

THOMSON COMPUMARK

ANNUAL TRADEMARKS REPORT

GLOBAL INSIGHTS ON TRADEMARK TRENDS

OCTOBER 2015



INTRODUCTION

Trademark filings are a consistent indicator of economic activity, and 2014 was no exception. While China's trademark filings grew dramatically last year, the overall pace of new trademark activities in both established and developing economies slowed across the rest of the world.

With over 1.7 million new trademarks registered in 2014, China saw its overall trademark growth rate jump 71% last year, underscoring just how important the Chinese economy has become to multinational brand strategies. The steady eastward march of brands to China makes sense. China's 2015 GDP is estimated at over \$11 trillion (in US dollars), over twice as much as both Japan and Germany and closing in on the US, with over 7% annual growth. The world has never witnessed this rate of growth for an economy so large.¹ Amidst this rapid growth, businesses of every type have identified extensive opportunities for trade and foreign direct investment.

However, China is the exception. Among the top 10 trademark registries in the world, just seven saw year-over-year increases in overall trademark volume in 2014, following a period of broad-based

growth. The other three—Turkey, India and Japan saw sizeable declines. Key emerging markets that had been experiencing a groundswell of interest from multinational brands and corresponding surges in trademark volume, such as Brazil, South Korea, and Mexico, all turned in single-digit growth rates as global economic instability has threatened to crimp consumer demand. A similar trend has played out in developed markets, with trademark volume in the U.S. and France growing at just two percent and one percent, respectively.

To get a more clear understanding of some of the market dynamics helping to shape brand trends, we analyzed trademark activity across 186 countries and registrars around the world. Following are the highlights from our research.

METHODOLOGY

Thomson Reuters SAEGIS on SERION®, the world's largest provider of comprehensive, searchable trademark screening data, was used to track trademark activity across the globe through December, 2014. Thomson Reuters analysts tracked published trademark activity across all 186 countries and registrars to detect trends and shortcomings. To determine ranking among the top ten registries, trademarks were not divided per class but only summed by year and counted as one record.

¹ SOURCE: "Don't Underestimate China's Economy", Forbes, September 8, 2015 <http://www.forbes.com/sites#/sites/valleyvoices/2015/09/08/dont-underestimate-chinas-economy/>

FINDINGS AND OBSERVATIONS

Quantifying China's Runaway Growth

Trademark publications in China have seen their ebbs and flows over the five year study period, as significant growth has been followed by slight lulls. Still, the overall production of new marks in the country has been astounding. China experienced a tremendous 71% spike in activity from 2013 to 2014, with published marks growing from 1,013,984 in 2013 to 1,734,955 in 2014. As the chart on page 5 indicates, China published more trademarks in 2014 than all of the other top 10 trademark registrars combined. At 1.7 million trademarks, China published more than six times the number of trademarks published in the U.S. and more than eight times the total number of trademarks published in Brazil, ranked two and three on the global list, respectively.

Trademark Trends Outside of China

Outside of China, trademark volume was decidedly muted in key markets. The trend was most evident in the emerging markets, which had recently become hot spots for multinational brand expansion strategies. Turkey, for example, which experienced rapid growth in trademark registrations between 2012 and 2013, experienced an 18% decline in 2014. The same phenomenon occurred in India which experienced a 12% decline in 2014, after seeing year-over-year increases in 2012 and 2013.

Other emerging markets, many of which broke into the list of top 10 trademark registrars in 2013, saw relatively modest growth in 2014. Brazil grew at just 1%; South Korea grew at 3%; and Mexico grew 5%. Taiwan led the emerging markets with 9% year-over-year growth in 2014.

In developed markets, the picture was not much brighter. Japan experienced a 6% decline in overall trademark registrations, while the U.S. and France experienced modest growth.

Though economic activity in emerging markets is projected to increase dramatically in coming years, brands filing for trademark protection in these markets seem to be taking a wait-and-see approach.

Clothing, Tea Categories Reach New Heights

Over the last year, a few trademark classes have defied the macro trend of slow-to-moderate growth. The clothing/footwear category saw a 23% rise in 2014 with over 395,000 published trademarks, while the coffee/tea category grew 21% to over 258,000 published trademarks, and the scientific category increased 15% to over 367,000 published trademarks. The big growth in coffee and tea-related trademark activity pushed the pharmaceutical sector out of the top 5 most active trademark categories in 2014.

FINDINGS AND OBSERVATIONS

Much of this growth is attributable to the expansion of the middle class in emerging markets. The size of the global apparel business is expected to generate double digit growth between now and 2020, driven largely by developing market demand.² One particularly notable example of this trend is the spike in buying power among Asian consumers, who are migrating into the middle class and starting to view clothes as an extension and expression of their new lifestyles.

It's a phenomenon McKinsey & Company spotlighted in a September 2014 research brief with a bold projection for growth in apparel sales in emerging markets over the next 20 years: "The future impact of these trends will be even more dramatic in the apparel business than in most others. Emerging markets in Asia and South America currently account for roughly one-third of global revenues for women's apparel. Over the coming 20 years, this share will grow to over half."³

The growth seen this year in the coffee and tea category underscores the world's seemingly insatiable demand for ever more exotic hot beverages. Tea has already been a staple in the diets of many countries from England to China, but designer teas have grown from their humble beginnings and are now becoming one of the trendiest beverages in the world. Likewise, coffee consumption is projected to increase almost 25% in the next five years, according to the International Coffee Organization.⁴ This trend has been attributed to the ongoing "Westernization" of consumer markets in India, China and Latin America.

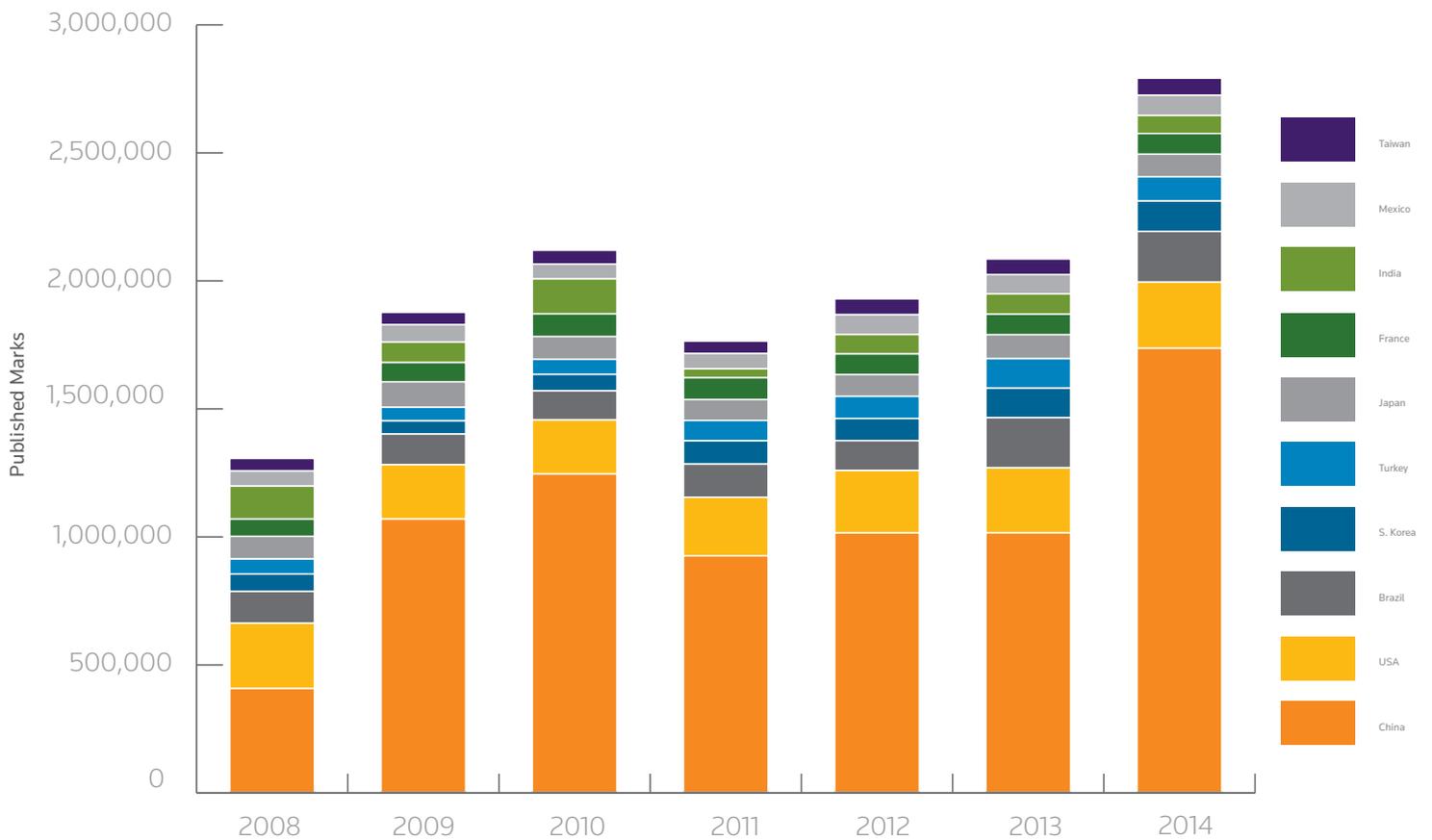
As two of the most consumed beverages in the world get a fresh look, it stands to reason that plenty of the established players in the beverage category will be publishing trademarks in this space, specifically when it comes to distributing these new concoctions far and wide. It's clear that the coffee and tea industries are coming to a boil.

