

THOMSON COMPUMARK SAEGIS ON SERION

# 2012 TRADEMARK REPORT

*A GLOBAL VIEW OF TRADEMARK ACTIVITY*



# INTRODUCTION

The world of trademarks made headline news in 2012. Christian Louboutin and Yves Saint Laurent faced off over the right to use the color red to coat the bottoms of high-heels. Celebrities and sports stars set out to trademark everything from a baby name to a signature move. China announced the proposed amendment intended to crackdown on malicious trademark registration, a response to address brand counterfeits that have reached all time highs. The year 2012 also saw the kick-off of the application period for the new generic Top-Level Domain Program (gTLD), an initiative that will become the largest expansion in history of the Internet Domain Name System, literally opening up a BRAND new world.

Such activity is a testament to the importance of brand protection. It is after all one of the most fundamental aspects of market presence and a critical contributor to a thriving economy.

Using data from our SAEGIS® on SERION® online screening tool, Thomson Reuters analysts took a closer look at brands worldwide by tracking trademark activity across the globe for the year 2012. Unlike last year's study which analyzed 2011 trademark activity among 50 registrars, SAEGIS on SERION hit a milestone in 2012 with the addition of 136 new databases. Now covering 186 countries and registrars, the added content has made Thomson Reuters the world's largest provider of comprehensive searchable trademark screening data.

The implementation of these databases, known as "One World. One Source," contains new data from the emerging regions of South America, Asia and the Middle East. In our second annual report we identify the most active countries and companies with published trademarks and track upward trends in class activity to paint a by-the-numbers picture of the state of trademarks across the globe.

China leads the top ten countries with published trademarks for 2012, followed by the United States, Brazil, Turkey, France, South Korea, Japan, Germany, Canada and the United Kingdom. In 2012 the top ten countries with published trademarks as a collective group experienced a modest decrease of 0.25 percent in trademark activity from 2011 to 2012. It appears that the minimal decrease in published trademark activity is a reflection of the global economic crisis that has now reached a plateau.

Among the countries that showed trademark growth, the U.K. leads at 10 percent followed by Turkey at 8 percent. The U.K. economy may be taking a turn for the better as GDP grew .2 percent more than the previously projected 0 percent for 2012.<sup>1</sup>

Turkey continues to find itself center stage in the trademark world as published trademark activity grew at a steady pace year over year. Turkey's jump in activity began in 2011 when it experienced a 27 percent increase in trademark growth from 2010. In recent years the Turkish economy has been building momentum, a positive trend to support its efforts for inclusion in the European Union<sup>2</sup> and its ambition to become a top ten global economy by 2023.<sup>3</sup> In 2011 the Turkish economy was the fastest growing in Europe, with a GDP expansion of 8.5 percent, down slightly from 9 percent in 2010.<sup>4</sup> The increase in 2012 published trademark activity is a reflection of the importance brand owners are placing in a thriving country that historically has been a mecca for trade between east and west.

Here are some other highlights from our findings, which are further detailed in this report. Note the data used to compile this report is as of December 18, 2012.

### Top Published Trademark Trends

- China led the top five countries with published trademarks based on total class activity for 2012, followed by the United States, France, Turkey and Japan.
- Of all the classes, class 35: Advertising & Business Management, was by far the most active in 2012, with nearly 393,000 published trademarks filed across the 186 authorities studied.
- The two European countries showing the sharpest year-over-year growth in published trademarks were the U.K., which saw 10 percent growth and Turkey, which saw 8 percent growth in 2012.
- Following class 35, the next most active class was 25: Clothing, Footwear, Headgear, with nearly 270,000 published trademarks.

### Trends within Leading Trademark Countries

- China was substantially the most active country in terms of trademark activity in class 25 with 69 percent overall, followed by the United States with 15 percent.
- Trademark activity in China was led by class 25: Clothing, Footwear, Headgear, followed by 35: Advertising & Business Management.
- In France trademark activity was led by class 35: Advertising & Business Management.
- Trademark activity in Turkey was led by class 35: Advertising & Business Management.
- Class 9: Scientific, Nautical, Surveying led trademark activity in Japan.

Read on to find even more details on 2012 trademark activity and its influence on brand creation and protection globally.

1. BBC News, "GDP: UK Economy Grew More Than Thought in 2012," February 27, 2013  
<http://www.bbc.co.uk/news/business-21598509>
2. Huffington Post, "Merkel Backs 'Open-Ended' Turkey's EU Talks," February 25, 2013.  
[http://www.huffingtonpost.com/huff-wires/20130225/eu-turkey-germany/?utm\\_hp\\_ref=style&ir=style](http://www.huffingtonpost.com/huff-wires/20130225/eu-turkey-germany/?utm_hp_ref=style&ir=style)
3. Can Turkey Become 'the China of Europe'?, January 13, 2013.  
[http://www.cnbc.com/id/100390252/Can\\_Turkey\\_Become\\_039the\\_China\\_of\\_Europe039](http://www.cnbc.com/id/100390252/Can_Turkey_Become_039the_China_of_Europe039)
4. The Economist, "Istanbuls and Bears," April 7, 2012.  
<http://www.economist.com/node/21552216>

# FINDINGS AND OBSERVATIONS

The following chart identifies the top ten registrars publishing trademarks in 2012 and depicts their publishing activity from 2006 to 2012. The trademark data for the overview is not divided per class but only summed by year and counted as one record. Trademark publications in China experienced significant growth from 2008 to 2010, a result of the Chinese Patent and Trademark Office taking on an enormous effort to publish trademarks from a four-year backlog in applications.

Trademark activity in 2011 and 2012 remains somewhat flat, a result of a global economy that is still weakened and subdued.<sup>5</sup> As a collective whole these countries, China, U.S.A., Brazil, France, Japan, South Korea, Turkey, Germany, Canada and the U.K. experienced a .25 percent decrease. Individually the United States, Japan, Canada, Turkey and the United Kingdom showed minimal to steady increase with the U.K. leading the group at 10 percent growth. If the school of thought is, that increases in trademark activity are indicators of economic growth, this is a good sign for the U.K. economy.

Playing host to the 2012 Summer Olympics, Britain broke free from a double dip recession in the third quarter of that year and gross domestic product grew 1 percent in the second quarter. U.K. Prime Minister David Cameron urged caution on GDP data, stating there is “still much to do” as the economy continues to heal. By year’s end, GDP grew .2 percent for 2012.<sup>6</sup>

On the other hand, Brazil, China, France, South Korea, and Germany experienced minimal decreases in published trademark activity. Brazil and Germany led this group at 11 percent reduction each in published trademark activity. Despite being the largest national economy in Europe and the fifth largest in the world, Germany’s economy slowed sharply in 2012<sup>7</sup> and Brazil’s only grew by .9 percent, the slowest pace in its last three years.<sup>8</sup>

*Note: China’s statistics are impacted by the trademark practice of filing separate registrations for multiple sub-classes*

5. UN News Centre, “Global Economy Risks Falling into Renewed Recession, Warns UN Report,” December 18, 2012. <http://www.un.org/apps/news/story.asp?NewsID=43803#.UTNEmTCyCul>

6. Bloomberg, “U.K Economy Surges 1% as Britain Exits Recession,” October 25, 2012.

<http://www.bloomberg.com/news/2012-10-25/u-k-economy-surges-1-as-britain-exits-double-dip-recession.html>

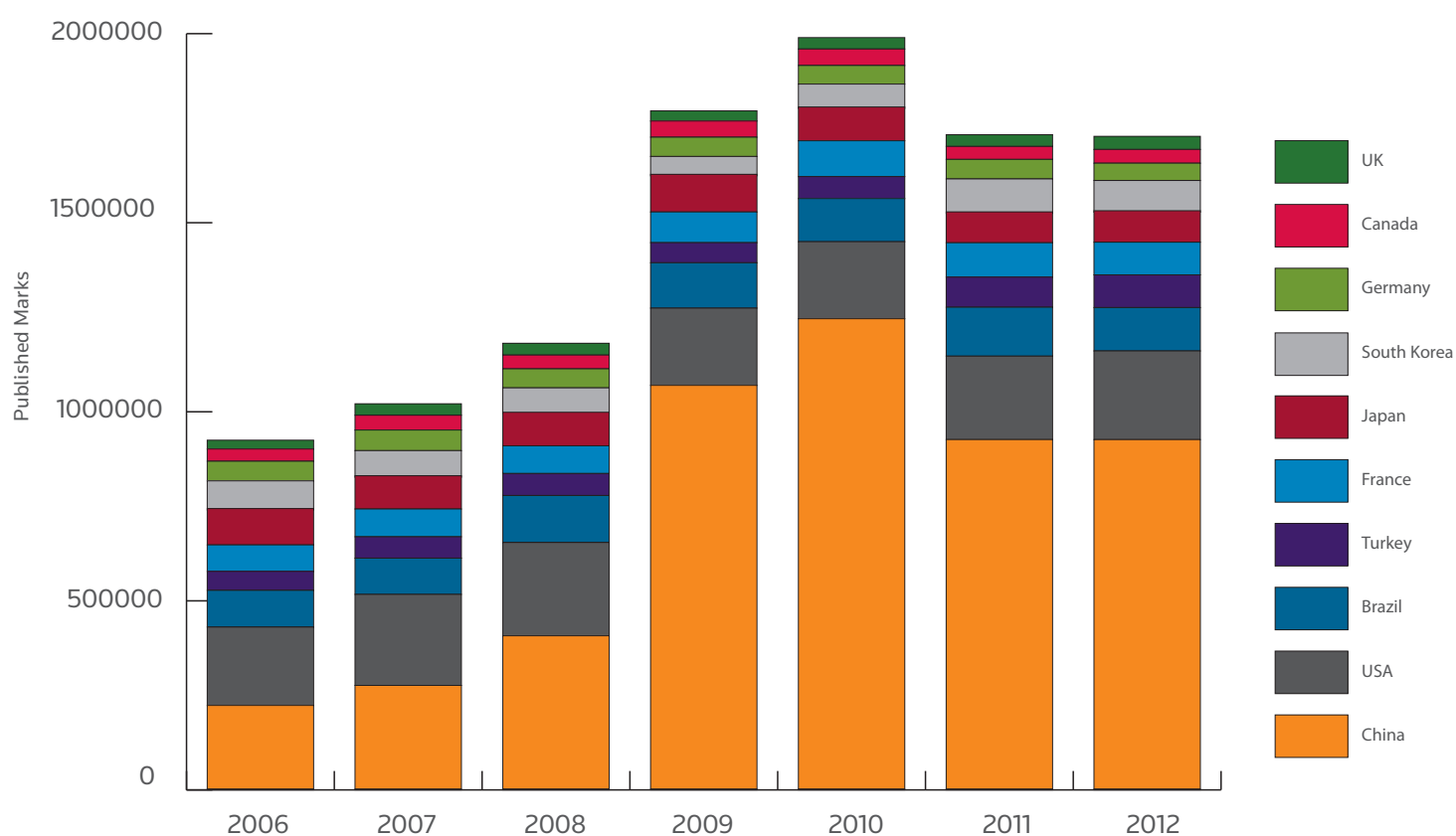
7. BBC News, “Germany’s Economic Growth Slows Sharply in 2012,” January 15, 2013.

