



Trademarks – Theorem, 10 July 2018

Some statistics

Trademarks:

- ensure that consumers can **distinguish between products**;
- enable companies to **differentiate** their products;
- are a marketing tool and the basis for **building a brand image and reputation**;
- **may be licensed** to provide a direct source of revenue through royalties;
- are a crucial component of **franchising agreements**;
- may be a valuable business asset;
- encourage companies to invest in maintaining or improving product quality;
- may be useful for obtaining financing.

Source



Number of Trademarks applications filed in Italy in 2017
(average value in the last three years): **57.000**

Regione	quantita	%
Lombardia	15855	27,09
Lazio	7982	13,64
Emilia-Romagna	5532	9,45
Piemonte	5528	9,45
Veneto	4321	7,38
Toscana	3895	6,66
Campania	3709	6,34
Puglia	2085	3,56
Sicilia	1830	3,13
Marche	1626	2,78

Top Italian regions for Trademarks applications in 2017

Source



Ministero dello Sviluppo Economico
DGLC- UIBM

SSC009 - Statistics of European Union Trade Marks

Hasta / Bis / Until / Jusqu'à / Fino : 06/2018

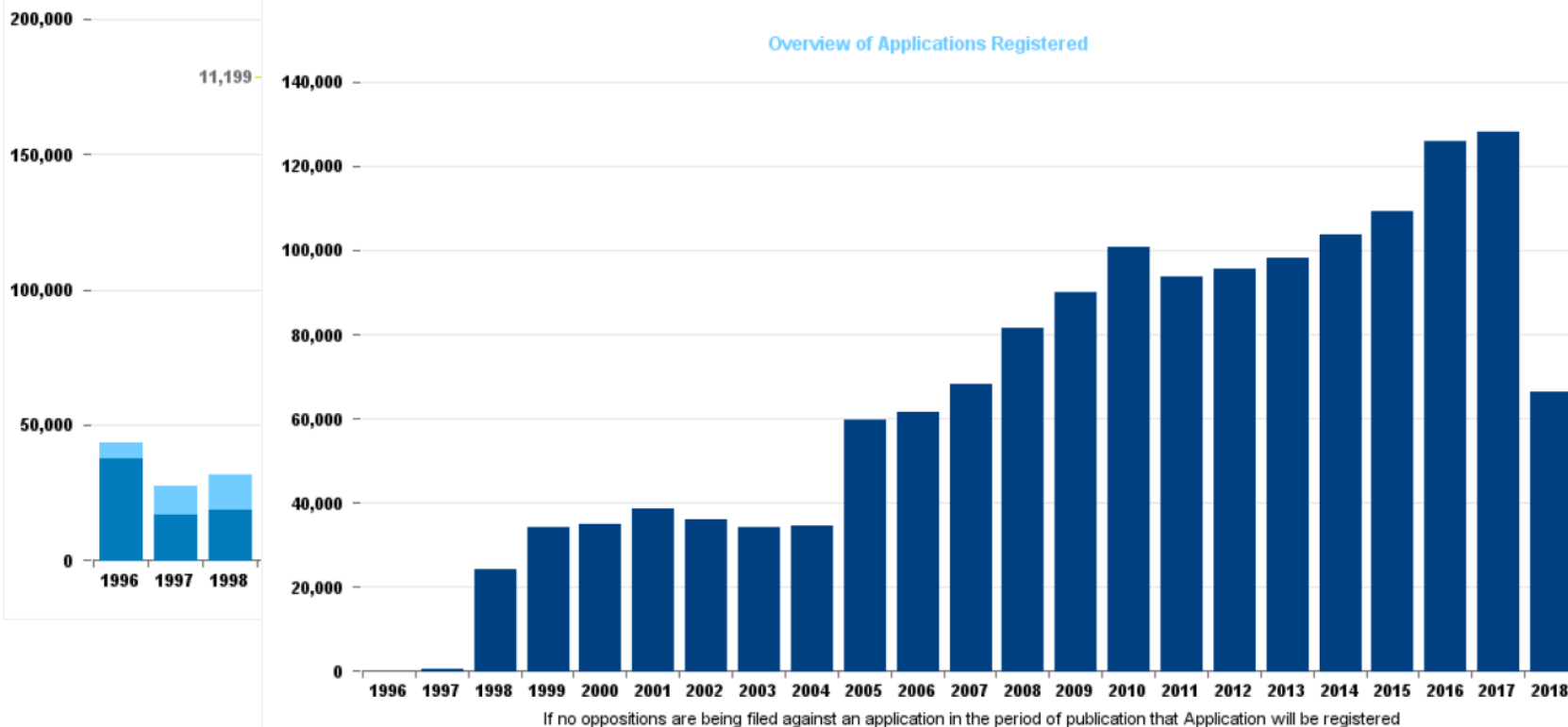
Solicitudes - Anmeldungen - Applications - Demandes - Domande

