

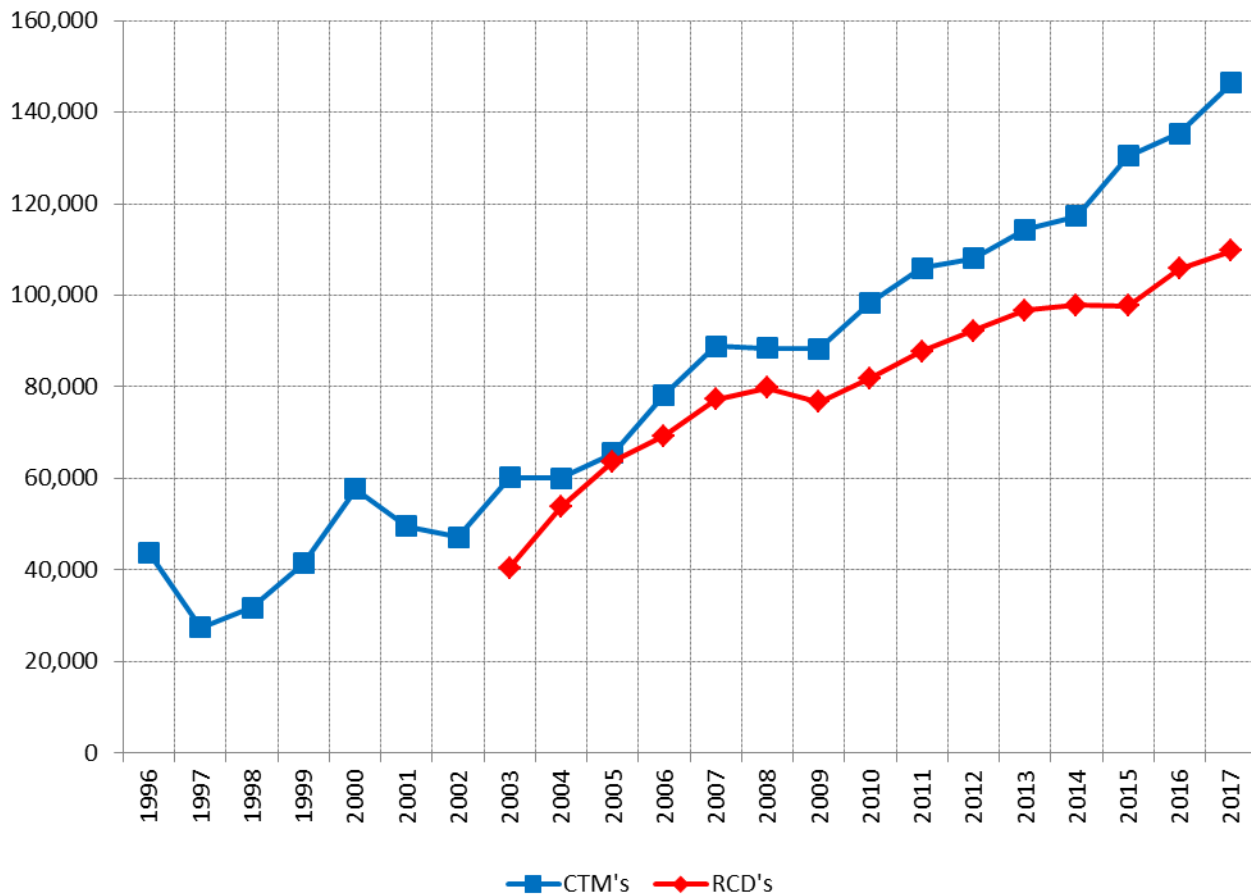
Facts and Figures Report 2017

Key Figures

EUTM	2017	vs 2016	RCD	2017	vs 2016
Direct filings	121,529	+4%	Direct filings	95,800	+5%
International Registrations	24,880	+32%	International Registrations	13,928	-6%
TOTAL	146,409	+8%	TOTAL	109,728	+4%

EUTM	2017	vs 2016	RCD	2017	vs 2016
Oppositions	18,570	-3%	Invalidities	440	-13%
Cancellations	1,821	-7%	Appeals	97	+15%
Appeals	2,664	+13%			

Historical trade mark and design filings (direct and international)



Trademarks

In 2000 the dot.com bubble caused a 30% increase of filings followed by a drop of 16% in 2002.

The financial crisis of 2008-2009 had a negative effect on the filings of around -5400 trade marks.

Overall, as from 1997, the average increase in filings has been 9,4%

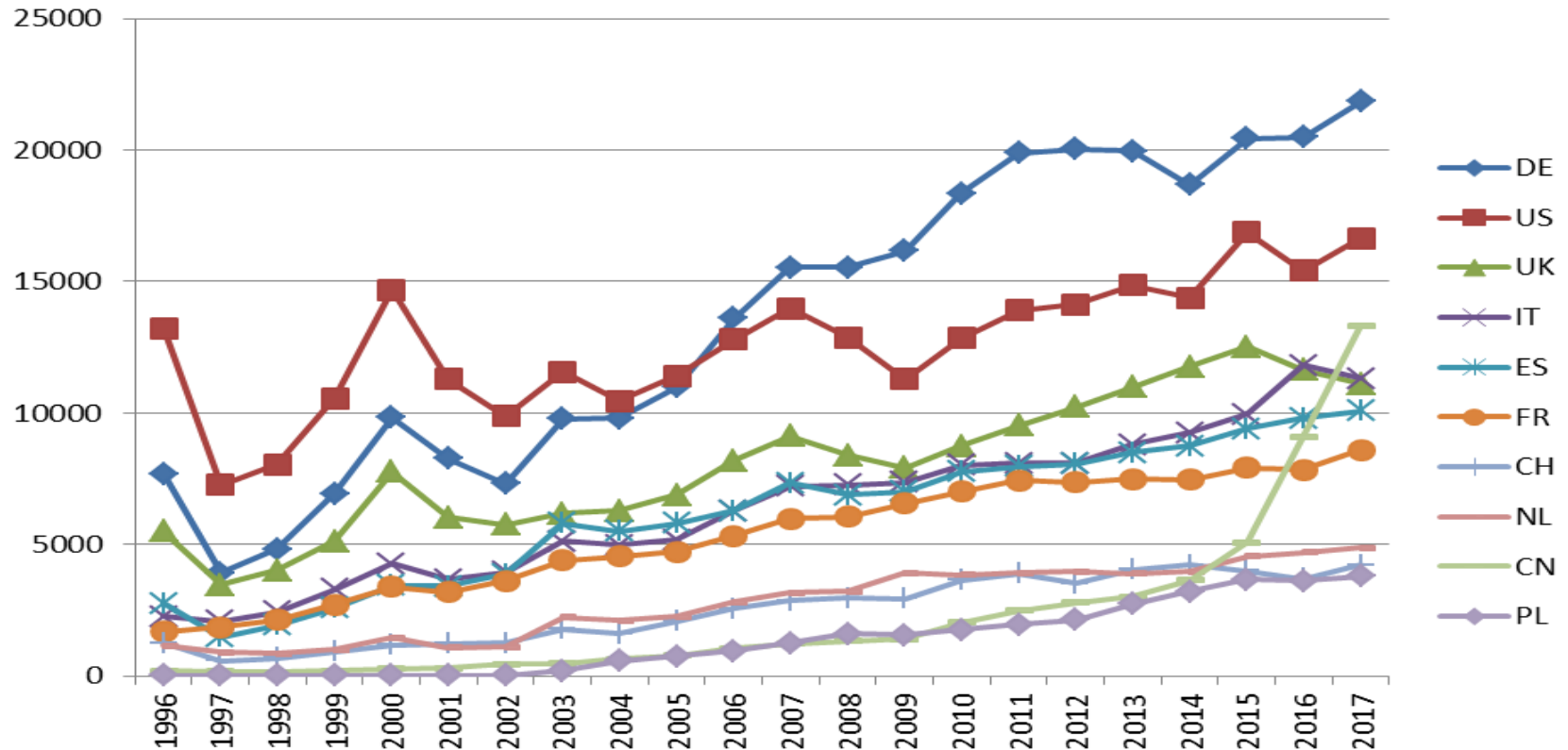
Designs

The first RCDs were filed in 2003. The first international designs were filed in 2008.

In 2009, filings dropped by 12%, reflecting the economic crisis.

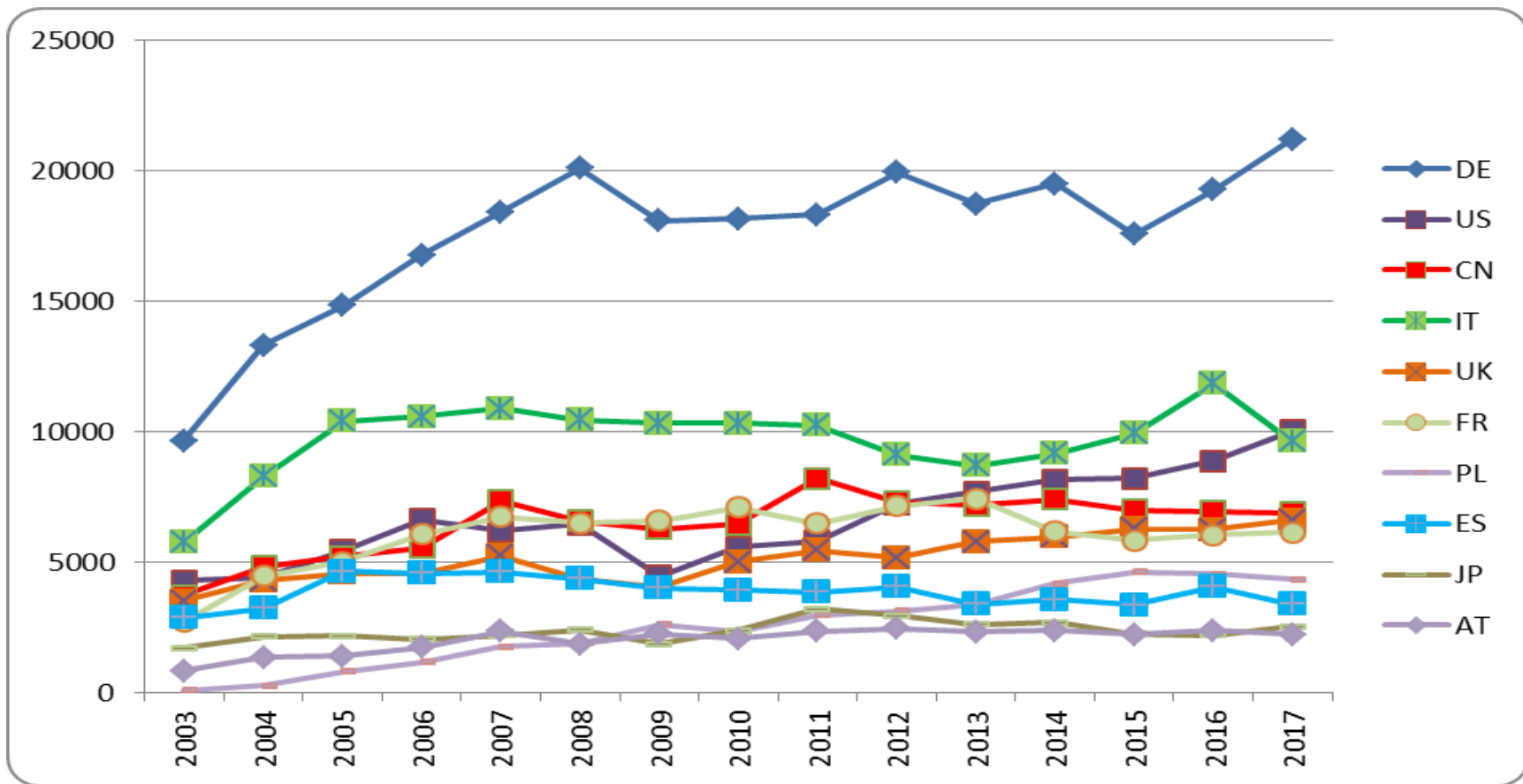
Overall, as from 2003, the average increase in filings has been 7,7% .