<http://www.bbc.co.uk/news/business-21023478>

8. BBC News, “Brazil economy grew .9% in 2012,” March 1, 2013.

<http://www.bbc.co.uk/news/business-21630930>

## PUBLISHED TRADEMARKS PER REGISTER BETWEEN 2006 AND 2012



Source: Thomson CompuMark SAEGIS on SERION

## PUBLISHED TRADEMARKS ACROSS ALL COUNTRIES PER CLASS: **TOP FIVE**



### **CLASS 35:** 392,995 Published Marks

Advertising; business management; business administration; office functions.



### **CLASS 25:** 269,256 Published Marks

Clothing, footwear, headgear.



### **CLASS 9:** 263,198 Published Marks

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.



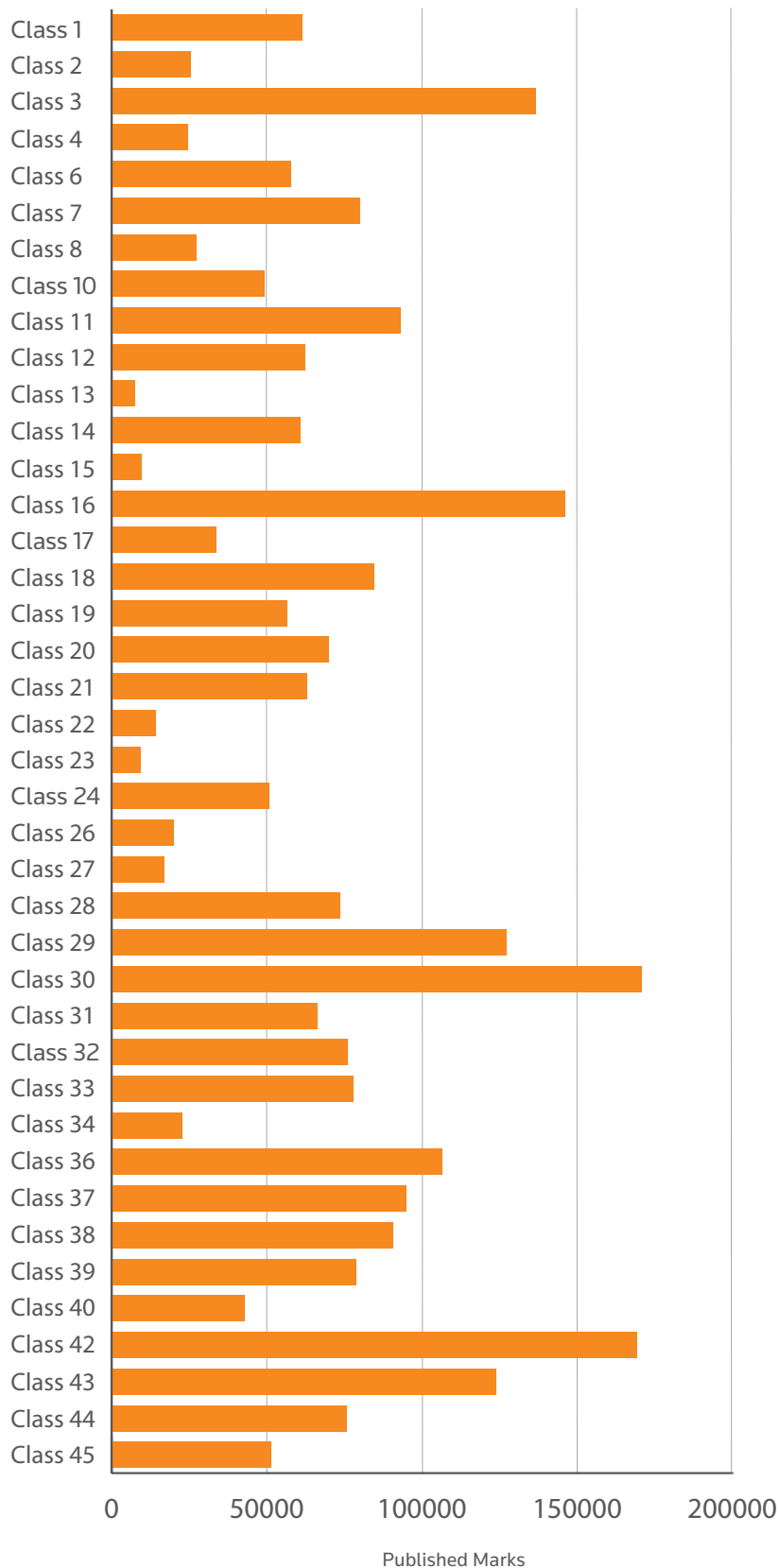
### **CLASS 41:** 249,958 Published Marks

Education; providing of training; entertainment; sporting and cultural activities.



### **CLASS 5:** 181,395 Published Marks

Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stripping teeth, dental wax; disinfections; preparations for destroying vermin; fungicides, herbicides.



## PUBLISHED TRADEMARKS ACROSS ALL COUNTRIES PER CLASS: **REMAINING CLASSES**

Please see the Appendix for a full explanation of all classes.

Note: As a result of the implementation of 136 new databases to SAEGIS on SERION in 2012, a side-by-side comparison of 2011 class data which covered 50 databases, does not allow for accurate class comparison on a global scale year-over-year.

Source: Thomson CompuMark SAEGIS on SERION

## BREAKOUT

## A CLOSER LOOK AT THE TOP FIVE CLASSES:



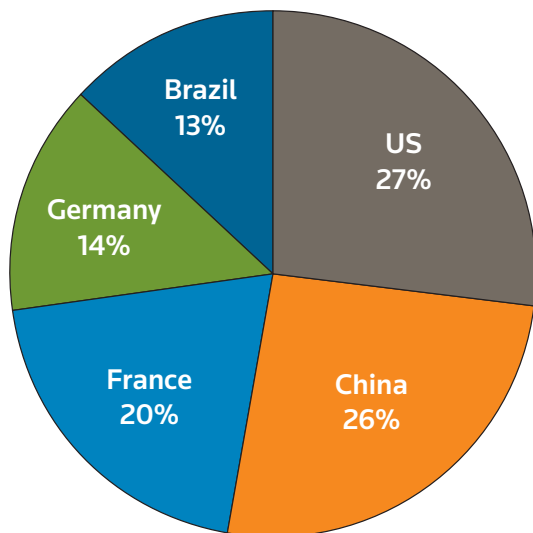
## CLASS 35

**ADVERTISING, BUSINESS MANAGEMENT...***(REFER TO APPENDIX FOR ADD'L CLASS DETAILS)*

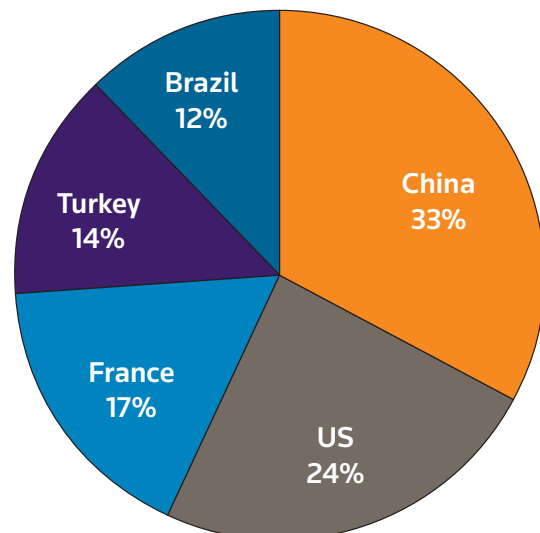
A comparison of 2012 to 2011 in class 35 paints a fairly consistent picture among four of the top five countries with published trademarks. Germany is replaced by Turkey in 2012, a result of a new practice in terms of how Turkish trademarks are prosecuted in class 35. The new practice issued by the Turkish Patent Institute in October 2011

encouraged registered brand owners or those with submitted applications to file again and specify product or product groups to rightfully protect brands from vulnerability.<sup>9</sup> As a result, the change brought many more new applications causing published activity in class 35 to increase in 2012.

2011



2012



Source: Thomson CompuMark SAEGIS on SERION

9. Alimoglu Oruc, "Turkish Patent Institute revises its practice in Class 35," <http://www.alimogluoruc.com/class35.pdf>





## CLASS 25

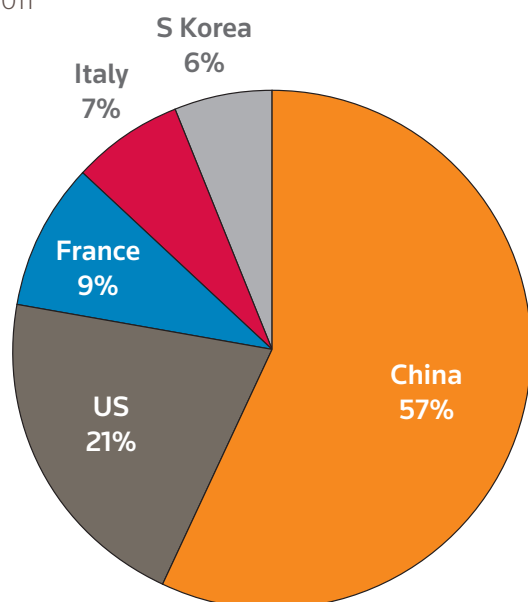
## CLOTHING, FOOTWEAR, HEADGEAR

(REFER TO APPENDIX FOR ADD'L CLASS DETAILS)

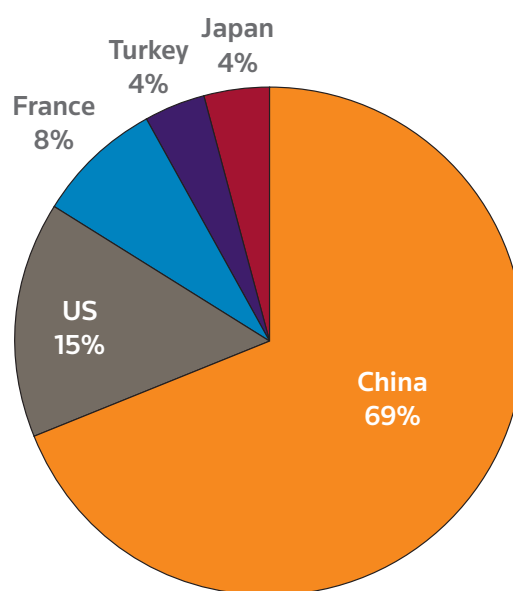
In 2012, Italy and South Korea no longer list in the top five countries for published trademarks in class 25. Japan and Turkey have now become bigger players and China is a force to be reckoned with, dominating the apparel industry with 69 percent of the overall volume, a 12 percent increase year over year. The fashion industry has long been a trademark of Italian culture, but with the economic recession hitting hard in 2012,

many independent clothing companies have shut down in Italy and many more are expected to follow.<sup>10</sup> An increasing number of Chinese apparel companies are filing trademarks in China for well established brands in France and Italy in order to boost sales and brand reputation nationally. Annual revenue in the Chinese apparel industry has increased 30 percent over the last 2 years.<sup>11</sup>

