (b)	150,471	887,648	4,396	858,000
Gabon (b,h)	n.a.	n.a.	n.a.	66	1,074
Gambia	2,154	54	2,100	74	394
Georgia	10,307	1,591	8,716	2,045	2,392	24	60,493
Germany	161,997	141,022	20,975	430,648	2,133,584	7,872	940,962
Ghana	4,883	203	4,680	225	417
Greece (b)	4,856	60,437	116	..
Grenada	508	8	500	17	17	..	289
Guatemala	9,510	4,459	5,051	5,475	5,912	..	136,019
Guinea (b,h)	n.a.	n.a.	n.a.	134	2,214
Guinea-Bissau (b,h)	n.a.	n.a.	n.a.	34	578
Guyana	722	119	603	130	130	..	1,551
Haiti (b)	15	47
Honduras	5,214	1,528	3,686	1,703	1,703
Hungary	12,449	7,178	5,271	14,545	50,964	251	54,321
Iceland	10,017	1,287	8,730	2,240	6,533	42	59,771
India	359,793	306,469	53,324	314,824	333,584	225	1,904,698
Indonesia	40,218	19,833	20,385	21,716	23,026	22	470,270
Iran (Islamic Republic of)	111,655	97,567	14,088	98,854	100,693	21	196,219

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registrations	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Iraq	3,073	2,322	751	2,875	3,122
Ireland (g)	6,513	8,910	78,800	161	75,948
Israel	25,154	4,490	20,664	10,834	37,024	337	135,883
Italy	145,053	132,793	12,260	237,767	1,022,280	3,109	504,820
Jamaica	4,328	1,907	2,421	1,977	2,247	..	68,155
Japan (b)	108,424	276,273	2,976	1,890,161
Jordan	5,253	1,643	3,610	2,296	4,166
Kazakhstan	25,647	8,133	17,514	9,747	9,828	76	44,232
Kenya (b)	218	985	7	..
Kiribati (b)	10	10
Kuwait (b)	603	2,487
Kyrgyzstan	8,262	549	7,713	626	626	3	10,458
Lao People's Democratic Republic	4,691	168	4,523	179	179
Latvia	8,325	3,928	4,397	6,187	19,420	92	25,383
Lebanon (b)	669	2,582	2	..
Lesotho	1,909	15	1,894	19	19	..	4,383
Liberia (b)	12	93
Libya (b)	15	58
Liechtenstein (b)	3,104	10,587	69	..
Lithuania	8,510	3,707	4,803	6,259	31,184	140	70,810
Luxembourg (c)	n.a.	n.a.	n.a.	18,533	110,303	388	n.a.
Madagascar	5,935	2,290	3,645	2,329	2,603	3	..
Malawi (b)	5	5
Malaysia	34,566	13,804	20,762	18,957	22,116	9	347,839
Maldives (b)	8	8
Mali (b,h)	n.a.	n.a.	n.a.	181	2,965
Malta (b)	4,444	52,902	69	..
Marshall Islands (b)	178	793	2	..
Mauritania (b,h)	n.a.	n.a.	n.a.	86	1,094
Mauritius	4,864	2,315	2,549	3,720	9,652	9	..
Mexico	127,500	81,210	46,290	89,110	100,773	80	1,134,110
Monaco	9,840	1,327	8,513	5,265	15,664	64	10,322
Mongolia	12,592	6,520	6,072	6,801	7,125	8	18,370
Montenegro	9,331	414	8,917	1,359	2,817	16	57,955
Morocco	26,566	11,377	15,189	12,566	19,615	73	..
Mozambique	4,809	962	3,847	1,024	1,174	5	25,876
Myanmar (b)	77	110	1	..
Namibia	5,736	788	4,948	881	1,070	1	1,955
Nauru (b)	8	8
Nepal (b)	41	230
Netherlands (c)	n.a.	n.a.	n.a.	82,099	459,904	1,497	n.a.
Netherlands Antilles (b)	48	144
New Zealand	48,254	14,995	33,259	24,611	42,024	463	267,256
Nicaragua (b)	108	189
Niger (b,h)	n.a.	n.a.	n.a.	399	6,511
Nigeria (g)	17,229	147	969
North Macedonia (b)	687	1,829	31	..

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registrations	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Norway	43,138	10,289	32,849	19,562	65,142	333	221,209
Oman (b)	231	555	1	..
Pakistan	25,498	17,414	8,084	17,944	18,791	..	162,315
Panama	9,896	3,552	6,344	6,601	9,665	2	154,116
Papua New Guinea (b)	60	60
Paraguay	15,263	8,308	6,955	8,585	8,720	..	155,884
Peru	31,768	20,629	11,139	21,736	23,705	..	351,146
Philippines	45,054	18,689	26,365	19,923	21,061	46	..
Poland	34,484	26,118	8,366	44,023	274,970	406	233,118
Portugal	27,892	21,786	6,106	30,026	114,918	253	215,621
Qatar (b)	944	3,370	1	..
Republic of Korea	161,664	109,385	52,279	163,159	234,230	1,210	1,221,927
Republic of Moldova	11,870	2,165	9,705	2,671	3,017	54	72,121
Romania	19,590	14,370	5,220	18,023	65,163	89	73,032
Russian Federation	189,127	126,944	62,183	192,689	232,800	1,503	623,712
Rwanda	2,906	299	2,607	299	299
Saint Kitts and Nevis (b)	91	577	..	6,093
Saint Lucia	285	33	252	132	186
Saint Vincent and the Grenadines	77	0	77	22	49
Samoa	283	22	261	589	1,129	..	4,372
San Marino (b)	379	2,803	8	..
Sao Tome and Principe	1,628	10	1,618	11	11	..	1,810
Saudi Arabia (b)	1,831	6,367	1	..
Senegal (b,h)	n.a.	n.a.	n.a.	608	10,080
Serbia	18,529	3,573	14,956	9,453	14,638	218	31,807
Seychelles	621	14	607	1,370	2,567	4	..
Sierra Leone	2,447	130	2,317	145	145
Singapore	48,315	8,537	39,778	30,224	57,245	582	331,782
Sint Maarten (Dutch Part) (b)
Slovakia	13,019	7,424	5,595	10,942	40,821	109	47,024
Slovenia	8,428	3,826	4,602	9,364	39,456	191	24,797
Solomon Islands (b)	8	8
Somalia (b)	3	57
South Africa	31,992	16,745	15,247	18,822	27,360	2	363,736
South Sudan (b)	3	3
Spain	72,940	62,870	10,070	111,196	649,921	1,218	776,089
Sri Lanka	5,189	1,998	3,191	2,384	3,102	1	35,048
Sudan	4,663	794	3,869	815	815	..	24,402
Suriname	979	472	507	516	654	1	12,491
Sweden	17,225	12,304	4,921	48,401	296,063	830	128,436
Switzerland	90,405	34,448	55,957	142,480	461,154	3,223	238,386
Syrian Arab Republic	8,991	6,474	2,517	6,946	8,346	5	..
Tajikistan (b)	2	2
Thailand	45,006	17,340	27,666	22,492	27,283	101	432,876
Timor-Leste (b)	1	1
Togo (b,h)	n.a.	n.a.	n.a.	625	10,569
Tonga	519	1	518	1	1

Name	Registration class count by office			Registration class count by origin	Equivalent registration class count by origin	Madrid international registrations	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(f)	Total
Trinidad and Tobago	2,768	544	2,224	597	651	..	21,094
Tunisia (b)	917	3,240	35	..
Turkey	210,258	174,262	35,996	199,426	253,736	1,129	1,047,118
Turkmenistan (b)	42	42	1	..
Tuvalu (b)	1	1
Uganda (g)	1,505	22	150
Ukraine	49,687	25,165	24,522	31,934	41,634	376	182,120
United Arab Emirates	22,422	4,744	17,678	11,513	29,222	27	246,235
United Kingdom	176,925	122,530	54,395	251,393	1,036,505	3,211	704,964
United Republic of Tanzania (g)	4,194	62	332	..	41,800
United States of America	384,716	234,771	149,945	555,523	1,413,967	8,923	2,378,373
Uruguay (b)	1,205	2,231
Uzbekistan	10,146	3,148	6,998	3,453	3,453	12	22,088
Vanuatu (b)	46	100	1	..
Venezuela (Bolivarian Republic of) (b)	342	720
Viet Nam	49,769	22,699	27,070	25,271	27,169	99	233,122
Yemen	2,430	1,600	830	1,782	2,133
Zambia (b)	17	17
Zimbabwe (b)	15	15
Others/Unknown	67,099	166,539	18	..
Total (2018 estimates)	10,099,400	7,984,000	2,115,400	10,099,400	n.a.	60,071	49,253,500

(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 therefore 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, August 2019.

B53. Trademark office procedural data, 2018

Office	Total applications processed	Registered	Partial rejections	Total rejections	Withdrawn or abandoned	Applications pending	Number of examiners (FTE)	First office action (days)	Final office decision (days)
African Intellectual Property Organization	3,726	3,726	2.0	60.0	90.0
Albania	1,721	1,530	20	155	16	..	4.0	35.0	270.0
Algeria	4,016	1,751	2,066	150	49	6,722	4.0	150.0	20.0
Andorra	9	7	2	..	2.0	2.0	7.0
Angola	29,537	9.0
Antigua and Barbuda	2.0
Argentina	50,867	33,492	..	16,430	945	146,080	13.0	..	510.0
Armenia	2,220	1,453	567	173	27	1,021	10.0	10.0	120.0
Australia	52,546	50,494	..	31	2,021	29,260	120.1	106.0	160.0
Austria	6,774	5,645	30	653	446	376	10.9	3.0	..
Bangladesh	44,128	15.0	45.0	60.0
Belarus	2,396	2,156	240	2,968	19.0	90.0	365.0
Belize	274	2.0
Benelux Office for Intellectual Property	19,230	16,991	38	1,194	1,007	..	16.0
Bosnia and Herzegovina	664	581	6	37	40	1,342	3.0	8.0	500.0
Botswana	369	3.0
Brazil	379,767	191,813	..	105,379	82,575	191,535	129.0	390.0	540.0
Brunei Darussalam	73	4.0
Bulgaria	4,921	3,784	..	153	984	..	7.0	7.0	220.0
Cabo Verde	335	5.0
Cambodia	2,723	12.0
Canada	43,760	24,376	7	52	19,325	163,218	54.0	338.0	508.0
China	8,120,316	4,757,773	1,272,390	2,012,478	77,675	3,455,933	1,180.0	180.0	270.0
China, Hong Kong SAR	38,573	33,985	..	3,490	1,098	27,249	53.0	36.0	60.0
China, Macao SAR	15,259	14,309	100	807	43	6,084	5.0	199.0	199.0
Colombia	28,136	20,273	295	7,185	383	9,373	30.0	36.7	291.0
Costa Rica	10,134	8,158	..	101	1,875	..	16.0	5.0	10.0
Croatia	965	773	34	91	67	362	2.0	48.0	48.0
Cuba	1,352	877	99	225	151	2,927	7.0	60.0	940.0
Curaçao	389	388	..	1	..	40	6.0	60.0	60.0
Cyprus	25	24	1	1,370	7.0	5.0	90.0
Czech Republic	6,979	6,192	135	546	106	4,883	20.0	..	297.0
Denmark	3,003	2,632	180	120	71	746	22.0	53.0	149.0
Dominica	70	1.0
Dominican Republic	534	10	524	27.0	16.5
Ecuador	16,014	15,409	..	543	62	6,080	13.0	2.0	120.0
Egypt	28,975	16,136	156	8,297	4,386	11,867	10.0	270.0	270.0
El Salvador	11,753	5,171	1,366	1,405	3,811	2,073	12.0	6.0	6.0
Estonia	1,543	1,099	104	9	331	1,416	11.0	4.0	178.0
Ethiopia	22.0
European Union Intellectual Property Office	120,503	110,626	5,372	3,470	1,035	72,282	249.0	..	14.0
Gambia	3.0
Georgia	1,267	901	101	235	30	209	13.0	60.0	215.0
Germany	71,959	50,565	808	7,081	13,505	22,710	68.0	60.0	91.0
Ghana	2,112	6.0
Greece	4.0	..	30.0
Grenada	289	289	1.0	3.0	70.0
Guyana	1.0
Honduras	5,261	5,261	5.0	5.0	15.0
Hungary	4,040	3,177	..	72	791	2,601	12.0	15.0	195.0
Iceland	4,153	3,360	398	150	245	2,520	6.0	70.0	80.0
India	533,767	326,232	..	101,073	106,462	584,679	100.0	30.0	180.0
Iran (Islamic Republic of)	74,668	24,618	40,593	9,245	212	4,055
Iraq	5,300	10.0
Israel	12,869	17.0	231.0	497.0
Jamaica	2.0

Office	Total applications processed	Registered	Partial rejections	Total rejections	Withdrawn or abandoned	Applications pending	Number of examiners (FTE)	First office action (days)	Final office decision (days)
Kuwait	6.0
Kyrgyzstan	838	771	2	45	20	20	5.0	30.0	365.0
Latvia	1,890	1,565	15	177	133	154	6.0	1.0	132.0
Lesotho	366	7.0
Lithuania	3,181	2,632	..	281	268	459	7.0	96.0	98.0
Mexico	117,777	106,486	8,165	..	3,126	138,771	45.0	59.0	158.0
Monaco	47	20	27	..	2.0	..	36.0
Mongolia	1,826	1,557	59	192	18	1,236	3.0	182.0	228.0
Montenegro	94	92	2	423	5.0	30.0	300.0
Morocco	570	68	210	149	143	1,745	12.0	40.0	108.0
Mozambique	380	11.0
Namibia	3.0
New Zealand	7,405	7,121	15	..	269	3,921	36.0	22.0	23.0
Norway	15,238	12,516	..	182	2,540	8,600	28.0	190.0	240.0
Pakistan	73,391	25,498	43,421	..	4,472	2,775	6.0	50.0	240.0
Panama	222	6.0
Peru	37,741	30,577	..	5,027	2,137	6,157	42.0	5.0	75.0
Philippines	22,028	17,014	..	269	4,745	8,052	31.0	48.0	..
Portugal	17,385	14,607	230	2,277	271	3,433	28.0	120.0	150.0
Republic of Korea	183,560	146,863	..	36,697	..	161,520	131.0	165.0	312.0
Republic of Moldova	1,878	1,279	240	204	155	2,266	34.0	11.0	241.0
Romania	6,646	5,528	..	852	266	3,460	24.0	7.0	150.0
Russian Federation	61,355	54,342	..	6,530	483	35,917	196.0	224.1	239.0
Rwanda	8	1.0
Saint Lucia	2.0
Saint Vincent and the Grenadines	60	50	10	136	3.0
Samoa	177	147	22	8	..	40	2.0	15.0	30.0
Sao Tome and Principe	32	8.0
Seychelles	42	5.0
Sierra Leone	5.0
Slovakia	2,865	2,502	21	342	..	738	8.0	27.0	120.0
South Africa	13.0	7.0	..
Spain	25,139	22,584	..	1,911	644	27,148	45.0	20.0	116.0
Sri Lanka	11,656	5,189	..	3,457	3,010	4,492	20.0	142.0	192.0
Sudan	1,820	1,580	12	224	4	631	20.0	3.0	10.0
Suriname	546	2.0
Sweden	9,290	7,085	86	335	1,784	2,181	25.0	84.0	159.0
Thailand	100,721	27,817	..	51,920	20,984	100,112	19.0	80.0	402.0
Tonga	6	5.0
Trinidad and Tobago	7.0
Tunisia	1.0
Turkey	124,476	105,996	10,844	6,470	1,166	111,812	87.0	4.0	24.0
Ukraine	25,157	18,123	..	1,791	5,243	37,783	86.0	256.0	512.0
United Kingdom	79,507	72,101	..	3,115	4,291	1,054	93.0	9.0	9.0
United Republic of Tanzania	570	..	128	407	35	42	5.0	14.0	20.0
United States of America	360,671	272,693	87,978	592,857	584.0	96.0	289.0
Uzbekistan	5,446	2,314	2,161	205	766	2,331	11.0	195.0	240.0
Viet Nam	138	50	..	45	43	98,707	51.0	607.2	661.6

Note: FTE is full time equivalent. WIPO collects data from IP offices using a common questionnaire and methodology. Every effort has been made to compile procedural data based on common definitions and concepts, but procedural differences make it extremely difficult to fully harmonize such data. Therefore caution should be exercised when making comparisons across offices. The total number of applications processed for a given office may be incomplete due to the omission of one or several elements by the office.

.. indicates not available.

Source: WIPO Statistics Database, August 2019.