Top 10 EUTM-filing countries (2017)



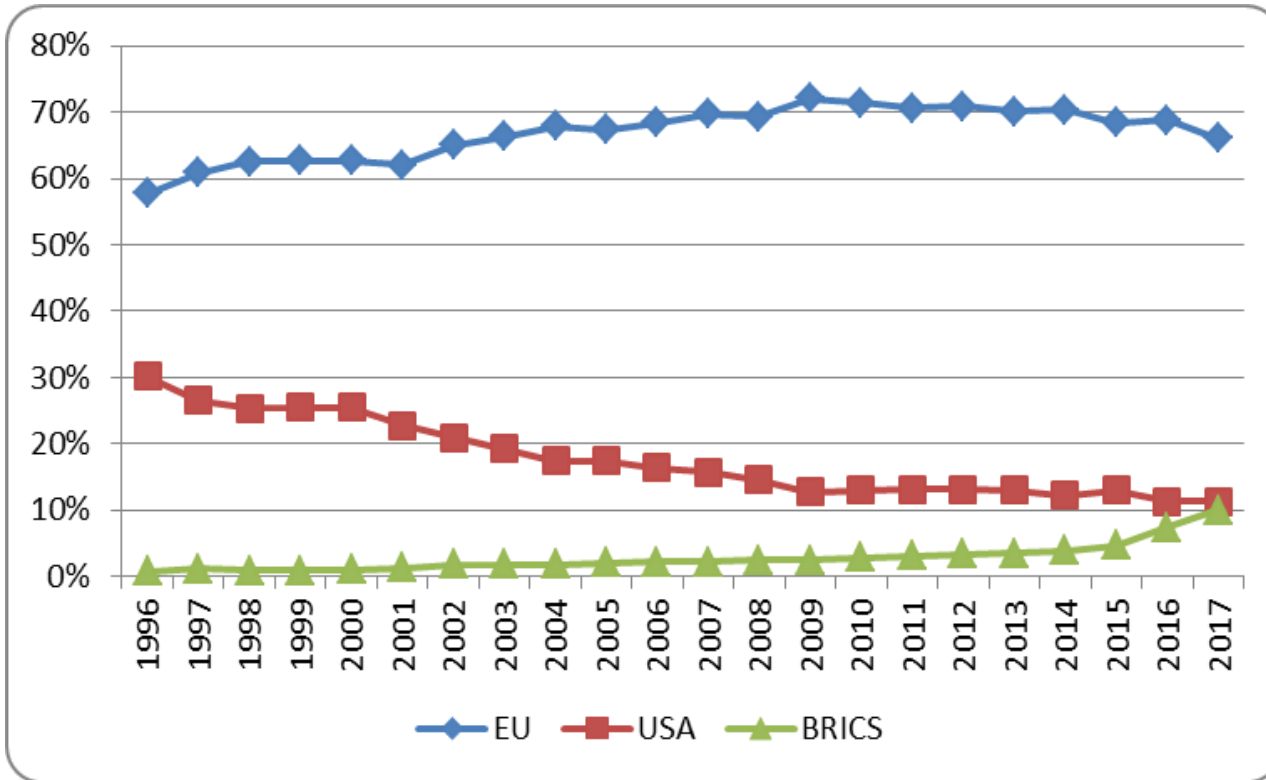
66% of all filings originate from within the EU. The top ten filing countries account for 72% of all EUTM filings.

Top 10 RCD-filing countries (2017) (direct filings only)

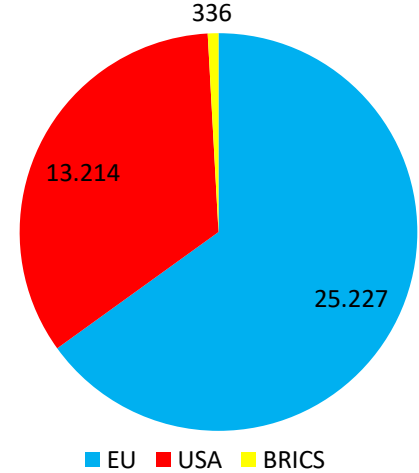


70% of all filings originate from within the EU. The top ten filing countries account for 76% of all filings.

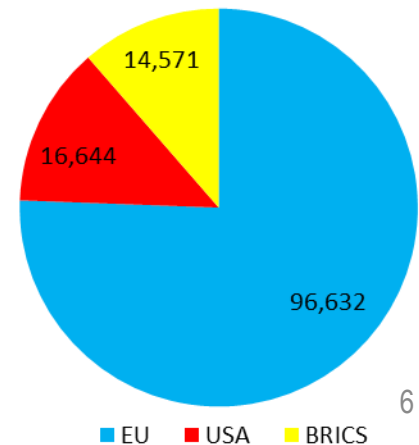
EUTM filings by major economic blocks



EUTM applications share 1996

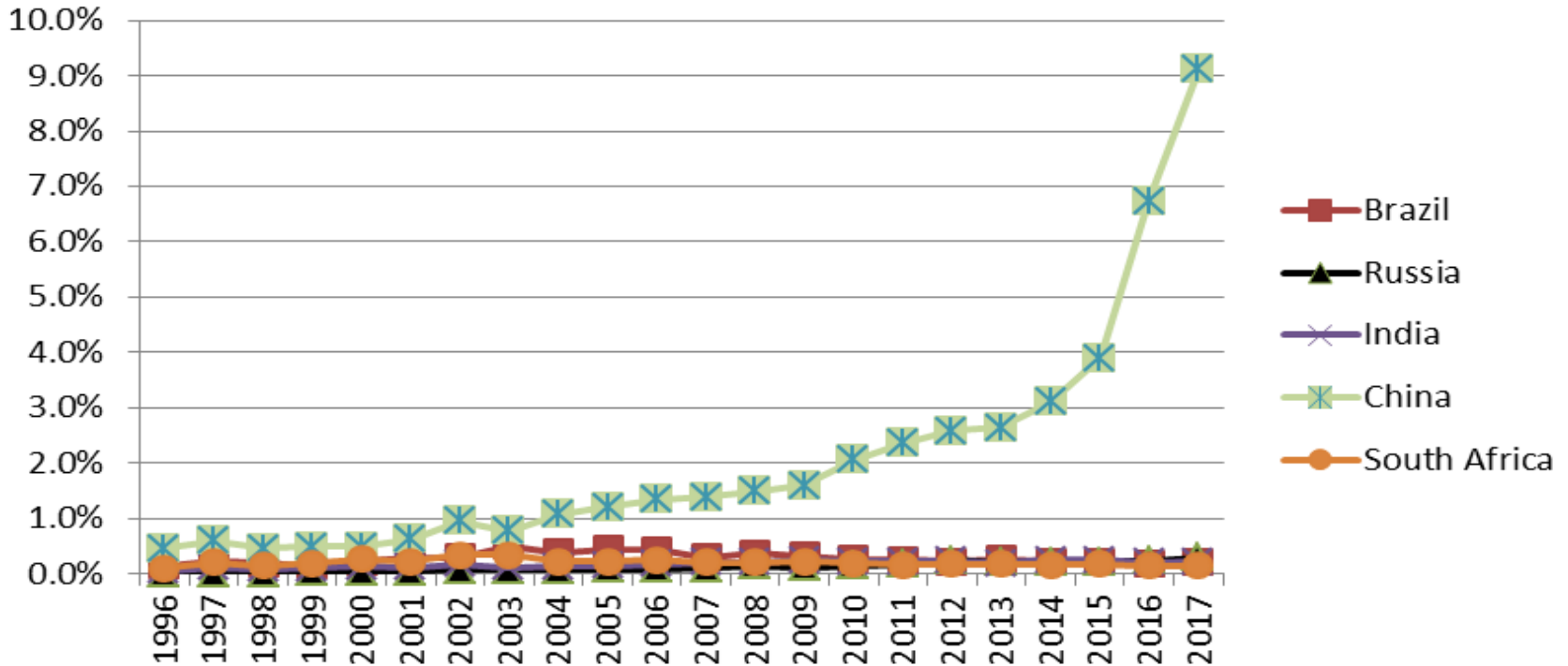


EUTM applications share 2017



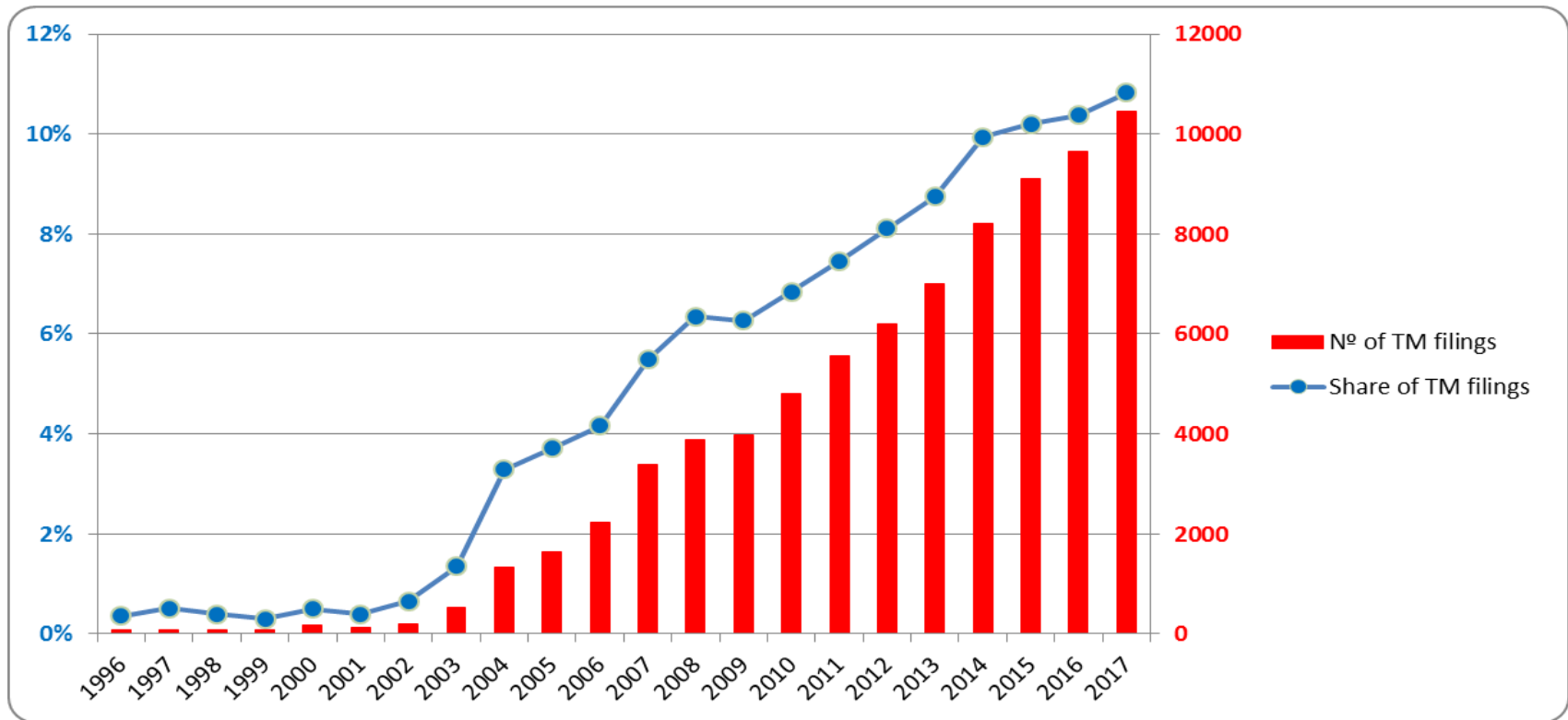
Between 1996 and 2009, the share of filings from within the EU rose from 58% to 72%. Since then it has dropped slightly, to 66% in 2017. The BRICS countries (Brazil, Russia, India, China, South Africa) currently account for 10% of filings. The share of filings from the USA has decreased over time and currently stands at 11.4%.

EUTM filings from BRICS countries



The increase of filings from the BRICS countries can be attributed to China (including Hong Kong and Macao). In 2015, China was responsible for 3,9% of the total filings and this increased to 9,1% in 2017. The other four BRICS countries still account for a low number of EUTM filings relative to the size of their economies.

