

TABLE S8-45

Number of registered USPTO and EUIPO trademarks, by region, country, or economy: 1998–2018

(Number)

Region, country, or economy	1998		1999		2000		2001		2002		2003		2004		2005		2006		2007		2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		
	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO			
World	88,761	24,275	88,621	34,297	110,488	34,782	106,745	38,575	146,871	35,915	130,946	34,374	113,691	34,481	121,572	59,802	153,331	61,665	170,784	68,081	194,473	81,581	177,379	90,033	165,227	100,913	180,081	93,893	187,602	95,706	194,337	98,173	204,704	103,897	213,797	109,440	232,552	126,099	255,069	128,450	273,079	132,874	
North America	78,191	6,357	77,580	8,401	97,172	8,684	93,936	9,080	126,410	8,466	109,217	7,766	94,666	7,480	102,230	11,983	127,965	11,566	142,451	12,454	162,186	14,095	147,006	14,519	137,261	13,875	151,004	13,294	156,790	13,766	161,302	13,988	169,897	14,276	174,468	14,805	181,142	17,353	188,521	16,123	190,534	16,112	
Canada	2,138	215	2,046	349	2,399	400	2,243	390	3,327	399	3,252	422	3,037	370	3,090	598	3,650	641	3,609	656	4,182	743	4,030	891	3,780	898	4,196	855	3,907	862	4,029	919	4,107	943	4,346	1,033	4,520	1,064	5,038	1,042	4,942	1,217	
Mexico	272	45	254	35	323	75	248	98	386	80	423	67	396	119	506	127	543	127	724	155	907	200	795	245	803	180	927	203	923	194	1,010	216	1,048	217	1,087	217	1,104	262	1,162	228	1,166	251	
Puerto Rico	43	1	65	4	51	9	83	6	111	9	61	6	72	7	66	4	89	6	146	2	120	11	113	5	134	8	165	3	192	2	180	6	218	2	264	3	281	8	334	2	261	9	
United States	75,738	6,096	75,214	8,013	94,399	8,198	91,363	8,585	122,586	7,977	105,482	7,270	91,161	6,983	98,567	11,249	123,683	10,791	137,971	11,639	156,977	13,141	142,067	13,378	132,543	12,789	145,715	12,232	151,769	12,702	156,082	12,846	164,524	13,112	168,770	13,552	175,237	16,016	181,987	14,851	184,166	14,635	
All others	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	4	0	1	1	1	0	0	0	0	1	0	0	1	0	5	0	1	0	1	0	0	0	3	0	0	0	0	0
Central and South America	365	158	379	249	396	263	367	333	703	360	837	338	843	457	834	791	992	839	1,105	789	1,331	752	1,117	950	1,061	961	1,089	763	1,203	676	1,177	718	1,198	625	1,350	770	1,356	719	1,471	754	1,505	765	
Argentina	61	17	33	27	48	23	40	61	87	36	118	46	116	90	96	122	126	170	145	116	171	118	130	160	143	136	156	105	147	80	162	99	123	72	134	90	141	84	134	85	179	91	
Brazil	54	51	63	52	73	57	55	69	134	110	160	93	165	119	159	246	201	224	195	258	224	243	212	299	196	346	173	231	231	205	237	254	279	209	316	270	299	211	354	260	375	230	
All others	250	90	282	170	275	183	271	203	482	214	560	199	562	248	579	422	664	445	765	414	936	391	775	490	722	479	759	426	825	391	778	364	796	344	900	409	915	424	983	409	951	443	
Europe	6,287	15,180	6,224	21,685	7,717	21,973	7,688	25,083	13,003	23,728	13,813	23,043	11,711	23,222	12,104	42,262	16,456	44,325	18,168	49,465	20,371	60,266	19,652	66,993	17,711	78,102	18,103	72,001	18,793	72,644	19,853	74,541	20,293	78,852	21,249	82,676	23,528	91,407	23,606	91,872	25,058	93,773	
EU	5,658	14,208	5,601	20,541	6,890	20,921	6,950	23,974	11,618	22,594	12,267	21,841	10,409	22,013	10,655	39,931	14,395	41,637	15,838	46,280	17,752	56,685	17,193	62,769	15,584	73,976	15,796	67,461	16,311	68,013	17,259	69,413	17,591	73,481	18,302	77,146	20,396	85,099	20,693	85,803	21,719	87,608	
Austria	79	402	99	507	132	469	101	483	216	511	261	448	188	431	203	894	294	1,226	320	1,496	384	1,824	363	1,891	324	2,599	333	2,337	350	2,598	378	2,453	399	2,566	415	2,548	470	2,713	471	2,945	415	2,937	
