

26 April: World Intellectual Property Day

## Almost 90 000 EU trade mark applications received from Member States in 2015

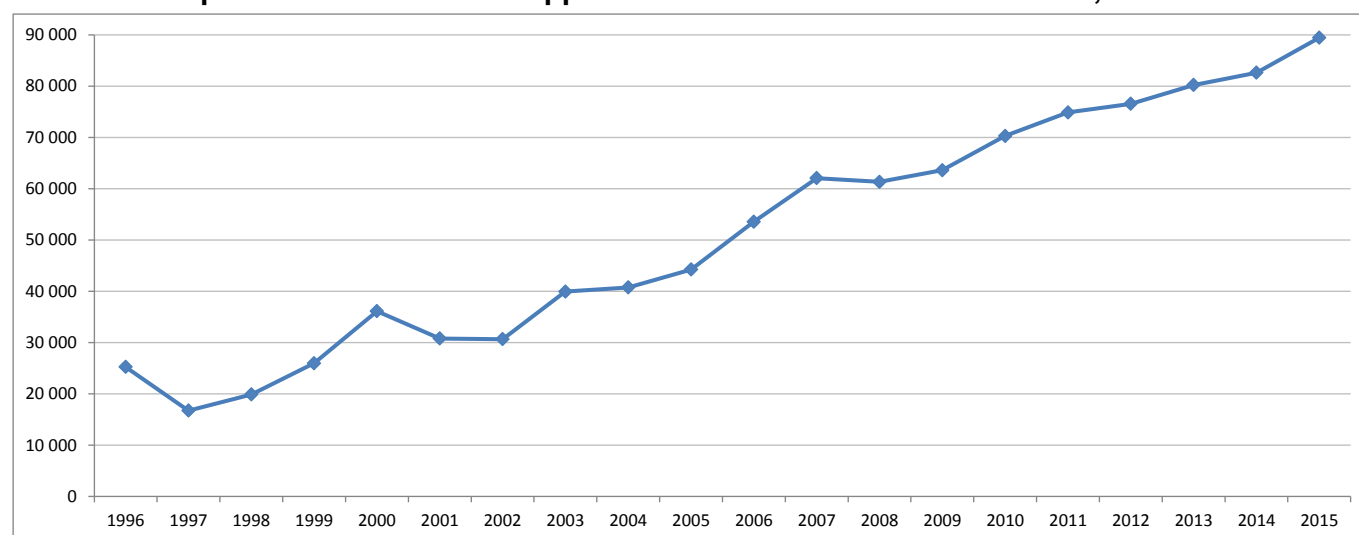
Germany first among Member States, Paris among EU regions

89 420 applications for trade mark protection were received in 2015 by the EU Intellectual Property Office (EUIPO) from the Member States of the **European Union (EU)**, a number about 4 times higher than that of the mid-1990s. Over recent years, the number of EU trade mark (TM) applications originating from EU Member States has constantly risen, with the exception of the slowdown registered with the economic and financial crisis in 2008.

Applications made in 2015 from **EU Member States** accounted for nearly 70% of all applications made in the EUIPO that year, which totalled 130 385 applications. The highest number of TM applications made to the EUIPO from outside the EU came by far from the **United States** (16 881), ahead of **China** (4 153), **Switzerland** (3 997), **Japan** (2 593) and **South Korea** (2 038).

This information is issued by **Eurostat, the statistical office of the European Union**, on the occasion of the World Intellectual Property Day, celebrated every 26 April to promote discussion of the role of intellectual property in encouraging innovation and creativity. Data on TM applications presented in this news release only represent a small selection of a wider range of indicators related to intellectual property rights available at Eurostat, which also include data on patent and industrial design.

European Union trade mark applications from the EU Member States, 1996-2015



### Germany and the United Kingdom account for more than 1 in every 3 TM applications

Across the EU, **Germany** (20 447 applications, or 23% of EU total) was the first Member State in terms of applications for TM protection in 2015, followed at a distance by the **United Kingdom** (12 527, or 14%), **Italy** (9 941, or 11%), **Spain** (9 406, or 11%), **France** (7 907, or 9%), the **Netherlands** (4 534, or 5%) and **Poland** (3 665, or 4%).

## Highest number of TM applications per inhabitant in Luxembourg, lowest in Romania

In relative terms, the highest number of TM applications per million inhabitants was recorded in 2015 by **Luxembourg** (2 190), followed at a distance by **Malta** (960), **Cyprus** (652), **Austria** (345) and **Denmark** (309). At the opposite end of the scale, **Croatia** (32), **Romania** (33), **Hungary** (57), **Slovakia** (67) and **Greece** (72) registered the lowest shares of TM applications relative to the size of their respective populations. In the **EU**, there were on average 176 applications for trade mark protection per million inhabitants made to the EUIPO in 2015.