Industrial designs

Highlights

Applications filed worldwide reached 1 million

An estimated 1.02 million applications were filed worldwide in 2018. This represents an increase of 8.4% on 2017 (figure 3.1). The number of industrial design applications filed globally doubled between 2007 and 2018. Filing activity in China alone explains 88.4% of this growth.

The number of designs contained in applications (design count) totaled 1.31 million in 2018 (figure 3.2). Compared to 2017, the number of designs in applications grew by 5.7%. This increase is largely due to growth in China, which offset declines at several offices, including those of the Islamic Republic of Iran, Spain and Turkey.

For a second consecutive year, designs in applications filed in the U.K. grew sharply

The office of China received applications containing 54% of all designs in applications filed worldwide in 2018, representing 708,799 designs. The office of China was followed by the European Union Intellectual Property Office (EUIPO) (108,174), the offices of the Republic of Korea (68,054), of the United States of America (U.S.) (47,137) and of Germany (44,460) (figure 3.3).

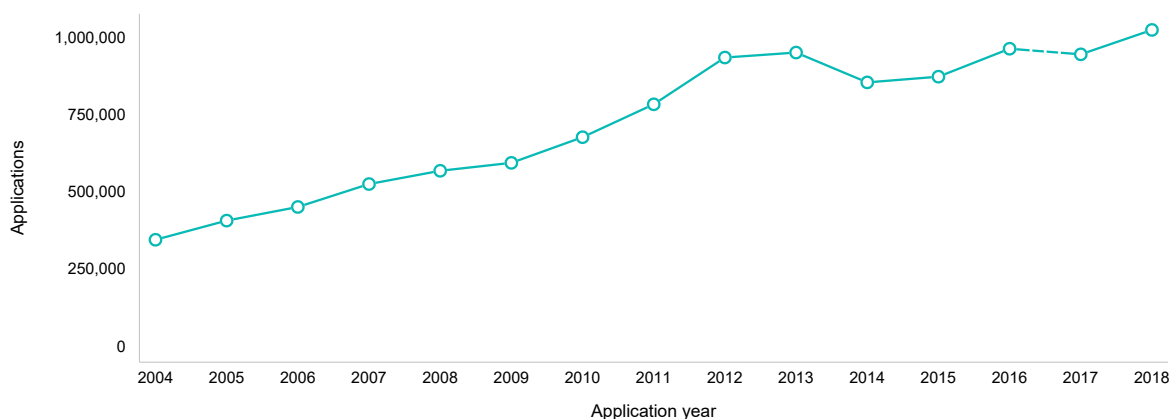
Combined, the top 20 offices accounted for 93.5% of all designs in applications. Of the top 20 offices, 12 saw increases in their application design count (figure C11). The five offices to experience double-digit growth were those of the United Kingdom (U.K.) (+42.4%), the Russian Federation (+21%), Italy (+16.6%), India (+13.6%) and China (+12.7%). In contrast, the offices of the Islamic Republic of Iran (-17.8%), Spain (-16.6%) and Switzerland (-11%) saw the sharpest decreases among the top 20 offices in 2018, after having each experienced double-digit growth in 2017.

In 2018, 10 of the top 20 offices saw an increase in the number of designs contained in resident applications; for six of them, the number of designs in non-resident filings grew also. Increases in resident design were particularly high at the offices of China, India, Italy and the U.K. An increase in non-resident design count was the main or sole driver of growth at four offices, namely the offices of Canada, the Republic of Korea, the Russian Federation and the U.S.

Among offices located in low- and middle-income countries, annual growth in 2018 was especially high for Madagascar (+61.3%) and African Regional Intellectual Property Organization (ARIPO) (+23.3%) – albeit from a low base. Bangladesh (+18%), Colombia (+14.7%) and the Philippines (+12.1%) likewise witnessed double-digit growth. Conversely, the offices of Georgia (-53.7%), the Syrian Arab Republic (-43.7%), Romania (-34%) and Serbia (-27.9%) all saw sharp falls (figure C13).

An estimated 1.02 million industrial design applications were filed worldwide

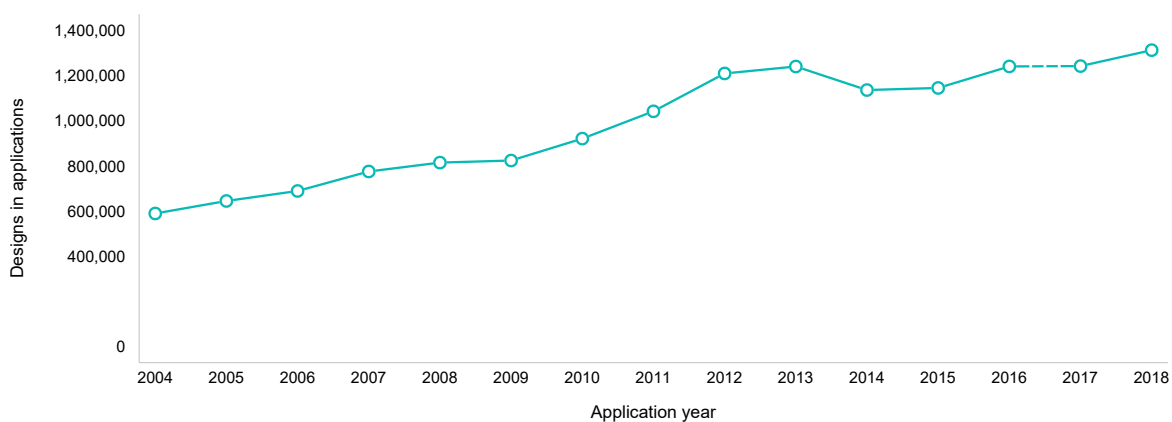
3.1. Industrial design applications worldwide, 2004–2018



Source: Figure C1.

The number of designs contained in applications totaled 1.31 million

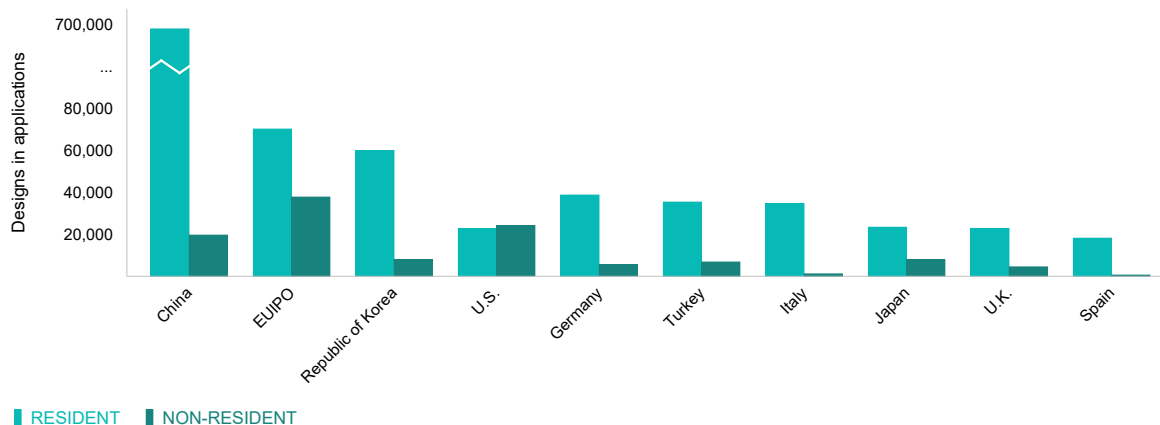
3.2. Number of designs in industrial design applications worldwide, 2004–2018



Source: Figure C2.

China received 54% of all designs contained in applications filed worldwide

3.3. Application design counts for the top 10 offices, 2018



Source: Figure C10.

Designs contained in resident applications accounted for 84.8% of the world total design count in 2018. The particularly high resident design share in China (97.2%) largely accounts for the significant proportion of resident designs at world level. However, resident design counts also accounted for a majority of filing activity in 15 of the top 20 offices (figure C10). The exceptions were Canada (11.4%), Switzerland (29.6%), Australia (38.5%), the Russian Federation (42.7%) and the U.S. (48.4%).

Design count

Some offices allow industrial design applications to contain more than one design for the same good or in the same class; others allow only one design per application. To capture the differences in application filing systems across offices, one needs to compare their respective application and registration design counts.

Equivalent design count

Designs in applications filed at regional offices are equivalent to multiple designs in applications filed in the respective member states of those offices. To calculate the number of equivalent designs for the African Intellectual Property Organization (OAPI) which has 17 member states, the Benelux Office for Intellectual Property (BOIP) which has three, and the EUIPO (28), each design is multiplied by the corresponding number of member states. However, the African Regional Intellectual Property Organization (ARIPO) does not

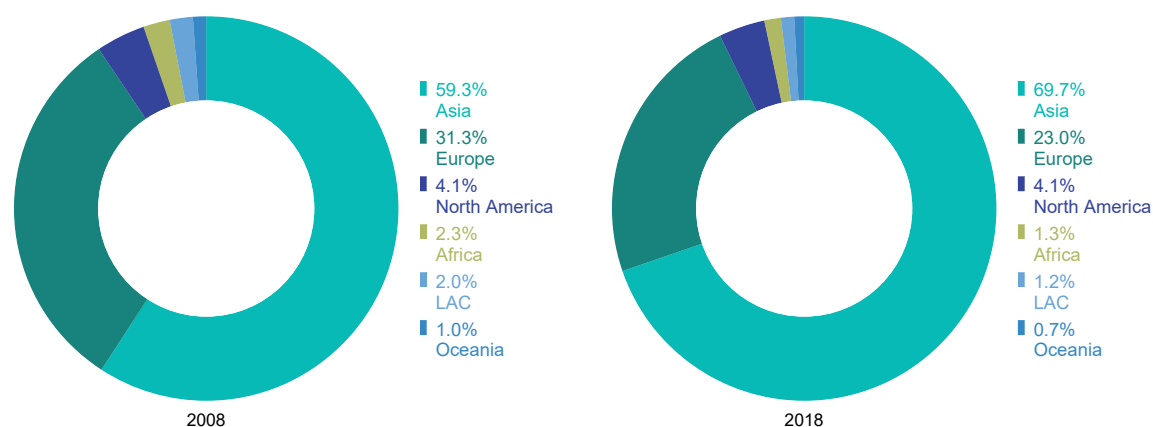
register industrial designs with automatic region-wide applicability. Therefore, for this office, each application is counted as one application abroad if the applicant does not reside in a member state or as one resident application and one application abroad if the applicant resides in a member state.

Combined, the offices of upper middle-income countries received 61.6% of all designs contained in applications filed in 2018 (table C7). China accounted for a vast majority of this share, with the other upper middle-income countries receiving only 7.6% of the world total. The combined share of the high-income countries stood at 34.6%. Offices of lower middle-income countries received 3.6% of the total, and those of low-income countries only 0.2%. Between 2008 and 2018, average annual growth in design counts was 7.6% for upper middle-income countries. Over the same period, offices in high-income (+1.8%) and lower middle-income (+0.8%) economies had much lower growth rates in comparison.

Asia accounted for 69.7% of all designs in applications filed worldwide in 2018 (figure 3.4). It was followed by Europe (23.0%) and North America (4.1%). Four of the six geographical regions experienced growth between 2008 and 2018, with Asia (+6.6%) and North America (+5%) seeing the largest average increases; Africa (−0.7%) and Latin America and the Caribbean (LAC) (−0.4%) were the two exceptions.

Offices located in Asia accounted for almost 70% of total filing activity

3.4. Application design counts by region, 2008 and 2018

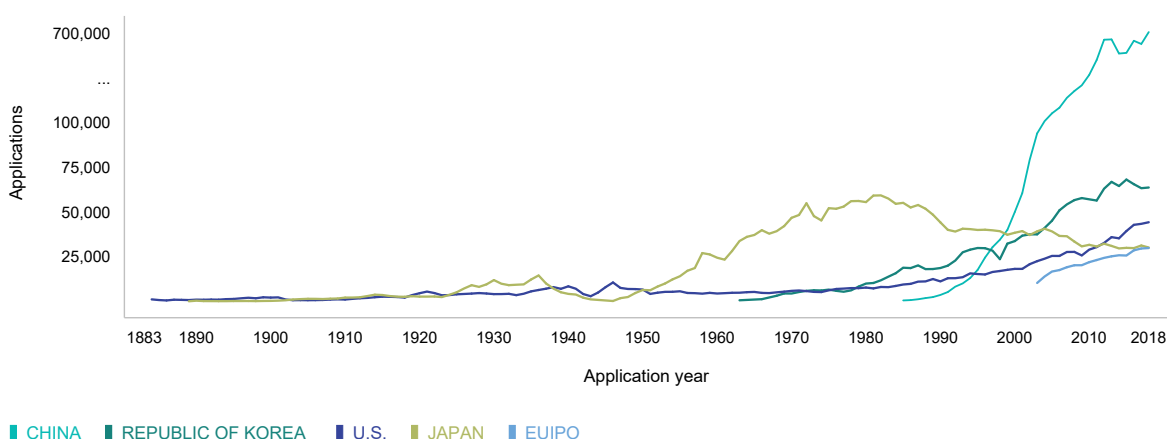


Source: Table C8.

Industrial design applications filed since 1883

Between 1883 and the early 1950s, the offices of Japan and the U.S. averaged similar numbers of applications, rarely exceeding 10,000. The office of Japan received the largest number of applications per year from the 1950s to the late 1990s, reaching approximately 50,000 annual filings at its peak. The office of China began receiving applications in 1985 and has seen unprecedented growth: from 640 in 1985 to 660,000 in 2013. The office of the Republic of Korea surpassed the office of Japan in 2004 and has remained in second position since. In 2012, the office of the U.S. moved ahead of the office of Japan to become the third largest. Ranked fifth is the EUIPO, which began receiving applications in 2003. Unlike the other four offices, the EUIPO has a multiple design system. Applications filed at the EUIPO contained 108,196 designs in 2018.

Trend in industrial design applications for the top five offices, 1883–2018



Source: Figure C9.

Applicants from Germany had over 580,000 equivalent designs in applications filed abroad

Applications received by offices from resident and non-resident applicants are referred to as office data, whereas applications filed by applicants at their home office (resident applications) or at foreign offices (applications abroad) are referred to as origin data. Here, industrial design statistics based on the origin of residence of the first named applicant are reported in order to complement the picture of industrial design activity worldwide.

Applicants from China had the highest equivalent application design count in 2018, nearing the 1 million mark, with a total of 957,241 (map 3.5). They were followed by applicants residing in Germany (643,987), the U.S. (390,996) and Italy (361,977). Equivalent designs in applications filed abroad accounted for between 82% and 98% of the total for applicants from all of the top 20 origins, except for those from China (28%), Turkey (35.7%) and the Republic of Korea (47.5%).

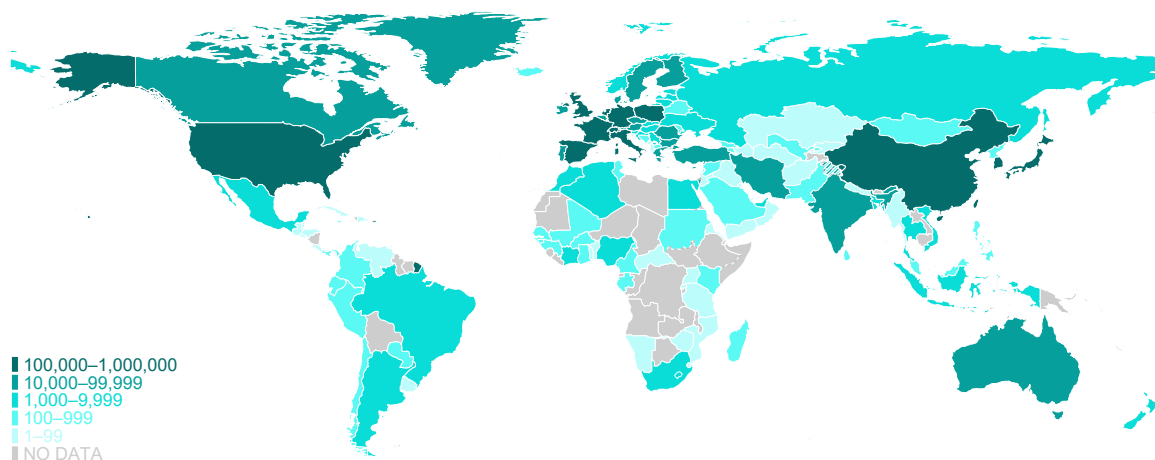
Among the top 10 origins, the largest increases in equivalent design counts were experienced in China (+11%), Italy (+9.7%), Japan (+5%) and in the U.S. (+3.9%). In contrast, applicants from Germany (–11.6%), the U.K. (–7%) and the Republic of Korea (–6.2%) saw the sharpest decreases in equivalent design count compared to 2017 (figure C17).