2011



2012



Source: Thomson CompuMark SAEGIS on SERION

10. Aljazeera, "Economic Woes Hit Italy's Fashion Industry," September 5, 2012. <http://www.aljazeera.com/news/europe/2012/09/2012955194542131.html>

11. China Daily, "Overseas Trademark a Hot Item," March 22, 2011. [http://europe.chinadaily.com.cn/epaper/2011-04/22/content\\_12377801.htm](http://europe.chinadaily.com.cn/epaper/2011-04/22/content_12377801.htm)

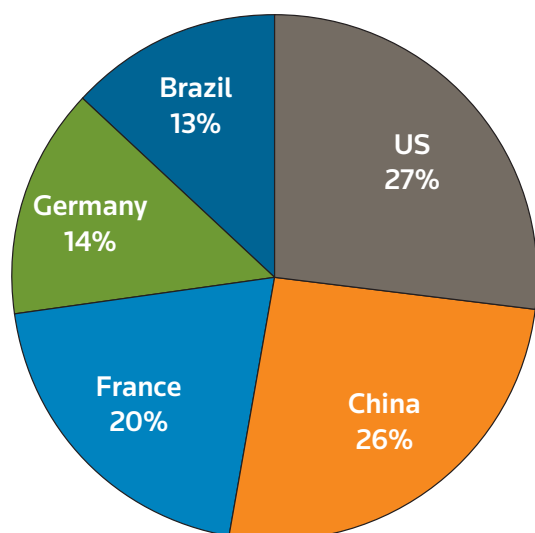


## CLASS 9

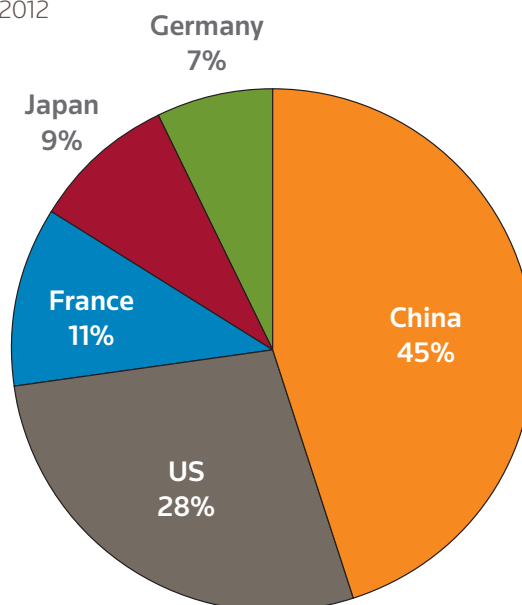
**SCIENTIFIC, NAUTICAL, SURVEYING...***(REFER TO APPENDIX FOR ADD'L CLASS DETAILS)*

A year-over-year comparison in class 9 reveals Germany decreased activity by 50%, Brazil was replaced by Japan and China increased by 19 percent. Class 9 comprises a multitude of goods that can be classified under it, including nautical goods which correlate with China's marine industry, which attributed to almost 10 percent of its total GDP in 2012.<sup>12</sup>

2011



2012



Source: Thomson CompuMark SAEGIS on SERION

12. China Economic Net, "Marine Industry: An Engine of Economic Growth," March 3, 2013  
[http://en.ce.cn/Insight/201210/16/t20121016\\_23759222.shtml](http://en.ce.cn/Insight/201210/16/t20121016_23759222.shtml)

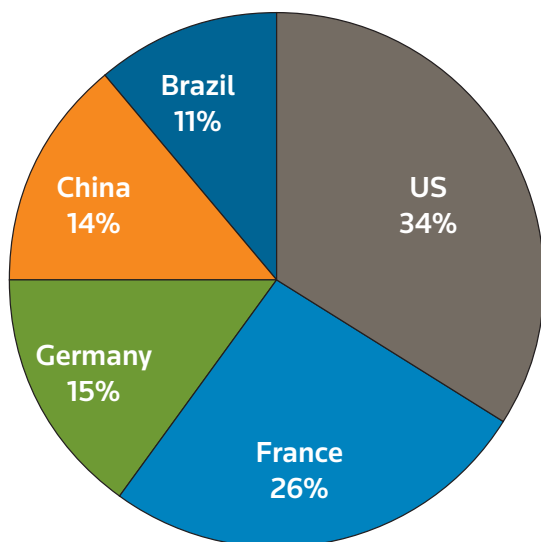


## CLASS 41

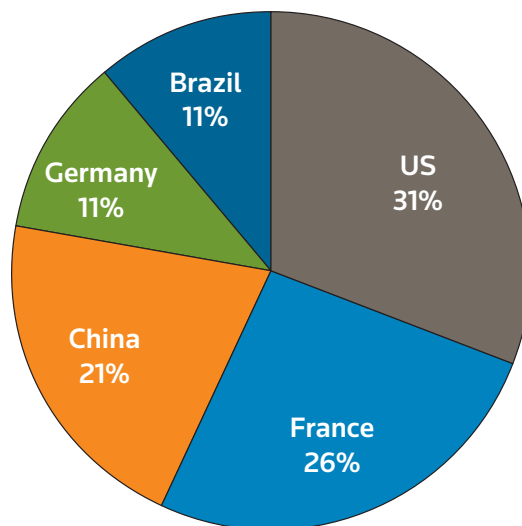
**EDUCATION, PROVIDING OF TRAINING....***(REFER TO APPENDIX FOR ADD'L CLASS DETAILS)*

On a country by country basis the top five nations with published trademarks in class 41 remained fairly consistent year over year. China experienced a 7 percent increase.

2011



2012



Source: Thomson CompuMark SAEGIS on SERION



## CLASS 5

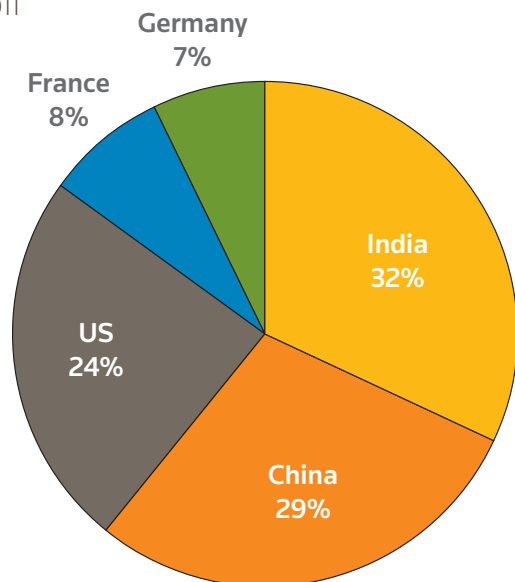
## PHARMACEUTICAL AND VETERINARY PREPARATIONS...

(REFER TO APPENDIX FOR ADD'L CLASS DETAILS)

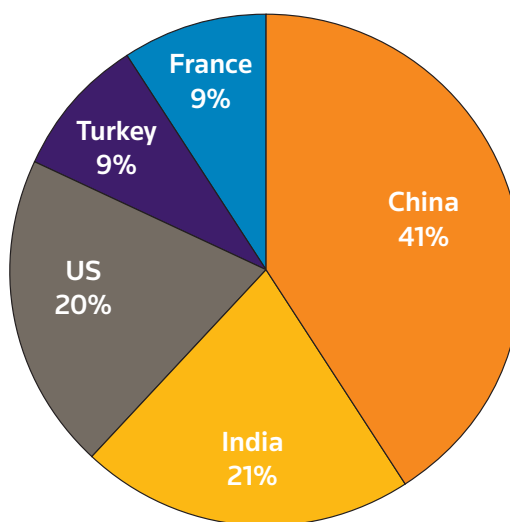
On a country-by-country basis for class 5, Turkey replaced Germany in 2012 in terms of volume and growth; China experienced a 12 percent increase year-over-year as India declined by 11 percent. China's increase can be attributed to its projected double digit growth in the next decade, driven largely by

government investment in the healthcare system.<sup>13</sup> Although not shown in the 2012 figure, Germany is now ranked eleventh, bumped by a number of emerging countries expanding their healthcare systems,<sup>14</sup> including Vietnam, Brazil and Argentina.

2011



2012



Source: Thomson CompuMark SAEGIS on SERION

13. China.org.cn, "China's Pharmaceutical market to hit US \$369.2 BLN by 2020," December 29, 2012.  
[http://www.china.org.cn/business/2012-12/29/content\\_27545539.htm](http://www.china.org.cn/business/2012-12/29/content_27545539.htm)

14. DW.de, "Pharmaceutical Industry Neglects Developing Countries," October 26, 2012.  
<http://www.dw.de/pharmaceutical-industry-neglects-developing-countries/a-16331939>