Belgium	107	343	118	529	121	620	131	586	263	539	239	486	189	447	187	977	286	883	329	1,041	379	1,243	350	1,539	334	1,965	304	1,714	331	1,611	385	1,736	389	1,801	315	1,984	411	2,161	445	2,321	520	2,369	
Denmark	127	383	114	531	141	536	145	543	220	417	264	694	207	508	241	779	340	826	361	930	406	1,039	436	1,162	398	1,293	352	1,197	346	1,195	391	1,294	376	1,284	436	1,507	528	1,640	453	1,684	470	1,652	
Finland	80	162	58	308	88	386	102	386	192	324	195	384	135	307	158	385	156	436	232	601	207	762	211	737	205	975	224	891	220	938	233	988	243	972	256	1,089	335	1,336	321	1,572	392	1,438	
France	942	1,184	904	1,887	1,171	2,181	1,156	2,497	1,817	2,326	1,923	2,395	1,522	2,136	1,507	4,655	2,089	4,810	2,260	4,745	2,436	5,612	2,299	6,330	2,221	7,458	2,269	6,901	2,237	6,869	2,427	6,835	2,383	6,939	2,337	7,159	2,473	7,818	2,586	7,849	2,708	7,972	
Germany	1,299	4,191	1,411	5,462	1,799	4,756	1,780	6,410	3,128	6,172	3,367	5,578	2,828	5,235	2,871	9,869	3,825	10,460	3,966	12,017	4,484	14,516	4,428	15,828	3,726	18,638	3,685	17,360	3,695	18,183	3,767	17,545	3,610	17,236	3,649	17,091	3,970	18,609	4,129	19,199	4,110	19,083	
Hungary	8	21	9	15	7	10	13	18	18	18	19	7	16	13	23	89	40	137	32	110	47	156	35	254	46	309	37	308	40	273	51	335	49	411	46	452	40	464	56	551	68	550	
Ireland	104	206	74	310	99	344	123	413	161	356	155	300	160	360	134	562	196	486	236	617	276	711	265	791	218	977	245	748	274	679	282	867	292	1,022	400	1,001	394	1,049	391	1,061	485	960	
Italy	623	1,475	648	2,675	771	2,758	677	3,249	1,162	2,953	1,140	2,681	954	2,885	1,046	5,067	1,622	5,187	1,946	5,470	2,154	6,958	1,824	7,521	1,544	8,434	1,753	7,789	1,724	7,153	1,816	7,849	1,864	8,208	1,927	8,884	2,044	10,737	2,094	10,083	2,227	11,612	
Netherlands	319	460	356	1,036	408	920	440	967	740	887	750	815	596	874	723	2,184	887	2,172	942	2,624	937	3,066	995	3,354	892	4,378	879	3,748	961	3,653	842	3,509	925	3,705	944	3,822	1,090	4,335	1,028	4,271	1,092	4,346	
Spain	269	1,875	276	1,644	278	2,108	306	2,301	535	2,440	543	2,425	457	3,282	493	5,432	739	5,215	831	5,433	946	6,443	839	7,065	781	8,132	819	7,278	930	6,834	969	7,093	935	7,498	1,040	8,030	1,198	8,672	1,127	8,850	1,049	9,040	
Sweden	232	339	223	930	263	817	324	793	494	741	497	782	447	648	413	1,051	495	1,075	528	1,374	638	1,696	604	1,669	587	2,119	578	2,097	663	2,173	668	2,112	612	2,297	672	2,609	812	2,868	791	3,187	818	3,046	
United Kingdom	1,334	2,880	1,185	4,189	1,452	4,392	1,504	4,651	2,396	4,281	2,605	4,148	2,443	4,230	2,335	6,360	2,905	6,570	3,174	6,974	3,618	8,514	3,720	9,230	3,597	9,794	3,492	9,016	3,571	9,388	3,985	9,880	4,324	10,987	4,473	11,628	5,069	12,101	5,277	10,802	5,493	10,588	
All others	135	286	125	516	162	624	147	673	276	628	308	696	267	657	322	1,627	521	2,154	681	2,847	839	4,144	825	5,397	710	6,907	825	6,078	968	6,466	1,064	6,916	1,189	8,555	1,392	9,341	1,562	10,595	1,523	11,427	1,872	12,014	
Other Europe	630	971	623	1,144	827	1,052	737	1,109	1,386	1,134	1,547	1,202	1,302	1,209	1,449	2,331	2,061	2,688	2,330	3,186	2,619	3,582	2,459	4,224	2,127	4,127	2,307	4,540	2,482	4,631	2,594	5,128	2,702	5,371	2,946	5,530	3,131	6,309	2,913	6,068	3,339	6,165	
Former Soviet Union	2	2	0	1	2	1	2	0	10	0	3	1	4	0	12	4	42	13	36	10	43	12	32	11	37	19	59	33	53	59	60	67	85	62	71	87	102	123	132	148	287	191	
Norway	41	36	55	107	70	79	58	64	128	77	117	81	75	102	71	152	112	164	163	207	182	230	190	292	207	311	193	288	172	301	181	324											