European countries dominate the top 20 origins with a total of 13, followed by five origins located in Asia and one each in Oceania and North America. In terms of income categories, 18 of the top 20 origins belong to the high-income group, while two upper middle-income countries – China and Turkey – also feature.

Applicants from Germany (584,288), the U.S. (368,172) and Italy (315,828) had the highest number of equivalent designs in applications filed abroad in 2018. Of the top 10 origins of equivalent designs in applications filed abroad, applicants from Italy (+8.6%), Japan (+7%) and China (+6.5%) saw the most pronounced increases; in contrast, applicants from Germany (–12.2%) and the U.K. (–10.8%) experienced a double-digit drop in numbers.

Applicants from China had by far the highest equivalent design count

3.5. Equivalent design counts by origin, 2018



Source: Map C16.

The Republic of Korea tops the ranking when adjusting for GDP and population

The Republic of Korea (3,164) had the highest resident design count per 100 billion US dollars (USD) of gross domestic product (GDP) in 2018 (figure 3.6). It was followed by China (3,057) and Italy (2,137). Germany, Turkey and Ukraine each had ratios between 1,500 and 1,800. In contrast, India (96), the Russian Federation (102), Brazil (124) and the U.S. (125) had much lower ratios.

The Republic of Korea (1,163) was also the country with by far the highest resident design count per million population in 2018 (figure C26). It was followed by Italy (764) and Germany (720). Compared to the 2008 ratios, those for 2018 increased sharply for China (+270) and Spain (+134). In contrast, the ratios for Switzerland (–115), France (–55) and Japan (–46) decreased drastically. Even though residents of Japan and the U.S. ranked among the top five in terms of industrial design filing activity, their 2018 ratios of resident design count per million population were relatively low, with ratios of 185 and 70, respectively.

Furnishing and clothing remained the most recorded classes

The Locarno classification includes 32 classes of industrial designs. In 2018, the classes that accounted for the largest shares of the world total remained furnishings (10.5%), clothing (8.3%) and packages and

containers (7.7%). Combined, these three classes accounted for slightly more than one-quarter of all designs in applications (figure C22).

Grouping the Locarno classes into 12 industry sectors highlights the most important sectors for designs contained in industrial design applications filed in each country. For all of the top 10 offices for which data were available, at least one-third of their total design count was concentrated in just three sectors, although these top three sectors varied from office to office (figure 3.7).

Advertising, furniture and household goods, and textiles and accessories accounted for 72.3% of the total design count at the office of France and 63.1% at the office of Germany. Construction, furniture and household goods, and textiles and accessories were the top three sectors at the office of the Republic of Korea and represented 46.8% of the total design count. At the EUIPO, ICT and audiovisual, furniture and household goods, and textiles and accessories accounted for 43.8% of the total design count.

All of the top 10 countries of origin had more than 40% of designs in applications filed among their top three sectors, with applicants residing in Switzerland (70.3%) and Italy (62.1%) recording the highest level of concentration among their top three sectors (figure C24). The textiles and accessories sector was a top three sector for nine of the top 10 origins, whereas furniture and household goods featured in the top three sectors for seven of them.

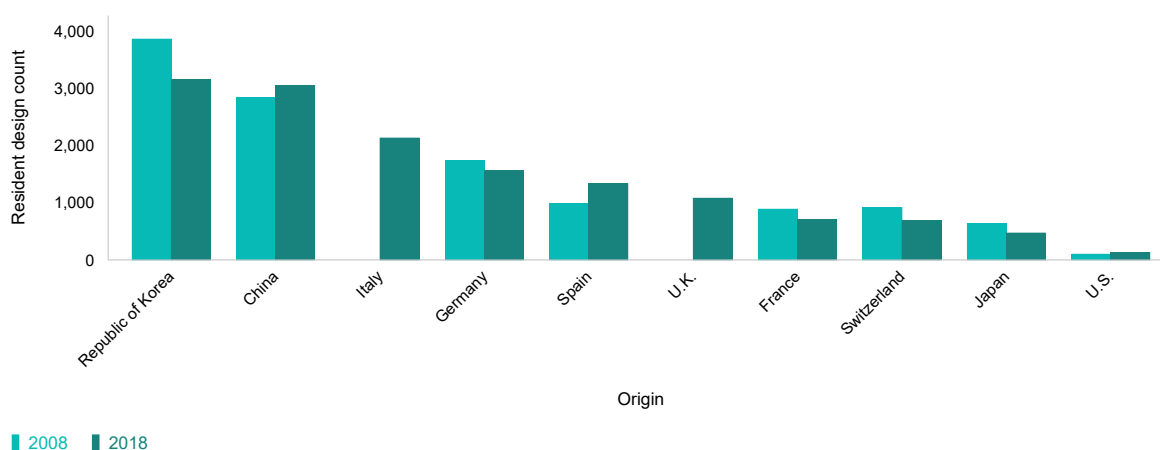
For the first time, designs in applications registered worldwide exceeded 1 million

An estimated 812,800 industrial design applications were registered worldwide in 2018. This represents a sharp increase of 14.3% on 2017 (figure C4). Growth was mainly due to a considerable rise in the number of registrations issued by the offices of China (+93,255), the U.K. (+7,110) and Brazil (+2,505) compared to 2017.

Nearly 1.08 million designs were contained in applications registered in 2018, up 9.3%. This represents 91,300 more designs in applications registered compared to 2017. The office of China accounted for half (49.8%) of all designs in applications registered worldwide, and the top 20 offices combined comprised 92.7% of the total. Among these offices, nine saw annual growth, including the U.K. (+43.6%), Brazil (+40.3%), the Russian Federation (+39.4%), Italy (+27.6%) and China (+21.1%). In contrast, the offices of Ukraine (–24.5%),

The Republic of Korea had the highest number of designs per unit of GDP

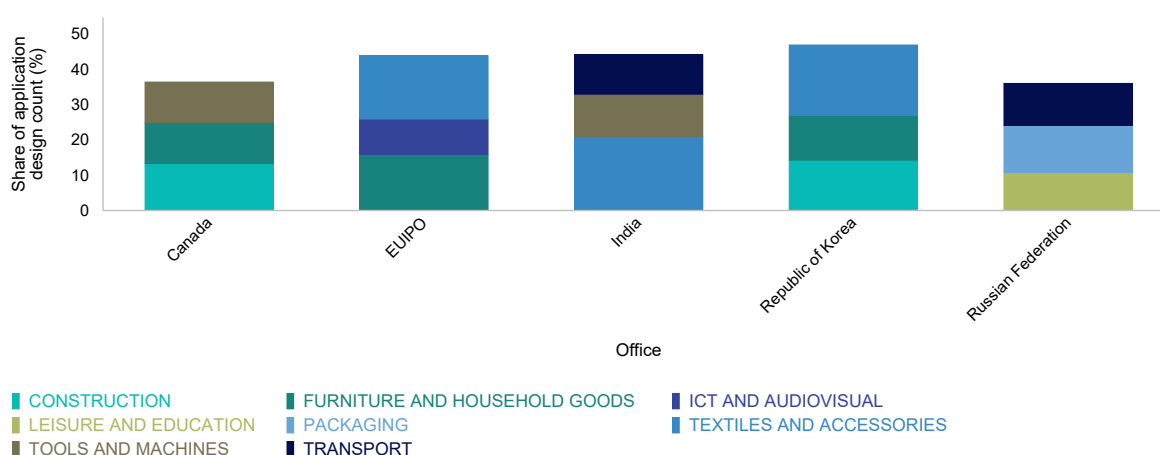
3.6. Resident application design count per USD 100 billion GDP for selected origins, 2008 and 2018



Source: Figure C25.

The top three sectors accounted for nearly half of designs in applications in the Republic of Korea

3.7. Distribution of application design counts by the top three sectors and for selected offices, 2018



Source: Figure C23.

India (–19.5%), Spain (–18.7%) and Switzerland (–18.4%) saw sharp falls in the number of designs registered (figure C14).

Almost 4 million industrial design registrations were in force worldwide

Industrial design rights generally last for up to 15 years from the date an application is filed. In 2018, there were an estimated 3.99 million active industrial design registrations at 122 offices worldwide. This represents an increase of 6.5% on 2017 (figure C27). The number of registrations in force in China increased by 10.4% to reach 1.61 million, representing 40.4% of the world total in 2018. China was followed by the Republic of Korea (344,560), the U.S. (336,116), Japan (257,157) and the EUIPO (223,492). Combined, the top five offices represented more than two-thirds (69.5%) of active industrial design registrations globally.

About 3.3 million of the active industrial design registrations in force at 81 offices in 2018 can be distributed according to the year in which they were first registered (figure C29). A quarter of the industrial design applications registered in 2005 were still in force in 2018. Half of those registered in 2009 remained in force in 2018, as well as two-thirds of those registered in 2013.

The average age of active industrial design registrations varied across offices. For example, in 2018, the average age of all industrial design registrations in force in Spain was 8.5 years, and 2.8 years in China. Together with Spain, Turkey (8.3), Germany (7.3), Brazil (7.2) and Malaysia (7.1) have industrial designs in force dating back at least seven years on average (figure C30).

German and Swiss applicants remained the largest users of the Hague System

The Hague System offers applicants an advantageous way of seeking industrial design protection internationally as an alternative to using the Paris Convention for the Protection of Industrial Property. For further

information and statistics on the System, see the *Hague Yearly Review 2019*.

The number of Hague international applications grew by 3.6% in 2018, to reach 5,443 applications. However, the number of designs contained in Hague applications decreased by 1.8% to 19,387 in 2018, ending 11 years of uninterrupted growth (figure C31).

This decrease in the number of designs in applications – despite an increase in the number of applications filed – was due to recent Hague members, such as Japan and the Republic of Korea, averaging fewer designs per application when compared to long-term members, such as Germany and Switzerland.

Germany remained the top user of the Hague System in 2018, with 710 international applications filed containing 3,942 designs (figure C33). It was followed by Switzerland (2,441 designs), the Republic of Korea (1,535), France (1,436) and the U.S. (1,359). Recent members Japan (1,257), the Republic of Korea and the U.S. were among the top 10 largest users of the Hague System, while the U.K. – which joined the System in 2018 – was in eleventh position, with 370 designs. Combined, the top 10 origins accounted for 79.8% of all designs in 2018.

Of the top 10 origins, the Netherlands (+66.9%) was the one to experience the fastest growth in 2018. It was followed by Japan (+47.7%), Turkey (+33.2%) and Italy (+19%). In contrast, the U.S. (–21.4%), Switzerland (–17%), the Republic of Korea (–12.6%) and Germany (–7.7%) saw declines.

The European Union (EU) remained the most designated Hague member in international applications since 2010, with 3,659 designations containing 14,848 designs in 2018 (figure C34). It was followed by Switzerland (8,802 designs), Turkey (5,734), the U.S. (5,026) and Norway (3,192). Of the five top designated members, the U.S. (+8.8%) was the only one to see an increase in the number of designs in designations; conversely, Turkey (–14.3%) and Norway (–11.5%) saw the sharpest declines.

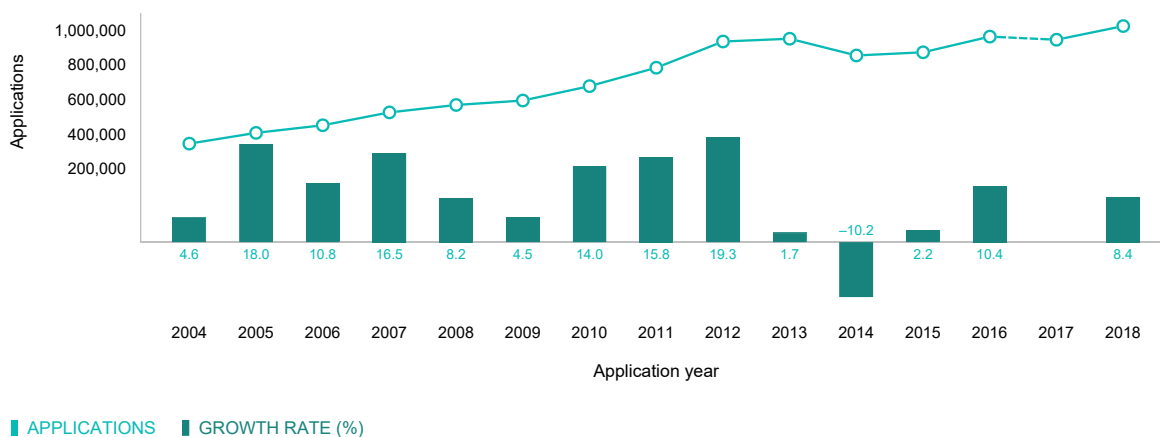
Industrial design statistics

Industrial design applications and registrations worldwide	135
C1. Trend in industrial design applications worldwide, 2004–2018	135
C2. Trend in application design counts worldwide, 2004–2018	135
C3. Resident and non-resident application design counts worldwide, 2004–2018	136
C4. Trend in industrial design registrations worldwide, 2004–2018	136
C5. Trend in registration design counts worldwide, 2004–2018	137
C6. Resident and non-resident registration design counts worldwide, 2004–2018	137
Industrial design applications and registrations by office	138
C7. Application design counts by income group, 2008 and 2018	138
C8. Application design counts by region, 2008 and 2018	138
C9. Trend in industrial design applications for the top five offices, 1883–2018	139
C10. Application design counts for the top 20 offices, 2018	139
C11. Contribution of resident and non-resident application design counts to total growth for the top 20 offices, 2017–2018	140
C12. Application design counts for offices of selected low- and middle-income countries, 2018	140
C13. Contribution of resident and non-resident application design counts to total growth for offices of selected low- and middle-income countries, 2017–2018	141
C14. Registration design counts for the top 20 offices, 2018	141
C15. Registration design counts for offices of selected low- and middle-income countries, 2018	142
Application design counts by origin	143
C16. Equivalent application design counts by origin, 2018	143
C17. Equivalent application design counts for the top 20 origins, 2018	143
C18. Application design counts for the top 20 origins, 2018	144
C19. Application design counts for selected low- and middle-income origins, 2018	144
C20. Flows of non-resident application design counts for the top five origins and the top 10 offices of high-income economies, 2018	145
C21. Flows of non-resident application design counts for the top five origins and the top 10 offices of low- and middle-income economies, 2018	146
Application design counts by Locarno class and industry sector	147
C22. Application design counts by Locarno class, 2018	147
C23. Distribution of application design counts by the top three sectors and for the top 10 offices, 2018	147
C24. Distribution of application design counts by the top three sectors for the top 10 origins, 2018	148
Application design count in relation to GDP and population	149
C25. Resident application design count per USD 100 billion of GDP for the top 20 origins, 2008 and 2018	149
C26. Resident application design count per million population for the top 20 origins, 2008 and 2018	149
Industrial design registrations in force	150
C27. Trend in industrial design registrations in force worldwide, 2010–2018	150
C28. Industrial design registrations in force for the top 20 offices, 2018	150
C29. Industrial design registrations in force in 2018 as a percentage of total registrations	151
C30. Average age of industrial design registrations in force at selected offices, 2013 and 2018	151

Industrial design applications through the Hague System	152
C31. Trend in designs contained in Hague international applications, 2004–2018	152
C32. Designs contained in Hague international applications by origin, 2018	152
C33. Designs contained in Hague international applications for the top 20 origins, 2018	153
C34. Designs contained in designations in Hague international applications for the top 20 designated Hague members, 2018	153
Statistical tables	154
C35. Industrial design applications by office and origin, 2018	154
C36. Industrial design registrations by office and origin, and industrial designs in force, 2018	158

Industrial design applications and registrations worldwide

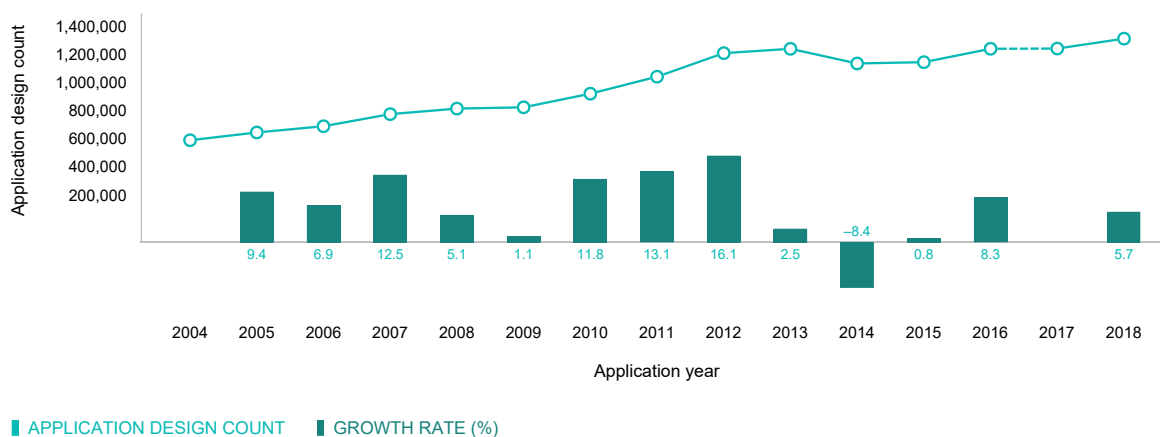
C1. Trend in industrial design applications worldwide, 2004–2018



Note: China's 2017 data are not comparable with its previous year's data due to the new way in which the IP office of China counts its applications data. Prior to 2017, it included all applications received; however, starting in 2017, China's application count data include only those applications for which the office has received the necessary application fees. As China accounts for the bulk of the global total, it is not possible to report the 2017 worldwide application growth rate. World totals are WIPO estimates using data covering 152 IP offices. These totals include the numbers of applications filed directly with national and regional offices (known as the "Paris route") as well as the numbers of designations received via the Hague System (where applicable).

