

Table SINV-94

Number of registered USPTO trademarks in the business sector of leisure and education, 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	16,123	15,538	19,184	18,173	23,910	21,696	19,738	20,898	26,654	29,386	33,564	29,856	27,822	30,071	31,260	32,164	33,030	33,925	36,616	39,275	41,343	48,933	44,238
North America	na	15,172	14,610	18,021	16,874	22,049	19,684	17,879	19,042	24,256	26,626	30,470	27,015	25,035	27,374	28,202	28,983	29,720	30,271	32,037	33,278	33,430	38,912	33,896
Canada	High	307	261	293	258	342	358	362	377	452	434	492	459	512	568	514	537	528	537	534	696	662	760	782
Mexico	Upper middle	29	12	22	26	31	47	68	72	51	73	113	106	78	109	111	110	132	122	162	126	122	147	113
United States	High	14,836	14,337	17,706	16,590	21,676	19,279	17,449	18,593	23,752	26,119	29,865	26,450	24,445	26,698	27,577	28,336	29,060	29,613	31,342	32,456	32,646	38,005	33,000
Central America and Caribbean	na	12	29	13	28	39	55	57	50	61	80	55	47	53	66	70	62	60	69	64	87	70	92	80
Puerto Rico	High	4	19	6	14	8	7	11	15	18	16	17	15	21	33	27	28	37	40	38	65	42	46	55
South America	na	14	17	17	18	37	48	27	48	48	31	53	57	48	55	49	53	44	65	55	75	93	90	89
Argentina	Upper middle	7	1	2	4	10	7	7	15	9	10	13	15	14	10	10	18	6	13	13	7	16	11	13
Brazil	Upper middle	7	9	13	5	11	19	8	15	22	10	27	22	15	21	16	16	20	25	25	31	36	39	40
Europe	na	503	501	696	669	1,054	1,194	1,112	1,080	1,469	1,639	1,797	1,791	1,778	1,572	1,804	1,822	1,911	1,959	2,198	2,190	2,433	2,790	2,562
EU-27 + UK ^a	na	439	450	605	589	933	1,055	1,006	964	1,308	1,470	1,596	1,619	1,604	1,398	1,597	1,632	1,699	1,731	1,951	1,965	2,169	2,449	2,244
United Kingdom	High	109	103	156	164	238	266	301	309	353	425	456	476	526	425	472	523	560	609	609	676	724	827	739
EU-27 ^b	na	330	348	449	424	695	790	705	655	954	1,046	1,140	1,143	1,077	973	1,125	1,109	1,139	1,123	1,343	1,289	1,445	1,622	1,505
Austria	High	15	22	26	16	37	49	25	17	37	34	50	39	29	35	34	46	41	46	61	75	41	79	39
Belgium	High	8	9	16	11	25	23	15	13	21	27	29	28	29	34	30	29	35	34	33	39	52	38	30
Denmark	High	9	14	5	8	15	14	17	13	25	22	29	31	40	19	25	32	34	27	51	40	39	40	34
Finland	High	16	2	7	13	21	37	30	30	29	40	25	17	25	32	31	35	29	42	41	39	52	56	43
France	High	70	65	80	72	114	142	117	99	132	148	154	186	187	186	187	178	174	174	187	183	187	212	205
Germany	High	100	104	150	137	230	247	255	244	366	324	378	396	340	285	300	301	296	275	335	325	344	374	321
Hungary	High	1	0	2	2	1	5	0	0	4	2	4	4	5	2	5	5	2	3	8	8	13	5	7
Ireland	High	8	7	14	18	27	17	17	20	17	30	47	34	29	23	28	30	32	36	38	24	35	35	49
Italy	High	25	37	53	36	56	63	56	57	93	115	132	109	106	95	124	99	118	103	127	105	139	146	147
Netherlands	High	28	31	33	37	46	68	65	51	72	95	85	75	76	75	93	82	88	70	85	76	135	123	133
Spain	High	23	13	16	20	57	52	38	40	70	79	70	59	73	66	80	78	77	81	98	115	93	115	107
Sweden	High	18	35	36	39	38	44	52	40	40	55	51	72	49	43	65	71	66	60	91	75	92	114	101
Other Europe	na	64	50	91	81	121	139	106	117	161	169	201	172	174	174	207	190	212	228	247	226	264	341	318
Other Europe-2020 ^b	na	173	153	247	245	359	405	407	425	514	593	657	648	701	599	679	713	772	836	855	902	988	1,168	1,057

Table SINV-94

Number of registered USPTO trademarks in the business sector of leisure and education, 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
Belarus	Upper middle	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	2	4
Moldova	Lower middle	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1
Norway	High	1	3	9	4	12	11	3	7	6	16	11	13	20	10	15	13	24	12	25	21	21	27	25
Russia	Upper middle	2	1	4	4	3	5	5	4	10	11	9	7	10	20	24	16	23	26	21	24	42	51	50
Switzerland	High	51	43	75	66	100	109	88	96	130	117	156	134	119	124	143	135	131	144	158	136	138	167	139
Ukraine	Lower middle	0	0	0	1	0	1	0	2	1	1	1	0	5	3	0	2	3	4	7	8	24	39	39
Asia	na	330	291	339	438	540	530	506	526	609	752	854	630	635	723	785	874	912	1,088	1,793	3,051	4,589	6,155	6,667
China	Upper middle	82	78	115	145	173	165	131	144	199	241	272	192	194	306	315	280	332	447	1,137	2,415	3,851	5,310	5,823
India	Lower middle	2	2	1	5	6	6	7	12	10	7	15	7	16	19	15	14	15	38	36	45	36	54	54
Japan	High	168	146	123	201	249	260	277	269	279	318	367	260	257	230	261	358	323	354	341	321	339	354	393
Malaysia	Upper middle	0	1	1	5	0	1	2	0	0	1	4	1	5	4	5	5	4	7	7	10	15	12	4
Singapore	High	5	6	8	11	17	6	14	15	16	38	25	21	28	42	48	52	35	42	47	47	60	95	63
South Korea	High	21	23	29	21	25	17	25	24	29	55	80	63	60	55	69	76	99	102	133	136	179	210	209
Taiwan	High	51	34	56	46	63	60	45	53	62	77	79	70	59	53	58	70	80	68	71	61	74	84	78
Middle East	na	9	8	5	10	12	7	15	21	20	34	32	45	41	38	61	81	73	123	99	117	193	210	179
Israel	High	8	7	5	9	9	6	13	14	16	28	23	30	26	24	42	64	57	94	72	97	159	179	150
Africa	na	3	1	4	7	9	13	7	6	11	4	10	13	13	18	10	15	18	25	14	20	18	23	28
South Africa	Upper middle	3	1	3	5	7	7	6	2	8	3	8	8	7	9	6	10	10	6	6	8	9	13	15
Australia and Oceania	na	47	48	58	81	96	98	92	90	136	167	223	204	173	177	229	238	255	291	326	418	482	619	708
Australia	High	46	31	45	64	84	82	71	71	117	142	202	180	151	154	197	223	229	254	286	380	434	583	658
New Zealand	High	1	17	14	16	12	13	17	19	17	25	20	20	22	23	30	15	25	37	39	36	45	35	50
Unclassified	na	33	35	30	49	73	69	42	35	44	53	70	55	45	48	49	35	35	33	29	39	34	42	28

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