² SOURCE: "Succeeding in Tomorrow's Global Fashion Market" McKinsey & Company, September 2014
http://www.mckinseyonmarketingandsales.com/sites/default/files/pdf/CSI_Apparel2020-NEWBRAND.pdf

³ Ibid

⁴ SOURCE: "Coffee Consumption Expected to Jump," The Wall Street Journal, February 16, 2015
<http://www.wsj.com/articles/coffee-consumption-expected-to-jump-1424119985?cb=logged0.6476118750870228>

PUBLISHED TRADEMARKS PER REGISTER BETWEEN 2007 AND 2014



Source: Thomson CompuMark SAEGIS on SERION

Note: To determine ranking among the top 10 registries, trademarks were not divided per class, but summed by year and counted as one record.

PUBLISHED TRADEMARKS ACROSS ALL COUNTRIES PER CLASS: **TOP FIVE**



CLASS 35: 579,363 Published Marks

Advertising, business management, business administration, office functions.



CLASS 25: 395,310 Published Marks

Clothing, footwear, headgear.



CLASS 9: 367,561 Published Marks

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.



CLASS 41: 333,238 Published Marks

Education, providing of training, entertainment, sporting and cultural activities.



CLASS 30: 258,453 Published Marks

Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.



PUBLISHED TRADEMARKS ACROSS ALL COUNTRIES PER CLASS

Please see the Appendix for a full explanation of all classes.

Source: Thomson CompuMark SAEGIS on SERION

BREAKOUT

A CLOSER LOOK AT THE TOP FIVE CLASSES:



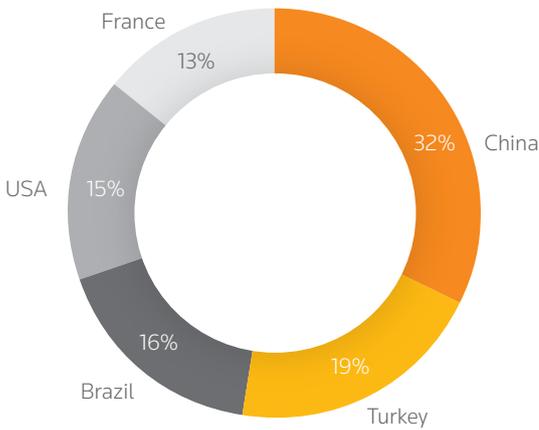
CLASS 35

ADVERTISING, BUSINESS MANAGEMENT

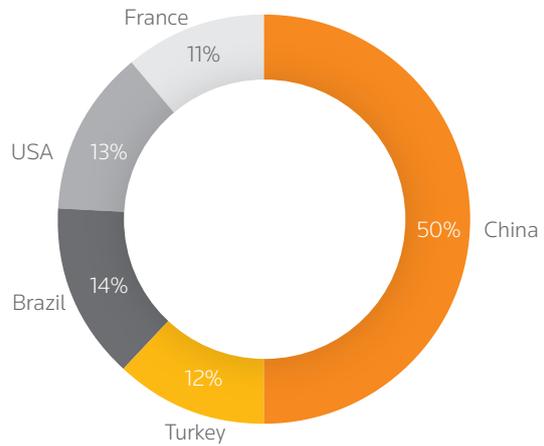
(REFER TO APPENDIX FOR ADDITIONAL CLASS DETAILS)

The top five registries publishing trademarks in class 35 in 2014 are identical to those from 2013. However, among those five, the share of the pie has changed. The United States, France, Brazil and Turkey all saw decreases in published trademarks, while China was the only top five filer in the class to see a rise, adding to its dominance in this category.

2013



2014



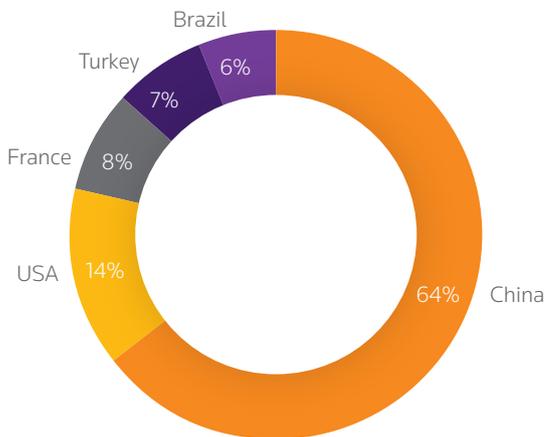
Source: Thomson CompuMark SAEGIS on SERION



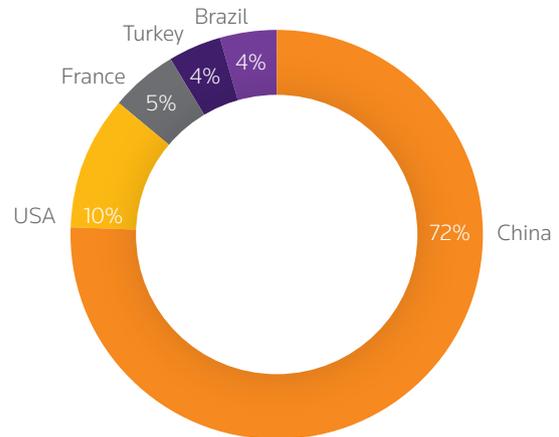
CLASS 25
CLOTHING, FOOTWEAR, HEADGEAR
(REFER TO APPENDIX FOR ADDITIONAL CLASS DETAILS)

China’s world dominance in the apparel industry continues in 2014. China accounted for nearly three quarters of the marks in class 25 in 2014, with the U.S. a distant second. Despite being second in the class, the U.S., along with the remaining top five—France, Turkey, and Brazil—all experienced decreases.

2013



2014



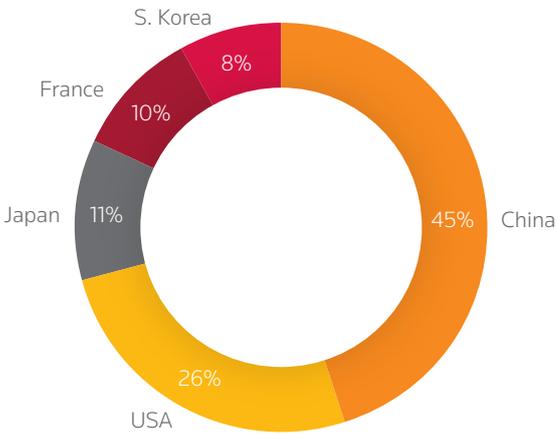
Source: Thomson CompuMark SAEGIS on SERION



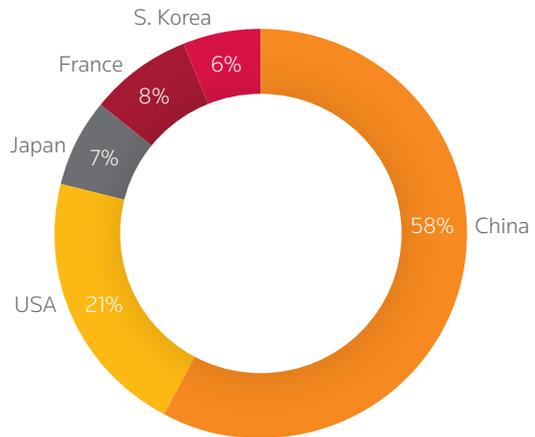
CLASS 9
DATA PROCESSING EQUIPMENT AND COMPUTERS
(REFER TO APPENDIX FOR ADDITIONAL CLASS DETAILS)

In 2013, South Korea replaced Germany in the fifth place spot, and they have not given back that place, despite a two percent drop in 2014. In fact, similar to Class 35, China was the only top five publisher to experience a year-over-year increase, and it was a substantial one.

2013



2014



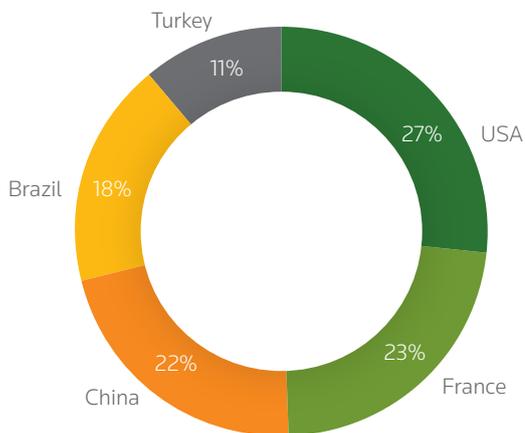
Source: Thomson CompuMark SAEGIS on SERION



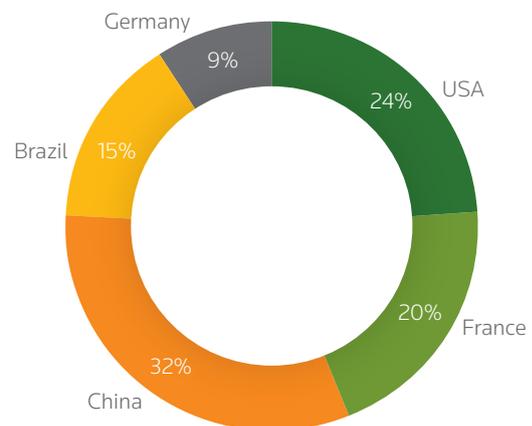
CLASS 41
EDUCATION, PROVIDING OF TRAINING
(REFER TO APPENDIX FOR ADDITIONAL CLASS DETAILS)

One year after Turkey has replaced Germany in class 41, Germany stormed back to retake its place in the top five. Publishing activity increased in China, while France, and U.S. and Brazil saw declines. Class 41 comprises a multitude of services in education, training, entertainment, sporting and cultural activities.