Source: WIPO Statistics Database, August 2019.

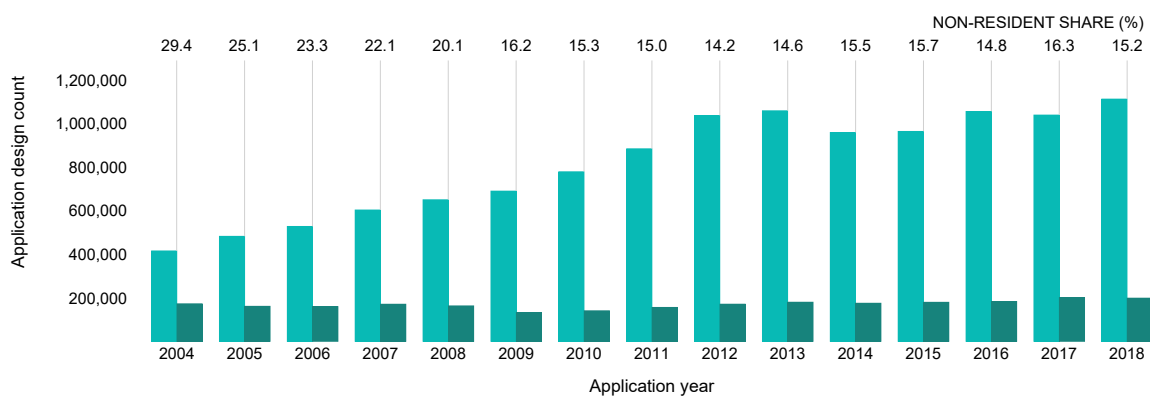
C2. Trend in application design counts worldwide, 2004–2018



Note: China's 2017 data are not comparable with its previous year's data due to the new way in which the IP office of China counts its applications data. Prior to 2017, it included all applications received; however, starting in 2017, China's application count data include only those applications for which the office has received the necessary application fees. As China accounts for the bulk of the global total, it is not possible to report the 2017 worldwide application growth rate. World totals are WIPO estimates using data covering 148 IP offices. These totals include design counts in applications filed directly with national and regional offices (known as the "Paris route") as well as design counts in designations received via the Hague System (where applicable). See the glossary for the definition of design count.

Source: WIPO Statistics Database, August 2019.

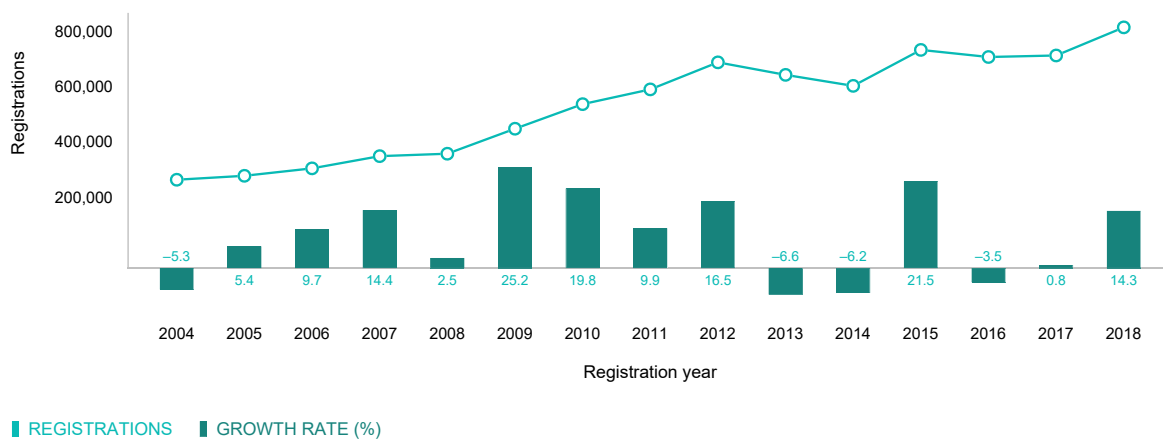
C3. Resident and non-resident application design counts worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 148 IP offices. These totals include design counts in applications filed directly with national and regional offices (known as the “Paris route”) as well as design counts in designations received via the Hague System (where applicable). See the glossary for the definition of design count.

Source: WIPO Statistics Database, August 2019.

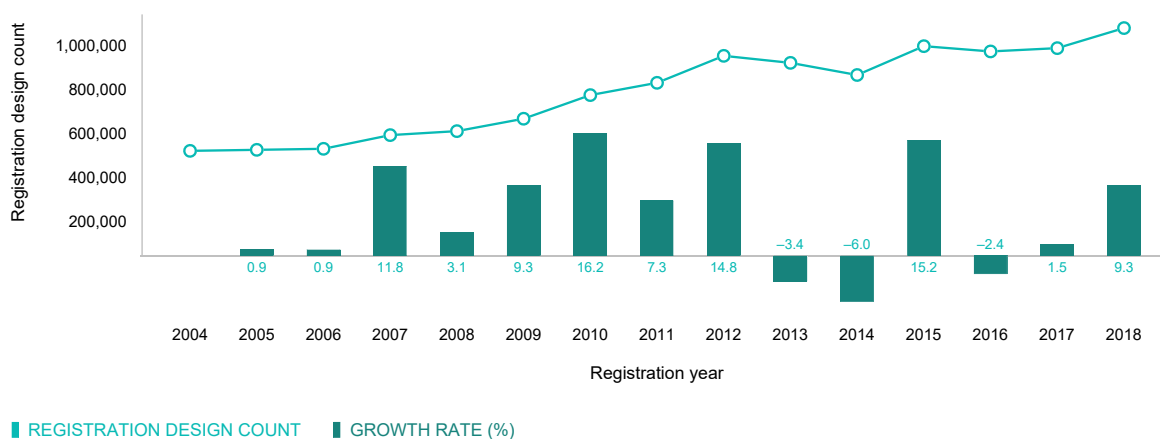
C4. Trend in industrial design registrations worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 142 IP offices. These totals include the numbers of registrations issued by national and regional offices for applications filed directly with offices (known as the “Paris route”) as well as for designations received via the Hague System (where applicable).

Source: WIPO Statistics Database, August 2019.

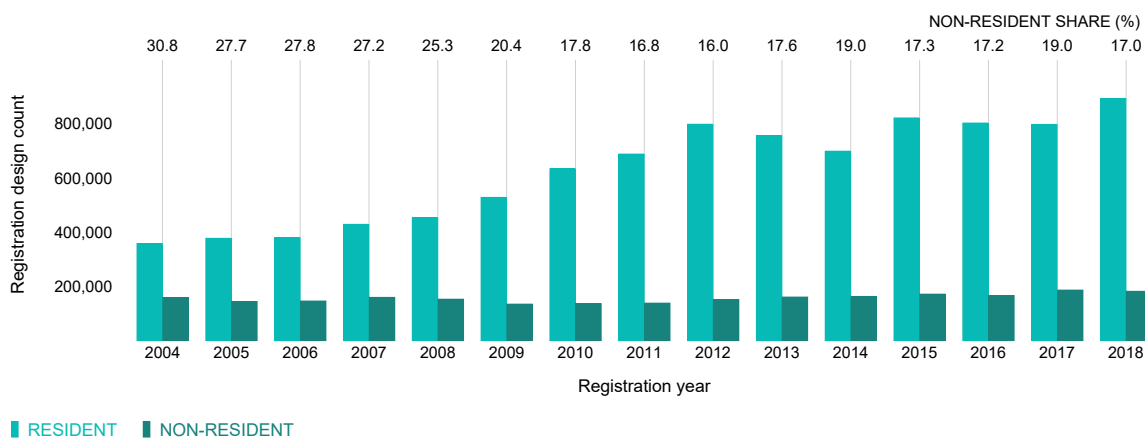
C5. Trend in registration design counts worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 142 IP offices. These totals include design counts in registrations issued by national and regional offices for applications filed directly with offices (known as the “Paris route”) as well as for designations received via the Hague System (where applicable). See the glossary for the definition of design count.

Source: WIPO Statistics Database, August 2019.

C6. Resident and non-resident registration design counts worldwide, 2004–2018



Note: World totals are WIPO estimates using data covering 142 IP offices. These totals include design counts in registrations issued by national and regional offices for applications filed directly with offices (known as the “Paris route”) as well as for designations received via the Hague System (where applicable). See the glossary for the definition of design count.

Source: WIPO Statistics Database, August 2019.

Industrial design applications and registrations by office

C7. Application design counts by income group, 2008 and 2018

Income group	Number of designs in applications		Resident share (%)		Share of world total (%)		Average growth (%)
	2008	2018	2008	2018	2008	2018	2008–2018
High-income	379,200	454,100	64.4	70.7	46.5	34.6	1.8
Upper middle-income	389,300	808,400	88.5	93.9	47.8	61.6	7.6
<i>Upper middle-income without China</i>	<i>76,396</i>	<i>99,601</i>	<i>60.1</i>	<i>70.3</i>	<i>9.4</i>	<i>7.6</i>	<i>2.7</i>
Lower middle-income	44,100	47,900	35.6	65.3	5.4	3.6	0.8
Low-income	2,200	2,200	13.5	45.4	0.3	0.2	0.0
World	814,800	1,312,600	74.2	84.7	100.0	100.0	4.9

Note: Totals by income group are WIPO estimates using data covering 148 IP offices. Each category includes the following number of offices: high-income countries/economies (52), upper middle-income (48), lower middle-income (33) and low-income (15). 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, August 2019.

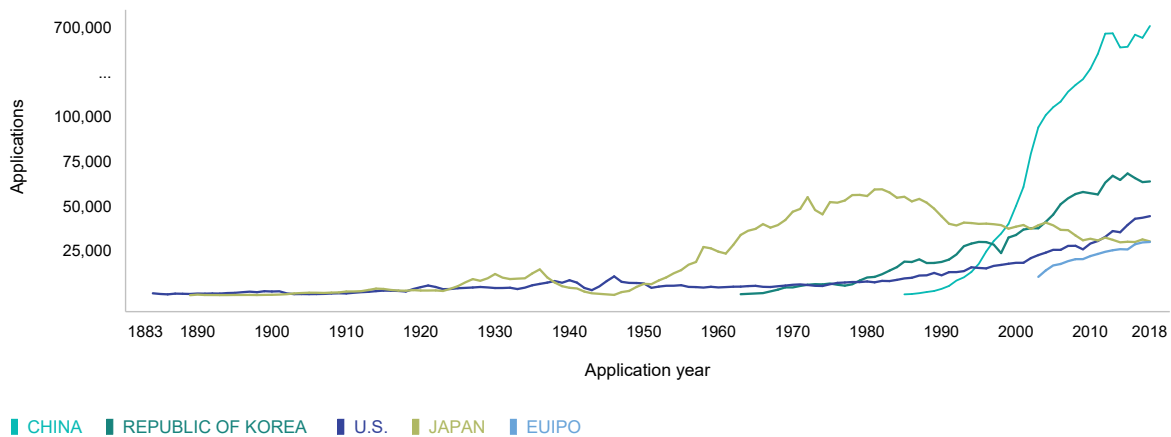
C8. Application design counts by region, 2008 and 2018

Region	Number of designs in applications		Resident share (%)		Share of world total (%)		Average growth (%)
	2008	2018	2008	2018	2008	2018	2008–2018
Africa	18,600	17,400	42.0	61.4	2.3	1.3	–0.7
Asia	483,500	914,900	88.6	92.8	59.3	69.7	6.6
Europe	255,300	301,300	56.2	72.3	31.3	23.0	1.7
Latin America and the Caribbean	16,000	15,300	40.7	48.9	2.0	1.2	–0.4
North America	33,100	54,000	48.7	43.7	4.1	4.1	5.0
Oceania	8,300	9,700	32.9	37.1	1.0	0.7	1.6
Total	814,800	1,312,600	74.2	84.7	100.0	100.0	4.9

Note: Totals by geographical region are WIPO estimates using data covering 148 IP offices. Each region includes the following number of offices: Africa (29), Asia (42), Europe (41), Latin America and the Caribbean (29), North America (2) and Oceania (5). For information on geographical region classification, see the Data description section.

Source: WIPO Statistics Database, August 2019.

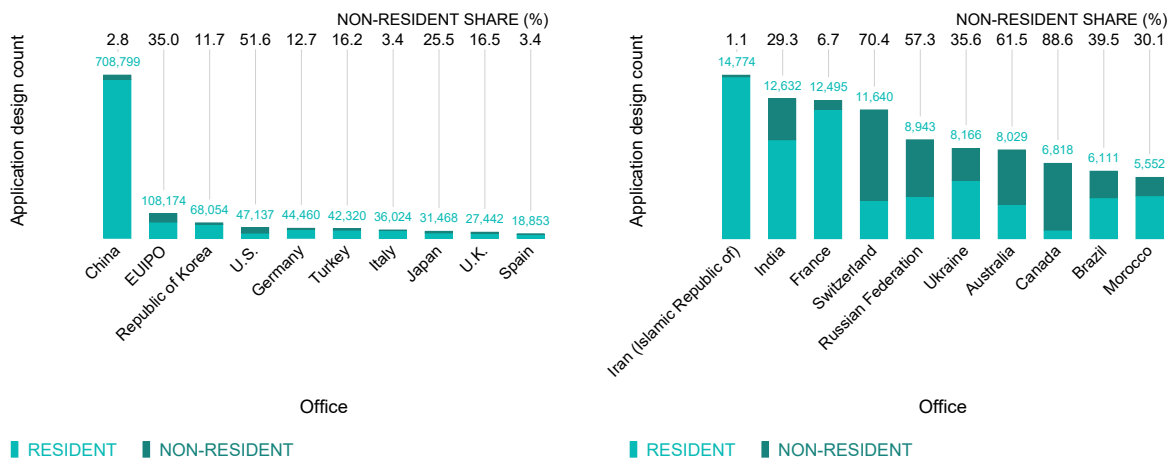
C9. Trend in industrial design applications for the top five offices, 1883–2018



Note: The decrease in applications at the IP office of China in 2017 is most likely explained by the new way in which the office counts its applications data. Prior to 2017, it included all applications received; however, starting in 2017, China's application count data include only those applications for which the office has received the necessary application fees. EUIPO is the European Union Intellectual Property Office. Data are based on the numbers of applications filed; that is, differences between single-design and multiple-design filing systems across IP offices are not taken into account. The top five offices were selected based on their 2018 totals.

Source: WIPO Statistics Database, August 2019.

