

Table SINV-88

Number of registered USPTO trademarks in the business sector of business services, by region, country, or economy: 1998–2020

(Number)

Region, country, or economy	Economy by income status	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
World	na	10,431	11,090	16,420	17,275	23,877	20,309	17,008	17,996	23,990	27,585	31,755	28,613	26,319	28,322	29,783	29,947	31,061	31,488	32,883	32,992	32,759	37,471	32,973
North America	na	10,125	10,786	15,932	16,717	22,779	19,043	15,954	16,920	22,686	25,965	29,773	26,574	24,488	26,412	27,614	27,657	28,669	28,857	29,680	29,752	29,178	33,199	29,069
Canada	High	161	136	182	201	325	326	276	292	377	357	448	455	455	495	456	504	492	451	494	562	482	579	531
Mexico	Upper middle	5	13	9	15	23	28	24	31	31	55	49	49	47	66	69	65	69	92	85	118	104	93	106
United States	High	9,959	10,637	15,741	16,501	22,431	18,689	15,653	16,597	22,278	25,553	29,277	26,069	23,985	25,851	27,088	27,088	28,108	28,314	29,101	29,072	28,592	32,527	28,432
Central America and Caribbean	na	10	12	14	32	54	34	76	71	87	74	46	65	56	58	75	55	75	75	119	117	86	130	100
Puerto Rico	High	1	3	10	20	26	11	46	51	61	36	20	15	26	32	37	27	43	36	76	80	59	86	71
South America	na	9	7	10	13	25	43	24	20	31	37	32	32	50	42	60	60	63	61	79	67	94	97	88
Argentina	Upper middle	1	1	1	0	3	8	5	1	3	3	5	1	8	5	7	11	9	7	6	7	16	10	13
Brazil	Upper middle	3	1	7	8	10	12	6	5	8	11	14	14	15	20	26	28	30	31	33	30	34	40	44
Europe	na	223	209	348	365	767	871	709	754	898	1,149	1,415	1,438	1,283	1,323	1,421	1,517	1,567	1,611	1,842	1,856	1,982	2,216	2,098
EU-27 + UK ^a	na	192	165	284	327	673	755	613	637	779	976	1,197	1,211	1,119	1,123	1,214	1,312	1,336	1,392	1,568	1,598	1,691	1,856	1,765
United Kingdom	High	49	52	93	83	214	221	214	190	254	326	428	425	403	395	390	448	492	479	550	553	602	652	624
EU-27 ^b	na	144	112	190	244	459	534	399	446	525	650	769	786	716	728	824	865	844	913	1,018	1,045	1,088	1,204	1,141
Austria	High	2	5	5	4	5	12	5	8	9	27	11	21	20	18	18	29	20	21	22	28	21	24	29
Belgium	High	5	6	6	7	23	20	13	10	14	15	24	21	25	21	22	20	30	23	29	34	38	41	43
Denmark	High	2	1	4	5	8	6	7	7	12	11	22	21	22	15	17	31	19	29	45	37	49	45	38
Finland	High	3	1	4	4	11	12	4	4	8	10	8	6	12	11	12	17	17	19	17	26	24	19	23
France	High	28	23	42	44	88	100	60	65	69	74	131	116	123	133	153	159	139	143	158	163	158	193	187
Germany	High	41	35	59	93	125	164	153	185	219	198	227	247	191	187	172	204	192	196	221	247	242	306	265
Hungary	High	0	0	0	3	2	3	0	3	2	2	1	4	3	1	3	1	3	7	2	5	7	4	6
Ireland	High	13	2	3	7	10	13	14	6	11	24	22	24	18	26	41	26	17	31	41	47	42	26	35
Italy	High	9	7	9	15	34	56	33	33	44	67	79	57	64	57	67	72	79	102	119	96	107	127	109
Netherlands	High	19	21	29	32	69	66	48	52	53	86	81	90	68	69	84	73	83	85	84	90	102	98	100
Spain	High	11	7	14	10	38	35	26	21	33	62	64	65	67	78	80	92	95	92	89	88	87	102	99
Sweden	High	6	2	7	11	26	22	21	24	20	30	34	31	34	29	46	40	41	53	49	53	65	67	59
Other Europe	na	31	44	64	39	94	116	96	117	120	173	218	227	164	200	207	205	231	219	274	258	291	360	333
Other Europe-2020 ^b	na	80	96	158	122	308	337	310	307	374	499	646	652	567	594	597	652	723	698	823	811	894	1,012	957