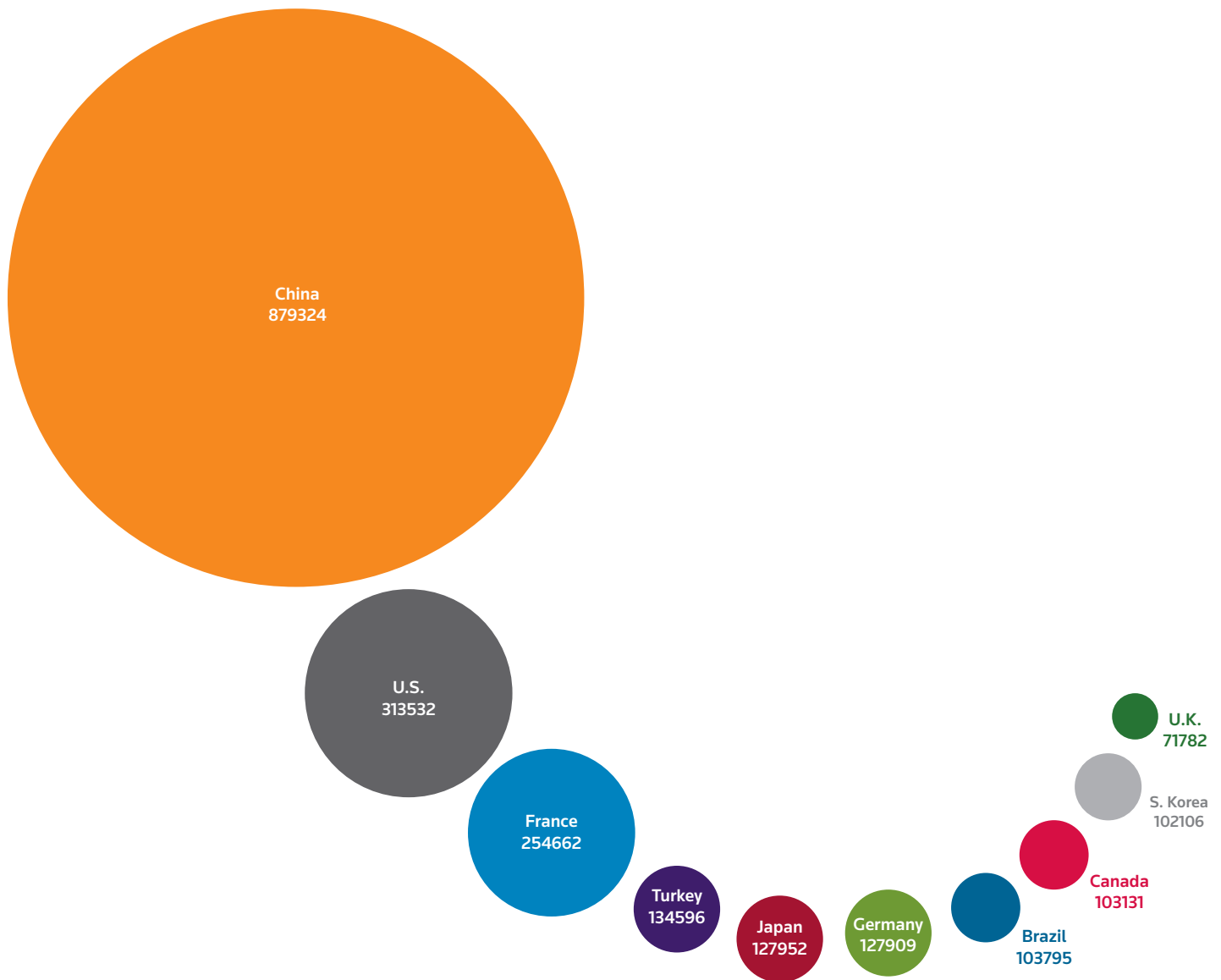


REUTERS/Amir Cohen

**The importance of brand protection is after all, one of the most fundamental aspects of market presence and a critical contributor to a thriving economy.**

## PUBLISHED TRADEMARKS PER COUNTRY OVER ALL CLASSES

Top 10 Countries with Published Trademarks Over All Classes



Source: Thomson CompuMark SAEGIS on SERION



## Rest-Of-World Published Trademarks Over All Classes

Afghanistan	755	Dominican Republic	9732	Liberia	479	Sain Vincent Grenadines	351
Albania	1119	<u>Ecuador</u>	<u>29064</u>	Liechtenstein	735	Samoa	135
Andorra	1542	Egypt	6680	Lithuania	2702	Sao Tome and Principe	179
Angola	2831	El Salvador	6143	Macao	5217	Saudi Arabia	4659
Anguilla	227	Estonia	2324	Macedonia	1656	Serbia	1828
Antigua and Barbuda	272	Ethiopia	866	Madagascar	7807	Seychelles	684
Argentina	58218	Fiji Islands	2292	Malawi	1021	Sierra Leone	703
ARIPO	265	Finland	8162	Malaysia	<u>21408</u>	Singapore	14455
Armenia	2919	Gaza	469	Maldives	1260	Slovak Republic	7822
Aruba	1005	Georgia	1357	Malta	480	Slovenia	4008
Australia	59329	Ghana	1440	Mauritius	3900	Solomon Islands	309
Austria	12002	Gibraltar	184	Mexico	42254	South Africa	21243
Azerbaijan	677	Greece	6396	Monaco	392	Spain	60482
Bahamas	2201	Grenada	244	Moldova	3346	Sri Lanka	1855
Bahrain	2005	Guatemala	7137	Montenegro	1871	Sudan	1424
Barbados	436	Guernsey	430	Montserrat	420	Suriname	887
Belarus	8068	Guyana	318	<u>Morocco</u>	<u>16508</u>	Swaziland	978
Belize	1072	Haiti	945	Mozambique	2046	Sweden	12879
<u>Benelux</u>	<u>56528</u>	Honduras	5537	Myanmar	12597	Switzerland	38929
Bermuda	863	Hong Kong	44682	Nambia	1074	Syrian Arabic Republic	2791
BES Islands	6398	Hungary	7231	Nepal	3140	Taiwan	64462
Bhutan	468	Iceland	2283	New Zealand	26962	Tajikistan	692
Bolivia	6167	India	64170	Nicaragua	6915	<u>Thailand</u>	<u>18399</u>
Bosnia-Herzegovina	2774	Indonesia	23771	Nigeria	8405	Tonga	121
Botswana	400	Ireland	3499	Norway	14001	Trinidad and Tobago	1641
British Virgin Islands	628	Int'l Register*	70000	Oman	2709	Tunisia	3866
Brunei Darussalam	1463	Iran	44411	Pakistan	3300	Turkish Rep.N.Cyprus	333
Bulgaria	7789	Iraq	1195	Panama	9897	Turks and Caicos Islands	319
Cambodia	1275	Israel	4038	Papua New Guinea	473	Uganda	1282
Cayman Islands	717	Italy	65221	Paraguay	11997	Ukraine	19305
Chile	30320	Jamaica	3506	Peru	25834	<u>United Arab Emirates</u>	<u>9537</u>
Colombia	28694	Jersey	216	Philippines	24598	United Rep. Tanzania	1888
Community Trademarks*	70000	Jordan	3606	Poland	21579	Uruguay	9158
Costa Rica	9822	Kazakhstan	4549	Portugal	21428	Uzbekistan	2212
Croatia	4880	Kenya	3523	Puerto Rico	659	Venezuela	28178
Cuba	2250	Kosovo	15586	Qatar	4302	<u>Vietnam</u>	<u>30685</u>
Curacao	165	Kuwait	7003	Romania	20932	West Bank	1433
Cyprus	3424	Kyrgystan	667	Russian Federation	63107	Yemen	2976
<u>Czech Republic</u>	<u>20290</u>	Latvia	1984	Saint Kitts and Nevis	17	Zambia	1698
Denmark	8155	Lebanon	7484	Saint Lucia	621	Zanzibar	738
Dominica	355	Lesotho	731	Saint Martin	160	Zimbabwe	848



Source: Thomson CompuMark SAEGIS on SERION

\*Represents a collection of countries

## PUBLISHED TRADEMARKS IN CHINA PER CLASS

## TOP FIVE CLASSES

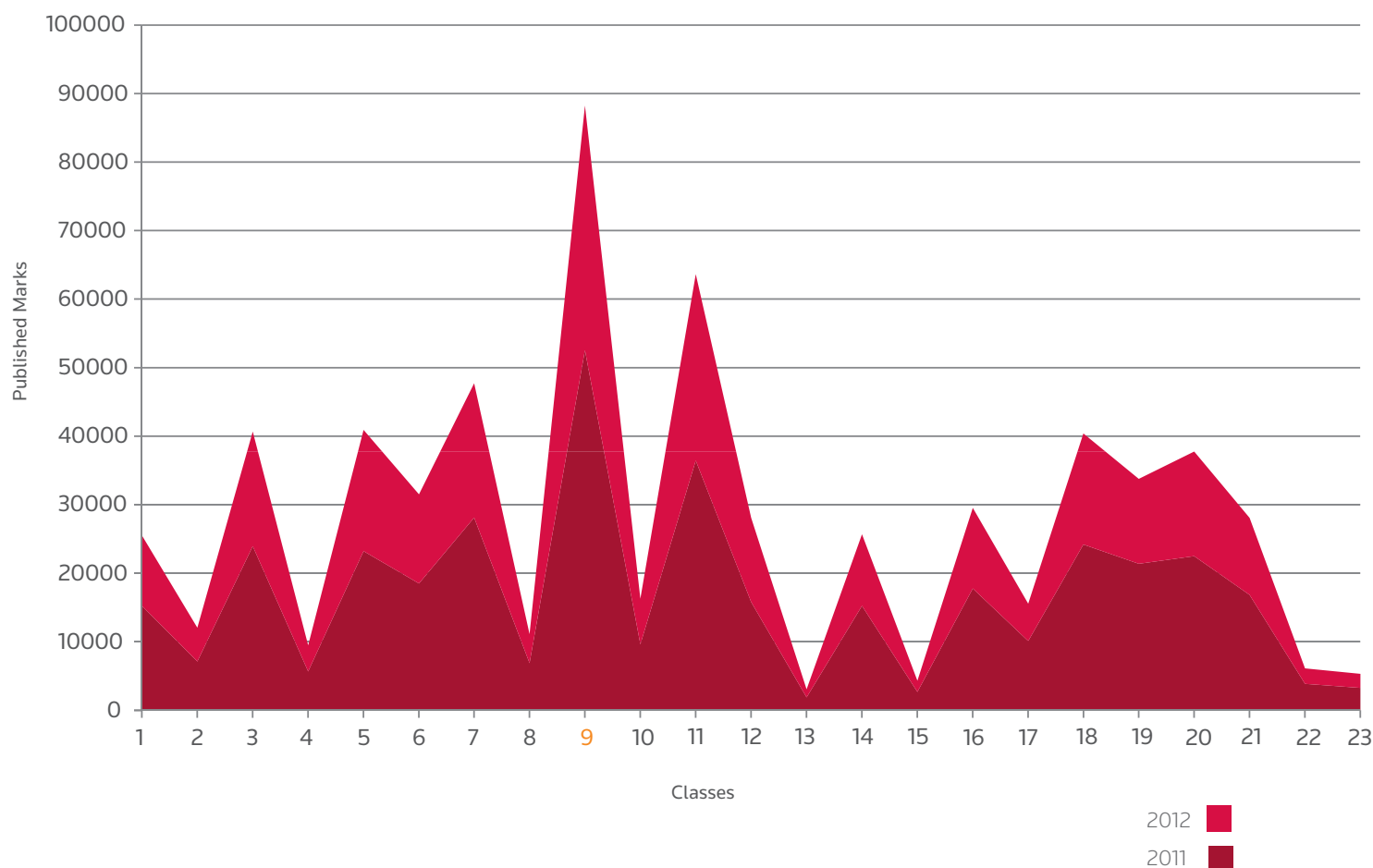
**25** Clothing, footwear, headgear.

**35** Advertising; business management; business administration; office functions.

**9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.

**30** Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice.

**29** Meat, fish, poultry and game; meat extracts; preserved, frozen dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products; edible oils and fats.