2013



2014



Source: Thomson CompuMark SAEGIS on SERION



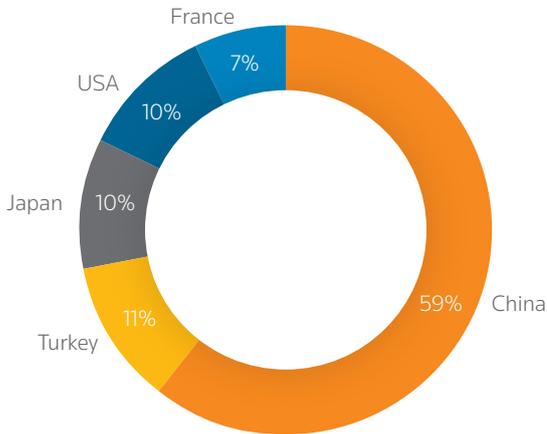
CLASS 30

COFFEE AND TEA

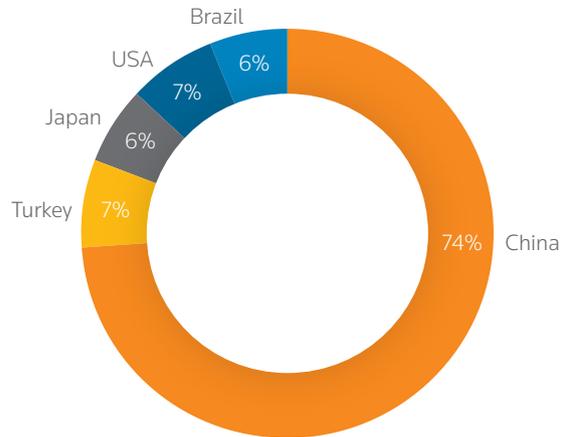
(REFER TO APPENDIX FOR ADDITIONAL CLASS DETAILS)

China continued along its path to dominance in class 30, as the country saw a 15% increase, while Turkey, Japan and the US all saw year-over-year declines. Brazil replaced France in the fifth place spot. With 74% of trademark publications in the class, China dominates the coffee and tea category, which has exploded in the last year.

2013



2014



Source: Thomson CompuMark SAEGIS on SERION



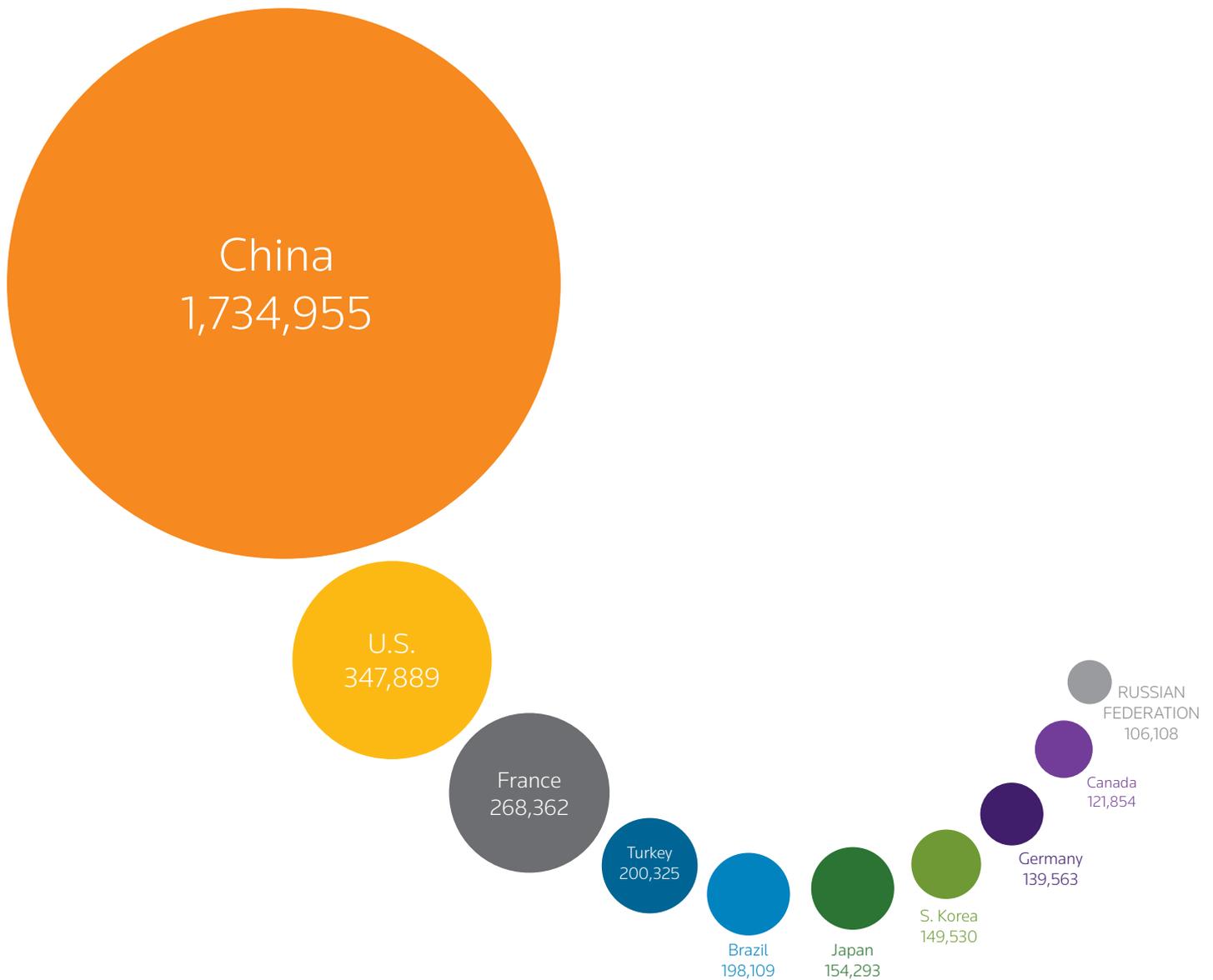
REUTERS/Denis Balibouse

In Best Global Brands 2014, we witnessed the arrival of the first Chinese brand, Huawei, and surely over time, more brands from the emerging markets will follow.

-InterBrand

PUBLISHED TRADEMARKS PER COUNTRY OVER ALL CLASSES

Top 10 Countries with Published Trademarks Across All Classes



NOTE: Individual marks may be covered in more than one class.

Community Trademarks Data not included in this analysis

Source: Thomson CompuMark SAEGIS on SERION

Country-by-Country Review of Published Trademarks across all Classes

CHINA	1,734,955	BOLIVIA	8,943	MADAGASCAR	1,513
UNITED STATES OF AMERICA	347,889	LEBANON	8,876	BRUNEI DARUSSALAM	1,443
FRANCE	268,362	QATAR	8,163	HAITI	1,407
COMMUNITY TRADEMARKS	264,188	EGYPT	7,977	BELIZE	1,348
TURKEY	200,325	KOSOVO	7,901	AFGHANISTAN	1,339
BRAZIL	198,109	DENMARK	7,622	ARUBA	1,319
JAPAN	154,293	TUNISIA	7,501	CAPE VERDE ISLANDS	1,298
SOUTH KOREA	149,530	EL SALVADOR	7,432	ZAMBIA	1,285
GERMANY (FRG)	139,563	NICARAGUA	7,124	FIJI ISLANDS	1,279
CANADA	121,854	HUNGARY	6,943	ALBANIA	1,221
INTERNATIONAL REGISTER	107,210	PAKISTAN	6,870	NAMIBIA	1,188
RUSSIAN FEDERATION	106,108	KUWAIT	6,419	CURACAO	1,180
UNITED KINGDOM	93,760	MONGOLIA	6,132	PAPUA NEW GUINEA	1,161
TAIWAN	88,321	ISRAEL	5,916	WEST BANK	1,123
INDIA	77,820	FINLAND	5,900	CYPRUS	1,078
MEXICO	75,630	HONDURAS	5,619	LESOTHO	1,068
AUSTRALIA	73,124	KENYA	5,420	KYRGYSTAN	1,043
SPAIN	69,818	JORDAN	5,413	SAINT LUCIA	1,043
ITALY	67,567	ANGOLA	5,020	LIECHTENSTEIN	951
HONG KONG	66,093	NIGERIA	4,987	MALAWI	944
BENELUX	57,445	CROATIA	4,530	BERMUDA	858
IRAN	56,119	UZBEKISTAN	4,508	IRAQ	855
INDONESIA	55,429	SERBIA	4,418	CAYMAN ISLANDS	827
ARGENTINA	54,739	IRELAND	4,010	SURINAME	824
VIETNAM	48,024	CUBA	3,977	GAZA	818
CHILE	48,006	UNITED REPUBLIC OF TANZANIA	3,961	SWAZILAND	755
SWITZERLAND	43,450	MACEDONIA	3,936	ARIPO	748
MYANMAR	35,641	SLOVENIA	3,887	BARBADOS	745
SOUTH AFRICA	33,105	MOLDOVA	3,737	SIERRA LEONE	710
COLOMBIA	31,393	LITHUANIA	3,599	ANTIGUA AND BARBUDA	682
UNITED ARAB EMIRATES	31,354	MAURITIUS	3,544	ZANZIBAR	677
VENEZUELA	29,753	YEMEN	3,446	GUYANA	671
CZECH REPUBLIC	28,787	ARMENIA	3,355	BRITISH VIRGIN ISLANDS	621
PERU	28,677	JAMAICA	3,264	SAINT MARTIN	550
MALAYSIA	28,583	OMAN	3,060	SEYCHELLES	534
POLAND	26,656	OAPI	3,049	LIBYA	493
PORTUGAL	26,243	ANDORRA	2,781	GRENADA	475
PHILIPPINES	26,041	ESTONIA	2,756	TAJIKISTAN	474
UKRAINE	25,891	MOZAMBIQUE	2,623	SAINT VINCENT AND THE GRENADINES	448
NEW ZEALAND	23,958	TRINIDAD AND TOBAGO	2,585	BES Islands	427
ECUADOR	23,432	BANGLADESH	2,583	(Bonaire, Saint Eustatius and Saba)	
ROMANIA	22,114	NEPAL	2,495	GUERNSEY	413
SINGAPORE	20,658	MALTA	2,389	SAINT KITTS AND NEVIS	408
THAILAND	19,687	MONACO	2,388	TURKS AND CAICOS ISLANDS	395
SAUDI ARABIA	18,315	LATVIA	2,296	TURKISH REPUBLIC OF NORTHERN	334
BELARUS	17,998	SRI LANKA	2,251	CYPRUS	
MOROCCO	16,378	ICELAND	2,208	DOMINICA	330
GREECE	16,371	BAHRAIN	2,182	ANGUILLA	324
PARAGUAY	15,839	SYRIAN ARABIC REPUBLIC	2,158	LIBERIA	316
AUSTRIA	14,835	GEORGIA	2,120	GIBRALTAR	307
NORWAY	14,740	MONTENEGRO	1,969	SAMOA	302
PANAMA	13,076	BOSNIA-HERZEGOVINA	1,929	SOLOMON ISLANDS	272
MACAO	12,256	SUDAN	1,900	BHUTAN	238
DOMINICAN REPUBLIC	10,952	BAHAMAS	1,827	TONGA	236
SWEDEN	10,832	BOTSWANA	1,797	MONTERRAT	233
KAZAKHSTAN	10,282	UGANDA	1,783	SAO TOME AND PRINCIPE	205
BULGARIA	10,071	MALDIVES	1,763	WHO	170
SLOVAK REPUBLIC	10,045	ETHIOPIA	1,755	JERSEY	123
GUATEMALA	9,806	PUERTO RICO	1,714		
URUGUAY	9,579	ZIMBABWE	1,693		
COSTA RICA	9,030	GHANA	1,654		