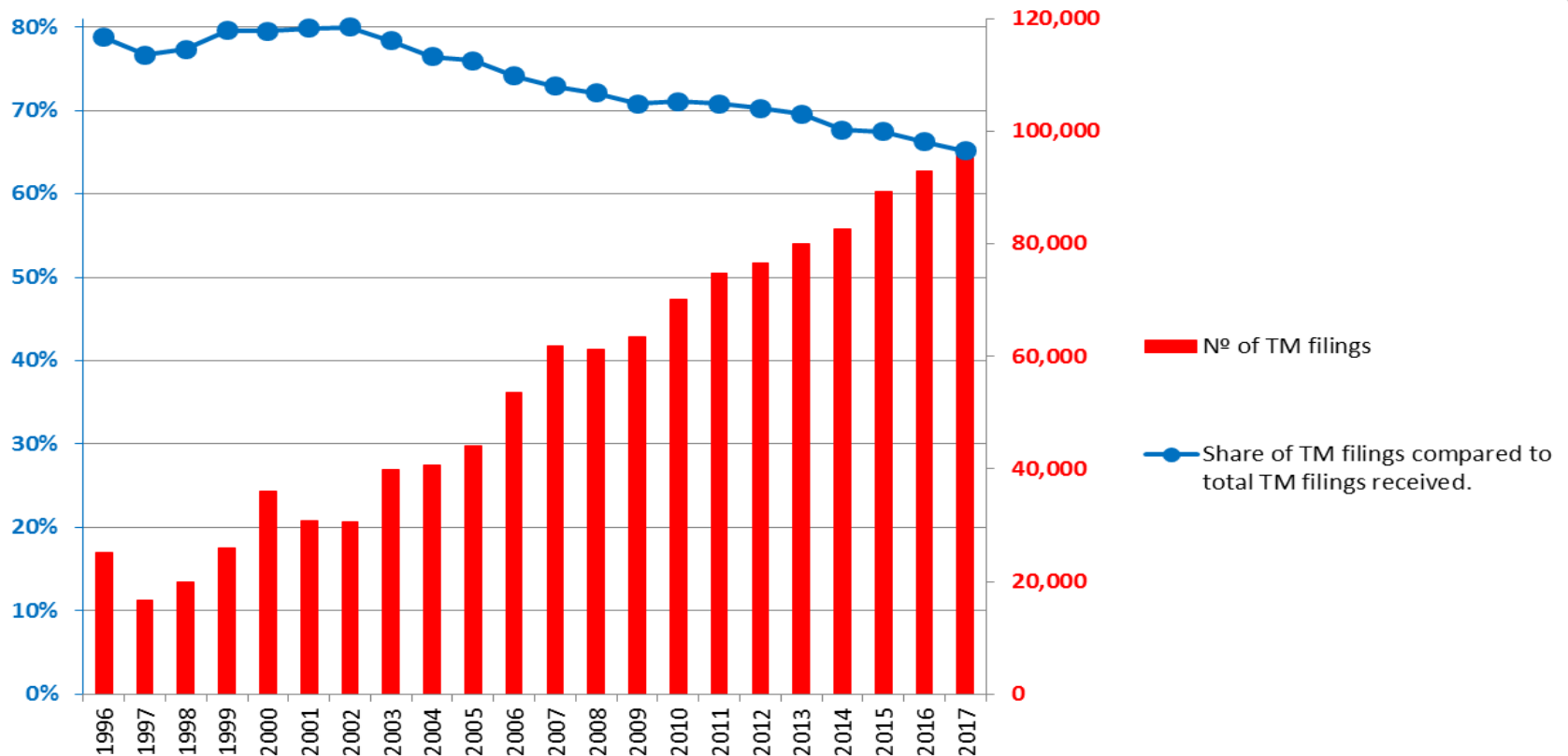
Share of EUTM filings from Member States acceding after 2000



Included are: Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia.

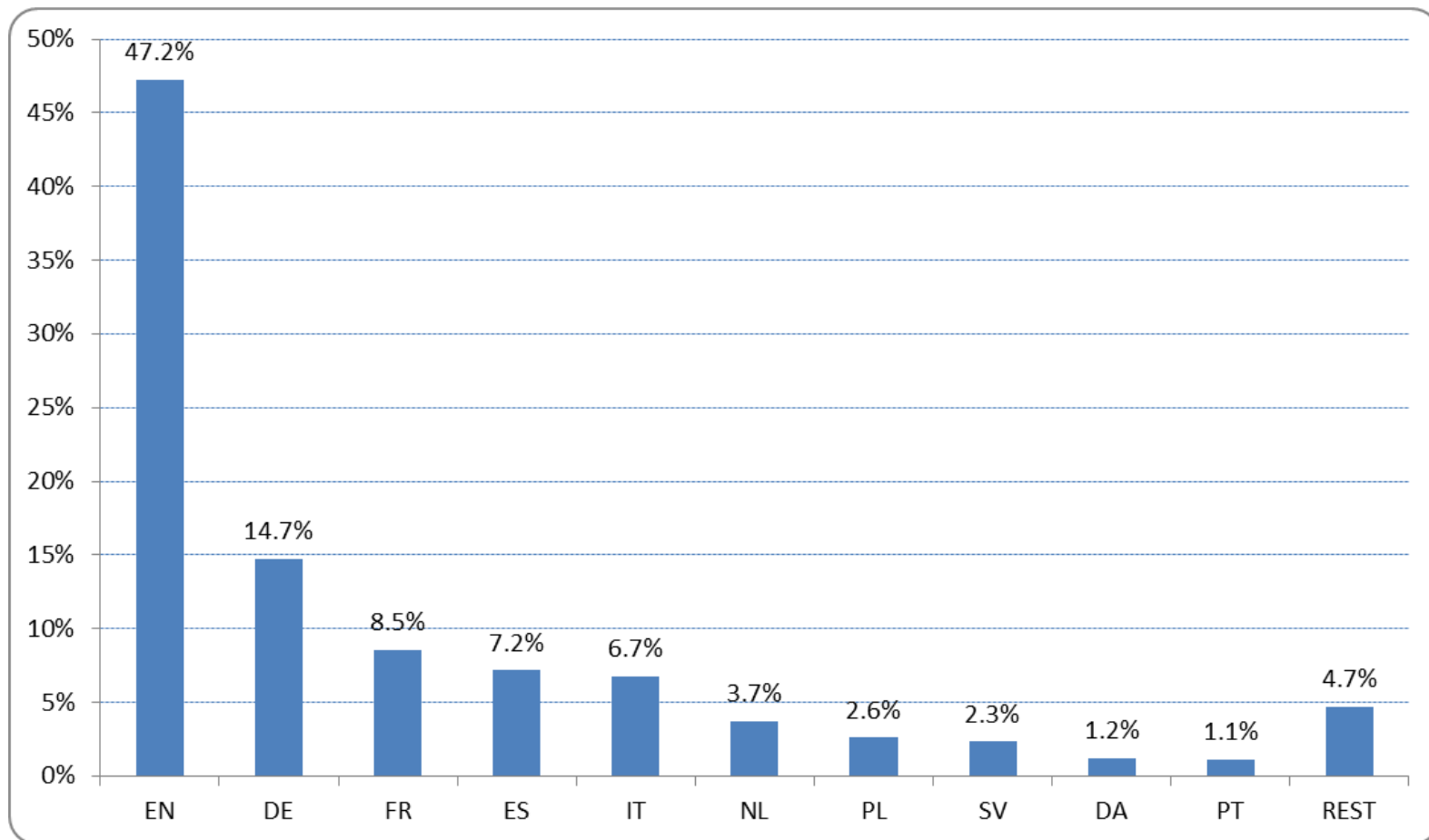
Just before the EU enlargement of 1 May 2004, the number of EUTM filings from the acceding countries started to increase. Their share of EUTM filings has risen from less than 1% in 2003 to 10,8% in 2017.

Share in EUTM filings of the 5 biggest EU economies



Included are: France, Germany, Italy, Spain, United Kingdom. Overall, EUTM filings from these five countries are growing. However their share of total filings is dropping, having fallen from 80% in 2002 to below 65% in 2017.

Breakdown of procedural language of EUTM applications (2017)



84% of EUTMs are filed in one of the five official languages of the Office.

Top 10 EUTM and RCD applicants (2017)

Ranking	Applicant	Nº of EUTM filings	Ranking	Applicant	Nº of RCD filings
1	DRACCO BRANDS HOLDINGS APS	330	1	ROBERT BOSCH GMBH	1,017
2	L'OREAL	250	2	NIKE INC	1016
3	SAMSUNG ELECTRONICS CO., LTD.	247	3	RIEKER SCHUH AG	934
4	EVELINE COSMETICS	216	4	PIERRE BALMAIN, S.A.S.	760
5	JANSEN SCHOONHOVEN CONSULTANCY BV	214	5	SUN	640
6	S. MALHOTRA & CO	181	6	NAKETANO GMBH	621
7	HUAWEI TECHNOLOGIES CO., LTD.	174	7	VYSOKA SKOLA TECHNICKA	599
8	NOVARTIS AG	148	8	DYSON TECHNOLOGY LTC	538
9	CHEN	147	9	JAGUAR LAND ROVER LTD	468
10	LI	122	10	WOFI LEUGHTEN WORTMANN & FILZ	451

The ranking is based on all filings, independent of:

- the route of filings (national of international);
- the EUTM or RCD was filed through a representative;
- the subsidiary or local office of the company that filed the EUTM or RCD.

Top 10 EUTM classes (2016)

Class	Nice class headings	% total filings
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; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus	10.5%
35	Advertising; business management; business administration; office functions	9.3%
42	Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.	6.5%
41	Education; providing of training; entertainment; sporting and cultural activities.	5.7%
25	Clothing, footwear, headgear	4.6%
5	Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic food and substances adapted for medical or veterinary use, food for babies; dietary supplements for humans and animals; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides	3.4%
3	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	3.3%
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	3.0%
28	Games, toys and playthings; video game apparatus; gymnastic and sporting articles; decorations for Christmas trees.	2.6%
36	Insurance; financial affairs; monetary affairs; real estate affairs.	2.6%
Share of top 10 classes (out of all 45 classes)		51.5%

The top 4 NICE classes are included in about 1/3 of EUTM filings.

Classes 15 (music instruments), 23 (yarns and threads) and 13 (fire arms, fire works) are only used in 0.1% of EUTM filings.

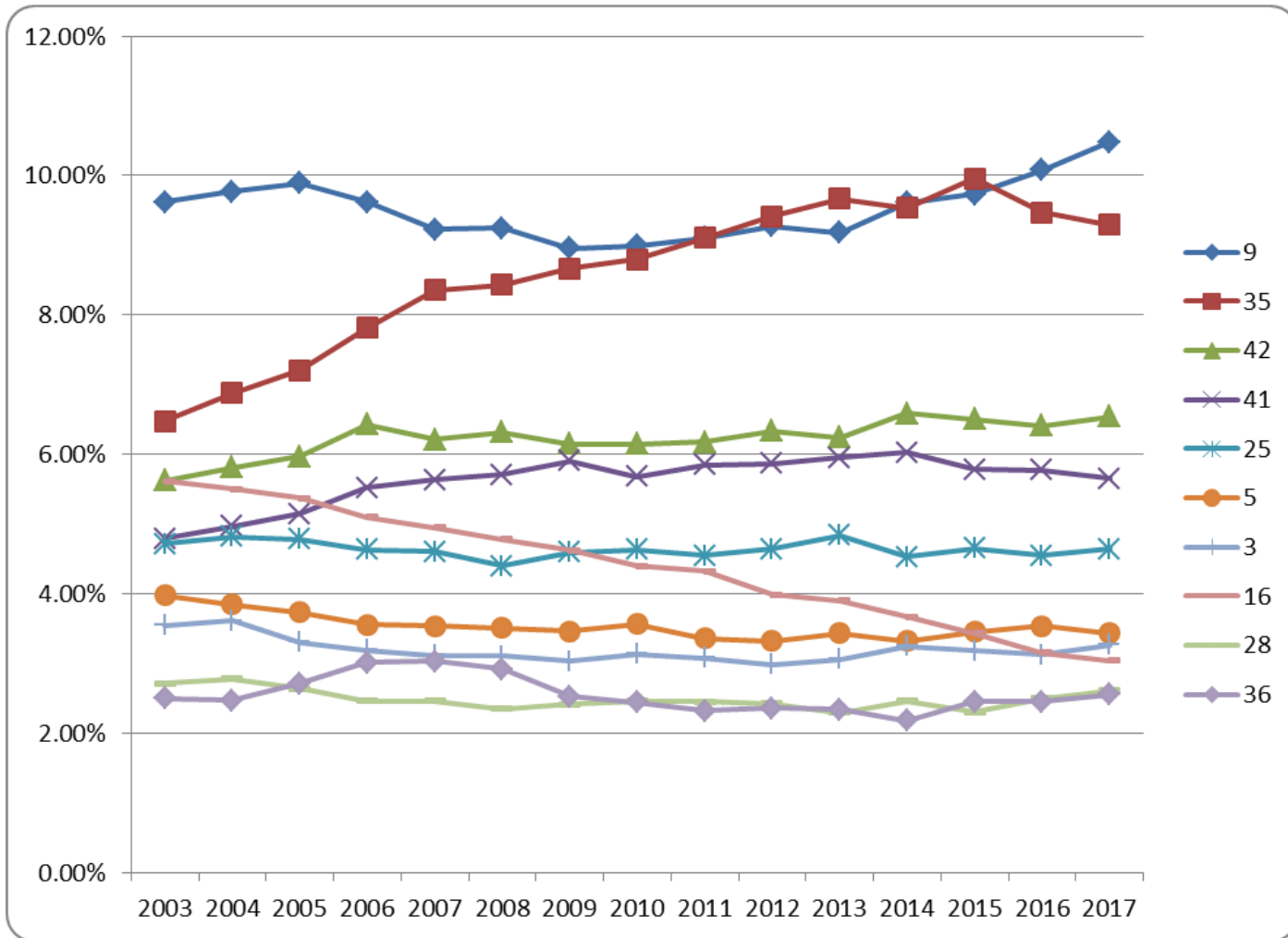
Top 10 RCD classes (2016)

