

TABLE 95

**Importance of trademarks, by company size: 2017**

(Percent)

Company size	Companies (number)	Very important	Somewhat important	Not at all important
All companies	4,603,606	7.0	8.9	84.1
Micro companies				
1-4	2,615,093	5.5	7.7	86.8
5-9	885,880	6.9	8.9	84.1
Small companies				
10-19	562,922	8.7	10.2	81.1
20-49	353,037	11.2	12.1	76.7
Medium companies				
50-99	104,561	14.2	13.6	72.3
100-249	52,429	17.7	15.5	66.8
Large companies				
250-499	15,665	19.4	18.5	62.1
500-999	7,026	23.3	18.8	57.9
1,000-4,999	5,514	28.3 r	21.8	49.8
5,000-9,999	744	43.0	23.7	33.3
10,000-24,999	447	47.0	17.9	35.1
25,000 or more	288	56.0	19.5	24.6

r = relative standard error &gt; 50%.

**Note(s):**

Detail may not add to total because of rounding. Statistics are representative of companies located in the United States.

**Source(s):**

National Center for Science and Engineering Statistics and U.S. Census Bureau, Annual Business Survey, 2017.