*Represents a collection of countries

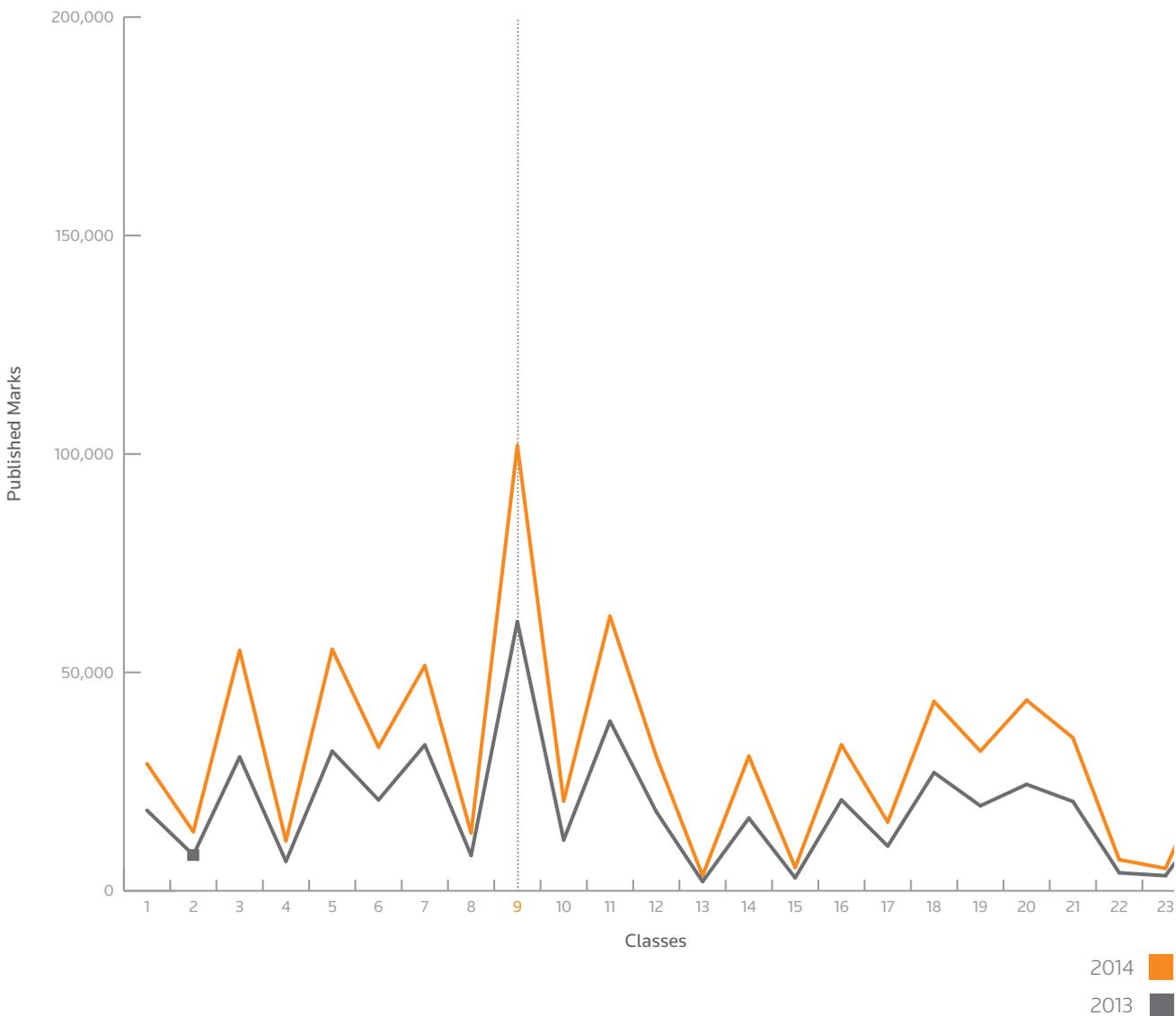
Source: Thomson CompuMark SAEGIS on SERION

CHINA

PUBLISHED TRADEMARKS PER CLASS

TOP FIVE CLASSES

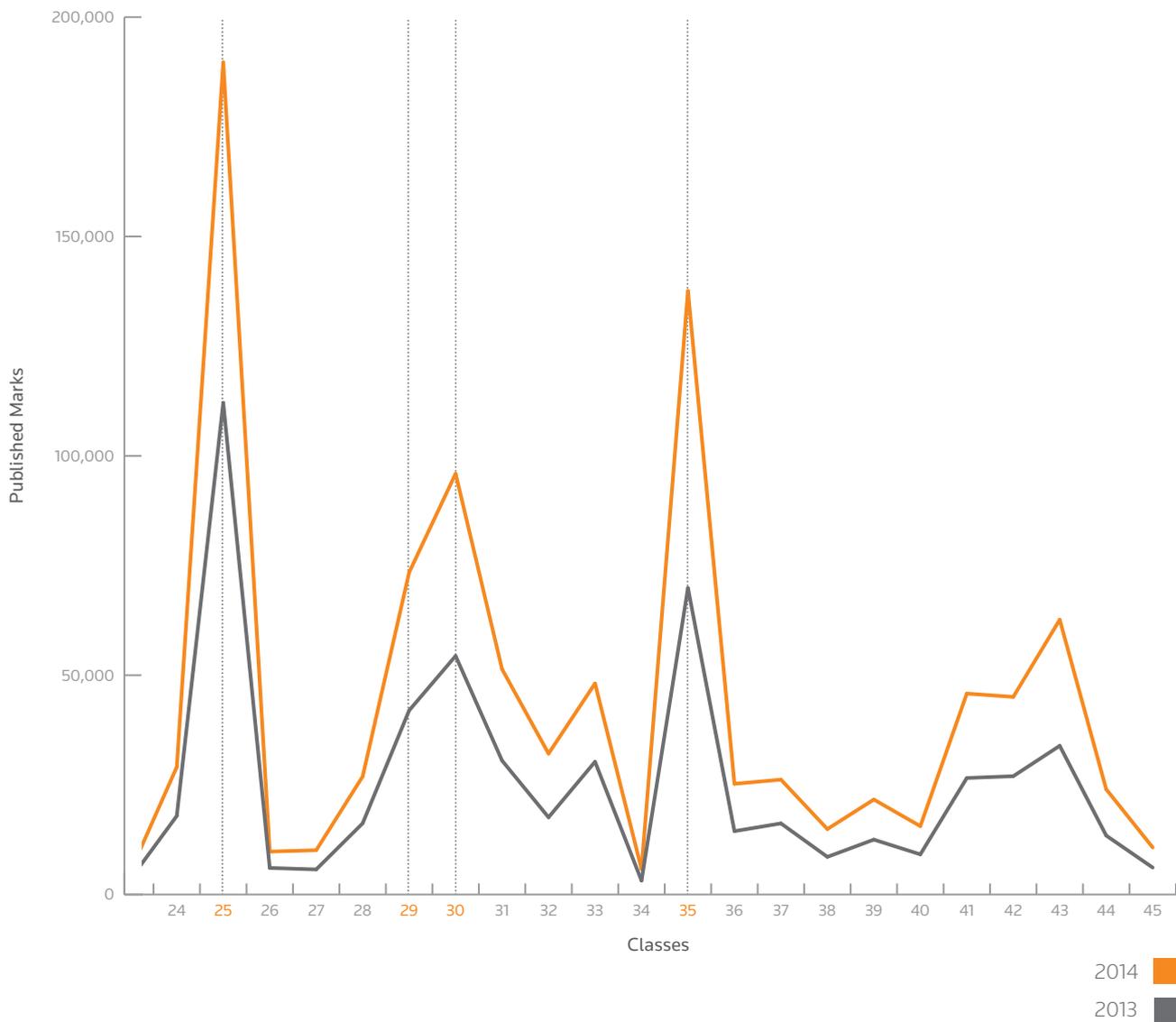
- 25** Clothing, footwear, headgear.
- 35** Advertising, business management, business administration, office functions.
- 9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.
- 30** Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.
- 29** Meat, fish, poultry and game, meat extracts, preserved, frozen dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk and milk products, edible oils and fats.