Class	Eurolocarno class headings	% total filings
6	Furnishing	12.5%
2	Articles of Clothing and Haberdashery.	11.5%
14	Recording, communication or information or retrieval equipment	9.1%
26	Lighting apparatus	8.1%
9	Packages and containers for the transport or handling of goods.	7.8%
12	Means of transport or hoisting	5.5%
32	Graphic symbols and logos, surface patterns, ornamentation	5.3%
23	Fluid distribution equipment, sanitary, heating, ventilation and air-conditioning equipment, solid fuel.	5.0%
7	Household goods, not elsewhere specified	5.0%
11	Articles of adornment	4.8%
	Share of top 10 classes (out of all 32 classes)	12.5%

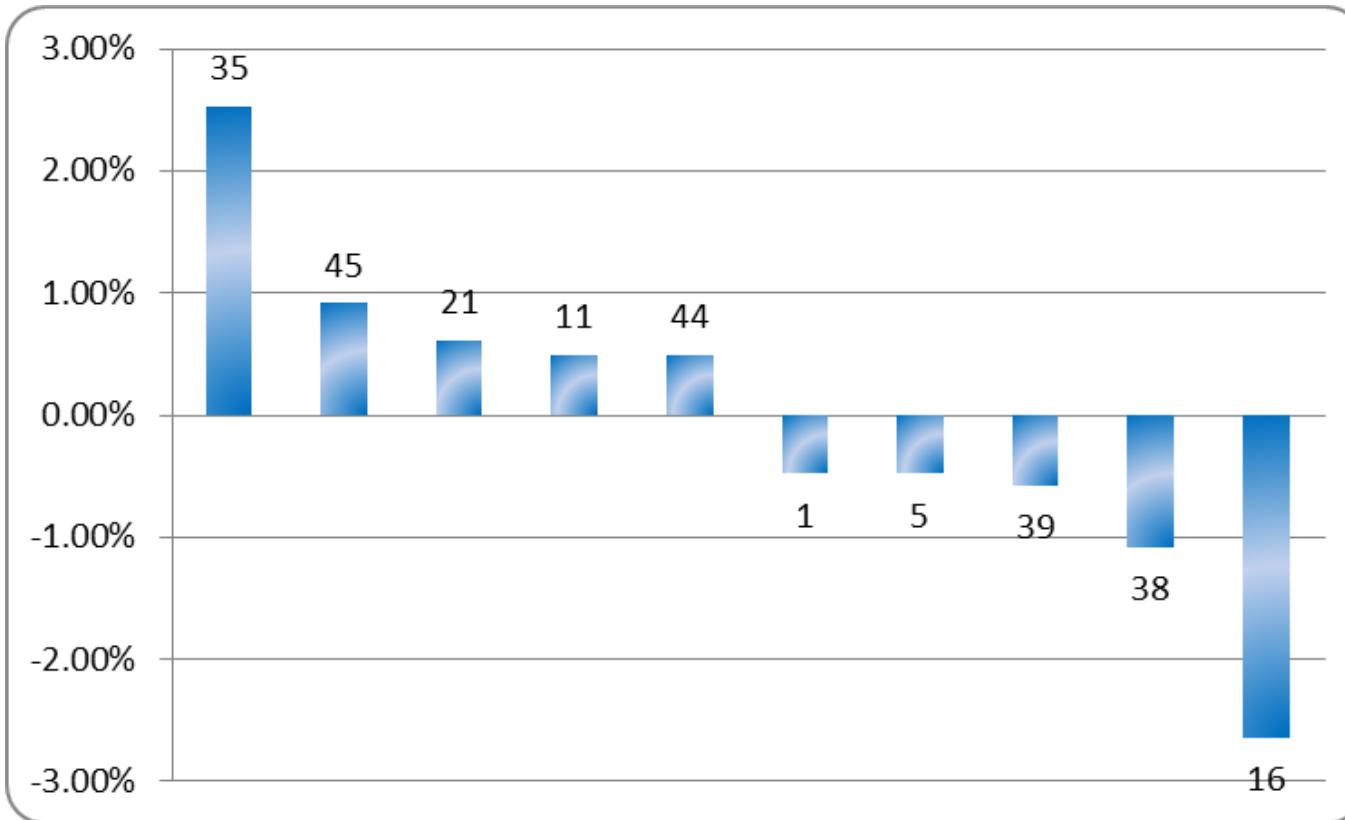
The top 4 Eurolocarno classes are included in about 40% of RCD filings.

Classes 1 (foodstuff), 5 (textile piecegoods), 20 (sales and advertising), 16 (photographic etc), 30 (Articles for the care and handling of animals) are only used in 1% of RCD filings.

EUTM filings: evolution in top 10 Nice classes



% change in share of filings of Nice classes 2002-2016

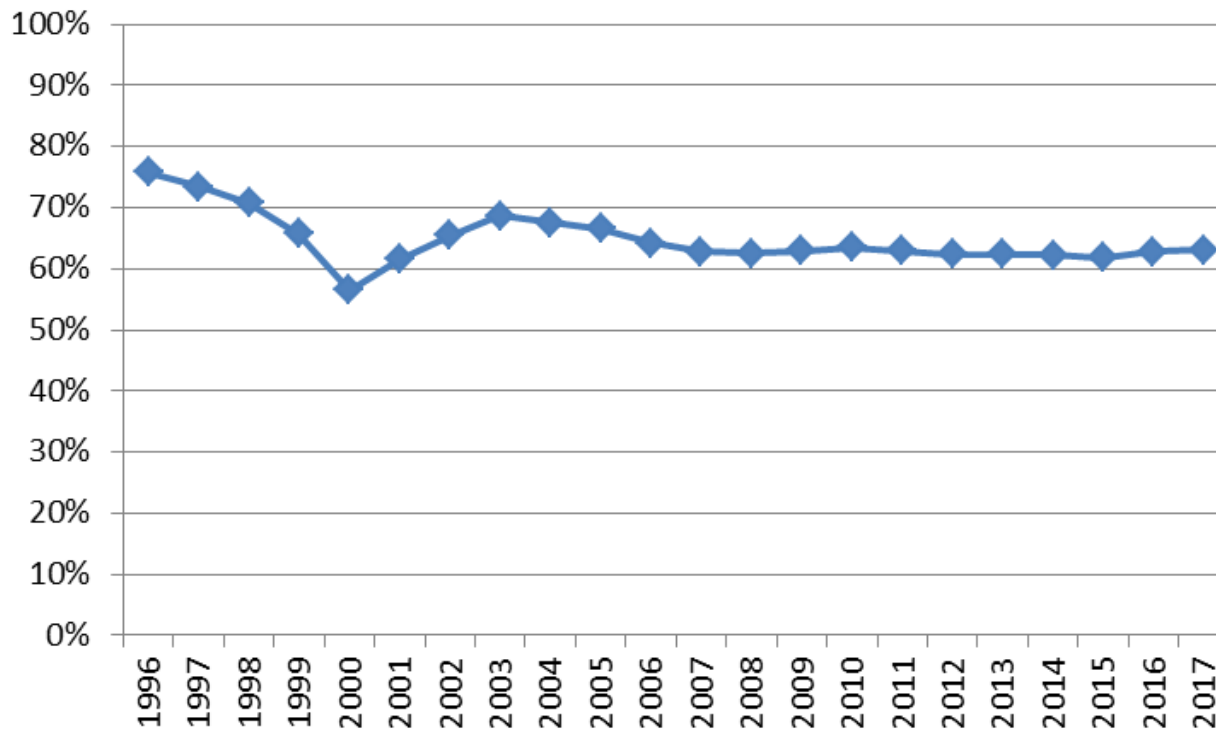


An analysis of all EUTM filings shows that some classes are more used than before while others have become less popular.

The graph shows the five classes that have increased and declined the most since 2002, respectively.

Class 35 (advertising, business management, business administration, office functions) had an increase of 2.5% in its share during the period. At the other extreme, the share of Class 16 (paper, cardboard, printings, photographs etc.) decreased by 2.7%.

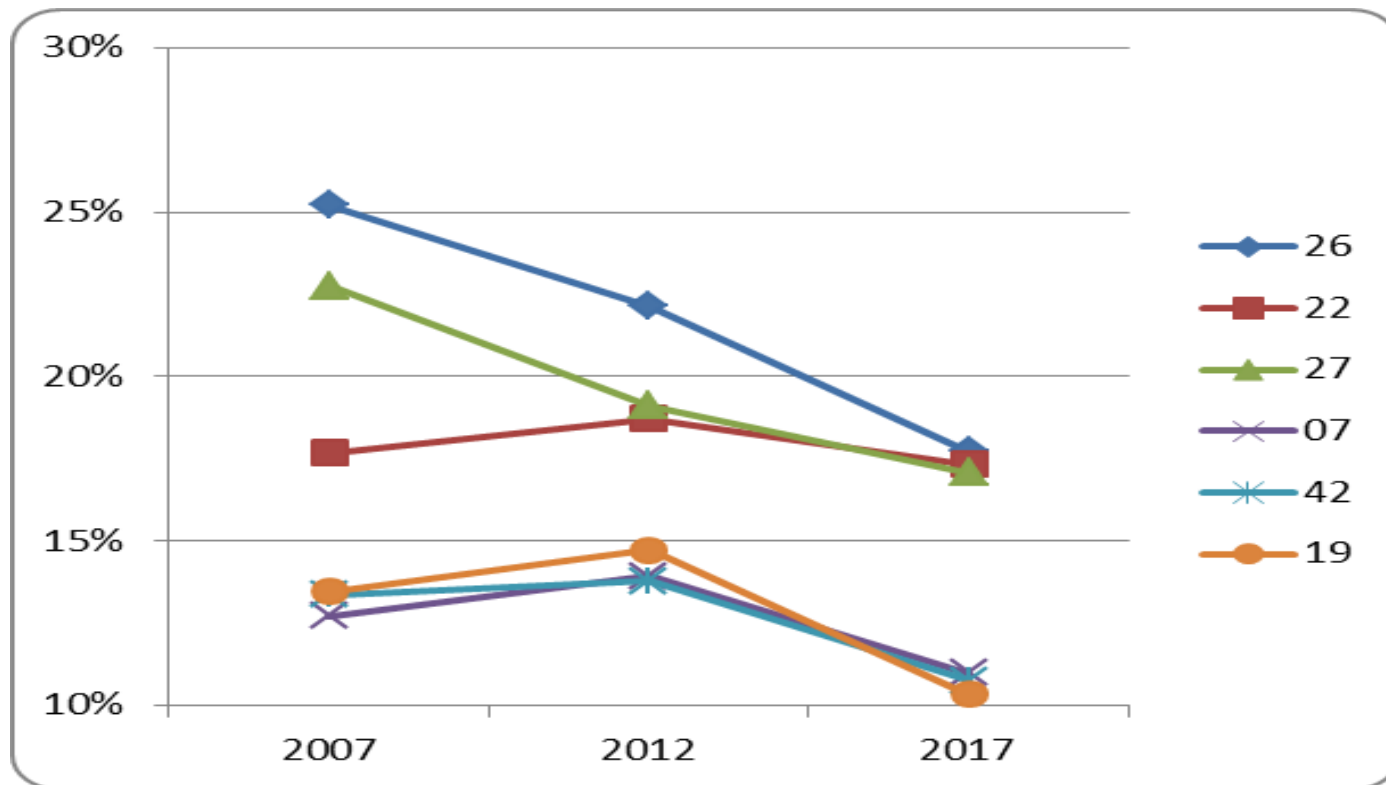
Share of goods classes in EUTM filings



Since 2007, the ratio between Nice classes related to goods and those related to services has been stable. EUTMs that include one or more of the 34 goods classes amount to 63% of total filings. The 11 service classes account for 37% of all filings.