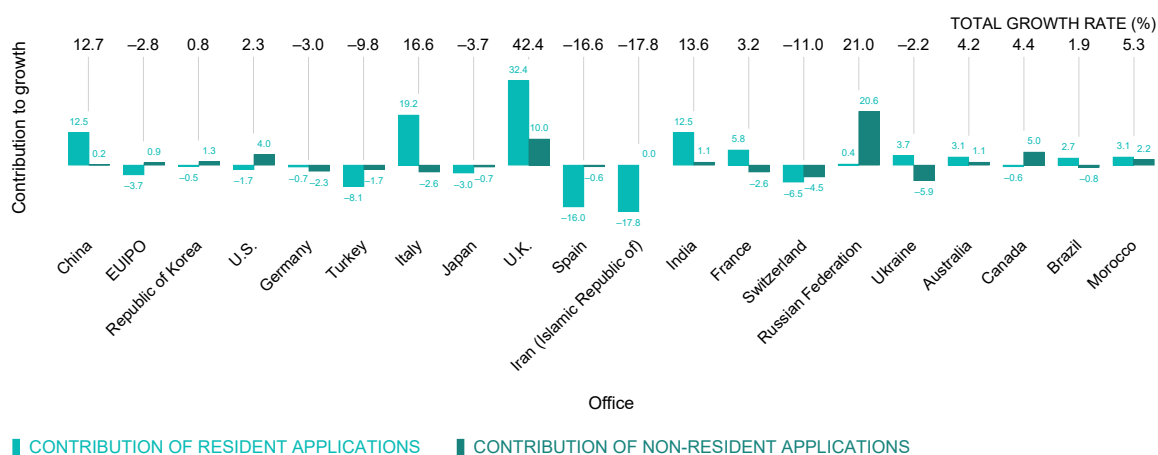
C10. Application design counts for the top 20 offices, 2018



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, August 2019.

C11. Contribution of resident and non-resident application design counts to total growth for the top 20 offices, 2017–2018

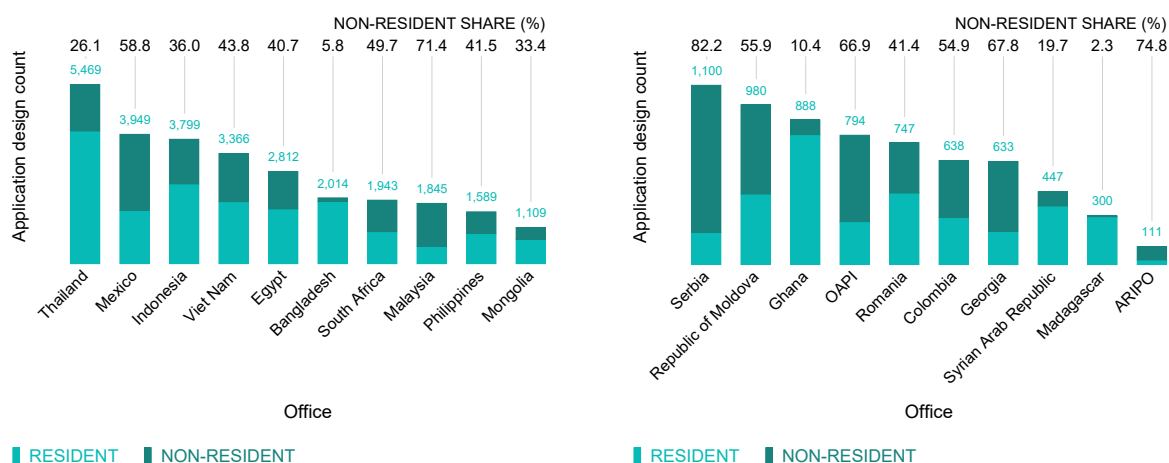


■ CONTRIBUTION OF RESIDENT APPLICATIONS ■ CONTRIBUTION OF NON-RESIDENT APPLICATIONS

Note: EUIPO is the European Union Intellectual Property Office. This figure shows total growth in application design counts, broken down by the respective contributions of resident and non-resident filings. For example, total design counts in the U.K. grew by 42.4%, with resident applicants contributing 32.4 percentage points to this overall growth.

Source: WIPO Statistics Database, August 2019.

C12. Application design counts for offices of selected low- and middle-income countries, 2018



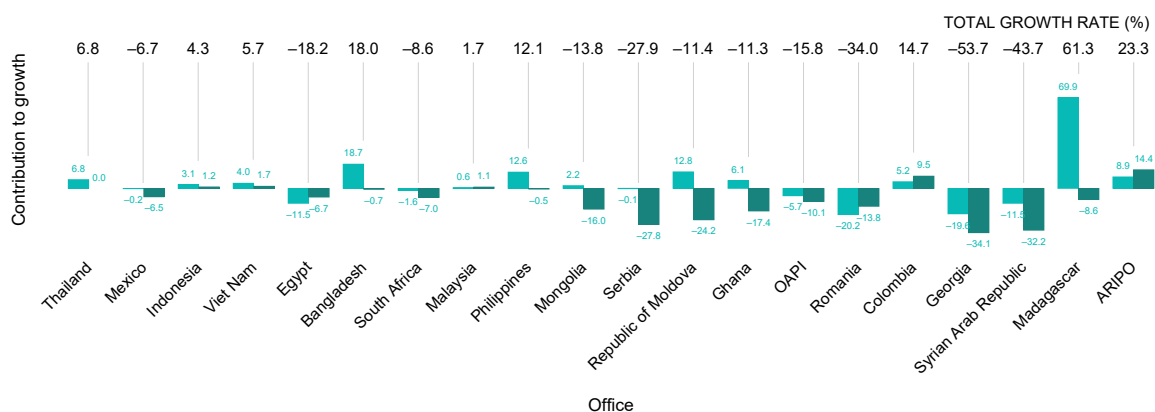
■ RESIDENT ■ NON-RESIDENT

■ RESIDENT ■ NON-RESIDENT

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

Source: WIPO Statistics Database, August 2019.

C13. Contribution of resident and non-resident application design counts to total growth for offices of selected low- and middle-income countries, 2017–2018

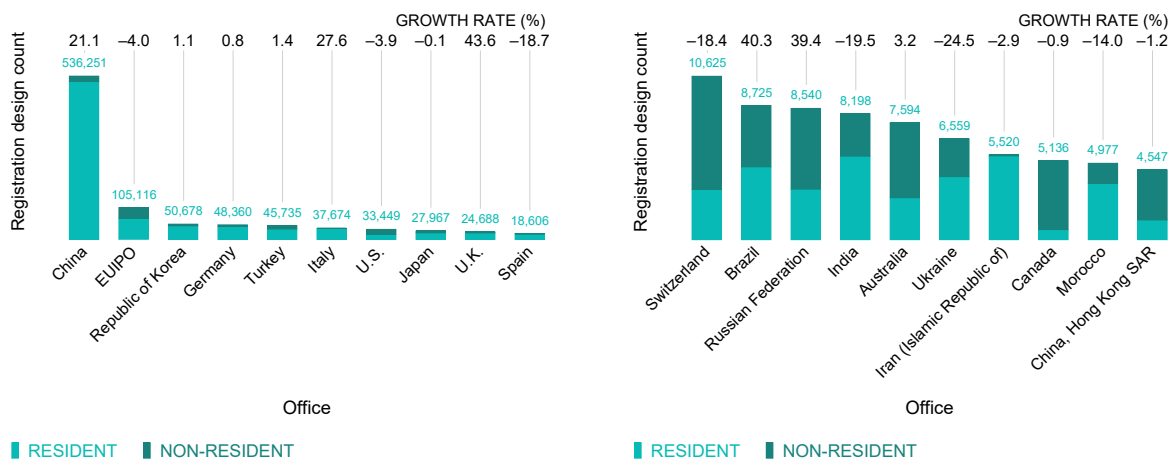


■ CONTRIBUTION OF RESIDENT APPLICATIONS ■ CONTRIBUTION OF NON-RESIDENT APPLICATIONS

Note: ARIPO is the African Regional Intellectual Property Organization and OAPI is the African Intellectual Property Organization. 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 in the statistical table at the end of this section. This figure shows total growth in design counts, broken down by the respective contributions of resident and non-resident filings. For example, the total design count at ARIPO grew by 23.3%, with resident applicants contributing 8.9 percentage points to this overall growth.

Source: WIPO Statistics Database, August 2019.

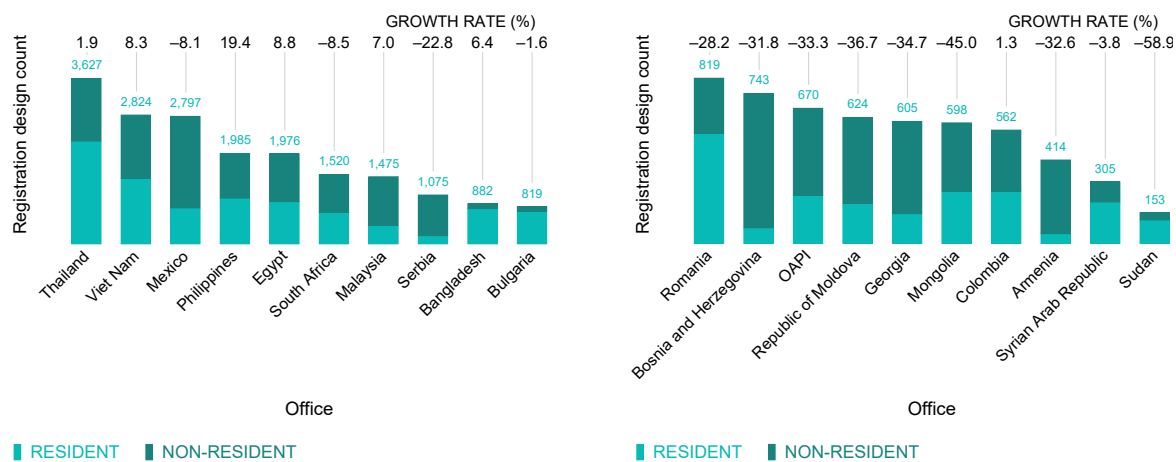
C14. Registration design counts for the top 20 offices, 2018



Note: EUIPO is the European Union Intellectual Property Office. Registration design count data for France are not available.

Source: WIPO Statistics Database, August 2019.

C15. Registration design counts for offices of selected low- and middle-income countries, 2018

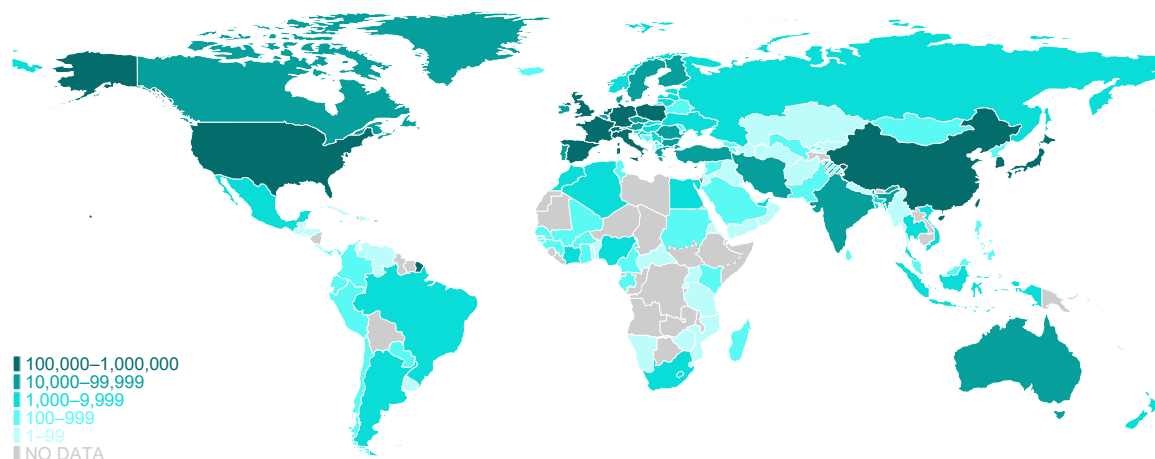


Note: OAPI is the African Intellectual Property Organization. The selected offices are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all offices are presented in the statistical table at the end of this section.

Source: WIPO Statistics Database, August 2019.

Application design counts by origin

C16. Equivalent application design counts by origin, 2018



Note: Equivalent application design count includes resident applications and applications filed abroad. The origin of an industrial design application is determined by the residence of the first named applicant. Applications filed at some regional offices are considered equivalent to multiple applications in the member states of those offices. See the glossary for the full definition of equivalent application and design count.

Source: WIPO Statistics Database, August 2019.

C17. Equivalent application design counts for the top 20 origins, 2018



Note: The origin of an industrial design application is determined by the residence of the first named applicant. An application filed at a regional office is considered to be a resident filing if the applicant is a resident of one of that office's member states. Applications filed at some regional offices are considered equivalent to multiple applications in the member states of those offices. See the glossary for the definition of equivalent application and design count.

Source: WIPO Statistics Database, August 2019.

C18. Application design counts for the top 20 origins, 2018



Note: Data are based on absolute count, not equivalent count. The origin of an industrial design application is determined by the residence of the first named applicant. An application filed at a regional office is considered to be a resident filing if the applicant is a resident of one of that office's member states.

Source: WIPO Statistics Database, August 2019.

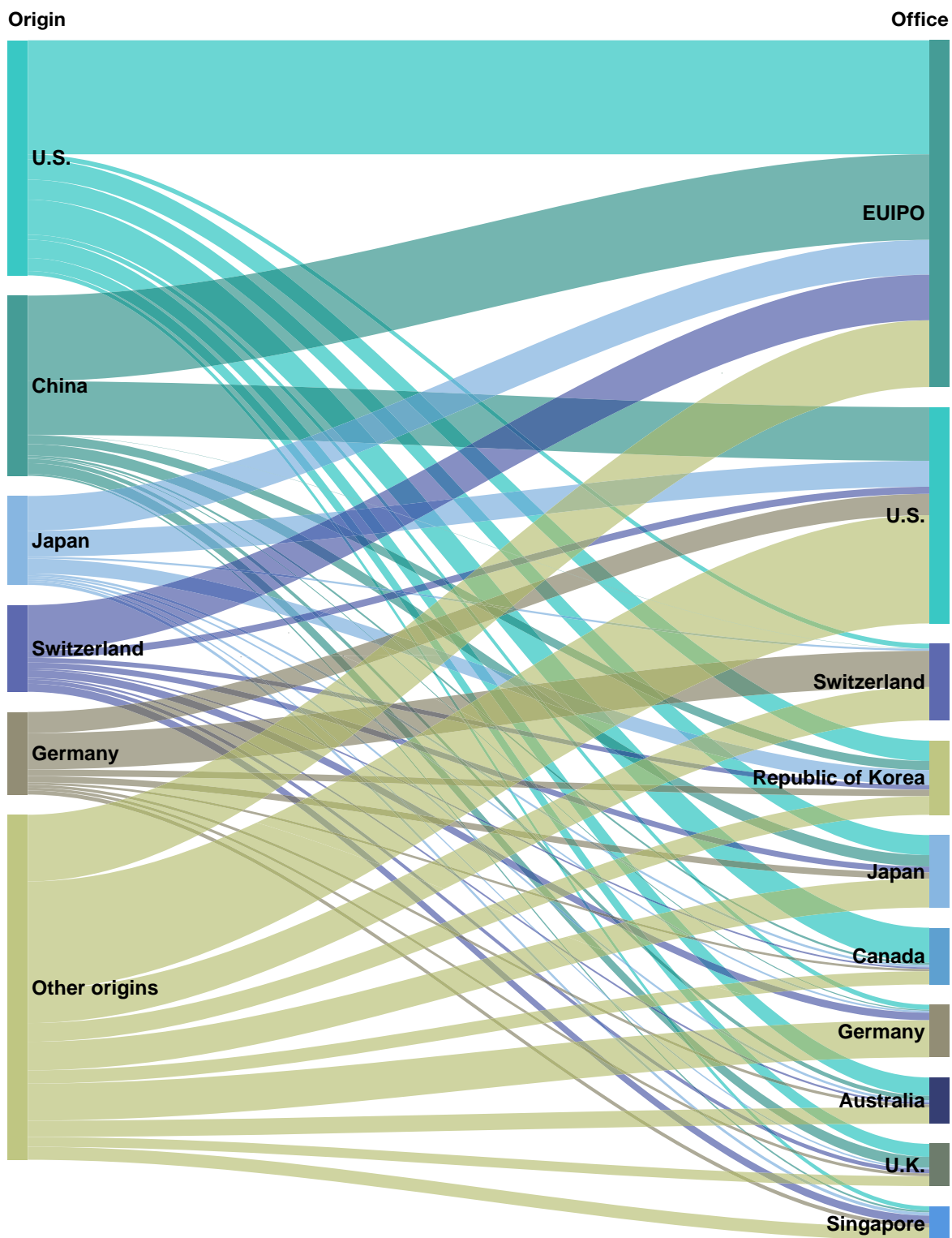
C19. Application design counts for selected low- and middle-income origins, 2018



Note: Data are based on absolute count, not equivalent count. The selected origins are from different world regions and income groups (low-income, lower middle-income and upper middle-income). Where available, data for all origins are presented in the statistical table at the end of this section. The origin of an industrial design application is determined by the residence of the first named applicant.