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Belarus	Upper middle	0	0	0	0	0	0	0	0	0	0	0	1	0	1	3	1	1	1	1	2	0	2	4
Moldova	Lower middle	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1	2	0	1	0
Norway	High	0	0	2	2	10	9	4	2	5	7	12	15	13	8	9	11	11	14	19	19	22	26	20
Russia	Upper middle	1	1	0	0	1	5	2	4	7	6	11	10	15	22	24	31	29	19	17	21	36	35	30
Switzerland	High	28	41	58	35	78	98	83	100	94	138	161	166	112	148	136	129	133	141	171	154	172	188	184
Ukraine	Lower middle	0	0	0	0	0	0	0	0	0	2	3	1	3	2	2	2	10	7	6	7	13	26	24
Asia	na	30	39	56	83	129	187	145	133	169	182	265	270	218	276	370	409	421	553	765	830	1,046	1,406	1,231
China	Upper middle	4	5	14	12	26	23	30	18	41	39	81	69	47	76	103	152	145	234	373	459	605	795	659
India	Lower middle	0	1	1	2	4	8	3	11	9	10	13	21	18	21	18	13	15	28	36	23	40	50	65
Japan	High	18	27	20	36	43	86	52	55	58	65	71	73	65	81	77	99	92	89	123	104	136	171	144
Malaysia	Upper middle	0	0	0	1	0	2	5	2	1	4	3	5	4	2	8	7	2	6	7	5	16	7	9
Singapore	High	2	1	4	11	14	15	7	6	15	16	22	27	22	28	65	45	32	38	59	59	61	89	80
South Korea	High	2	0	8	10	12	17	13	16	19	23	26	29	27	29	53	50	78	90	100	115	114	218	200
Taiwan	High	3	5	8	9	26	28	26	22	18	23	38	40	25	24	34	32	44	53	48	48	47	48	51
Middle East	na	4	5	6	8	17	15	16	20	20	22	43	45	58	53	43	58	43	80	80	81	102	100	100
Israel	High	1	5	4	7	14	11	11	16	14	15	26	19	35	20	24	23	20	36	43	39	53	60	55
Africa	na	7	3	6	3	4	9	5	5	9	18	16	22	21	27	15	25	19	27	24	17	17	22	25
South Africa	Upper middle	6	1	2	2	3	2	4	5	6	9	5	11	10	15	4	13	11	18	14	6	10	10	6
Australia and Oceania	na	13	14	21	23	50	64	44	42	64	103	124	126	110	102	137	134	179	197	256	235	217	268	246
Australia	High	11	13	15	21	49	60	39	34	54	83	99	107	97	87	125	120	155	167	223	203	198	223	204
New Zealand	High	2	2	6	2	2	4	3	8	10	18	23	19	10	15	12	13	21	30	31	30	19	44	37
Unclassified	na	10	16	27	31	53	44	35	31	24	36	42	41	36	30	49	33	26	28	40	37	35	31	15

na = not applicable, metric not calculated at this level.

EU = European Union; UK = United Kingdom; USPTO = U.S. Patent and Trademark Office.

^a The United Kingdom was a part of the EU for data purposes from 1973 to 2019.

^b Beginning in 2020, the United Kingdom was no longer a member of the EU.

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. 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; Science-Metrix; USPTO data hosted by Reed Tech (LexisNexis), accessed June 2021.

Science and Engineering Indicators