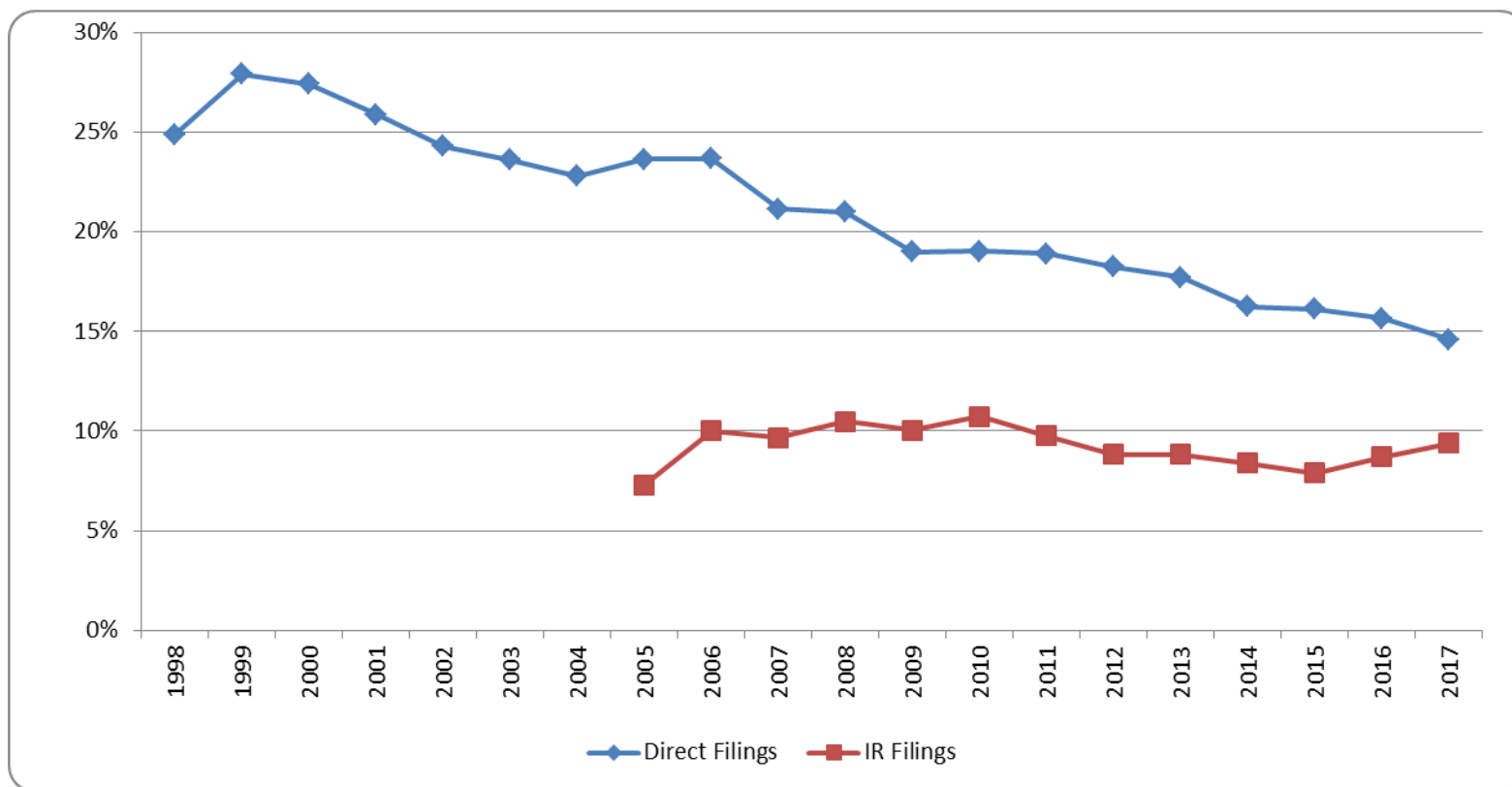
In the year 2000 the share of goods classes had dropped to 57%. This reflects the information technology bubble and the consequent increase in filings in service classes, especially Class 42 (computer hardware and software) and Class 38 (telecommunications).

Top 3 and bottom 3 EUTM classes with relatively most / fewest oppositions (2017)



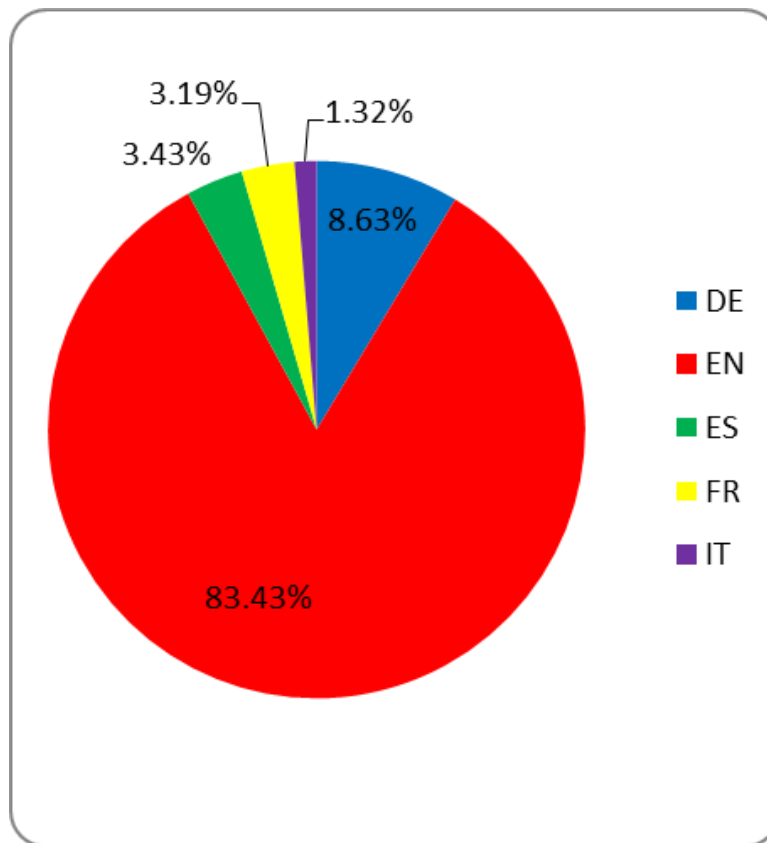
The graph shows the ratio between the number of oppositions and the number of EUTMs that include that particular class in the original application. Applications that include class 26 are mostly opposed (in about 18% of cases), while only 10% of applications that include classes 7, 42 and 19 are opposed.

Opposition rate



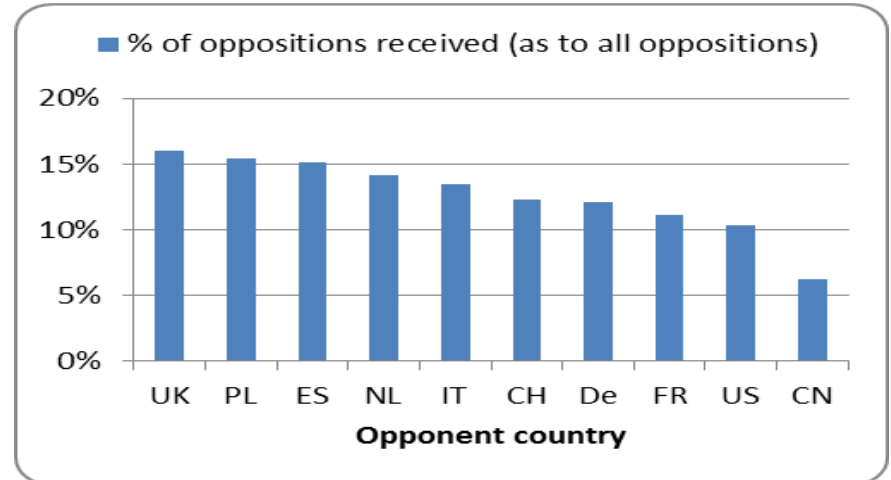
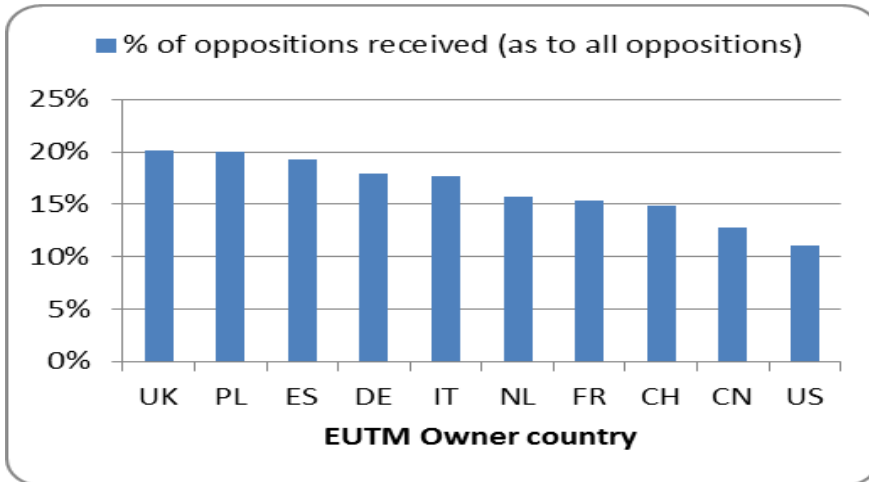
The graph shows the opposition rates against published EUTM applications. The opposition rate for direct filings was 14,6% and for international registrations it was 9,4% in 2017.