When analyzing these data, it should be noted that corporations, which are the main source of trade mark applications, might benefit from the fiscal policies of certain countries with low corporate tax rates, including tax exemptions for intellectual property rights protection.

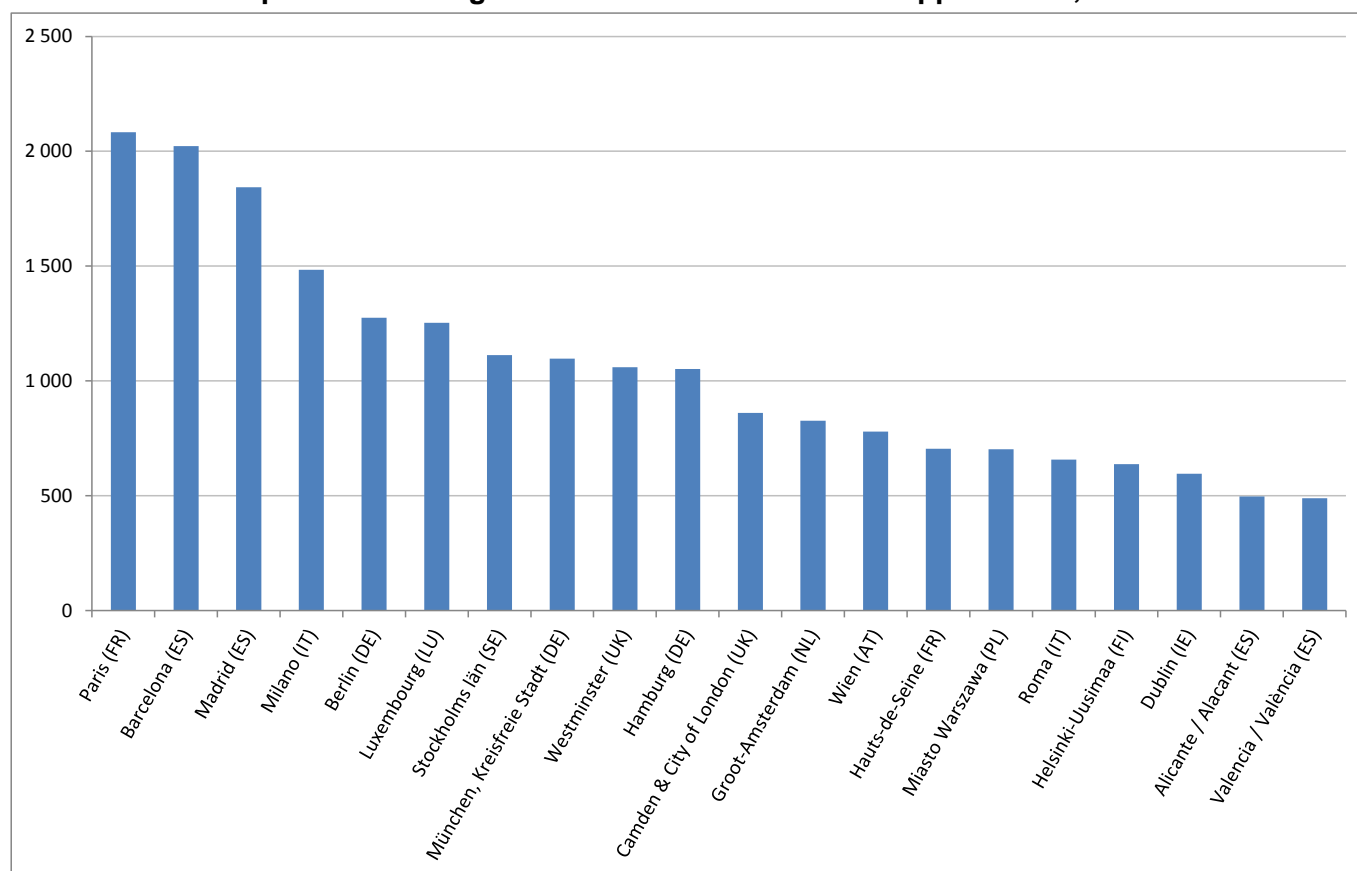
## Paris and Barcelona, leading EU regions for TM applications

After **Paris** in France (2 083 TM applications made), the leading regions in the ranking of applications to the EUIPO for trade mark protection in 2014 were **Barcelona** (2 022 applications) and **Madrid** (1 843) in Spain, **Milano** (1 484) in Italy, **Berlin** (1 275) in Germany and **Luxembourg** (1 253).