SSC009 - Statistics of European Union Trade Marks

Hasta / Bis / Until / Jusqu'à / Fino : 06/2018

Registros - Eintragungen - Registrations - Enregistrements - Registrazioni

Overview of Applications Registered



Source



	2016	%
Word Mark	69,975	51.71 %
Figurative	64,680	47.80 %
3D	529	0.39 %
Other	114	0.08 %
Sound	17	0.01 %
Colour	12	0.01 %
Position	0	0.00 %
Motion	0	0.00 %
Pattern	0	0.00 %
Hologram	0	0.00 %
Multimedia	0	0.00 %
Σ	135,327	100.00 %

	2017	%
Word Mark	78,447	53.58 %
Figurative	67,341	46.00 %
3D	489	0.33 %
Other	41	0.03 %
Sound	24	0.02 %
Colour	16	0.01 %
Position	21	0.01 %
Motion	10	0.01 %
Pattern	8	0.01 %
Hologram	2	0.00 %
Multimedia	5	0.00 %
Σ	146,404	100.00 %

	2016	%
Individual	135,205	99.91 %
Collective	122	0.09 %
Certification	0	0.00 %
Σ	135,327	100.00 %

	2017	%
Individual	146,241	99.89 %
Collective	105	0.07 %
Certification	58	0.04 %
Σ	146,404	100.00 %

Applications: breakdown by type of mark

	Estados States	Staaten Etats	Stati	2017
1	(DE) - GERMANY			21,878
2	(US) - UNITED STATES OF AMERICA			16,674
3	(CN) - CHINA (THE PEOPLE'S REPUBLIC OF)			12,177
4	(IT) - ITALY			11,342
5	(GB) - UNITED KINGDOM			11,119
6	(ES) - SPAIN			10,112
7	(FR) - FRANCE			8,601
8	(NL) - NETHERLANDS			4,896
9	(CH) - SWITZERLAND			4,238
10	(PL) - POLAND			3,804
11	(SE) - SWEDEN			3,434
12	(AT) - AUSTRIA			3,346
13	(JP) - JAPAN			2,731
14	(BE) - BELGIUM			2,607
15	(DK) - DENMARK			2,236
16	(PT) - PORTUGAL			1,814
17	(FI) - FINLAND			1,634
18	(AU) - AUSTRALIA			1,523
19	(KR) - REPUBLIC OF KOREA			1,475
20	(CA) - CANADA			1,303
21	(LU) - LUXEMBOURG			1,184
22	(HK) - THE HONG KONG SPECIAL ADMINISTRATIVE REGION OF THE PEOPLE'S REPUBLIC OF CHINA			1,161
23	(IE) - IRELAND			1,155
24	(CZ) - CZECH REPUBLIC			1,089
25	(TW) - TAIWAN			655
	Σ 25			132,188

Applications: breakdown per country/territories

Source



BREAKDOWN APPLICATION BY CLASS (*Nice Classification*)