Source: Thomson CompuMark SAEGIS on SERION

PUBLISHED TRADEMARKS IN CHINA PER CLASS - CONTINUED

In 2014, China experienced across-the-board increases in every trademark class, with significant spikes in the aforementioned five classes. On the heels of China's new trademark laws, Chinese trademark publications exploded, showing very clearly that the new legislation has not been a drain on trademark production, but instead has helped to incite a boom.

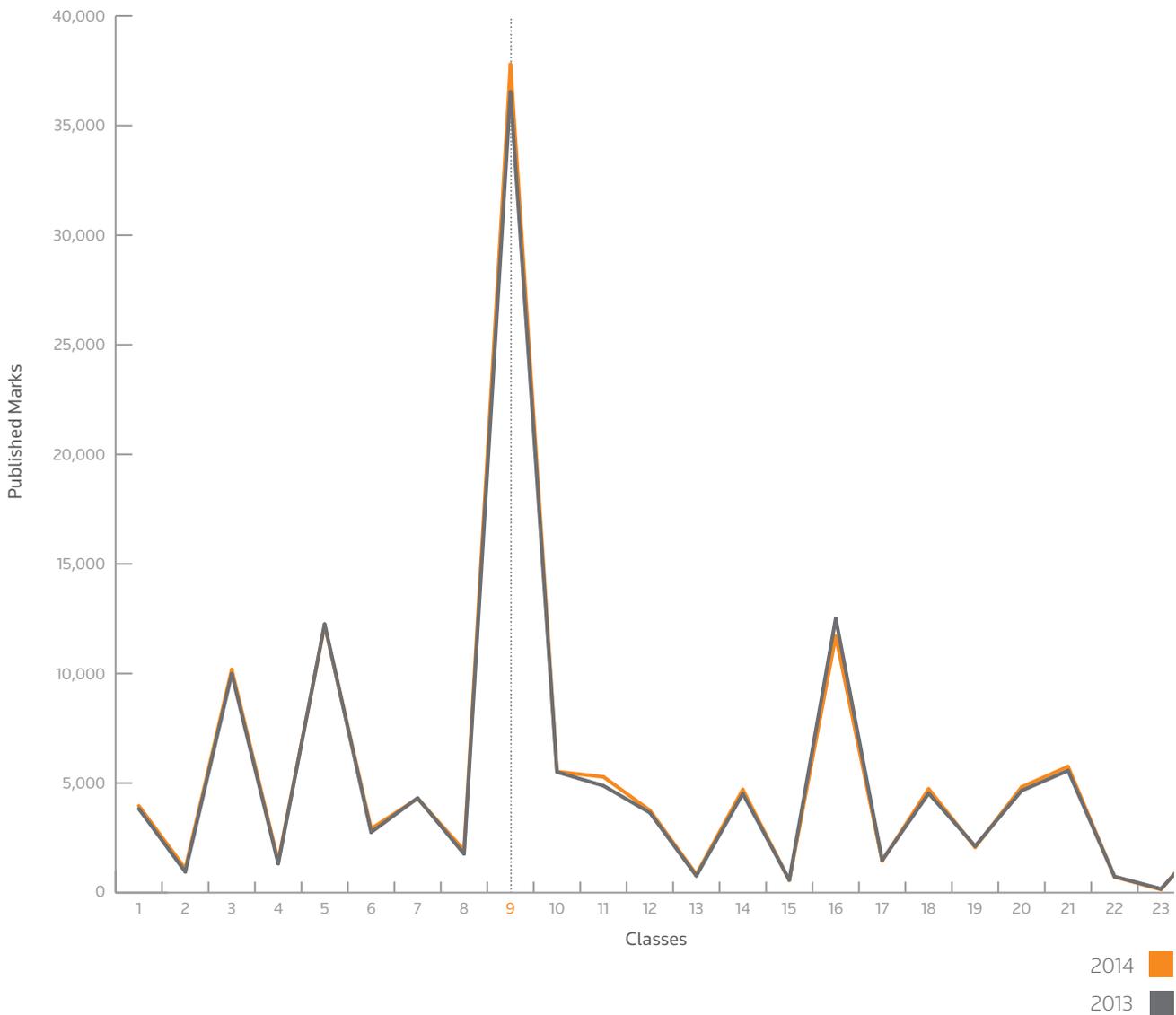


UNITED STATES

PUBLISHED TRADEMARKS PER CLASS

TOP FIVE CLASSES

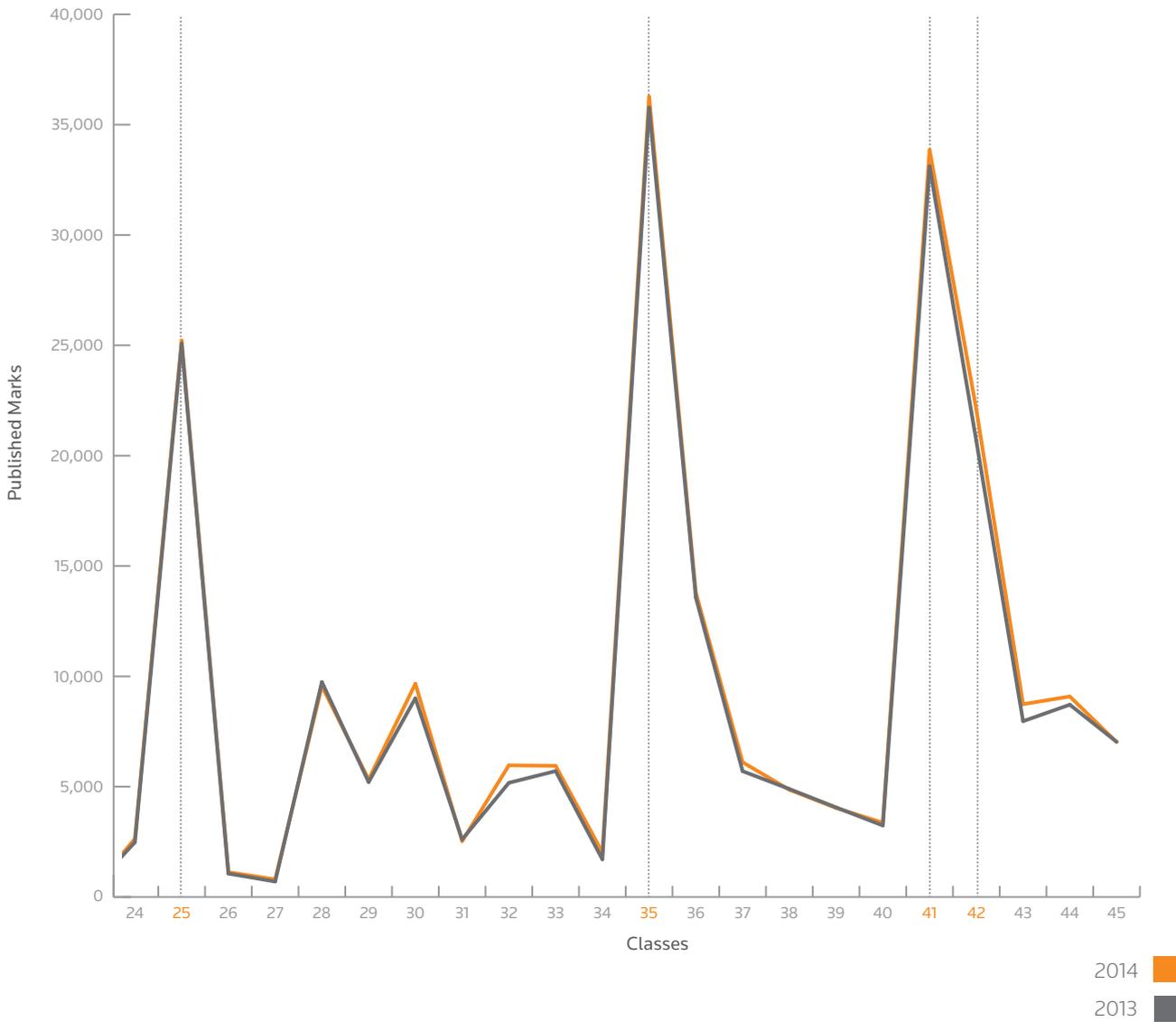
- 9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.
- 35** Advertising, business management, business administration, office functions.
- 41** Education, providing of training, entertainment, sporting and cultural activities.
- 25** Clothing, footwear, headgear.
- 42** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.