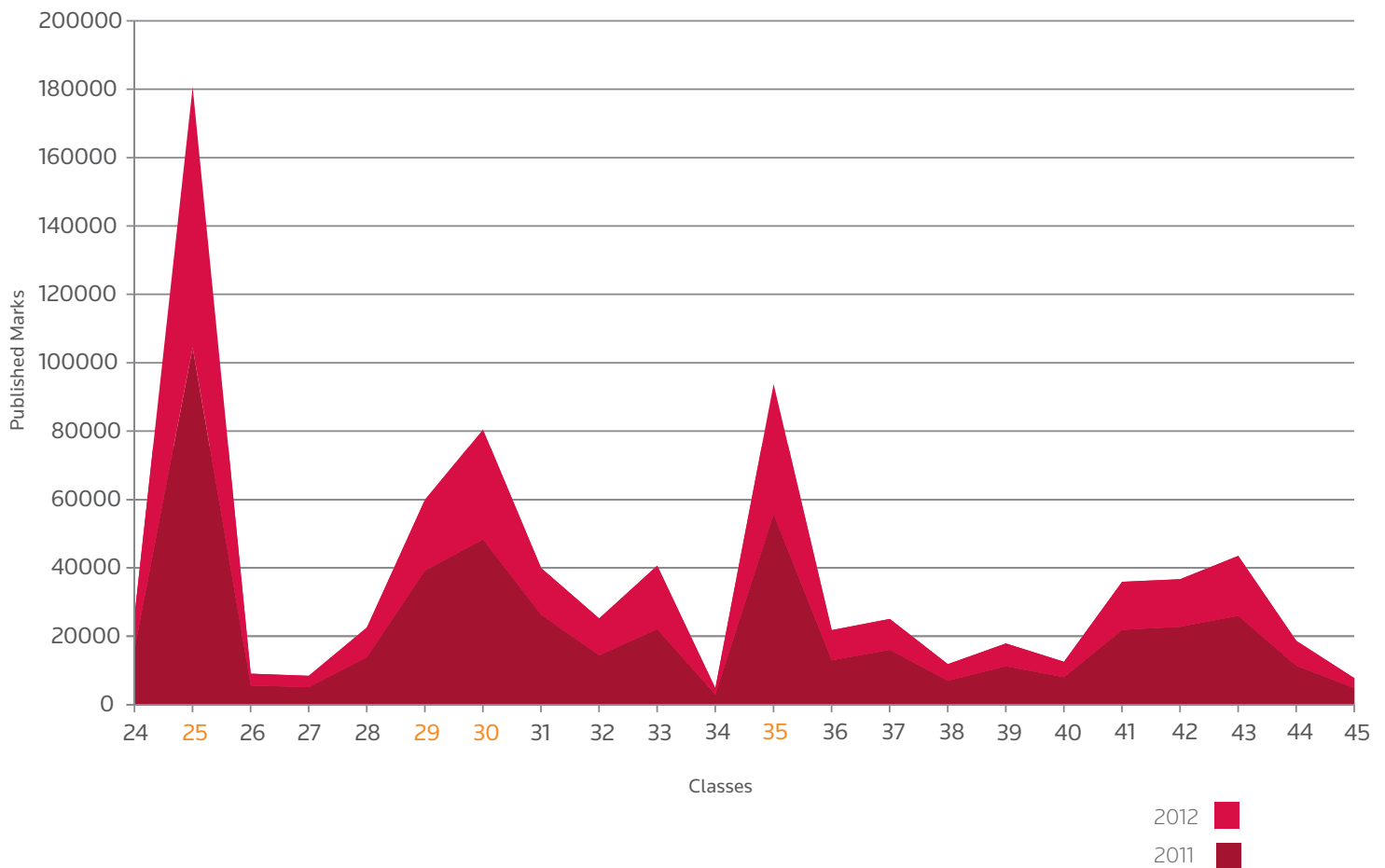
Source: Thomson CompuMark SAEGIS on SERION



## PUBLISHED TRADEMARKS IN CHINA PER CLASS - CONTINUED

Published trademark activity increased in all 45 classes from 2011 to 2012. Class 29, which encompasses the food industry observed a 47 percent increase overall, the most

significant spike in Chinese class activity year-over-year. Economic progression and the rise in urbanization in China have provided opportunities for the development of the industry including frozen foods.<sup>15</sup>



<sup>15</sup>Research and Markets, "China Frozen Food Industry Report," February 5, 2013  
[http://www.researchandmarkets.com/research/6v37z6/china\\_frozen\\_food](http://www.researchandmarkets.com/research/6v37z6/china_frozen_food)

## PUBLISHED TRADEMARKS IN THE UNITED STATES PER CLASS

## TOP FIVE CLASSES

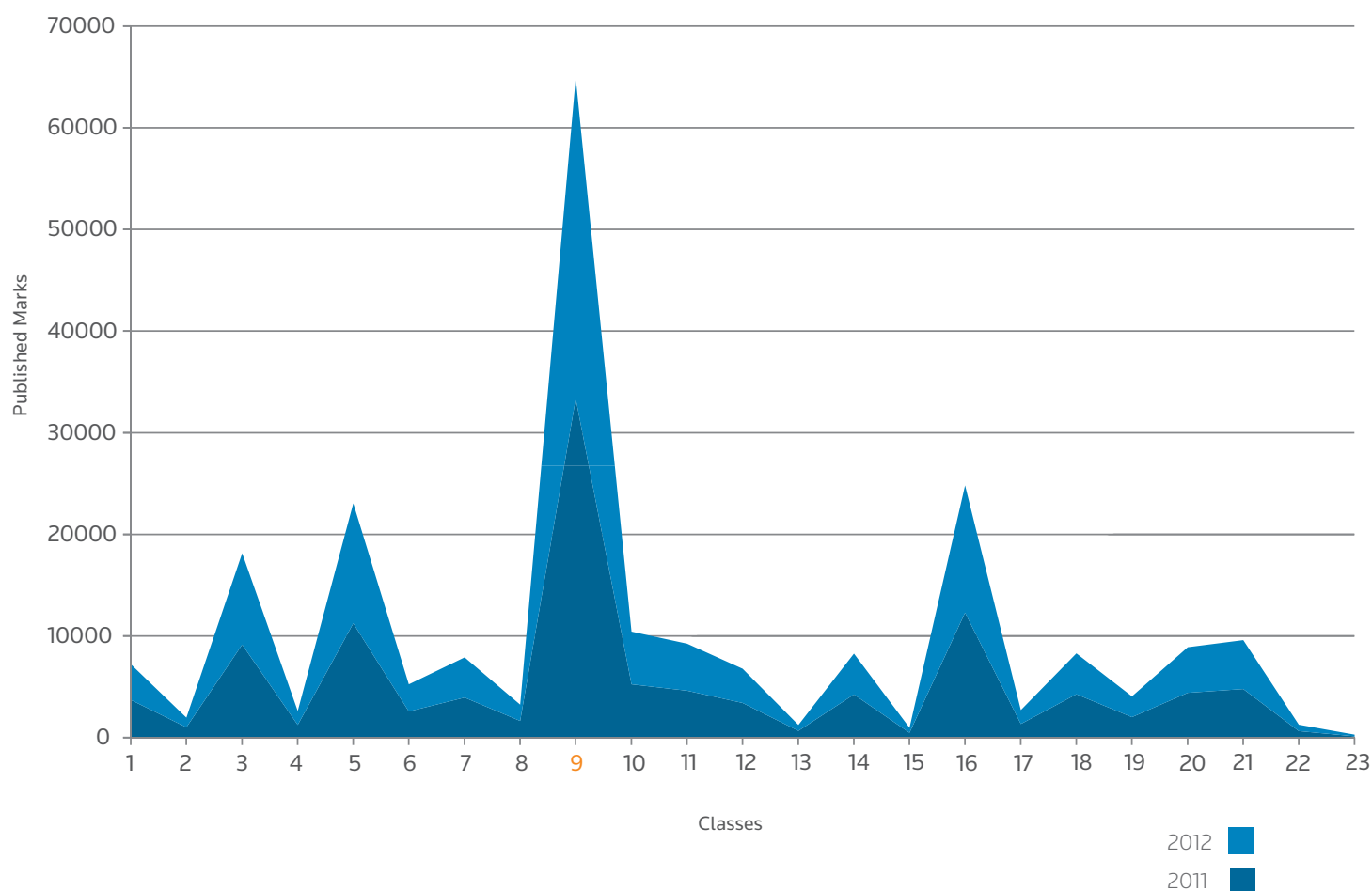
**35** Advertising; business management; business administration; office functions.

**9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.

**41** Education; providing of training; entertainment; sporting and cultural activities.

**25** Clothing, footwear, headgear.

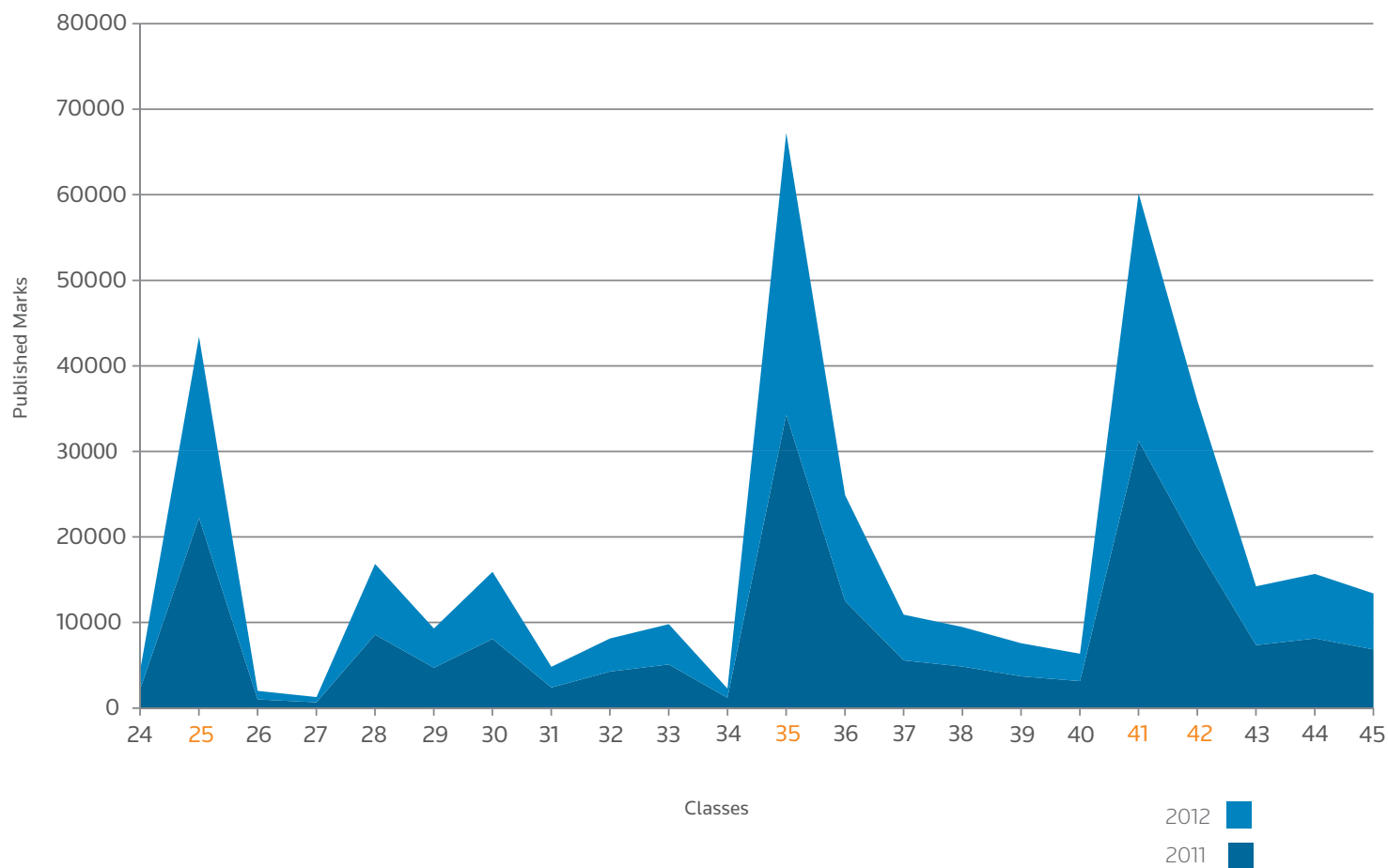
**42** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.