Source: WIPO Statistics Database, August 2019.

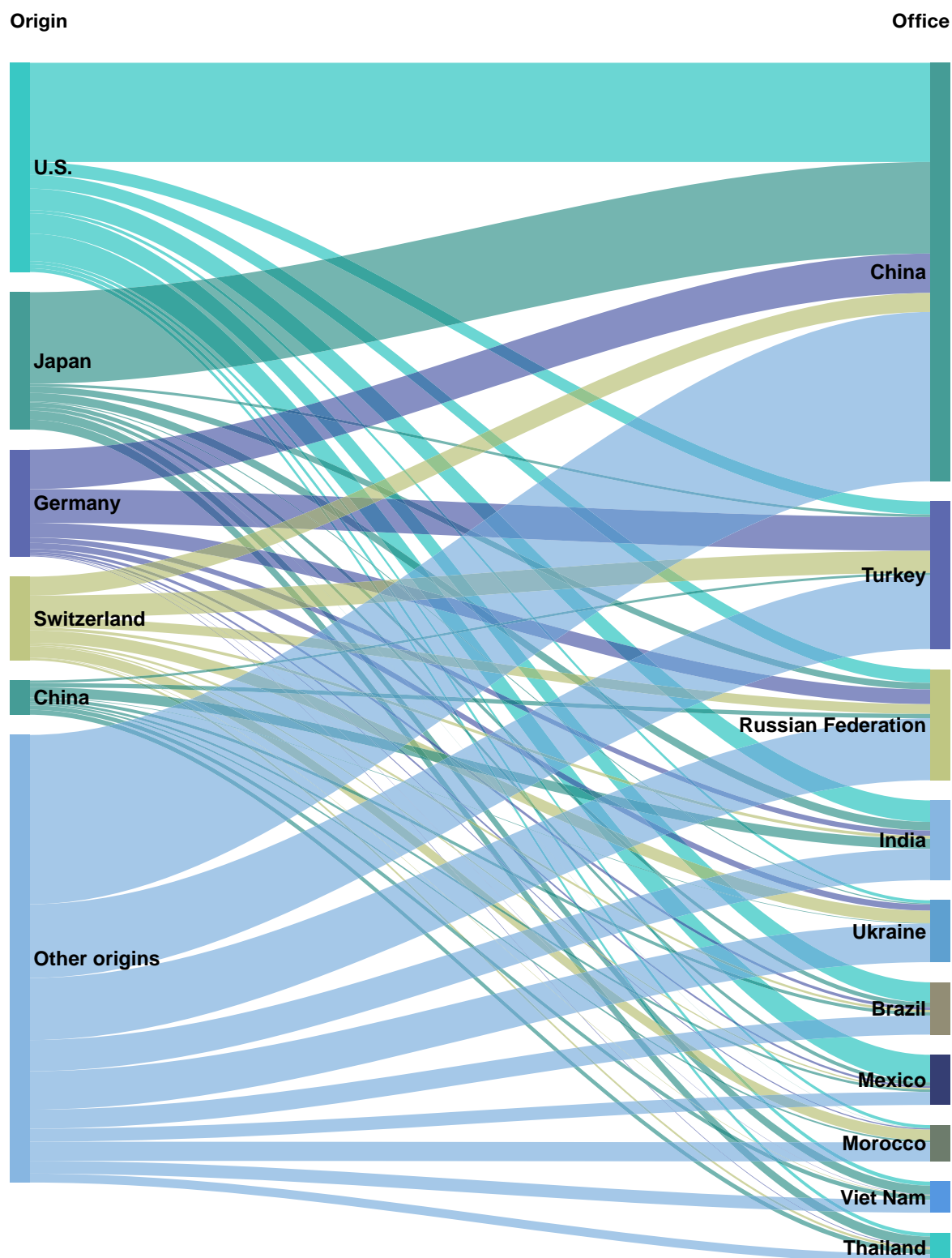
C20. Flows of non-resident application design counts for the top five origins and the top 10 offices of high-income economies, 2018



Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, August 2019.

C21. Flows of non-resident application design counts for the top five origins and the top 10 offices of low- and middle-income economies, 2018



Source: WIPO Statistics Database, August 2019.

Application design counts by Locarno class and industry sector

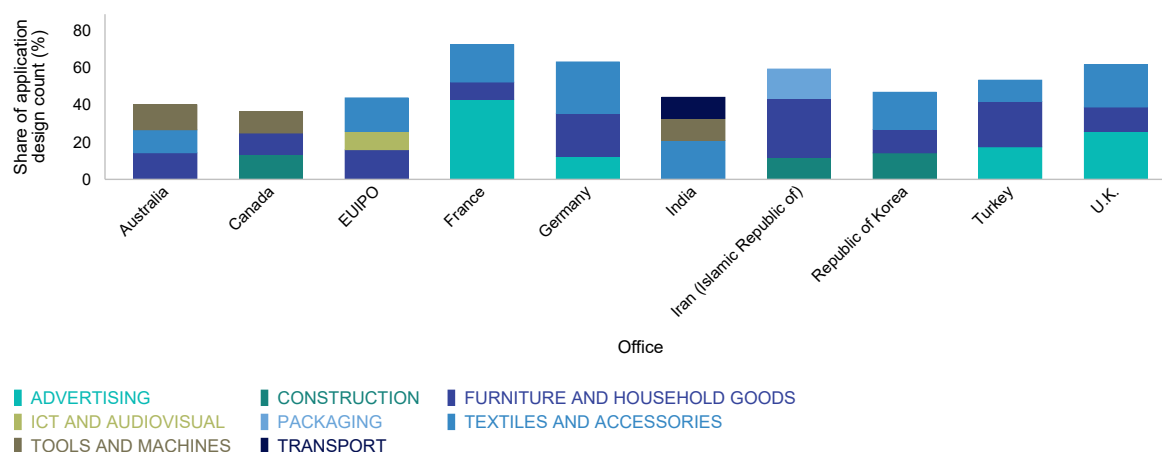
C22. Application design counts by Locarno class, 2018



Note: See annex C for class numbers. These figures are based on data from 112 IP offices. Data for several large offices are not available or are incomplete, including the offices of China, Japan and the U.S.

Source: WIPO Statistics Database, August 2019.

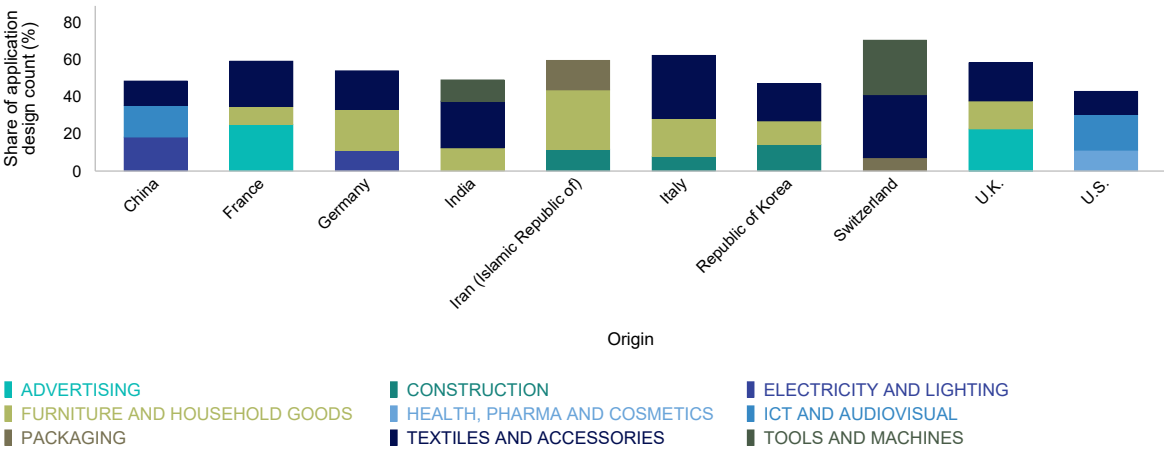
C23. Distribution of application design counts by the top three sectors and for the top 10 offices, 2018



Note: EUIPO is the European Union Intellectual Property Office. A concordance table produced by the Organisation for Economic Co-operation and Development (OECD) was used to convert the 32 classes into 12 industry sectors (see annex C for definitions). The top three sectors and top 10 offices were selected based on their 2018 totals. Data for several large offices are not available or are incomplete, including the offices of China, Japan and the U.S.

Source: WIPO Statistics Database, August 2019.

C24. Distribution of application design counts by the top three sectors for the top 10 origins, 2018

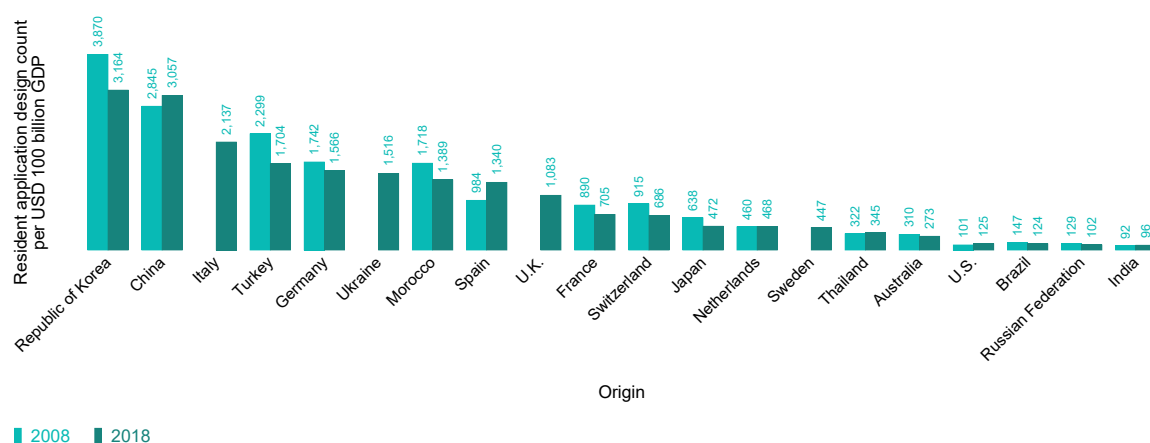


Note: A concordance table produced by the Organisation for Economic Co-operation and Development (OECD) was used to convert the 32 classes into 12 industry sectors (see annex C for definitions). These figures are based on data from 112 IP offices. Data for several large offices are not available or are incomplete, including the offices of China, Japan and the U.S.

Source: WIPO Statistics Database, August 2019.

Application design count in relation to GDP and population

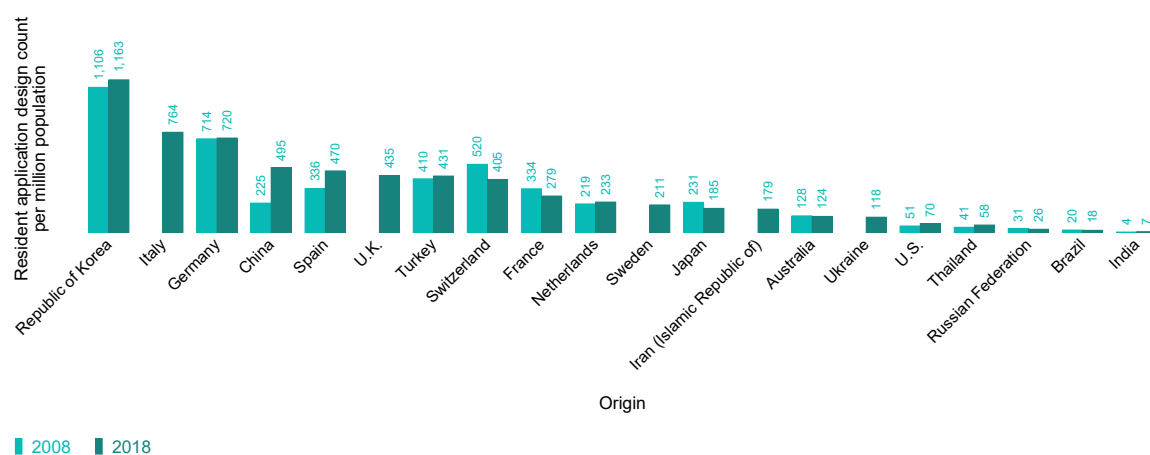
C25. Resident application design count per USD 100 billion of GDP for the top 20 origins, 2008 and 2018



Note: GDP data are in constant 2011 US PPP dollars. Origins were selected based on the top origins list in terms of application design count and on GDP data availability.

Sources: WIPO Statistics Database and World Bank, August 2019.

C26. Resident application design count per million population for the top 20 origins, 2008 and 2018

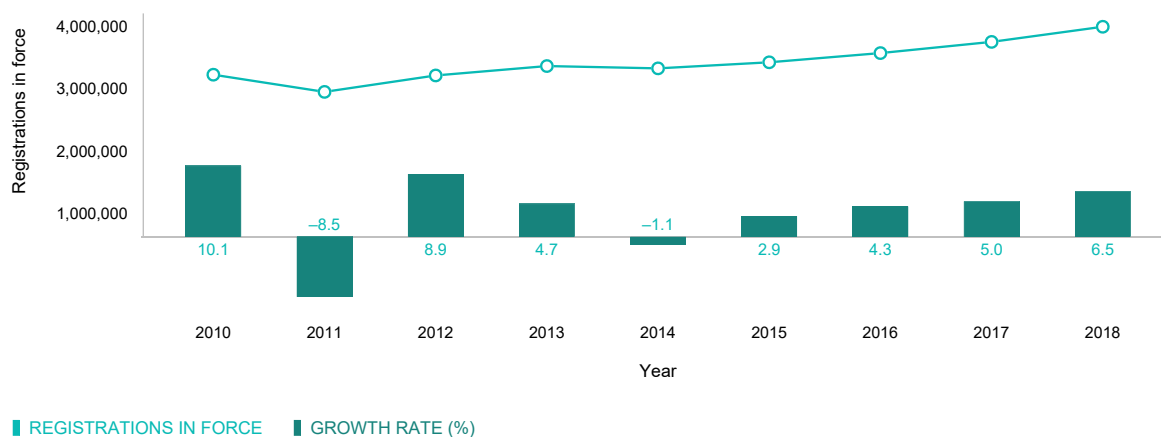


Note: Origins were selected based on the top origins list in terms of application design count and on population data availability.

Sources: WIPO Statistics Database and World Bank, August 2019.

Industrial design registrations in force

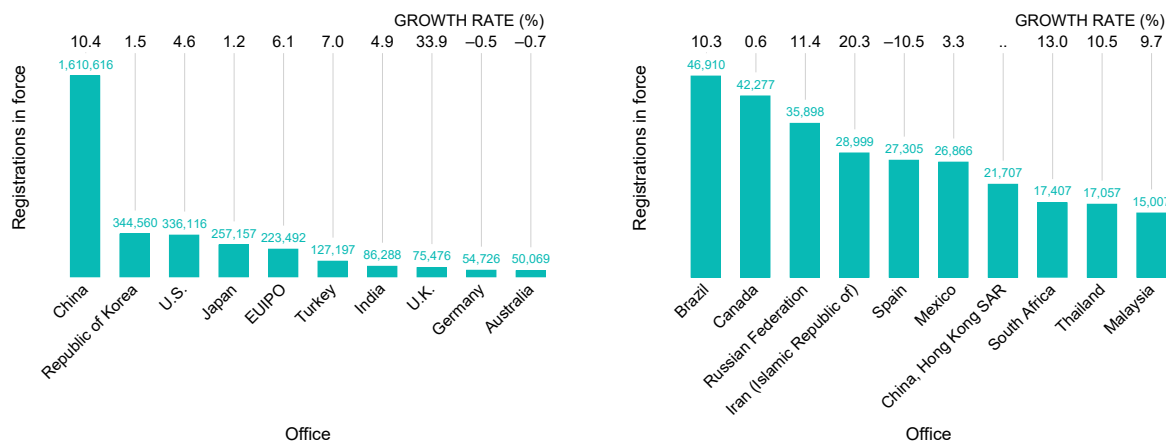
C27. Trend in industrial design registrations in force worldwide, 2010–2018



Note: WIPO estimates cover 122 IP offices and include direct national and regional applications as well as designations received via the Hague System. Data refer to the number of industrial design registrations in force and not the number of designs contained in registrations in force.

Source: WIPO Statistics Database, August 2019.