Source: Thomson CompuMark SAEGIS on SERION

PUBLISHED TRADEMARKS IN THE UNITED STATES PER CLASS - CONTINUED

The year-over-year trend in publication of United States trademarks continues to plateau for the third year in a row. The slow pace of gains observed over our last three reports have made it possible for China to leave the U.S. in the rearview mirror.

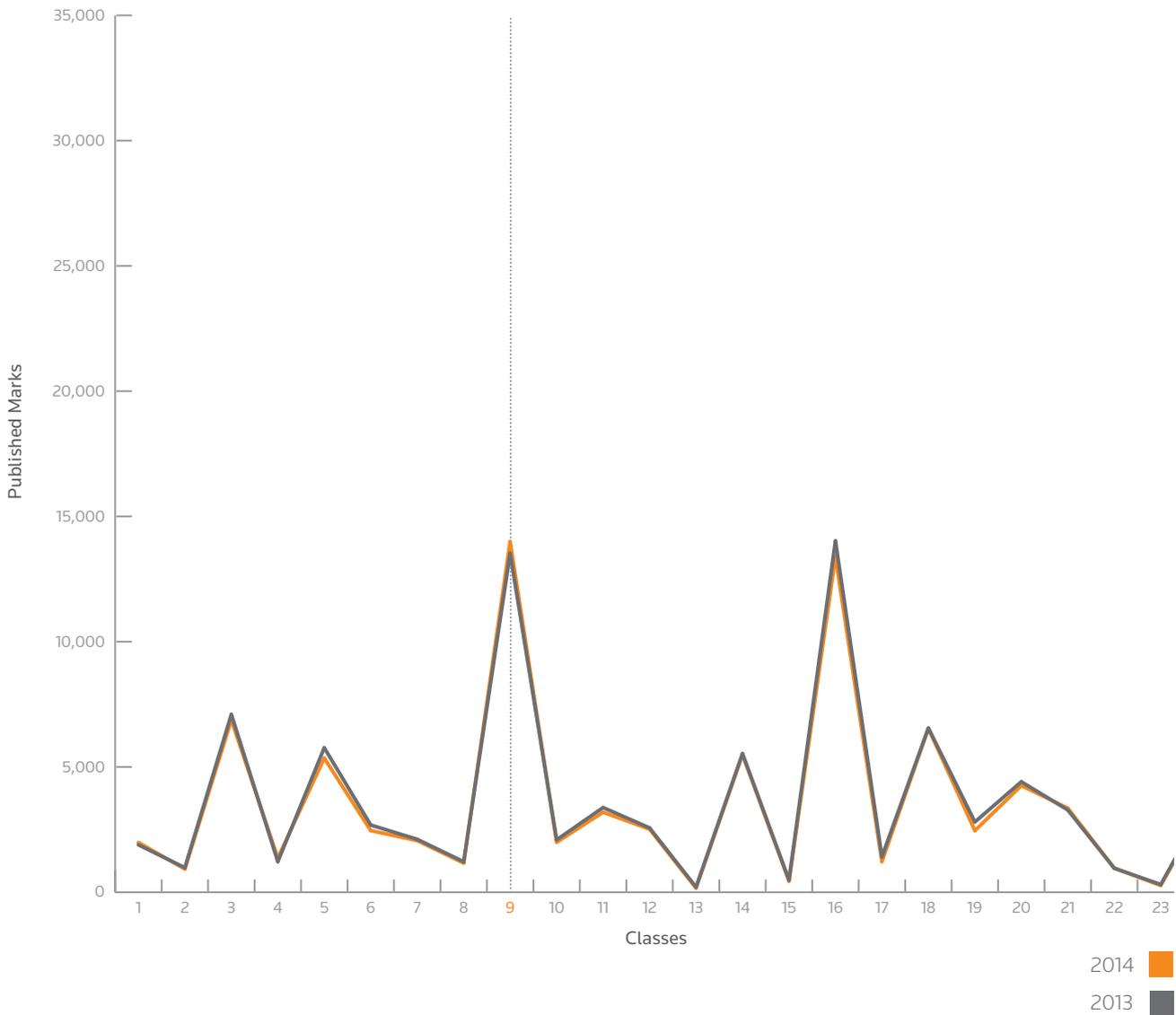


FRANCE

PUBLISHED TRADEMARKS PER CLASS

TOP FIVE CLASSES

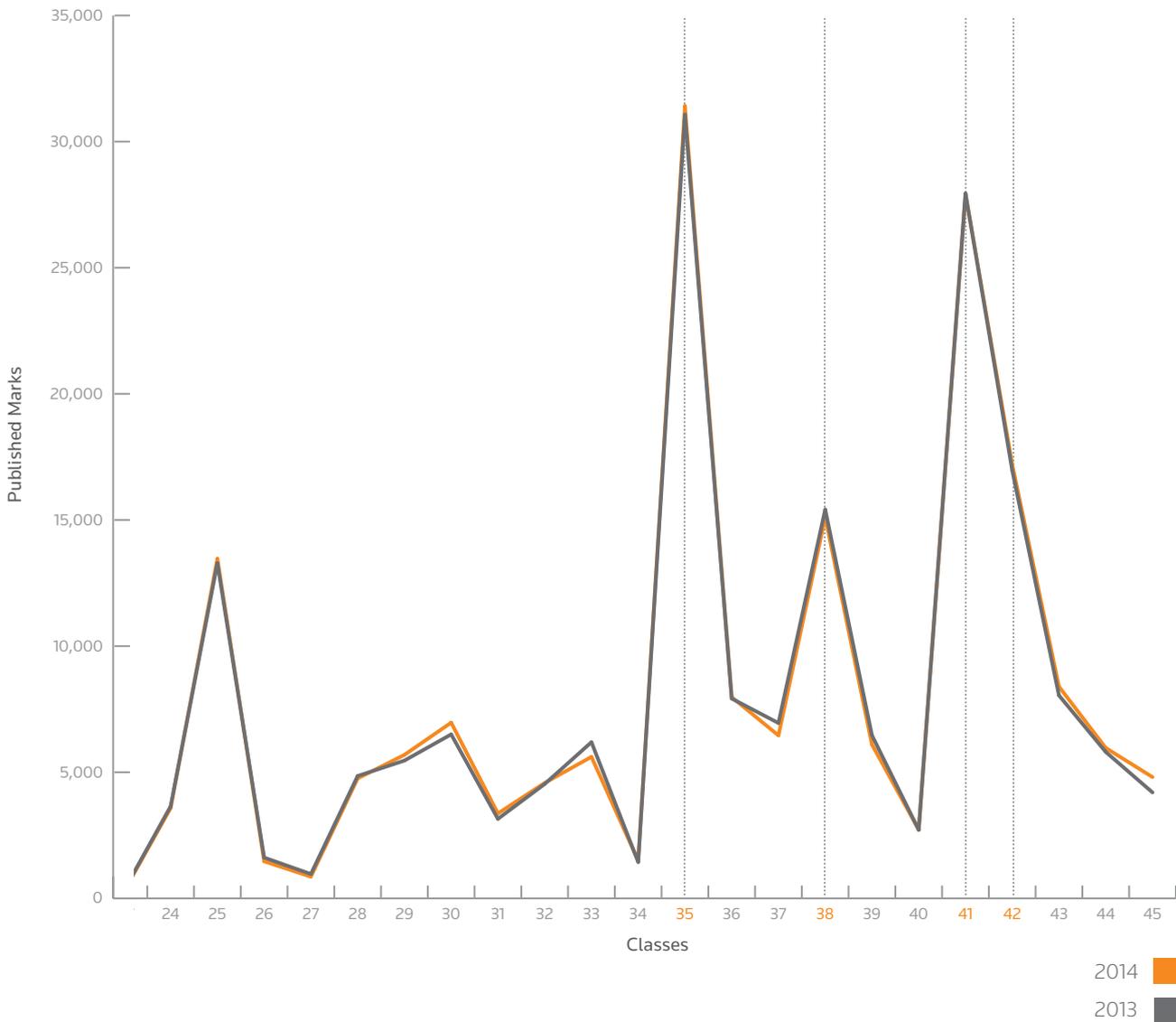
- 35** Advertising, business management, business administration, office functions.
- 41** Education, providing of training, entertainment, sporting and cultural activities.
- 42** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.
- 38** Telecommunications.
- 9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs, automatic vending machines and mechanisms for coin-operated apparatus, cash registers, calculating machines, data processing equipment and computers, fire extinguishing apparatus.



Source: Thomson CompuMark SAEGIS on SERION

PUBLISHED TRADEMARKS IN FRANCE PER CLASS - CONTINUED

Published trademark activity in France year-over-year experienced minimal change. The most notable change is that class 9, the scientific category, edged out class 16, the paper category, from the top 5 most active trademark categories in France.

