



TABLE S8-54

## Number of registered USPTO and EUIPO trademarks in the business sector of household equipment, 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		
China	26	17	27	17	34	20	33	15	57	17	60	20	70	21	76	62	134	83	219	112	260	162	243	171	232	258	305	272	371	293	353	309	447	364	740	508	2,089	998	5,155	1,805	8,413	2,525
India	1	0	1	3	6	3	6	1	4	2	3	1	3	3	5	4	4	3	2	4	7	4	8	6	6	10	3	11	6	8	7	3	6	8	12	8	16	3	15	10	28	9
Japan	34	35	25	30	54	30	51	31	62	30	68	24	79	33	100	61	87	54	111	76	116	87	105	128	101	112	108	103	114	95	148	111	107	106	144	108	152	126	173	138	167	133
Malaysia	2	0	0	2	5	5	3	1	4	2	2	5	1	2	1	4	4	2	3	7	2	2	3	2	2	1	6	8	8	2	2	3	5	3	1	3	2	2	2	3	11	2
Singapore	0	2	1	3	3	2	1	3	3	3	1	2	5	2	3	3	8	4	7	5	6	8	10	9	9	4	7	8	5	4	8	8	11	13	18	6	24	17	28	10	27	12
South Korea	9	3	10	4	14	5	17	5	20	6	28	5	25	16	30	8	34	12	45	26	66	21	59	33	47	52	70	79	99	101	114	64	116	82	112	61	123	208	210	168	180	119
Taiwan	39	6	33	13	37	14	49	11	76	14	82	15	64	26	87	37	95	62	97	42	103	44	75	83	85	69	94	74	92	88	121	54	103	55	105	50	91	52	90	44	113	44
All others	3	5	7	7	2	3	6	3	8	3	14	5	12	3	13	11	8	3	16	7	11	11	16	13	8	11	11	15	12	6	11	10	9	8	13	7	10	5	21	8	39	10
Middle East	7	4	4	6	6	10	6	8	11	8	7	13	14	10	14	20	10	11	17	20	11	22	11	25	13	21	19	24	29	31	21	20	16	29	20	25	29	51	44	44	132	45
Israel	7	4	3	4	6	4	6	5	10	4	5	7	10	8	11	10	9	5	14	9	10	14	9	12	11	13	16	10	26	17	19	9	13	15	15	12	24	22	40	25	124	23
All others	0	0	1	3	0	6	0	3	1	4	2	6	5	2	3	10	1	6	3	11	1	7	2	13	2	8	3	13	3	14	2	11	3	14	5	14	5	29	4	19	8	21
Africa	4	5	2	2	6	1	5	3	2	3	17	4	2	6	6	3	7	3	7	6	10	8	7	11	8	11	3	7	9	8	11	12	9	14	10	7	11	8	10	13	22	11
South Africa	2	1	1	1	5	1	2	2	2	2	13	3	2	4	4	2	3	2	2	4	3	4	5	7	4	6	2	4	5	6	7	3	4	7	4	4	5	3	7	7	7	7
All others	2	4	1	1	1	1	3	1	0	1	4	1	1	2	2	1	4	1	5	3	7	4	2	3	4	5	1	3	4	2	4	8	5	6	6	4	7	5	3	6	15	4
Australia and Oceania	17	9	15	18	40	22	25	19	48	23	57	14	55	18	48	30	85	31	80	54	103	66	92	68	91	61	106	71	86	49	87	62	146	88	114	63	144	111	144	115	254	107
Australia	14	7	15	13	32	20	20	14	39	17	39	11	47	15	37	21	67	26	70	47	89	55	76	49	79	47	96	61	71	43	80	57	123	79	95	53	124	91	116	92	218	85
New Zealand	2	2	0	1	7	2	4	5	7	5	18	2	7	4	8	9	16	5	9	7	11	11	15	19	11	13	10	8	14	5	7	6	21	8	19	10	19	19	26	22	33	22
All others	1	0	0	4	2	0	1	0	2	1	0	0	1	0	3	0	2	0	1	0	3	1	2	0	1	1	0	2	2	1	1	0	2	1	1	1	2	1	2	1	4	0
Unclassified	31	44	36	89	54	69	46	80	58	40	54	19	43	32	28	21	27	13	24	8	24	3	10	4	9	4	11	2	7	4	6	6	12	7	14	6	18	6	23	5	90	2

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. These counts are then grouped under 10 industry sectors following a mapping defined by Edital.

**Source(s)**

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