Source: Thomson CompuMark SAEGIS on SERION

## PUBLISHED TRADEMARKS IN THE UNITED STATES PER CLASS - CONTINUED

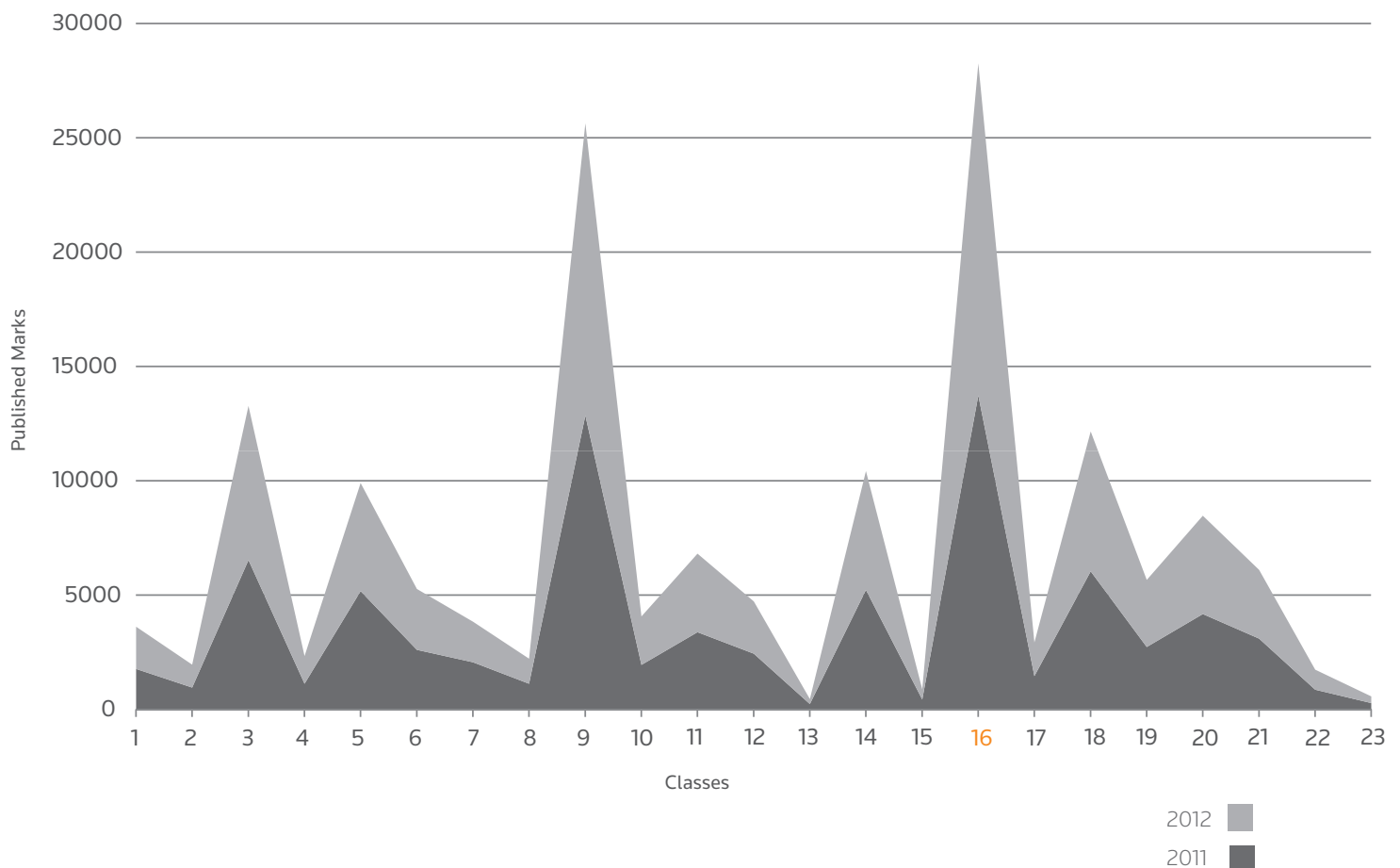
Published trademark activity in the U.S. year-over-year more has more or less hit a plateau, a reflection of a sluggish economic recovery brought on by the global financial crisis. The experienced U.S. market reveals no big surprises in 2012.



## PUBLISHED TRADEMARKS IN FRANCE PER CLASS

## TOP FIVE CLASSES

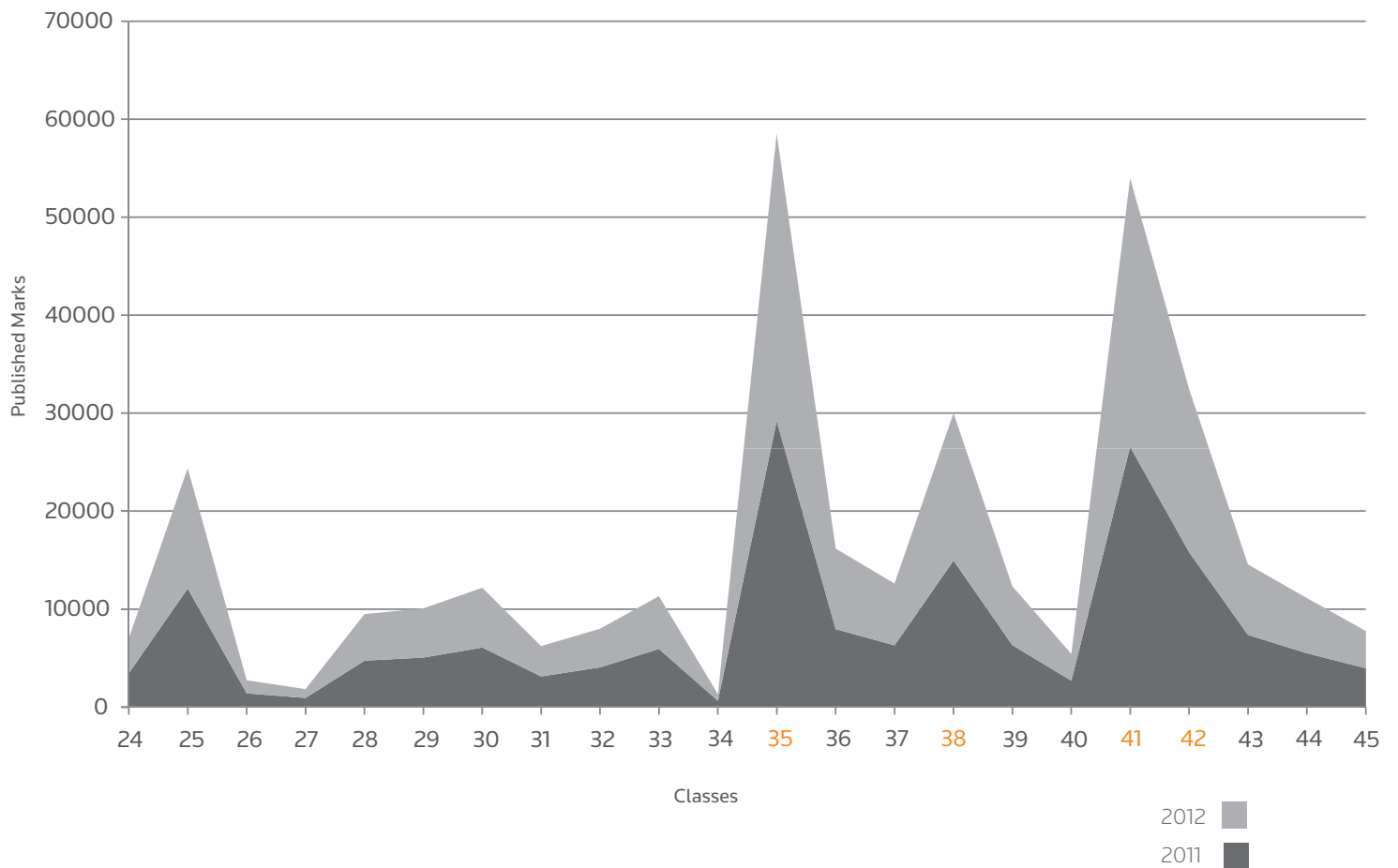
- 35** Advertising; business management; business administration; office functions.
- 41** Education; providing of training; entertainment; sporting and cultural activities.
- 42** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.
- 38** Telecommunications.
- 16** Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.