Oppositions by language (2017)

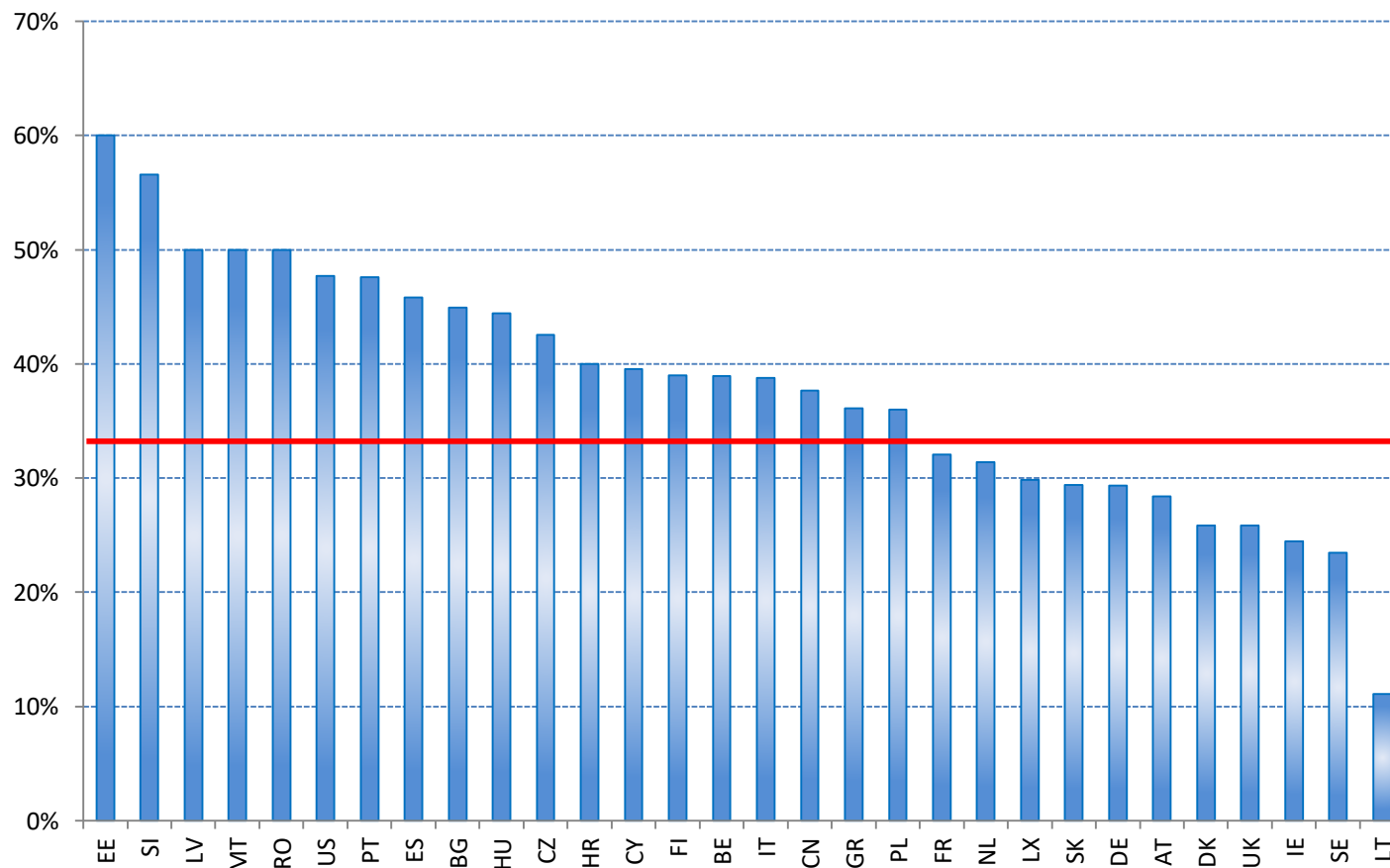


The vast majority of oppositions are filed in English (83.4%), followed by German (8.6%) and Spanish (3.4%). These percentages have been more or less stable during the past 15 years.

Oppositions by origin of owner / opponent

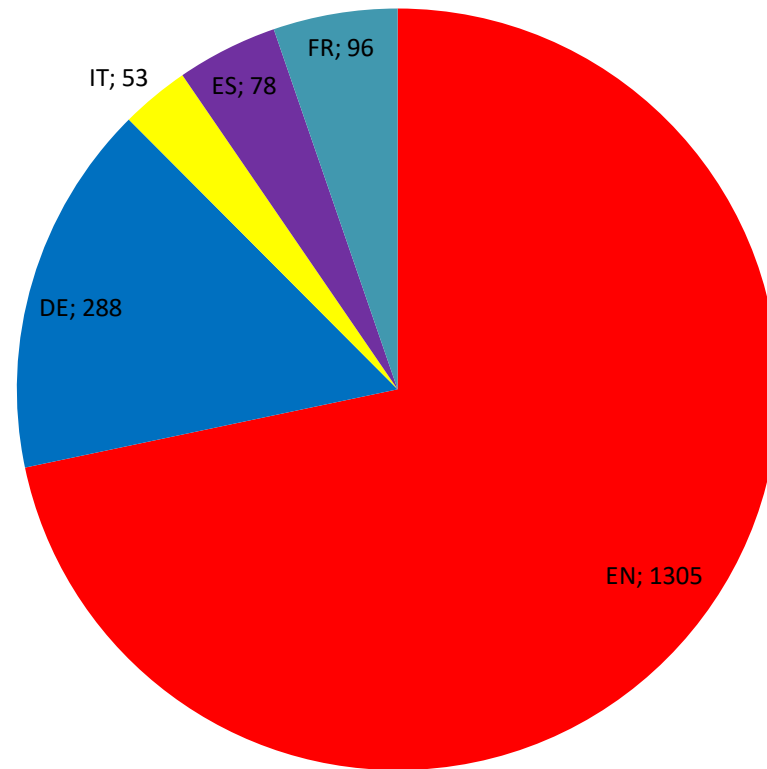


% of opposition closed by decision, by nationality of opponent

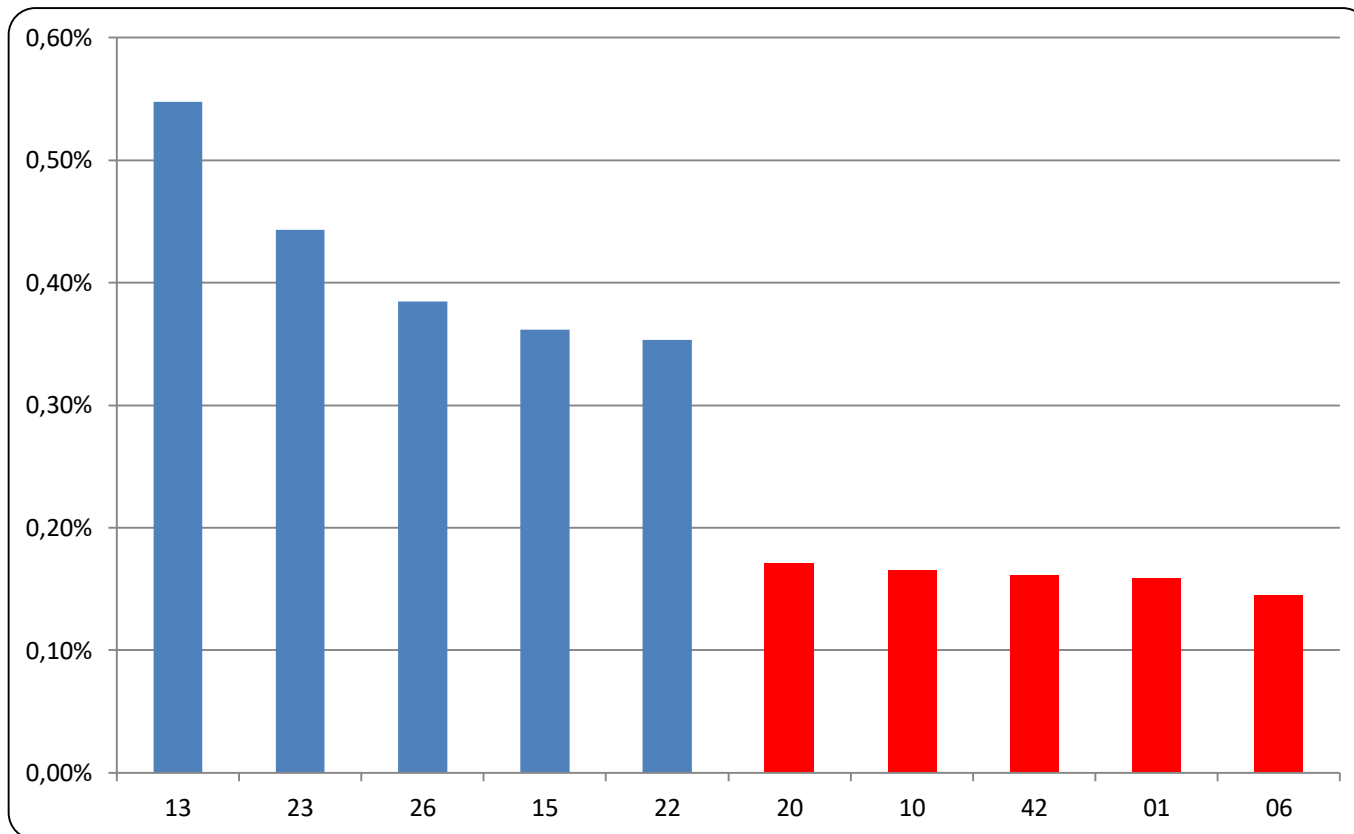


--- On average, 33% of oppositions are closed by decision.

Cancellation filings by language (2017)

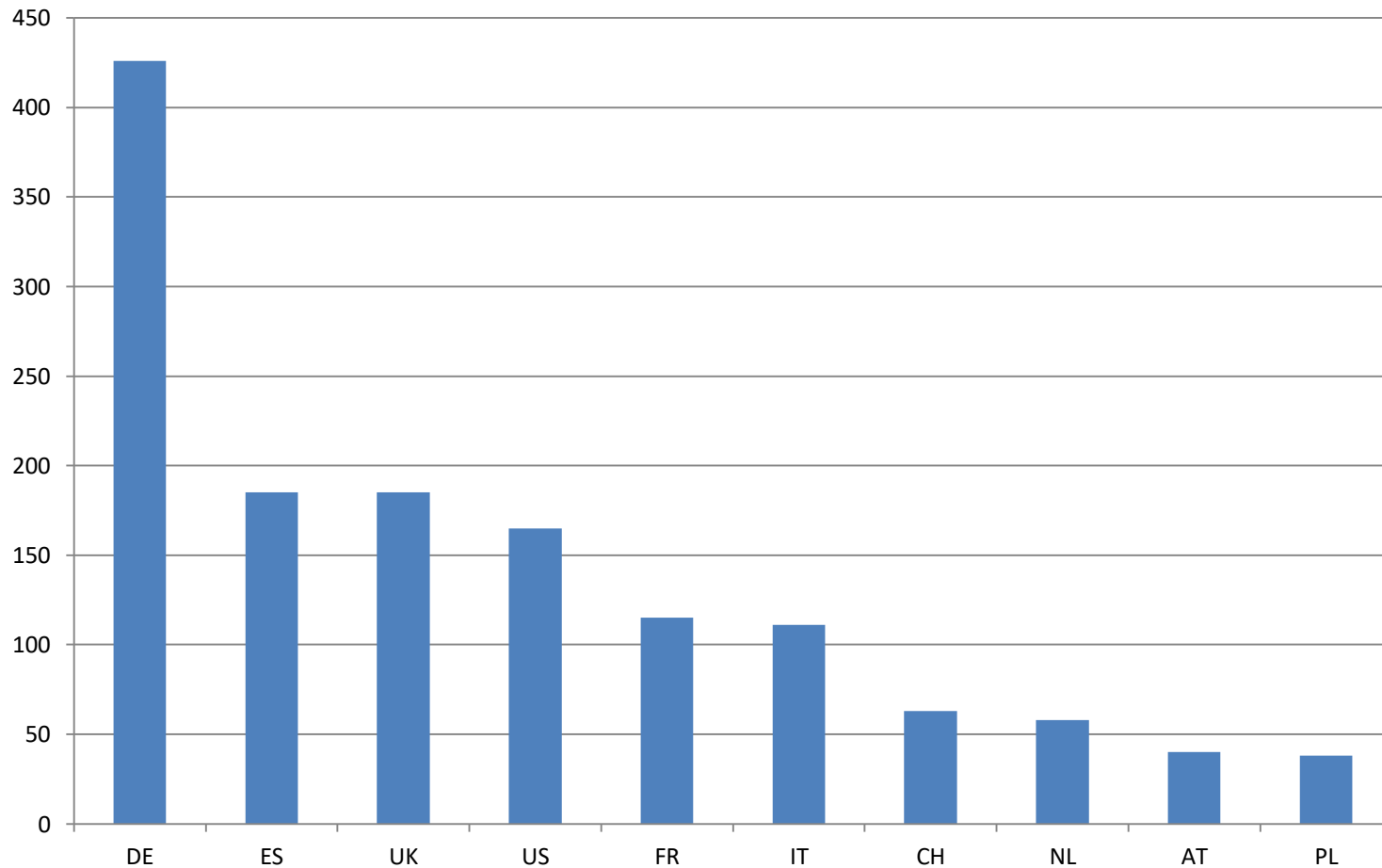


Cancellation propensity by EUTM class (2017)