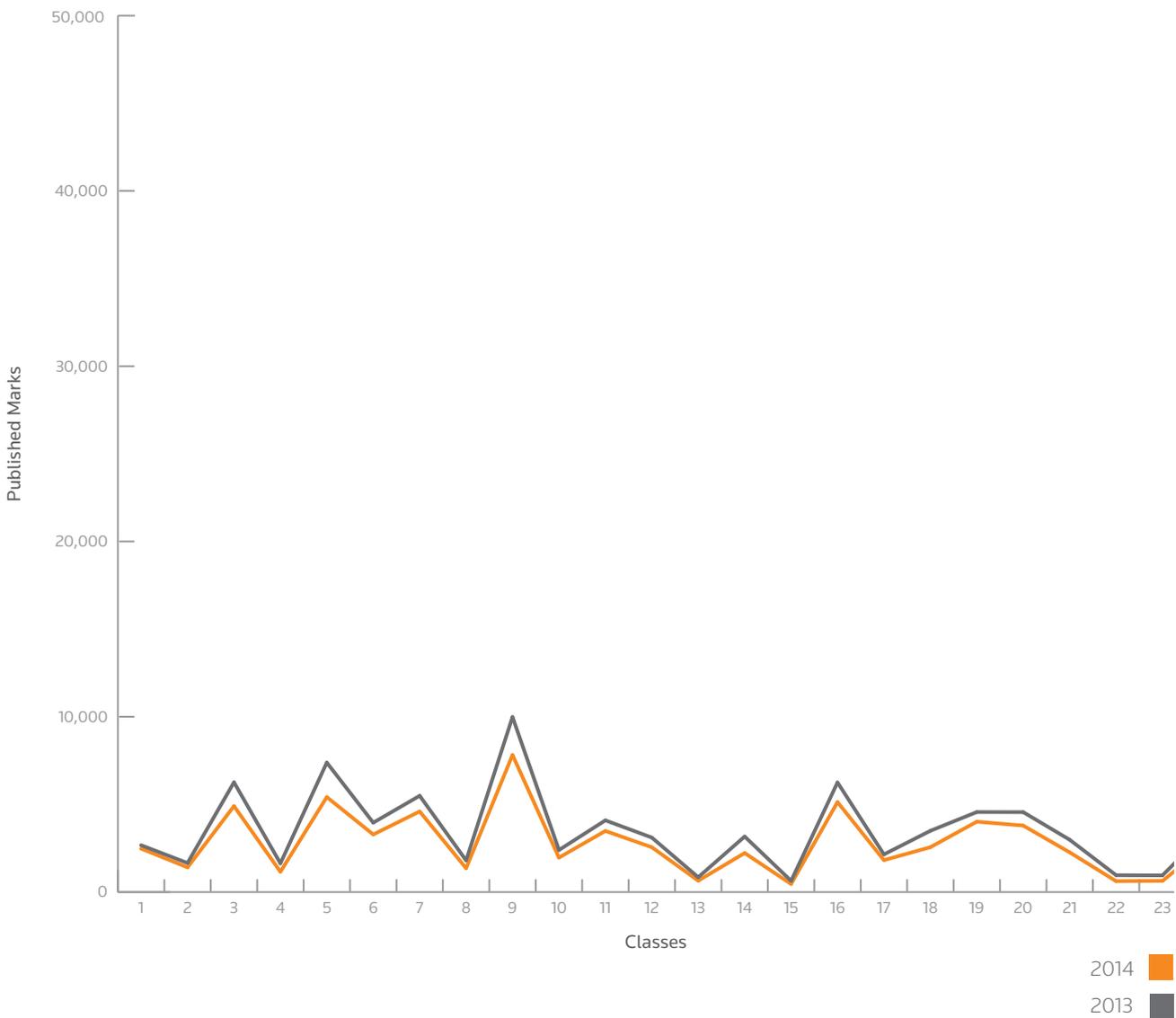


TURKEY

PUBLISHED TRADEMARKS PER CLASS

TOP FIVE CLASSES

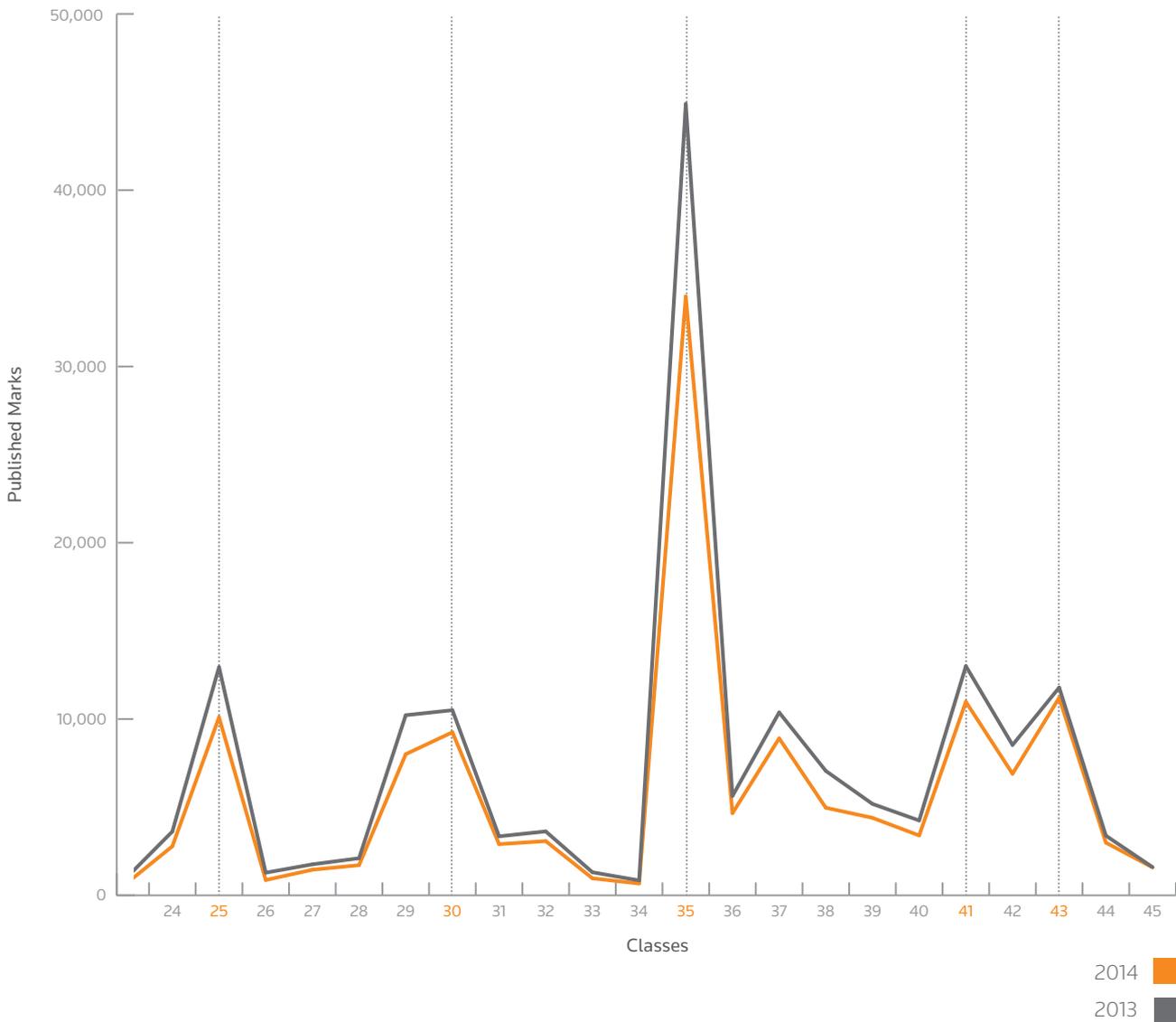
- 35** Advertising, business management, business administration, office functions.
- 43** Services for providing food and drink, temporary accommodation.
- 41** Education, providing of training, entertainment, sporting and cultural activities.
- 25** Clothing, footwear, headgear.
- 30** Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.



Source: Thomson CompuMark SAEGIS on SERION

PUBLISHED TRADEMARKS IN TURKEY PER CLASS - CONTINUED

After a year of significant growth in 2013, Turkey experienced across-the-board decreases across all trademark classes in 2014. The country had enjoyed consistent growth since we began tracking trademark publishing with the inception of our annual report in 2011.