C28. Industrial design registrations in force for the top 20 offices, 2018

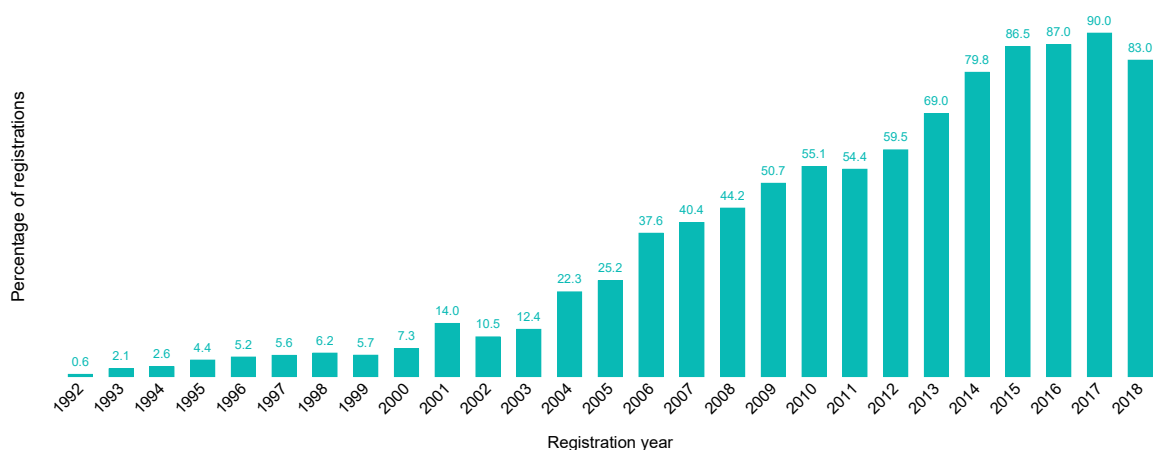


Note: EUIPO is the European Union Intellectual Property Office. Data refer to the number of industrial design registrations in force and not the number of designs contained in registrations in force. Registrations in force data are not available for France.

.. indicates not available.

Source: WIPO Statistics Database, August 2019.

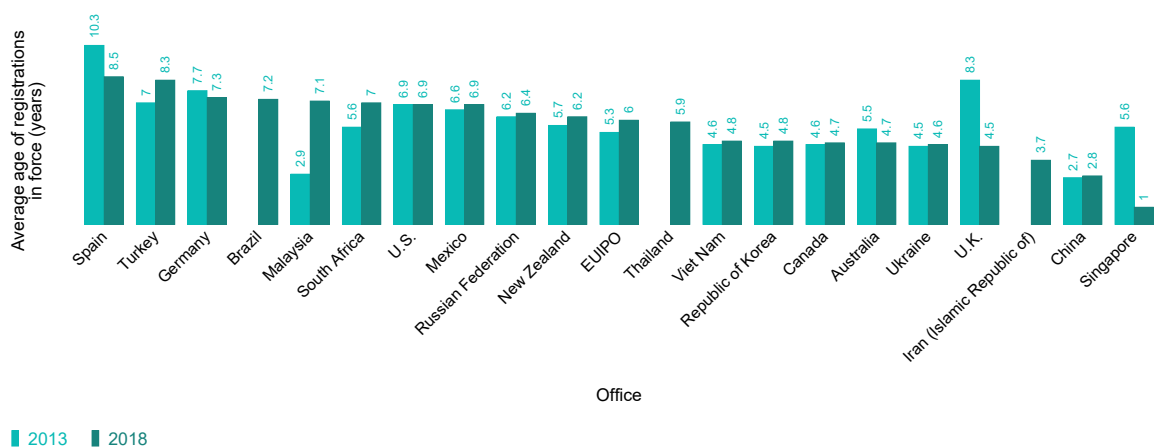
C29. Industrial design registrations in force in 2018 as a percentage of total registrations



Note: Percentages are calculated using the number of industrial designs registered in year t and in force in 2018 divided by the total number of industrial designs registered in year t . The graph is based on data from 81 offices (including most large offices, with the exception of France, Italy and Japan) for which a breakdown of industrial design registrations in force by year of registration was available.

Source: WIPO Statistics Database, August 2019.

C30. Average age of industrial design registrations in force at selected offices, 2013 and 2018

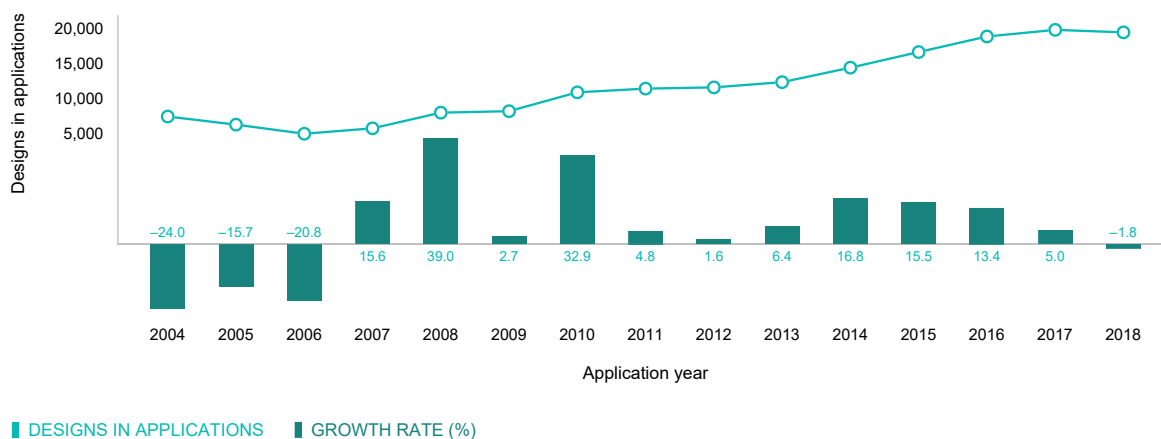


Note: EUIPO is the European Union Intellectual Property Office.

Source: WIPO Statistics Database, August 2019.

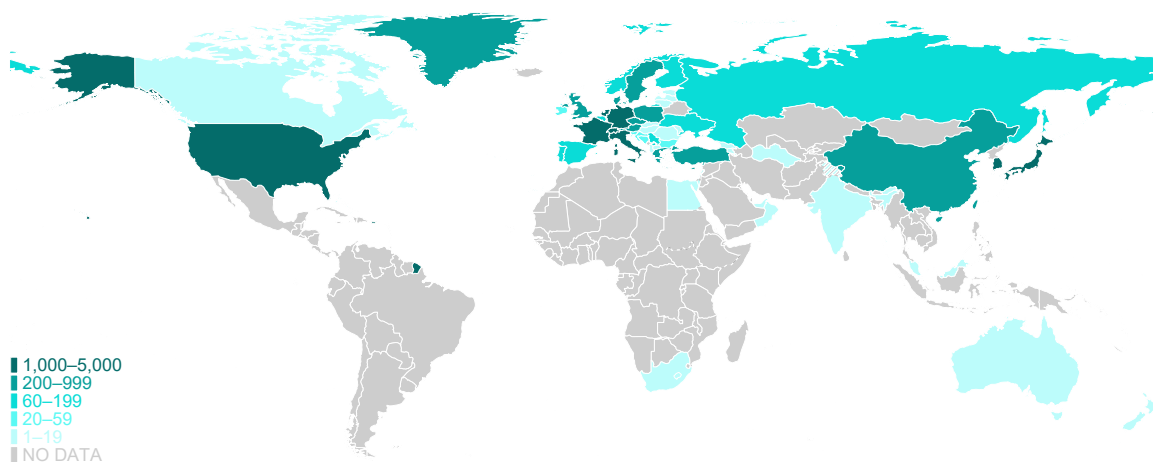
Industrial design applications through the Hague System

C31. Trend in designs contained in Hague international applications, 2004–2018



Source: WIPO Statistics Database, August 2019.

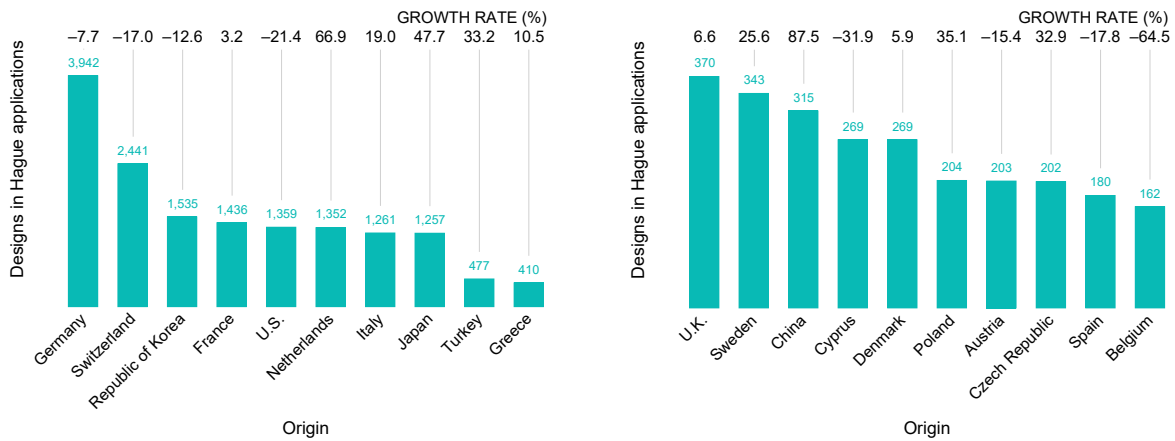
C32. Designs contained in Hague international applications by origin, 2018



Note: Applicants residing in a non-member country can file applications for international registrations if they have a real and effective industrial or commercial establishment within the jurisdiction of a Hague member.

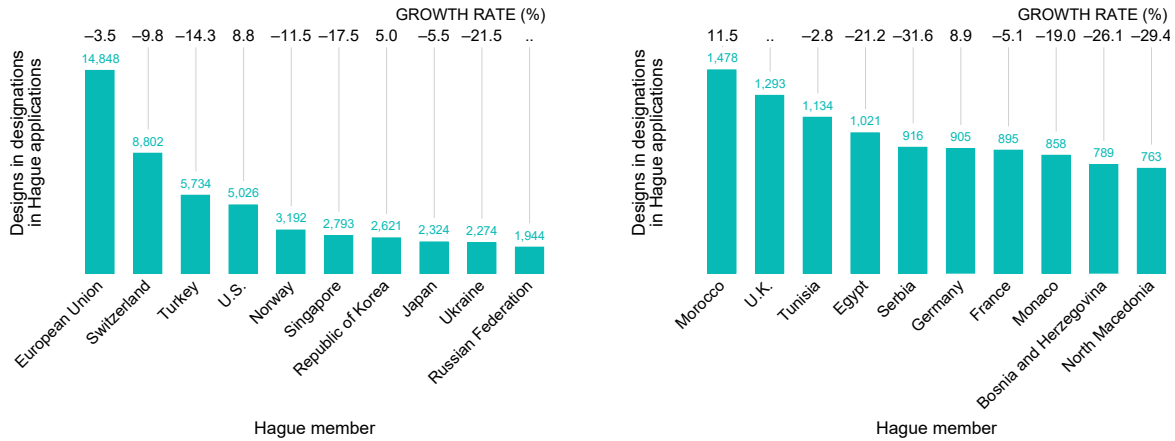
Source: WIPO Statistics Database, August 2019.

C33. Designs contained in Hague international applications for the top 20 origins, 2018



Source: WIPO Statistics Database, August 2019.

C34. Designs contained in designations in Hague international applications for the top 20 designated Hague members, 2018



.. indicates not available.

Source: WIPO Statistics Database, August 2019.

Statistical tables

C35. Industrial design applications by office and origin, 2018

Name	Application design count by office			Application design count by origin	Equivalent application design count by origin	Hague international application design count	
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(c)	Designated Hague member
Afghanistan (b)	4	4	..	n.a.
African Intellectual Property Organization	794	263	531	n.a.	n.a.	n.a.	483
African Regional Intellectual Property Organization	111	28	83	n.a.	n.a.	n.a.	n.a.
Albania (b)	4	31	1	666
Algeria	1,418	1,033	385	1,053	1,269	..	n.a.
Andorra (b)	3	84	..	n.a.
Argentina	1,607	932	675	1,017	1,422	..	n.a.
Armenia	498	61	437	167	680	19	441
Australia	8,029	3,095	4,934	5,936	23,864	4	n.a.
Austria (b)	3,951	64,362	203	n.a.
Azerbaijan	589	54	535	54	54	..	510
Bahamas (b)	106	619	19	n.a.
Bahrain	84	5	79	5	5	..	n.a.
Bangladesh	2,014	1,897	117	1,901	1,901	..	n.a.
Barbados (b)	344	1,802	..	n.a.
Belarus	448	183	265	255	552	..	n.a.
Belgium	n.a.	n.a.	n.a.	2,885	37,942	162	n.a.
Belize	215	2	213	3	3	..	213
Benelux Office for Intellectual Property	1,248	809	439	n.a.	n.a.	n.a.	460
Benin (b,d)	n.a.	n.a.	n.a.	3	51	..	28
Bermuda (b)	9	9	..	n.a.
Bosnia and Herzegovina	869	76	793	194	842	44	789
Botswana (b)	82
Brazil	6,111	3,696	2,415	4,281	9,211	..	n.a.
Brunei Darussalam	89	0	89	75
Bulgaria	545	433	112	1,282	14,862	33	107
Burkina Faso (b,d)	n.a.	n.a.	n.a.	7	119	..	n.a.
Cabo Verde	38	31	7	31	31	..	n.a.
Cambodia (b)	75
Cameroon (b,d)	n.a.	n.a.	n.a.	36	612	..	n.a.
Canada	6,818	774	6,044	2,899	19,277	15	250
Central African Republic (b,d)	n.a.	n.a.	n.a.	5	85	..	n.a.
Chile	602	49	553	140	140	..	n.a.
China	708,799	689,097	19,702	711,639	957,241	315	n.a.
China, Hong Kong SAR	4,435	1,247	3,188	3,494	31,887	..	n.a.
China, Macao SAR	208	67	141	199	1,360	..	n.a.
Colombia	638	288	350	336	417	..	n.a.
Cook Islands (b)	1	1	..	n.a.
Costa Rica	70	8	62	20	20	..	n.a.
Côte d'Ivoire (b,d)	n.a.	n.a.	n.a.	92	1,564	..	29
Croatia	826	367	459	554	2,271	40	448
Cuba	21	11	10	12	39	..	n.a.
Curaçao (b)	1	28	1	n.a.
Cyprus	86	86	0	1,680	10,617	269	n.a.
Czech Republic	718	627	91	2,367	26,526	202	n.a.

Name	Application design count by office			Application design count by origin	Equivalent application design count by origin	Hague international application design count	
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(c)	Designated Hague member
Democratic People's Republic of Korea (b)	19	235	..	106
Denmark	452	177	275	3,149	51,398	269	274
Dominican Republic	31	5	26	5	5	..	n.a.
Ecuador	353	246	107	247	247	..	n.a.
Egypt	2,812	1,668	1,144	1,690	1,868	2	1,021
El Salvador	46	19	27	25	25	..	n.a.
Eritrea (b)	1	1	..	n.a.
Estonia	142	62	80	326	5,186	13	74
Eswatini (b)	37	37	..	n.a.
European Union Intellectual Property Office	108,174	70,320	37,854	n.a.	n.a.	n.a.	14,848
Finland	262	157	105	1,568	21,310	71	94
France	12,495	11,661	834	30,553	221,478	1,436	895
Gabon (b,d)	n.a.	n.a.	n.a.	6	102	..	19
Georgia	633	204	429	276	276	15	411
Germany	44,460	38,815	5,645	78,775	643,987	3,942	905
Ghana	888	796	92	797	797	..	92
Greece	1,023	541	482	2,194	18,889	410	482
Guatemala	258	35	223	39	41	..	n.a.
Guinea (b,d)	n.a.	n.a.	n.a.	39	663	..	n.a.
Guinea-Bissau (b,d)	n.a.	n.a.	n.a.	8	120	..	n.a.
Guyana	9	0	9	n.a.
Honduras	29	4	25	4	4	..	n.a.
Hungary	689	595	94	868	7,510	6	70
Iceland (b)	44	989	..	265
India	12,632	8,928	3,704	9,651	15,211	1	n.a.
Indonesia	3,799	2,432	1,367	2,478	2,667	..	n.a.
Iran (Islamic Republic of)	14,774	14,610	164	14,617	14,617	..	n.a.
Iraq	89	81	8	94	94	..	n.a.
Ireland	555	88	467	817	12,022	27	n.a.
Israel	1,688	981	707	2,101	11,200	1	n.a.
Italy	36,024	34,812	1,212	55,462	361,977	1,261	467
Jamaica	121	114	7	115	115	..	n.a.
Japan	31,468	23,459	8,009	41,650	141,278	1,257	2,324
Jordan	49	26	23	42	42	..	n.a.
Kazakhstan	253	83	170	95	95	..	n.a.
Kenya	177	170	7	170	170	..	n.a.
Kuwait (b)	1	1	..	n.a.
Kyrgyzstan (b)	6	6	..	298
Latvia	193	154	39	344	3,260	19	36
Lebanon (b)	20	133	3	n.a.
Liechtenstein	973	261	712	772	4,768	45	722
Lithuania	531	160	371	320	3,506	3	362
Luxembourg	n.a.	n.a.	n.a.	1,269	14,894	118	n.a.
Madagascar	300	293	7	293	293	..	n.a.
Malaysia	1,845	528	1,317	782	971	8	n.a.