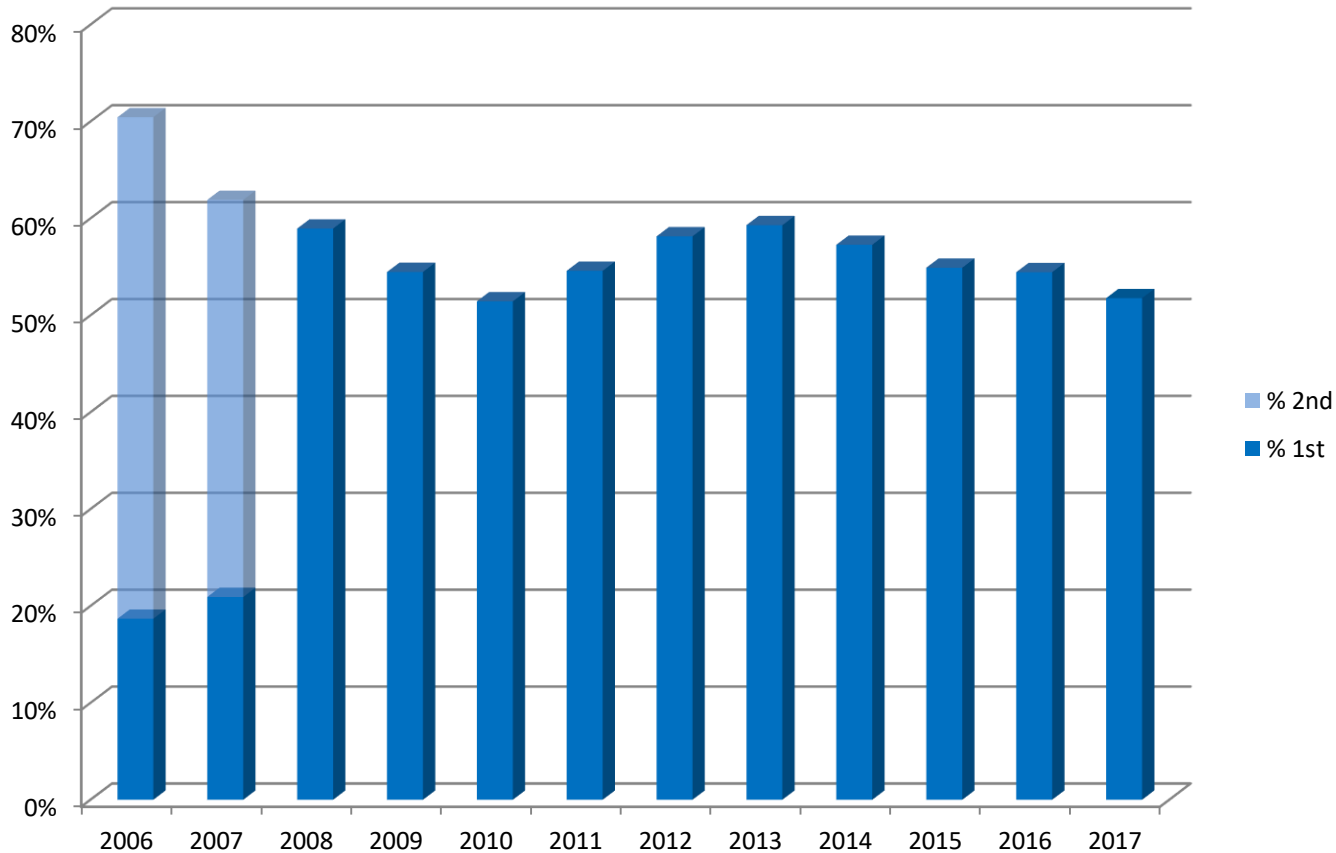


The number of cancellations is compared to the number of EUTMs in force for each individual class. The graph shows the 5 classes that receive relatively most cancellations (in blue) and the 5 classes with the fewest cancellations filed against them (in red).

Cancellation filings by EUTM owner country (2017)



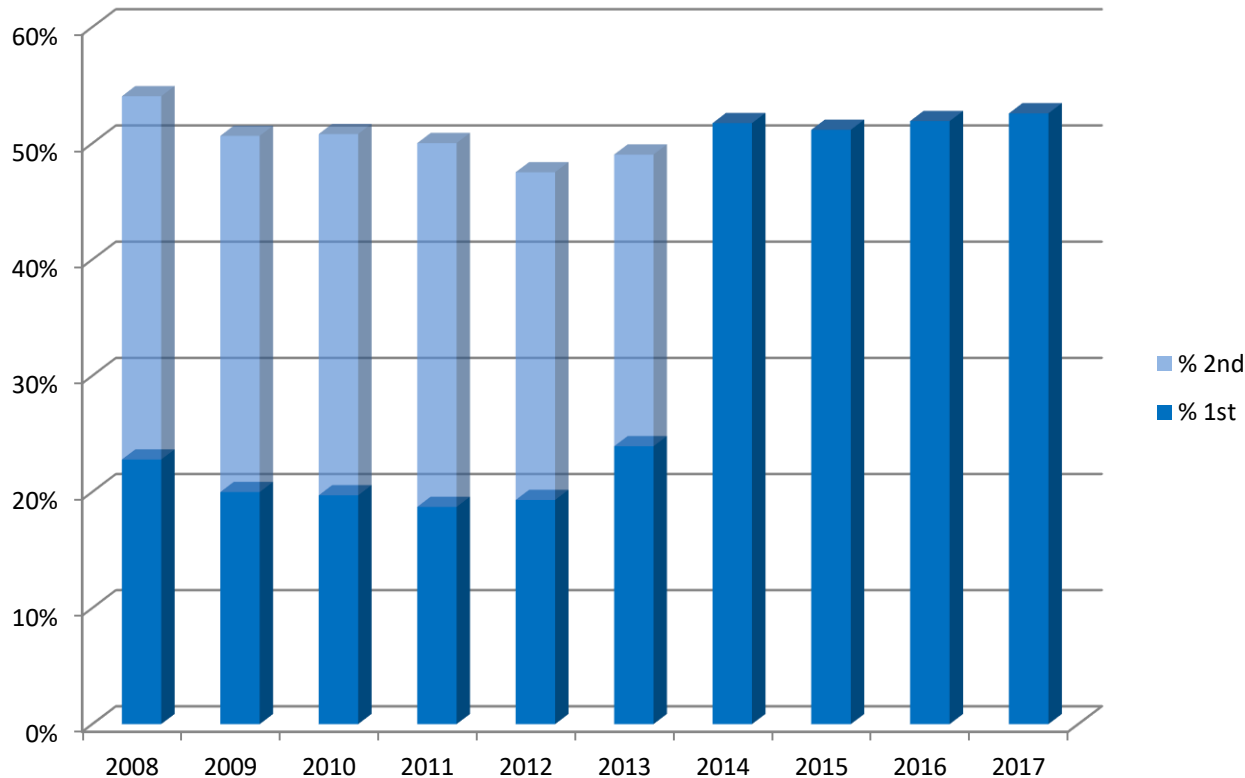
EUTM renewal overview (direct filings)



EUTMs can be renewed every 10 years after the initial filing.

Of those trade mark applications that were received in 1997 and are still in force 10 years later, a total of 62% were renewed (in 2007). In 2017, a total 66% of those EUTMs renewed in 2007 and still in force were renewed for a second time.

RCD renewal overview (direct filings)

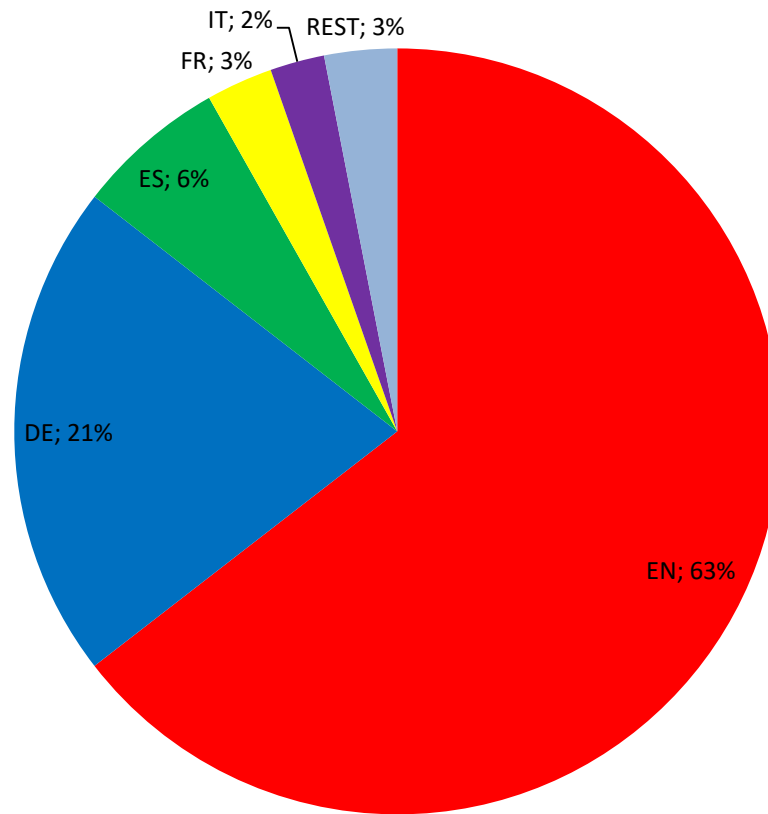


RCDs can be renewed 5 years after the initial filing and for successive 5-year periods up to 25 years.

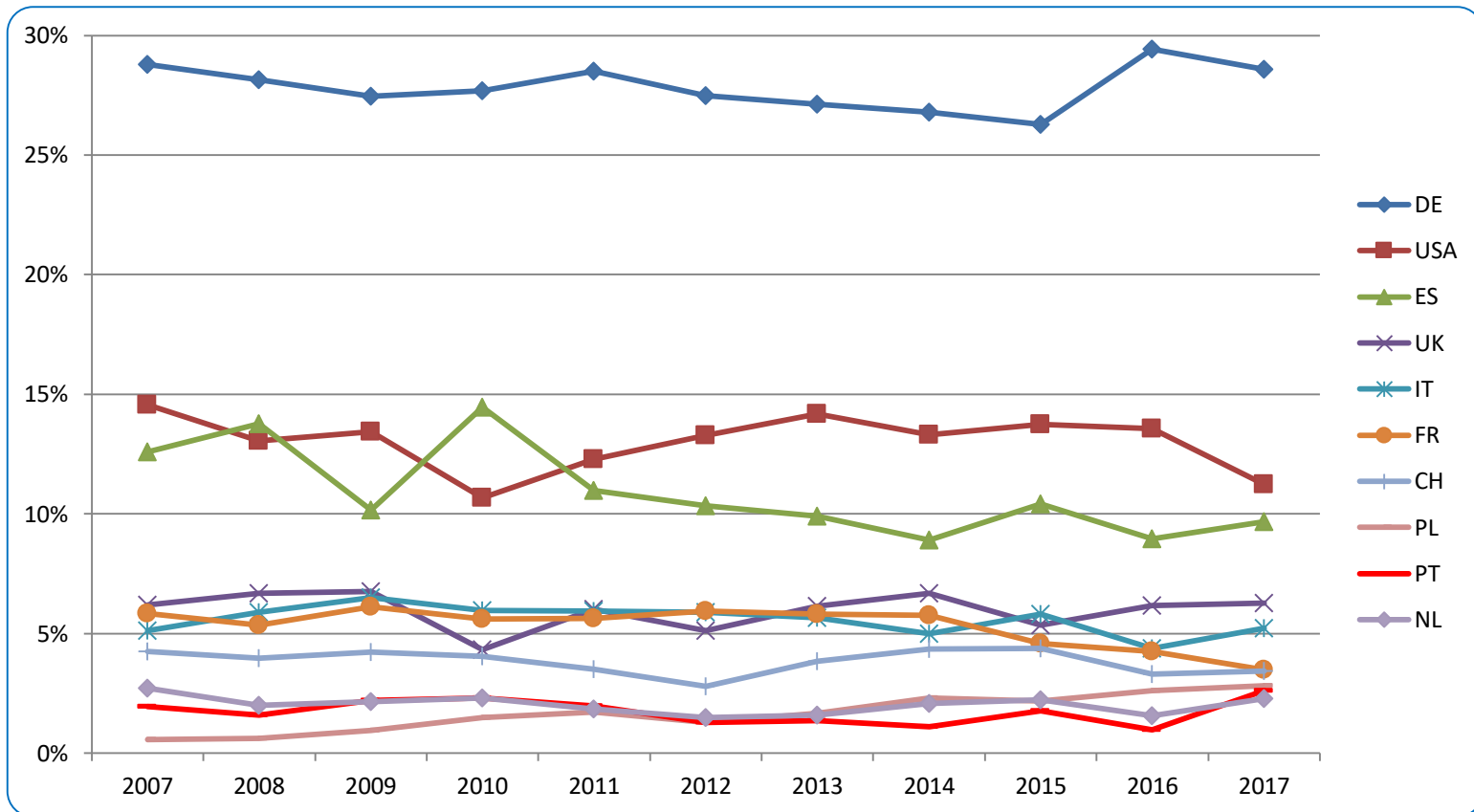
Of those designs that were received in 2007 and are still in force 5 years later, a total of 48% were renewed (in 2012). In 2017, a total 59% of those EUTMs renewed in 2012 and still in force were renewed for a second time.