Among the 20 regions in the EU with the highest number of TM applications made to the EUIPO in 2014, four were in Spain, three in Germany, two each in France, Italy and the United Kingdom and one each in Ireland, the Netherlands, Austria, Poland, Finland and Sweden, as well as Luxembourg.

It should be noted that EU trade mark protection activity is mainly concentrated in the capital regions, with more than half out of the 20 EU regions with the highest number of TM applications to the EUIPO in 2014 being capital regions.

Top 20 NUTS 3 regions in the EU in terms of TM applications, 2014



The source dataset can be found [here](#).

## European Union trade mark applications, 2015

	Absolute number	Share of EU total	Per million inhabitant*
<b>EU</b>	<b>89 420</b>	<b>100%</b>	<b>175.9</b>
Belgium	2 249	3%	199.8
Bulgaria	653	1%	90.7
Czech Republic	992	1%	94.1
Denmark	1 750	2%	309.2
Germany	20 447	23%	251.8
Estonia	352	0%	268.0
Ireland	1 042	1%	225.1
Greece	776	1%	71.5
Spain	9 406	11%	202.5
France	7 907	9%	119.0
Croatia	133	0%	31.5
Italy	9 941	11%	163.5
Cyprus	421	0%	651.7
Latvia	160	0%	80.6
Lithuania	270	0%	92.4
Luxembourg	1 233	1%	2 190.2
Hungary	564	1%	57.2
Malta	412	0%	959.6
Netherlands	4 534	5%	268.3
Austria	2 961	3%	345.3
Poland	3 665	4%	96.4
Portugal	1 329	1%	128.1
Romania	652	1%	32.8
Slovenia	294	0%	142.5
Slovakia	363	0%	67.0
Finland	1 370	2%	250.4
Sweden	2 886	3%	296.1
United Kingdom	12 527	14%	193.1
<b>NON-EU COUNTRIES</b>	<b>Absolute number</b>	<b>Share of non-EU total</b>	<b>Per million inhabitant*</b>
Iceland	72	0%	218.8
Liechtenstein	134	0%	3 586.2
Norway	425	1%	82.3
Switzerland	3 997	10%	485.2
Turkey	768	2%	9.9
Russia	293	1%	2.0
South Africa	230	1%	4.2
Canada	1 213	3%	:
United States	16 881	41%	52.5
Mexico	309	1%	2.4
Brazil	263	1%	1.3
China (except Hong Kong)	4 153	10%	3.0
Hong Kong	919	2%	125.7
Japan	2 593	6%	20.5
South Korea	2 038	5%	40.5
Taiwan	611	1%	26.0
India	320	1%	0.2
Singapore	340	1%	60.7
Israel	445	1%	55.2
Australia	1 404	3%	58.6
New Zealand	296	1%	65.4
<b>All countries of the world</b>	<b>130 385</b>	<b>-</b>	<b>:</b>

The sum might not add up to total due to some non-allocable TM applications.

\* Population as of 1 January 2015.

: Data not available

- Not applicable

The source dataset can be found [here](#).

## Geographical information

The **European Union** (EU) includes Belgium, Bulgaria, the Czech Republic, Denmark, Germany, Estonia, Ireland, Greece, Spain, France, Croatia, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, the Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden and the United Kingdom.

## Methods and definitions

The statistics presented in this News Release are based on raw data received from the European Union Intellectual Property Office (EUIPO), the EU's agency responsible for managing the EU trade mark and the registered Community design.

An **EU trade mark** is an exclusive right that protects distinctive signs, valid across the EU, registered directly with EUIPO in accordance with the conditions specified in the trade mark regulations.

Trade marks constitute means by which creators seek protection for their industrial property. Trade marks reflect the non-technological innovation in every sector of economic life, including services. In this context, indicators based on Trade mark data can provide a link between innovation and the market.

Trade marks such as words or figurative marks are an essential part of the "identity" of goods and services. They help deliver brand recognition, in logos for example, and play an important role in marketing and communication. It is possible to register a variety of trade marks including words, other graphical representations, and even sounds. Rights owners have a choice of obtaining protection on a country-by-country basis, or using international systems.

For the calculation of totals for EU trade marks, full counts are applied. Fractional counting is not applied because although an application can be assigned to one or more owners, the first owner of the application is taken into account for the assignment of the geographical origin of the application.

Regional data are based on the Nomenclature of Territorial Units for Statistics (NUTS) 2010, which provide a uniform, consistent breakdown of territorial units for the production of regional statistics for the EU.

## For more information

Eurostat [website section](#) dedicated to statistics on science, technology and innovation.

Eurostar [database](#) on science, technology and innovation.

Eurostat [metadata](#) on EU trade marks.

The [website](#) of the European Union Intellectual Property Office (EUIPO).

The [website section](#) of the World Intellectual Property organization (WIPO) dedicated to the World Intellectual Property Day.

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