Name	Application design count by office			Application design count by origin	Equivalent application design count by origin	Hague international application design count	
	Total	Resident	Non-resident			Origin (c)	Designated Hague member
Maldives (b)	2	2	..	n.a.
Mali (b,d)	n.a.	n.a.	n.a.	15	223	..	3
Malta (b)	150	2,720	2	n.a.
Mauritius	99	75	24	94	191	..	n.a.
Mexico	3,949	1,627	2,322	1,808	3,185	..	n.a.
Monaco	927	74	853	230	2,309	60	858
Mongolia	1,109	739	370	740	740	..	332
Montenegro	738	1	737	1	1	..	719
Morocco	5,552	3,879	1,673	3,887	4,010	..	1,478
Mozambique	69	5	64	5	5	..	n.a.
Myanmar (b)	10	10	..	n.a.
Namibia (b)	2	2	..	79
Nepal (b)	2	2	..	n.a.
Netherlands	n.a.	n.a.	n.a.	7,217	102,283	1,352	n.a.
New Zealand	1,581	463	1,118	1,427	6,881	4	n.a.
Niger (b,d)	n.a.	n.a.	n.a.	5
Nigeria	1,172	1,146	26	1,148	1,148	..	n.a.
North Macedonia	846	63	783	70	151	1	763
Norway	4,201	555	3,646	1,413	8,373	142	3,192
Oman (b)	10	53	1	651
Pakistan	588	453	135	464	518	..	n.a.
Panama	68	0	68	33	600	..	n.a.
Paraguay	221	159	62	159	159	..	n.a.
Peru	381	134	247	141	141	..	n.a.
Philippines	1,589	929	660	947	947	..	n.a.
Poland (b)	4,960	117,739	204	244
Portugal	1,350	1,288	62	2,610	32,933	105	n.a.
Qatar (b)	4	4	..	n.a.
Republic of Korea	68,054	60,075	7,979	68,579	114,337	1,535	2,621
Republic of Moldova	980	432	548	442	604	2	481
Romania	747	438	309	936	12,249	13	276
Russian Federation	8,943	3,822	5,121	4,530	8,310	107	1,944
Rwanda	68	5	63	5	5	..	63
Saint Kitts and Nevis (b)	1	1	..	n.a.
Saint Vincent and the Grenadines (b)	1	28	..	n.a.
Samoa	44	44	0	52	160	..	n.a.
San Marino	21	17	4	603	981	..	n.a.
Sao Tome and Principe	105	0	105	53
Saudi Arabia	917	345	572	368	368	..	n.a.
Senegal (b,d)	n.a.	n.a.	n.a.	52	884	..	24
Serbia	1,100	196	904	471	1,947	64	916
Seychelles (b)	26	188	9	n.a.
Singapore	4,047	342	3,705	1,319	6,454	33	2,793
Slovakia	330	272	58	584	6,221	10	n.a.
Slovenia	532	40	492	583	5,687	54	486
South Africa	1,943	977	966	1,175	2,809	2	n.a.

Name	Application design count by office			Application design count by origin	Equivalent application design count by origin	Hague international application design count	
	Total	Resident	Non-resident			Origin (c)	Designated Hague member
Spain	18,853	18,219	634	23,627	124,407	180	507
Sri Lanka	288	228	60	270	486	..	n.a.
Sudan	161	114	47	114	114	..	n.a.
Suriname (b)	31
Sweden	579	457	122	5,001	50,748	343	n.a.
Switzerland	11,640	3,446	8,194	22,534	153,532	2,441	8,802
Syrian Arab Republic	447	359	88	398	473	..	82
Tajikistan (b)	99
Thailand	5,469	4,044	1,425	4,334	5,063	..	n.a.
Togo (b,d)	n.a.	n.a.	n.a.	3	51	..	n.a.
Trinidad and Tobago	174	160	14	164	164	..	n.a.
Tunisia	1,328	164	1,164	173	173	..	1,134
Turkey	42,320	35,461	6,859	37,226	55,168	477	5,734
Turkmenistan (b)	15	15	1	85
Tuvalu (b)	1	1	..	n.a.
Uganda	29	29	0	29	29	..	n.a.
Ukraine	8,166	5,261	2,905	5,668	7,395	69	2,274
United Arab Emirates (b)	135	1,663	1	n.a.
United Kingdom	27,442	22,904	4,538	34,327	196,841	370	1,293
United Republic of Tanzania (b)	1	1	..	n.a.
United States of America	47,137	22,824	24,313	61,559	390,996	1,359	5,026
Uruguay (b)	2	2	..	n.a.
Uzbekistan	333	307	26	309	309	..	n.a.
Vanuatu (b)	1	1	..	n.a.
Venezuela (Bolivarian Republic of) (b)	4	4	..	n.a.
Viet Nam	3,366	1,891	1,475	2,073	2,316	..	n.a.
Yemen	17	17	0	18	18	..	n.a.
Zimbabwe (b)	6	6	..	n.a.
Others/Unknown	4,946	34,020	212	n.a.
Total (2018 estimates)	1,312,600	1,113,300	199,300	1,312,600	n.a.	19,387	71,469

(a) Design count by origin data are incomplete because some offices do not report the origin of applications.

(b) Only Hague designation data are available and/or the office has not reported the origin of applications therefore design count by office and origin data may be incomplete.

(c) Origin is defined as the country of the stated address of residence of the first named applicant in an international application.

(d) The African Intellectual Property Organization (OAPI) is the competent office for processing applications.

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

n.a. indicates not applicable.

.. indicates not available.

Source: WIPO Statistics Database, August 2019.

C36. Industrial design registrations by office and origin, and industrial designs in force, 2018

Name	Registration design count by office			Registration design count by origin	Equivalent registration count by origin	Hague international registration design count	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(c)	Total
Afghanistan (b)	6	6
African Intellectual Property Organization	670	238	432	n.a.	n.a.	n.a.	..
African Regional Intellectual Property Organization	67	7	60	n.a.	n.a.	n.a.	864
Albania (b)	5	32	1	33
Algeria	620	432	188	452	668	..	3,091
Andorra (b)	3	84
Antigua and Barbuda (b)	28
Argentina	1,314	709	605	787	1,165
Armenia	414	48	366	137	731	22	101
Australia	7,594	2,725	4,869	4,972	24,036	3	50,069
Austria (b)	3,758	64,925	167	8,844
Azerbaijan	467	27	440	27	27	..	150
Bahamas (b)	12	12
Bahrain	71	13	58	14	14	..	299
Bangladesh	882	772	110	777	777
Barbados (b)	346	1,939
Belarus	371	109	262	193	679	..	1,368
Belgium	n.a.	n.a.	n.a.	2,744	37,961	214	n.a.
Belize	145	1	144	1	1	..	1
Benelux Office for Intellectual Property	1,314	896	418	n.a.	n.a.	n.a.	4,171
Benin (b,d)	n.a.	n.a.	n.a.	3	51
Bermuda (b)	1	1
Bosnia and Herzegovina	743	77	666	259	1,501	62	430
Botswana (b)	403
Brazil	8,725	4,728	3,997	5,154	9,814	..	46,910
Brunei Darussalam	87	0	87	58
Bulgaria	819	707	112	1,629	15,560	41	2,156
Burkina Faso (b,d)	n.a.	n.a.	n.a.	13	125
Cambodia (b)
Cameroon (b,d)	n.a.	n.a.	n.a.	31	527
Canada	5,136	656	4,480	2,239	15,766	1	42,277
Chile	340	35	305	130	157	..	3,509
China	536,251	517,693	18,558	534,209	774,005	259	1,610,616
China, Hong Kong SAR	4,547	1,282	3,265	3,174	30,633	..	21,707
China, Macao SAR	207	13	194	112	1,030	..	1,222
Colombia	562	258	304	309	390	..	4,472
Cook Islands (b)	6	6
Costa Rica	61	5	56	5	5	..	697
Côte d'Ivoire (b,d)	n.a.	n.a.	n.a.	79	1,343
Croatia	676	283	393	551	3,553	29	3,939
Cuba	12	5	7	6	33	..	53
Cyprus	84	84	0	1,355	7,430	182	37
Czech Republic	327	295	32	2,143	25,930	164	2,760
Democratic People's Republic of Korea (b)	1	1
Denmark	389	119	270	2,842	47,365	247	855

Name	Registration design count by office			Registration design count by origin	Equivalent registration design count by origin	Hague international registration design count	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(c)	Total
Dominican Republic	23	5	18	5	5	..	291
Ecuador	255	182	73	190	190
Egypt	1,976	925	1,051	960	1,311	..	5,374
El Salvador	37	13	24	13	13	..	333
Estonia	84	48	36	269	4,886	10	1,532
Eswatini (b)	49	49
European Union Intellectual Property Office	105,116	68,801	36,315	n.a.	n.a.	n.a.	223,492
Finland	184	117	67	1,654	23,313	73	..
France (b)	18,009	211,306	1,407	..
Gabon (b,d)	n.a.	n.a.	n.a.	6	102
Georgia	605	147	458	208	208	11	2,685
Germany	48,360	42,772	5,588	82,791	646,390	3,773	54,726
Ghana (b)
Greece	1,168	755	413	3,044	21,895	460	1,417
Guatemala	202	40	162	44	46	..	573
Guinea (b,d)	n.a.	n.a.	n.a.	38	646
Guinea-Bissau (b,d)	n.a.	n.a.	n.a.	9	137
Honduras	32	9	23	9	9	..	378
Hungary	561	490	71	776	7,148	5	3,564
Iceland	263	14	249	50	995	..	1,027
India	8,198	5,422	2,776	5,958	11,934	..	86,288
Indonesia	3,300	1,955	1,345	1,991	2,153
Iran (Islamic Republic of)	5,520	5,441	79	5,444	5,471	..	28,999
Iraq	55	53	2	60	60	..	280
Ireland	588	120	468	868	13,153	32	1,630
Israel	1,019	635	384	1,572	9,834
Italy	37,674	36,587	1,087	56,658	349,890	1,066	9,599
Jamaica	123	116	7	117	117	..	1,406
Japan	27,967	21,338	6,629	38,821	133,023	962	257,157
Jordan	58	42	16	55	55	..	2,061
Kazakhstan	219	67	152	70	70	..	938
Kenya	135	125	10	125	125
Kuwait (b)	350
Kyrgyzstan	289	12	277	20	20	1	85
Latvia	148	113	35	220	2,623	4	369
Lebanon (b)	13	126	3	..
Lesotho (b)	39
Liberia (b)	2	2
Liechtenstein (b)	592	5,938	67	..
Lithuania	478	175	303	336	3,630	3	293
Luxembourg	n.a.	n.a.	n.a.	1,765	16,895	150	n.a.
Madagascar	173	167	6	167	167	..	964
Malaysia	1,475	405	1,070	620	944	7	15,007
Maldives (b)	2	2
Mali (b,d)	n.a.	n.a.	n.a.	16	208
Malta (b)	94	1,179	2	..

Name	Registration design count by office			Registration design count by origin	Equivalent registration design count by origin	Hague international registration design count	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(c)	Total
Mauritius	23	7	16	14	111	..	143
Mexico	2,797	787	2,010	988	2,446	..	26,866
Monaco	781	72	709	220	2,299	59	309
Mongolia	598	258	340	258	258
Montenegro	641	1	640	2	2	..	84
Morocco	4,977	3,644	1,333	3,658	3,808	1	..
Mozambique	69	5	64	5	5	..	1,342
Myanmar (b)	2	2
Namibia (b)	4	4
Nepal (b)	1	1
Netherlands	n.a.	n.a.	n.a.	7,406	90,354	953	n.a.
Netherlands Antilles (b)	3	3
New Zealand	1,326	311	1,015	1,040	5,981	1	11,570
Niger (b,d)	n.a.	n.a.	n.a.
Nigeria	1,160	1,138	22	1,142	1,142
North Macedonia	802	89	713	97	178	1	2,239
Norway	3,758	551	3,207	1,370	7,196	111	10,342
Oman (b)	4	4
Pakistan	421	316	105	327	381	..	6,881
Panama	106	0	106	9	90	..	720
Paraguay	55	7	48	10	10
Peru	453	138	315	140	140	..	2,991
Philippines	1,985	1,002	983	1,028	1,028
Poland (b)	4,484	109,703	147	8,476
Portugal	1,137	1,105	32	2,296	29,379	76	4,038
Qatar (b)	25	25
Republic of Korea	50,678	44,171	6,507	52,222	98,785	1,478	344,560
Republic of Moldova	624	197	427	223	385	1	3,109
Romania	819	545	274	1,111	12,829	14	3,578
Russian Federation	8,540	3,284	5,256	3,859	6,073	37	35,898
Rwanda	85	3	82	3	3	..	5
Saint Kitts and Nevis (b)	1	1
Saint Lucia (b)	1	1
Saint Vincent and the Grenadines (b)	1	28	..	1
Samoa	23	23	0	31	139	..	43
San Marino	9	8	1	474	852
Sao Tome and Principe	85	0	85	178
Saudi Arabia	786	279	507	315	315	..	4,545
Senegal (b,d)	n.a.	n.a.	n.a.	51	867
Serbia	1,075	179	896	377	1,583	49	6,567
Seychelles (b)	26	215	9	..
Singapore	3,704	347	3,357	1,175	6,310	23	14,142
Slovakia	355	216	139	526	6,055	10	915
Slovenia	429	35	394	436	5,224	46	558
South Africa	1,520	687	833	862	2,384	..	17,407
Spain	18,606	18,065	541	23,016	120,783	157	27,305

Name	Registration design count by office			Registration design count by origin	Equivalent registration design count by origin	Hague international registration design count	In force by office
	Total	Resident	Non-resident	Total ^(a)	Total ^(a)	Origin ^(c)	Total
Sri Lanka	124	86	38	119	308	..	1,632
Sudan	153	116	37	116	116	..	153
Suriname (b)
Sweden	461	350	111	4,959	52,272	358	4,414
Switzerland	10,625	3,274	7,351	21,998	148,534	2,234	9,530
Syrian Arab Republic	305	205	100	224	299	..	210
Tajikistan (b)
Thailand	3,627	2,250	1,377	2,479	3,235	..	17,057
Togo (b,d)	n.a.	n.a.	n.a.	3	51
Trinidad and Tobago	179	166	13	169	169	..	48
Tunisia	1,150	162	988	164	164
Turkey	45,735	33,806	11,929	35,859	53,208	431	127,197
Turkmenistan (b)
Tuvalu (b)	1	1
Uganda	29	29	0	29	29
Ukraine	6,559	4,093	2,466	4,500	6,367	70	14,383
United Arab Emirates (b)	120	1,621	1	3,053
United Kingdom	24,688	20,995	3,693	32,557	190,505	320	75,476
United Republic of Tanzania (b)	1	1
United States of America	33,449	16,731	16,718	51,689	361,644	1,193	336,116
Uruguay (b)	3	3
Uzbekistan	259	237	22	242	242	..	566
Vanuatu (b)	1	1
Venezuela (Bolivarian Republic of) (b)	4	4
Viet Nam	2,824	1,433	1,391	1,535	1,778	..	12,264
Yemen	22	21	1	22	22	..	83
Zimbabwe (b)	1	1
Others/Unknown	3,414	30,619	4	..
Total (2018 estimates)	1,077,100	894,300	182,800	1,077,100	n.a.	17,212	3,988,900

(a) Design count by origin data are incomplete because some offices do not report the origin of registrations.

(b) Only Hague designation data are available and/or the office has not reported the origin of registrations therefore design count by office and origin data may be incomplete.

(c) Origin is defined as the country of the stated address of residence of the holder in an international registration.

(d) The African Intellectual Property Organization (OAPI) is the competent office for registering applications.

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

n.a. indicates not applicable.

.. indicates not available.

Source: WIPO Statistics Database, August 2019.