During 2018, 3rd renewals will arrive of those designs filed in 2003.

Appeals filed by language of proceedings (2017)

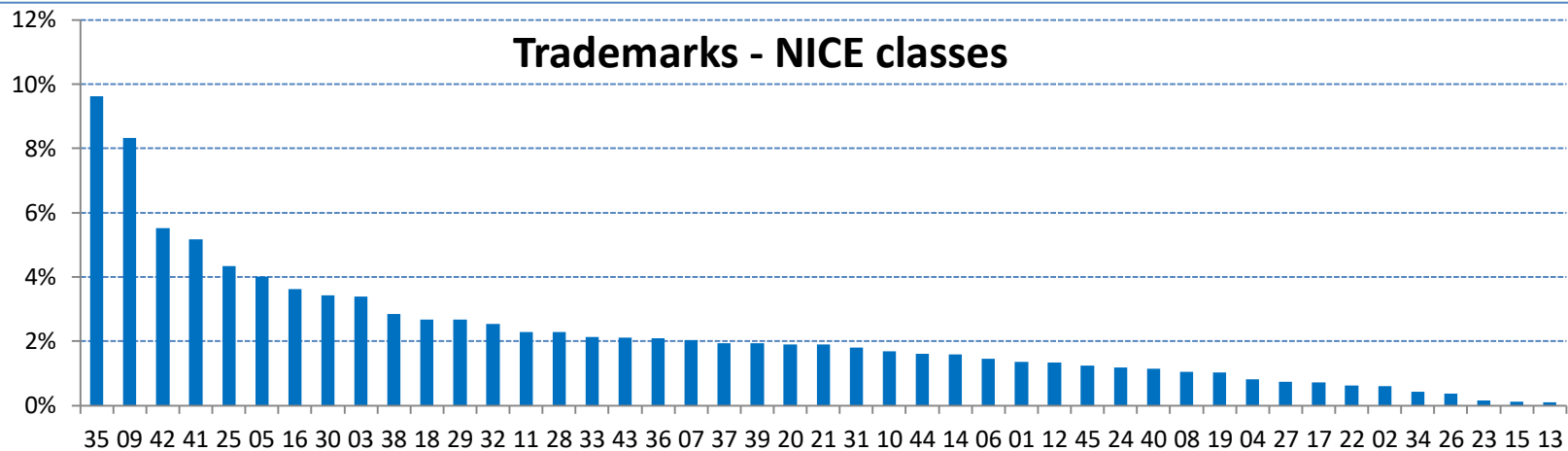


Appeals filed by country of appellant

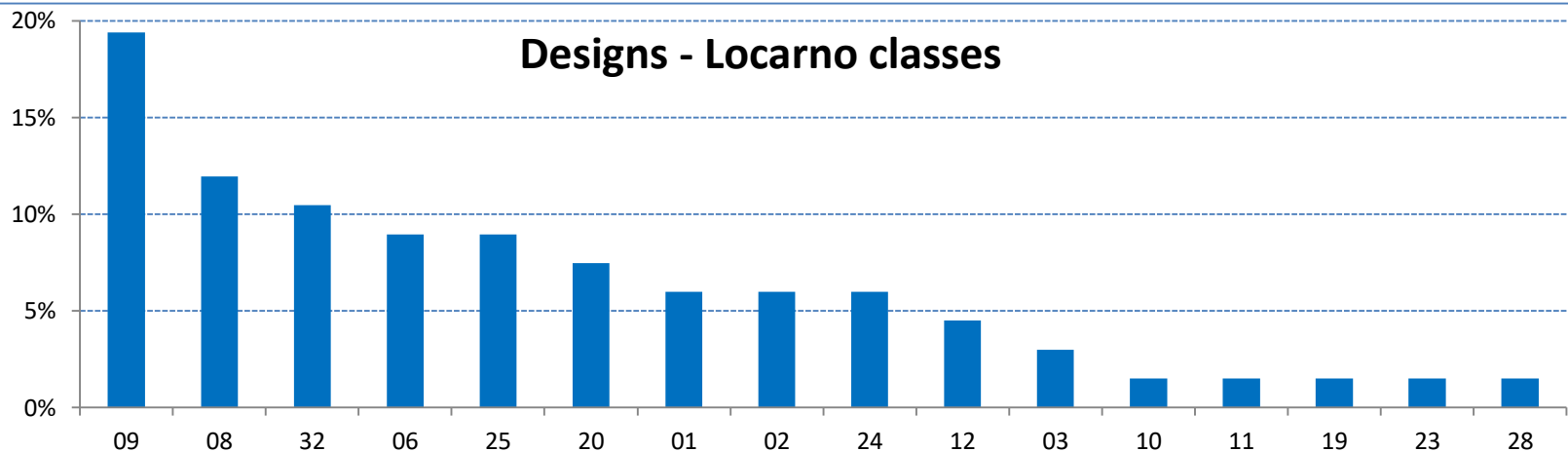


Appeals filed by class (2017)

Trademarks - NICE classes

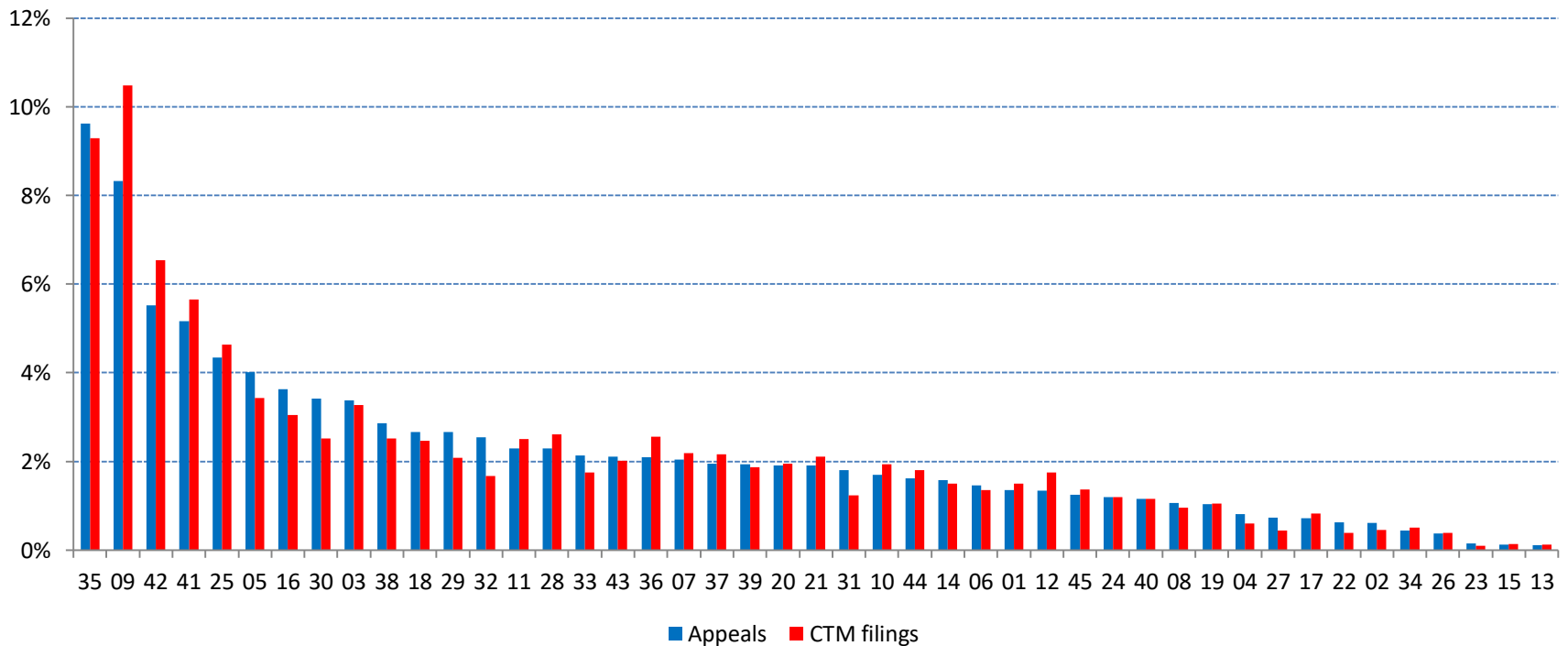


Designs - Locarno classes



The classes are included if they were part of the original EUTM / RCD filing, regardless of whether the appealed decision specifically concerns the class in question.

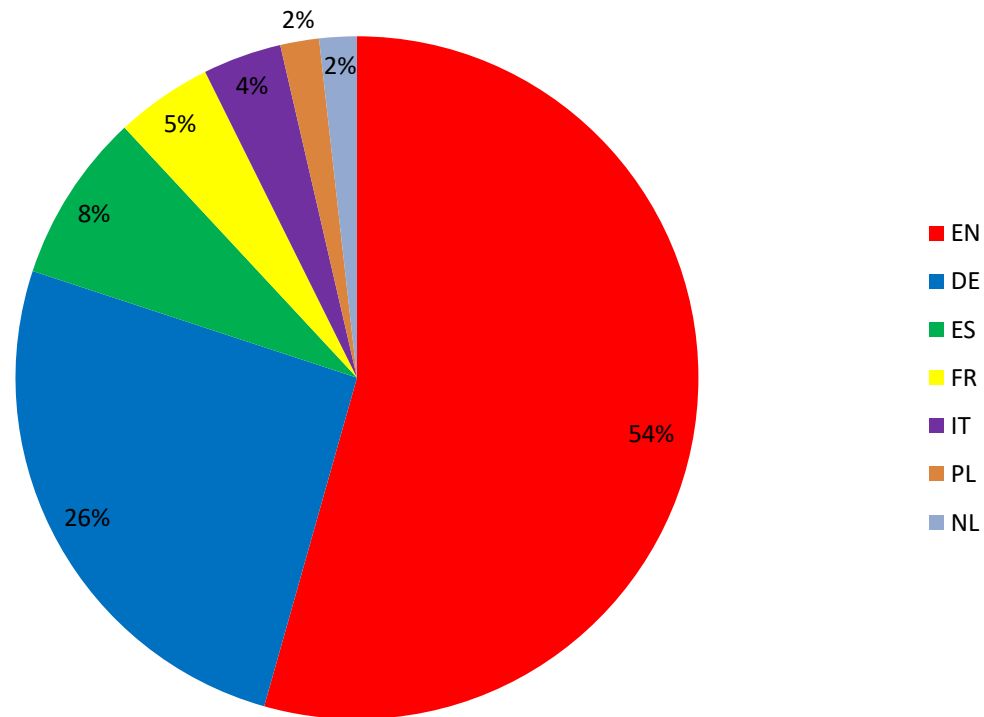
Appeals filed by class in relation to EUTMs filed by class (2017)



The classes are included if they were part of the original EUTM filing, regardless of whether the appealed decision specifically concerns the class in question.

The comparison is made with EUTM filings received in 2016. This may not necessarily coincide with the EUTM absolute or relative grounds decision being appealed.

General Court cases lodged by language of proceedings (2012 - 2017)





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Thank you