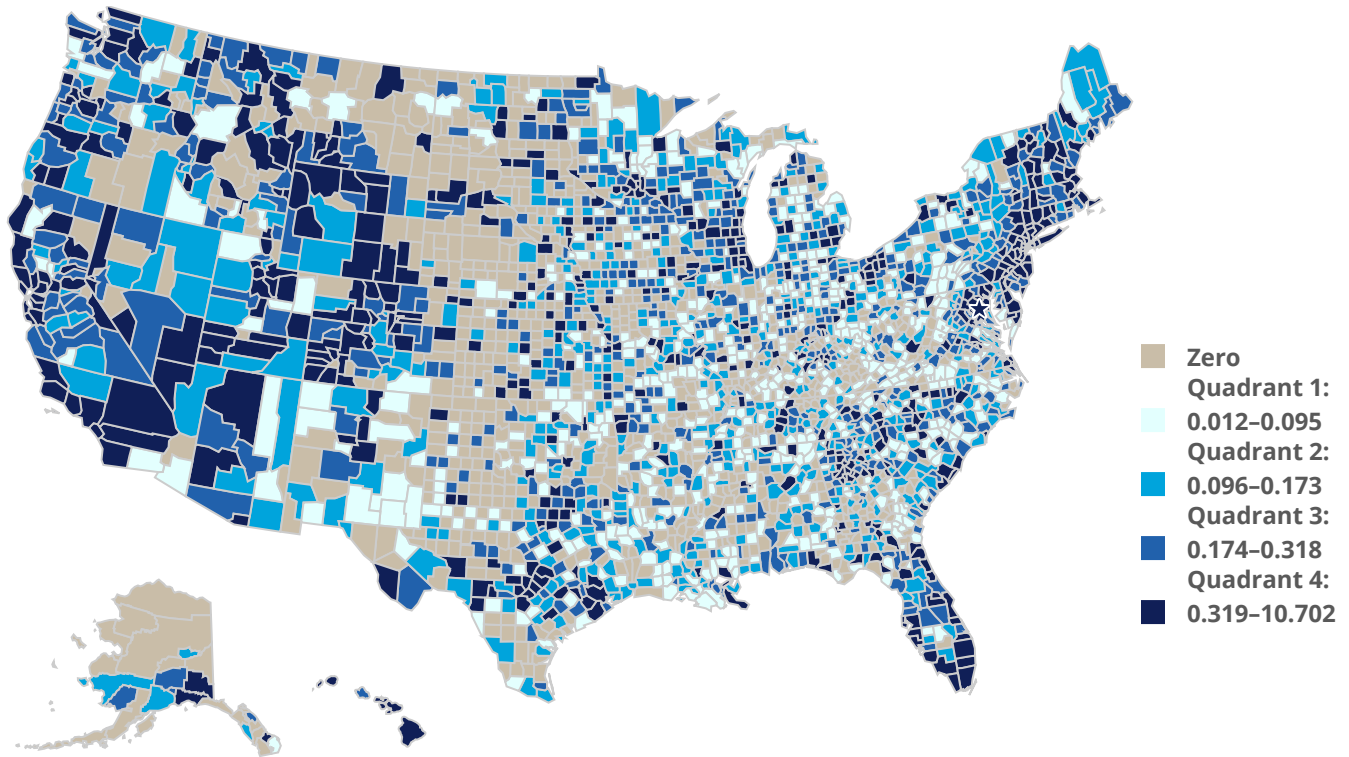


Figure INV-23

Registered USPTO trademarks per 1,000 residents, by U.S. county: 2022



USPTO = Patent and Trademark Office.

**Note(s):**

USPTO trademarks are allocated according to holder information. U.S. addresses were geocoded to 3,143 U.S. counties according to U.S. states, U.S. cities, and ZIP Codes appearing in these addresses. 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. See File USPTO trademarks, by county and product for additional detail.

**Source(s):**

National Center for Science and Engineering Statistics; Science-Metrix; USPTO data hosted by Reed Tech (LexisNexis), accessed June 2023. Population data from the Census Bureau accessed June 2023 at <https://www2.census.gov/programs-surveys/popest/tables/2020-2022/counties/totals/co-est2022-pop.xlsx>.

*Science and Engineering Indicators*