Source: Thomson CompuMark SAEGIS on SERION

## PUBLISHED TRADEMARKS IN FRANCE PER CLASS - CONTINUED

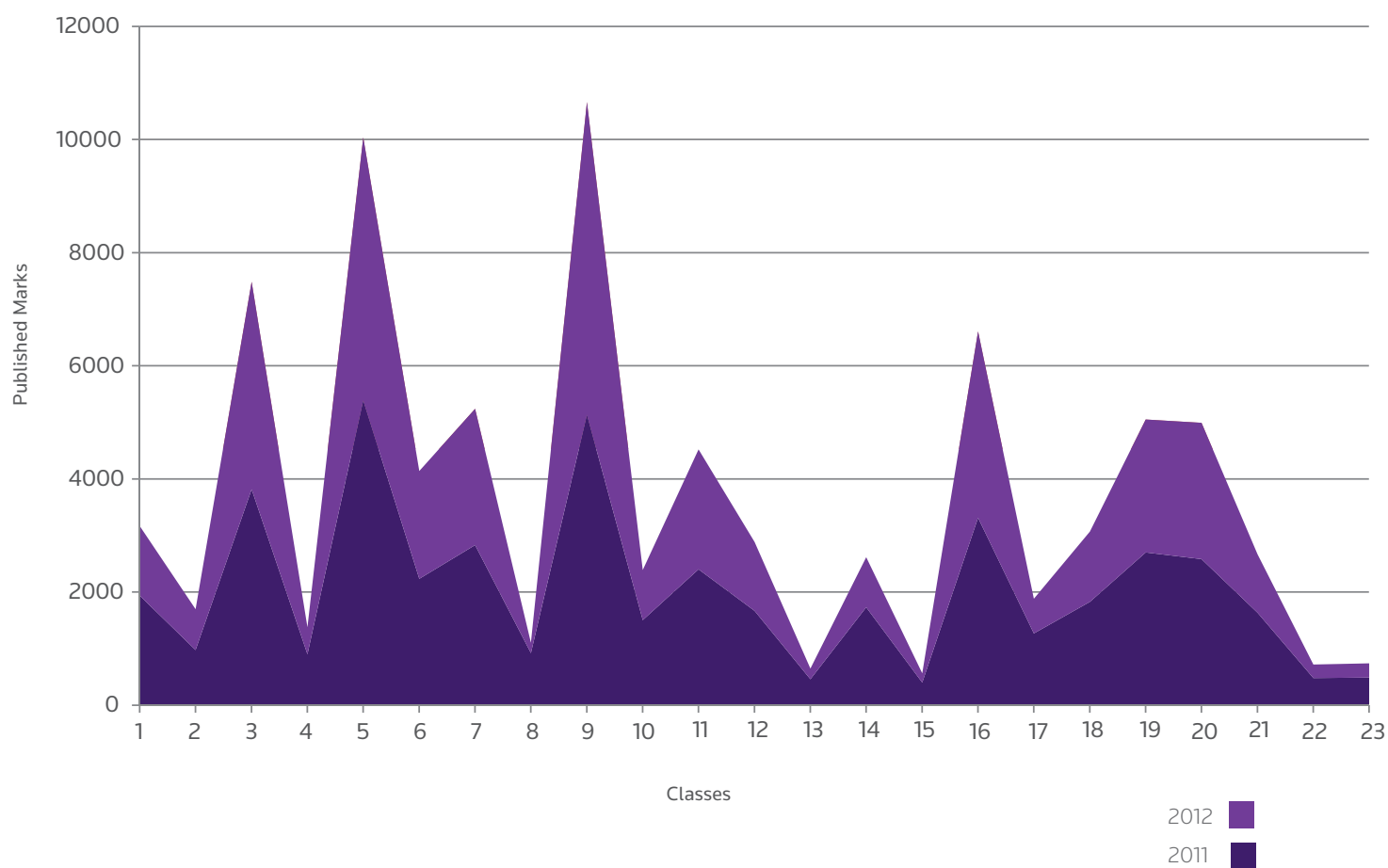
Published trademark activity in France experienced minimal change in 2012, revealing a mature and stable market.



## PUBLISHED TRADEMARKS IN TURKEY PER CLASS

## TOP FIVE CLASSES

- 35 Advertising; business management; business administration; office functions.
- 25 Clothing, footwear, headgear.
- 41 Education; providing of training; entertainment; sporting and cultural activities.
- 43 Services for providing food and drink; temporary accommodation.
- 30 Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice.

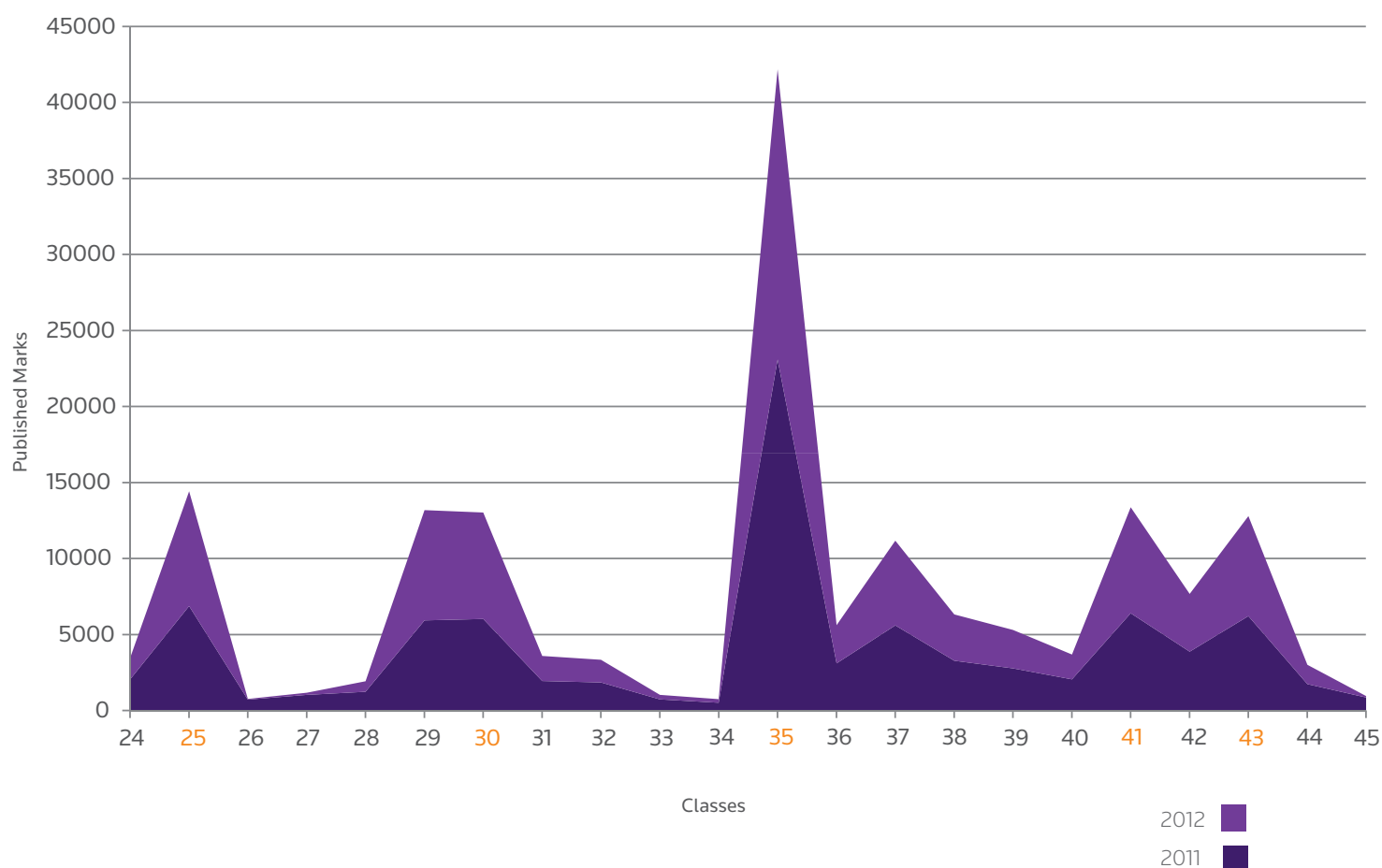


Source: Thomson CompuMark SAEGIS on SERION

## PUBLISHED TRADEMARKS IN TURKEY PER CLASS - CONTINUED

The majority of published trademark classes experienced growth in 2012 when compared to the previous year. The most significant increase occurred in class 35. The phenomenon can be explained by a revised practice from the Turkish Trademark Registry calling applicants to list all the goods intended to be used in class 35 one by one. It is no longer possible to file an application

in Class 35 for “bringing together a variety of goods for customers to conveniently see and purchase.” Now applicants need to identify goods, for example “bringing together chairs, clothes, linens, beverages, for customers to conveniently see and purchase.” As a result, the Turkish registry urged brand owners to file new specific applications in Class 35.<sup>16</sup>

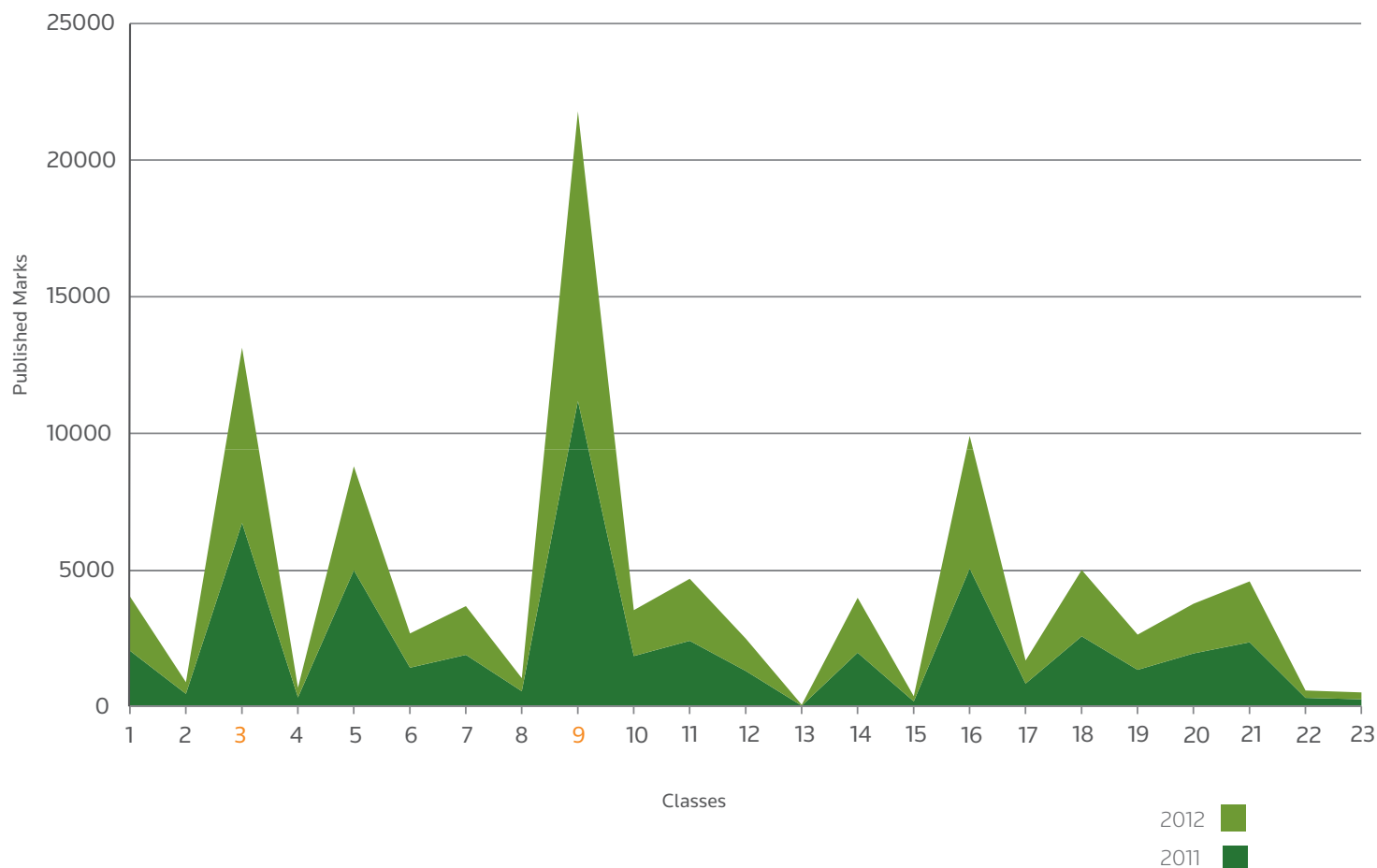


16. EFOR Patent, “New Regulation in Turkey for Registration of Trademarks in Class 35,” May 26, 2012.  
<http://www.eforpatent.com/en/portfolio/new-regulation-in-turkey-for-the-registration-of-trademarks-in-class-35/>

## PUBLISHED TRADEMARKS IN JAPAN PER CLASS

## TOP FIVE CLASSES

- 9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.
- 35** Advertising; business management; business administration; office functions.
- 30** Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice.
- 41** Education; providing of training; entertainment; sporting and cultural activities.
- 3** Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.