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China	300	111	318	179	430	180	389	189	599	215	754	276	707	306	791	519	1,252	723	1,780	907	2,162	1,210	2,017	1,391	1,945	1,792	2,421	2,067	2,864	2,397	3,293	2,498	4,101	3,100	6,533	4,181	15,264	7,095	29,551	10,879	42,189	13,498
India	46	18	46	25	62	34	83	56	88	34	114	45	110	50	106	83	139	94	149	102	194	151	211	196	226	233	244	207	268	193	303	197	321	211	375	283	419	268	485	263	560	303
Japan	987	929	1,042	1,127	1,159	997	1,225	1,004	1,716	1,018	1,950	1,247	1,847	1,145	1,973	1,709	2,330	1,650	2,472	1,706	2,726	2,046	2,489	2,336	2,345	2,202	2,250	1,941	2,284	2,057	2,802	2,204	2,684	2,104	2,775	2,157	2,909	2,602	2,824	2,592	2,965	2,467
Malaysia	17	3	12	17	19	33	19	21	25	28	26	32	28	29	26	54	48	47	52	53	59	51	59	61	85	60	73	76	67	37	56	48	66	50	55	42	65	63	70	49	133	51
Singapore	51	71	33	99	71	85	73	81	101	68	103	60	118	82	104	106	134	124	169	141	216	151	180	192	255	175	217	166	301	225	311	225	291	243	327	275	400	421	456	347	483	382
South Korea	155	40	157	38	205	57	240	89	316	83	438	93	428	119	409	138	458	157	634	240	808	330	775	384	771	658	950	566	1,155	747	1,174	808	1,419	1,193	1,770	974	1,917	1,927	2,458	1,496	2,372	1,424
Taiwan	367	109	340	227	502	247	494	256	718	245	671	258	618	319	747	486	834	542	908	461	1,040	548	795	691	772	630	840	636	878	695	932	560	936	651	978	608	1,000	550	924	613	1,039	619
All others	54	28	55	37	74	39	69	53	111	54	160	55	148	69	152	136	193	145	213	94	219	211	234	200	199	206	187	245	209	246	190	297	245	304	230	276	212	314	194	445	211	
Middle East	177	73	148	166	223	171	236	217	378	217	366	195	297	187	281	326	315	351	372	427	468	509	462	689	487	590	538	554	646	617	641	656	649	782	832	800	947	1,106	974	1,041	1,297	1,100
Israel	152	52	124	126	190	120	207	173	327	168	318	137	248	135	222	174	246	202	286	228	369	247	329	308	354	273	352	197	461	289	445	281	437	292	570	332	616	448	676	454	963	502
All others	25	21	24	40	33	51	29	44	52	49	48	58	49	52	59	152	69	149	85	199	99	262	133	381	133	316	186	356	184	328	196	375	212	490	262	468	332	658	298	587	335	597
Africa	74	41	56	71	89	88	89	112	111	107	185	152	124	156	128	243	148	211	161	220	220	283	218	306	223	357	220	373	215	334	246	340	284	366	313	391	258	345	247	382	292	364
South Africa	55	26	37	50	44	63	50	82	74	76	126	125	78	119	90	169	98	138	104	141	114	175	116	196	130	210	111	148	100	159	140	177	139	161	146	190	109	192	101	189	125	161
All others	19	15	19	21	45	25	40	30	37	31	59	27	46	37	38	74	51	73	58	79	106	108	102	110	93	146	110	225	115	174	107	163	145	204	166	201	149	153	146	193	167	203
Australia and Oceania	390	166	368	340	519	367	499	425	906	391	1,011	323	871	368	931	576	1,319	657	1,457	842	1,815	842	1,719	1,006	1,552	934	1,551	897	1,596	952	1,694	956	1,937	1,015	2,012	1,058	2,468	1,775	2,526	1,630	2,760	1,642
Australia	341	136	286	288	424	301	417	353	767	318	817	263	692	283	764	419	1,099	513	1,217	690	1,486	652	1,434	785	1,277	728	1,294	714	1,353	775	1,461	816	1,592	831	1,671	829	2,059	1,434	2,112	1,359	2,326	1,354
New Zealand	47	30	80	46	93	64	79	67	128	68	175	56	167	80	160	150	212	139	228	143	318	180	271	210	259	190	252	172	231	166	217	124	320	177	335	194	385	306	398	238	413	265
All others	2	0	2	6	3	2	2	5	11	5	19	4	12	5	8	7	8	5	11	9	12	9	13	11	15	15	6	11	11	10	16	16	24	7	5	34	24	35	16	32	21	22
Unclassified	1,296	990	1,864	1,635	1,848	1,563	1,338	1,575	1,686	899	1,299	490	1,173	492	754	388	747	232	691	179	659	133	446	116	334	138	373	163	297	154	309	242	331	182	456	189	602	252	642	213	1,446	162

USPTO = U.S. Patent and Trademark Office; EUIPO = European Union Intellectual Property Office; EU = European Union.

Note(s)

Trademarks are allocated according to holder information. Trademarks are fractionally allocated among regions, countries, or economies based on the proportion of residences of all named holders. The EU includes 28 member countries. China includes Hong Kong. Trademarks are classified under the 11th edition of the Nice classification of goods and services, which classifies trademarks under 34 categories of goods and 11 categories of services. Fractional counts of trademarks were assigned to each category to assign the proper weight of a trademark to the corresponding category under the classification.

Source(s)

National Center for Science and Engineering Statistics, National Science Foundation; Science-Metrix; USPTO patent data hosted by Reed Tech (LexisNexis), accessed April 2019; EUIPO trademark data, accessed April 2019.