	Clase Klasse Class Classe Classe	2016	%		Clase Klasse Class Classe Classe	2017	%
1	09	35,994	10.08 %	1	09	39,372	10.48 %
2	35	33,884	9.49 %	2	35	34,927	9.30 %
3	42	22,918	6.42 %	3	42	24,606	6.55 %
4	41	20,599	5.77 %	4	41	21,246	5.65 %
5	25	16,151	4.52 %	5	25	17,428	4.64 %
6	05	12,607	3.53 %	6	05	12,889	3.43 %
7	16	11,297	3.16 %	7	16	11,421	3.04 %
8	03	11,164	3.13 %	8	03	12,266	3.26 %
9	30	9,795	2.74 %	9	30	9,468	2.52 %
10	38	9,397	2.63 %	10	38	9,433	2.51 %

Meaning:

09 Scientific, photographic, measuring instruments; recording equipment; computers and software

35 Advertising, business management, business administration and office functions

42 Scientific and technological services, design and development of computer hardware and software

41 Education, entertainment, and sporting activities

25 Clothing

Source



Find term

Contains

Search by trade mark name, application and registration number.

Search

Clear

Advanced search

Close filter

Filter

Clear

Offices

Territory of

protection

Status

Trade mark type

Dates

Nice class

Vienna codes

Applicant name

L'OREAL

246

SAMSUNG ELECTRONICS CO., LTD.

236

EVELINE COSMETICS BRAND CONCEPT
DEVELOPMENT Sp. z o.o.

153

Huawei Technologies Co., Ltd.

149

IGT, a Nevada Corporation

113

Jaguar Land Rover Limited

108

Bayer Aktiengesellschaft

94

adp Gauselmann GmbH

94

Impera GmbH

87

LG ELECTRONICS INC.

86

Beiersdorf AG

83

The Procter & Gamble Company

79

Johnson & Johnson

74

Target Brands, Inc.

73

BSH Hausgeräte GmbH

69

Bora Creations S.L.

64

S. MALHOTRA & CO. AG

64

Novartis AG

62

NBA Properties, Inc.

61

Unilever N.V.

61

of results

WIPO Global Brand DB

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Graphic represent...	Trade mark name	Trade m...	Design...	Application nu...	Registration n...	Trade mark st...	Nice class	Applicant name	Application date	Trade mark type	Registration d...	Seniority clai...
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Breakdown Application By Applicants Name for EUIPO in 2017

(Application Date: from 01-01-2017 to 31-12-2017), **Trademarks Office: Eu-ipo**, Database: TrademarkView <https://www.tmdn.org/tmview/welcome>

Source



Find term

Contains Search by trade mark name, application and registration number.

Search Clear

Advanced search

Close filter

Filter	Clear
Offices	NEILOS S.R.L. 80
Territory of protection	Hibu Società Agricola S.r.l. 48
Status	FERRERO S.P.A. 44
Trade mark type	POSTE ITALIANE SPA 42
Dates	LOTTERIE NAZIONALI S.R.L. 40
Nice class	IPER MONTEBELLO S.P.A. 33
Vienna codes	OFFICINA COMUNICAZIONE S.R.L. 32
Applicant name	NOBERASCO SPA 30
	RCS MEDIAGROUP S.P.A. 28
	DOC GENERICI S.R.L. 27
	Società Italo Britannica L. Manetti - H. Roberts & C. p.A. 27
	HUMANITAS S.P.A. 26
	BPER BANCA S.p.A. 25
	Jafer Enterprises R&D, SLU 23
	Pirelli Tyre S.p.A. 23
	Chiesi Farmaceutici S.p.A. 22
	REPLY S.P.A. 22
	Tenuta di Donnafugata srl Società Agricola 22
	AZIENDE CHIMICHE RIUNITE ANGELINI FRANCESCO A.C.R.A.F. S.P.A. 21
	DELPHINA SPA 21

List of results

WIPO Global Brand DB	Page 1 of 3867	10 20 30 50 75 100 Displaying results 1 - 10 of 38669
Graphic represent...	Trade mark name	Trade m...
Design...	Application nu...	Registration n...
Trade mark st...	Nice class	Applicant name
Application date	Trade mark type	Registration d...
Seniority clai...		