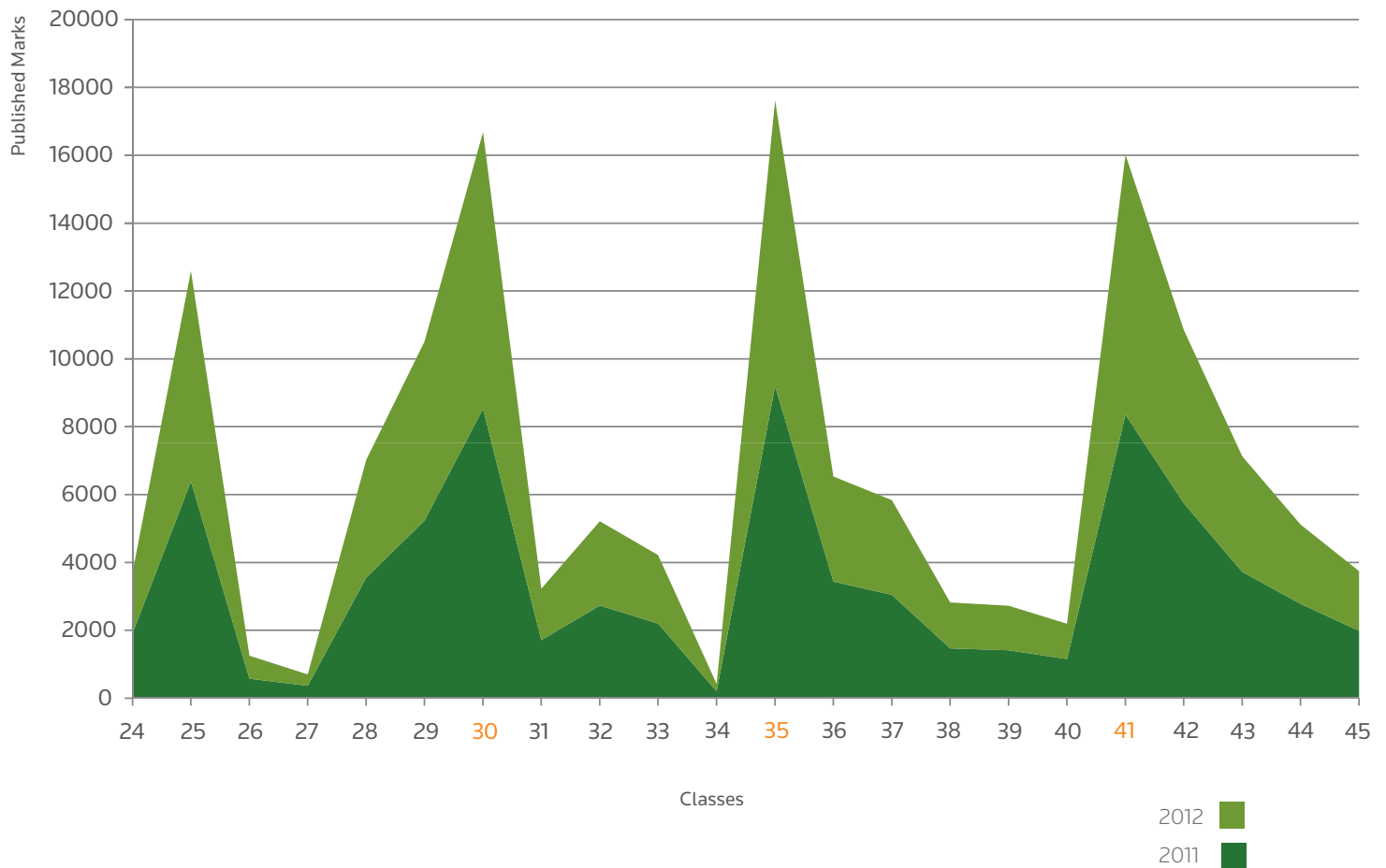


Source: Thomson CompuMark SAEGIS on SERION



## PUBLISHED TRADEMARKS IN JAPAN PER CLASS - CONTINUED

Trademark activity in Japan experienced healthy growth from 2011 to 2012. The Japanese economy suffered from the natural disasters of the 2011 earthquake and tsunami. 2012 marks a comeback year fueled by rebuilding.



## PUBLISHED TRADEMARKS BY COMPANY

In 2012 the top ten companies with published trademarks worldwide represent an array of industries. Companies producing consumer driven products led the pack with a 40 percent share followed by the pharmaceutical industry at 30 percent. Johnson & Johnson ranks in first place, a company comprising brands with numerous household names. In addition to having a primary focus in pharmaceuticals, Johnson & Johnson has arms in the medical device and consumer product industry.

### TOP 10 COMPANIES WITH PUBLISHED TRADEMARKS (2012)

COMPANY	INDUSTRY
Johnson & Johnson	Pharmaceutical
Norvartis	Pharmaceutical
Nestle	Consumer Products
LG	Consumer Products
Unilever	Consumer Products
Disney Enterprises	Media Entertainment
Procter & Gamble	Consumer Products
Nissan	Automotive
Sanofi	Pharmaceutical
Philip Morris	Tobacco

Source: Thomson CompuMark SAEGIS on SERION

# CONCLUSION

Brand expansion is one of many underlying factors driving world economies. By analyzing trademark activity we are able to identify the industries that have become the movers and shakers of our global economy and which companies are behind them. Companies are investing in class 35, Advertising and Business Management and class 25, Clothing, Footwear and Headgear as these industries dominated trademark class activity in 2012. China is an apparel powerhouse that continues to lead and increase its activity in class 25.

On a global scale, trademark growth hit a plateau in 2012 as the world economy continues to slowly recover from a devastating financial crisis. China continues to lead in terms of activity followed by the U.S. But in terms of year-over-year growth among the top ten countries with published trademarks, Turkey demonstrated its strength in numbers and the U.K. made it clear every cloud has a silver lining.

# APPENDIX

Source: WIPO, Nice Classification, 9th Edition

## GOODS

- Class 1:** Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry.
- Class 2:** Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists.
- Class 3:** Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
- Class 4:** Industrial oils and greases; lubricants; dust absorbing, wetting and binding compositions; fuels (including motor spirit) and illuminants; candles and wicks for lighting.
- Class 5:** Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides.
- Class 6:** Common metals and their alloys; metal building materials; transportable buildings of metal; materials of metal for railway tracks; non-electric cables and wires of common metal; ironmongery, small items of metal hardware; pipes and tubes of metal; safes; goods of common metal not included in other classes; ores.
- Class 7:** Machines and machine tools; motors and engines (except for land vehicles); machine coupling and transmission components (except for land vehicles); agricultural implements (other than handoperated); incubators for eggs.
- Class 8:** Hand tools and implements (hand-operated); cutlery; side arms; razors.
- Class 9:** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fireextinguishing apparatus.
- Class 10:** Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth; orthopedic articles; suture materials.
- Class 11:** Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes.
- Class 12:** Vehicles; apparatus for locomotion by land, air or water.
- Class 13:** Firearms; ammunition and projectiles; explosives; fireworks.
- Class 14:** Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewellery, precious stones; horological and chronometric instruments.
- Class 15:** Musical instruments.
- Class 16:** Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.
- Class 17:** Rubber, gutta-percha, gum, asbestos, mica and goods made from these materials and not included in other classes; plastics in extruded form for use in manufacture; packing, stopping and insulating materials; flexible pipes, not of metal.

- Class 18:** Leather and imitations of leather, and goods made of these materials and not included in other classes; animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery.
- Class 19:** Building materials (nonmetallic); non-metallic rigid pipes for building; asphalt, pitch and bitumen; non-metallic transportable buildings; monuments, not of metal.
- Class 20:** Furniture, mirrors, picture frames; goods (not included in other classes) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics.
- Class 21:** Household or kitchen utensils and containers; combs and sponges; brushes (except paint brushes); brush-making materials; articles for cleaning purposes; steelwool; unworked or semiworked glass (except glass used in building); glassware, porcelain and earthenware not included in other classes.
- Class 22:** Ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes); padding and stuffing materials (except of rubber or plastics); raw fibrous textile materials.
- Class 23:** Yarns and threads, for textile use.
- Class 24:** Textiles and textile goods, not included in other classes; bed and table covers.
- Class 25:** Clothing, footwear, headgear.
- Class 26:** Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers.
- Class 27:** Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile).
- Class 28:** Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees.
- Class 29:** Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products; edible oils and fats.
- Class 30:** Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice.
- Class 31:** Agricultural, horticultural and forestry products and grains not included in other classes; live animals; fresh fruits and vegetables; seeds, natural plants and flowers; foodstuffs for animals, malt.
- Class 32:** Beers; Mineral and aerated waters and other non-alcoholic drinks; fruit drinks and fruit juices; syrups and other preparations for making beverages.
- Class 33:** Alcoholic beverages (except beers).
- Class 34:** Tobacco; smokers' articles; matches.

## SERVICES

- Class 35:** Advertising; business management; business administration; office functions.
- Class 36:** Insurance; financial affairs; monetary affairs; real estate affairs.
- Class 37:** Building construction; repair; installation services.
- Class 38:** Telecommunications.
- Class 39:** Transport; packaging and storage of goods; travel arrangement.
- Class 40:** Treatment of materials.
- Class 41:** Education; providing of training; entertainment; sporting and cultural activities.
- Class 42:** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.
- Class 43:** Services for providing food and drink; temporary accommodation.
- Class 44:** Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services.
- Class 45:** Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals.

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