Breakdown application by applicants name for Italy in 2017

(Application Date: from 01-01-2017 to 31-12-2017), **Trademarks Office: IT**, Database: TrademarkView <https://www.tmdn.org/tmview/welcome>

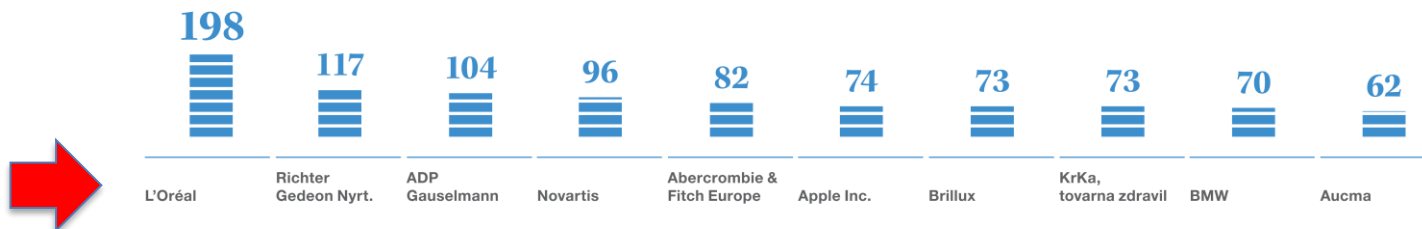
Source



Who filed the most Madrid trademark applications in 2017?

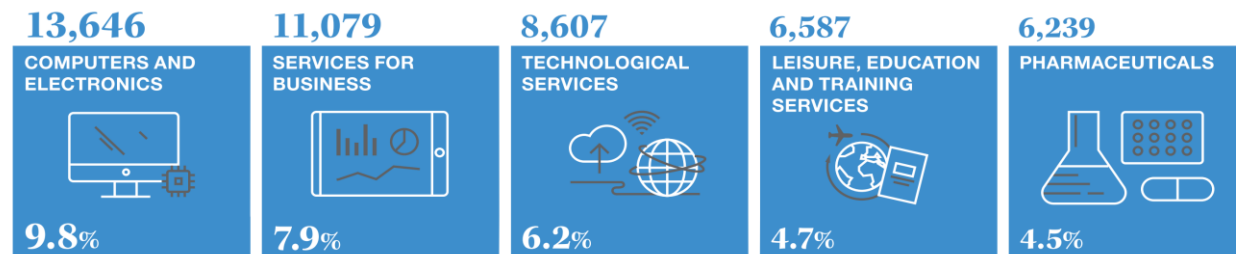
TOP 10 MADRID APPLICANTS

Number of Madrid applications



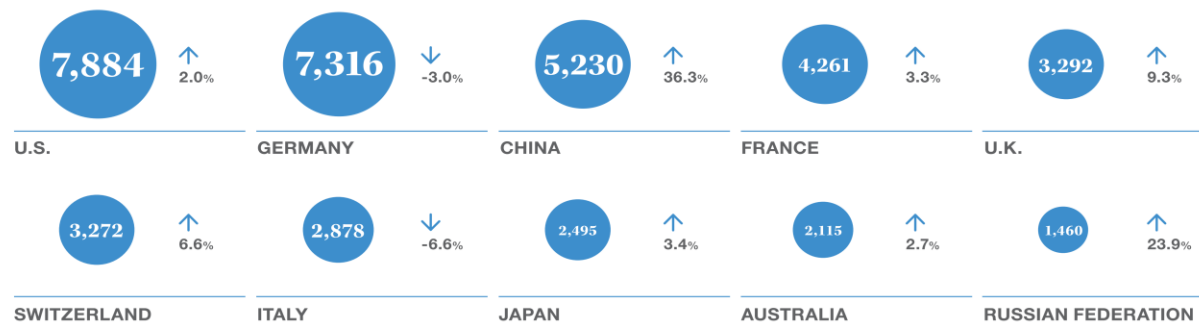
TOP 5 CLASSES

Number of classes specified in international applications and share of total



TOP 10 COUNTRIES

Number of Madrid applications and % growth since 2016



Source