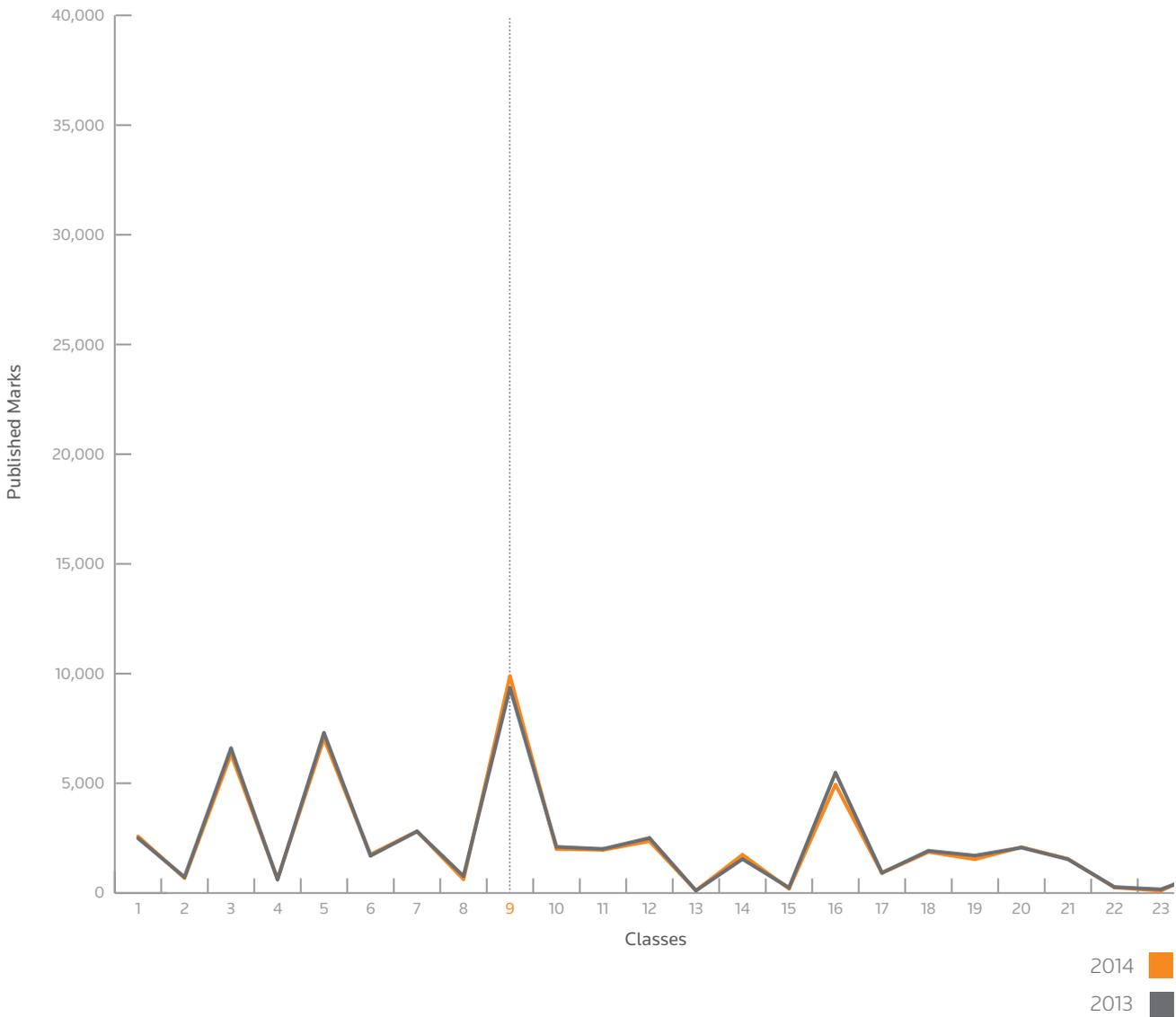


BRAZIL

PUBLISHED TRADEMARKS PER CLASS

TOP FIVE CLASSES

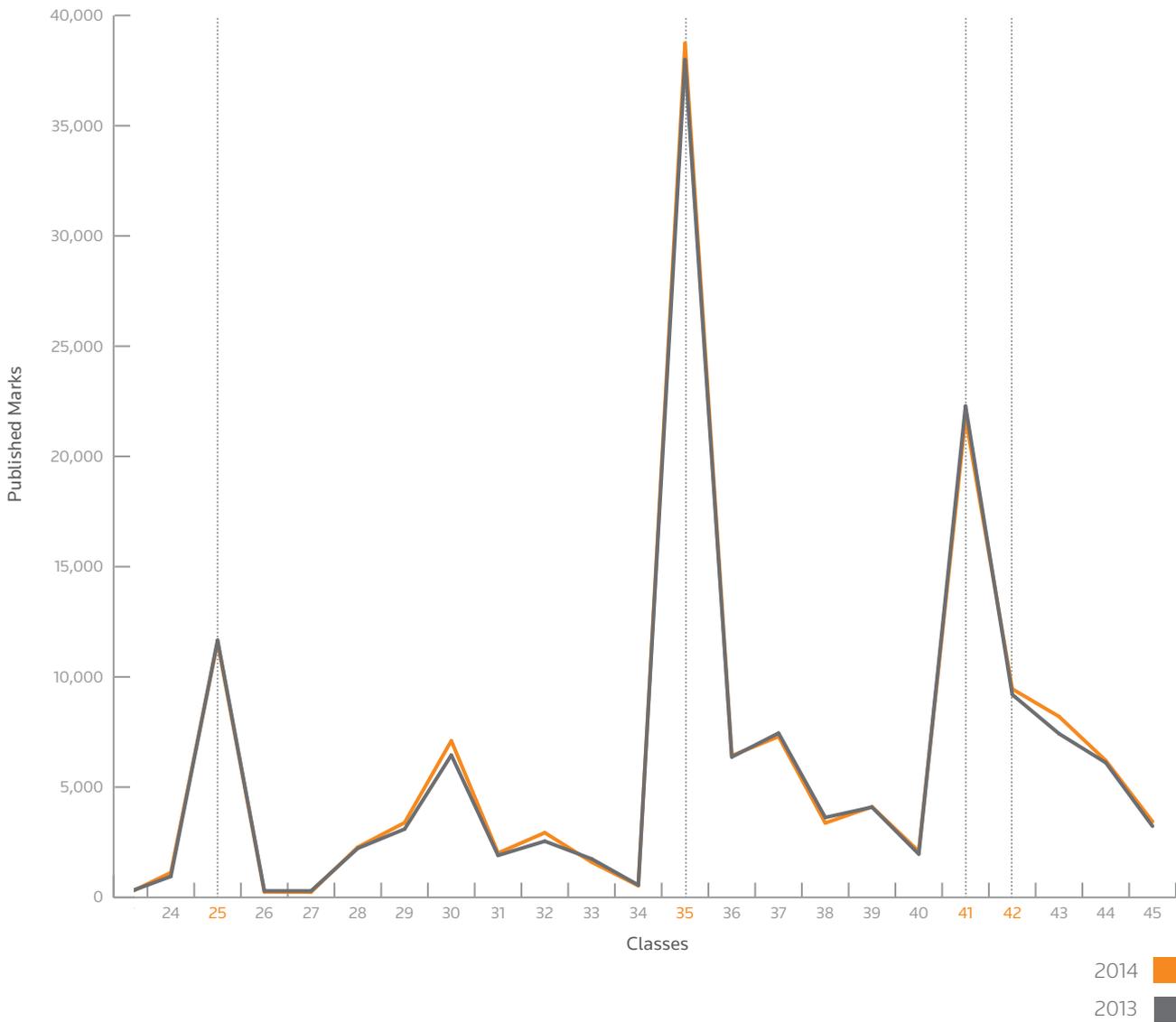
- 35** Advertising, business management, business administration, office functions.
- 41** Education, providing of training, entertainment, sporting and cultural activities.
- 25** Clothing, footwear, headgear.
- 9** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.
- 42** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.



Source: Thomson CompuMark SAEGIS on SERION

PUBLISHED TRADEMARKS IN BRAZIL PER CLASS - CONTINUED

One year after they replaced Japan as the fifth largest registry publishing trademarks across all classes, Brazil opened up their lead further, from 28,152 to 43,816 in 2014.



CONCLUSION

As multinational brands stretch to reach further to uncharted corners of the globe, emerging markets, led by China, could be launching pads for a whole new dimension of profitability.

But with emerging opportunity comes emerging risk. If a country cannot also stabilize its own economy, it will very quickly lose the interest of brands looking to tap into the most active consumer markets. To fully sustain the growth that emerging markets have seen in previous years, they'll have to foster stable economic climates, making investment in their countries attractive to both foreign and domestic filers. Look no further than Turkey for an example of a country that has seen a huge boom, followed immediately by a significant decline. Emerging market nations will have to continue to improve their internal infrastructure to sustain positive growth.

Can the emerging markets recharge their growth engines? And will U.S. and EU-based entities continue to thrive in a world where a countries such as China are are growing at such an "astonishing rate". Only time will tell. We will continue to track these trends and report on the breaking trends as they evolve.

Thomson CompuMark:

Meeting your IP challenges with innovation

In today's brand landscape, it is crucial to partner with a trademark expert who can help you establish, manage and protect your brands across all channels, in markets around the world.

Thomson CompuMark is that partner. We continuously invest in innovation that enables brand owners and IP professionals to meet the demands of the digital economy. Our solutions enable you to work more effectively and efficiently wherever your brand takes you, at every stage of the trademark lifecycle.

In today's interconnected world, there's no substitute for global reach. SAEGIS® on SERION® has you covered, with the largest collection of trademark screening intelligence on Earth, covering 186 countries worldwide. It provides the international insight you need to clear new marks rapidly, with greater certainty.

NOTE: The trademark registration data set for the 2014 report captures public trademark registration data from 186 countries and registrars published between 1/1/2014 and 12/31/2014, and was compiled on 5/18/15. Reported trademark registration totals for all previous years were also revised at that time to reflect the lag-time in public data filing in many registrars. As a result of these revisions, trademark registrations for several individual registrars reported in our 2013 report are higher than when originally reported.

APPENDIX

Source: WIPO, Nice Classification, 9th Edition

GOODS

- Class 1:** Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics, manures, fire extinguishing compositions, tempering and soldering preparations, chemical substances for preserving foodstuffs, tanning substances, adhesives used in industry.
- Class 2:** Paints, varnishes, lacquers, preservatives against rust and against deterioration of wood; colorants, mordants, raw natural resins, metals in foil and powder form for painters, decorators, printers and artists.
- Class 3:** Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices.
- Class 4:** Industrial oils and greases, lubricants, dust absorbing, wetting and binding compositions, fuels (including motor spirit) and illuminants, candles and wicks for lighting.
- Class 5:** Pharmaceutical and veterinary preparations, sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies, plasters, materials for dressings, dental materials, disinfectants, preparations for destroying vermin, fungicides, herbicides.
- Class 6:** Common metals and their alloys, metal building materials, transportable buildings of metal, materials of metal for railway tracks, non-electric cables and wires of common metal, ironmongery, small items of metal hardware, pipes and tubes of metal, safes, goods of common metal not included in other classes, ores.
- Class 7:** Machines and machine tools, motors and engines (except for land vehicles), machine coupling and transmission components (except for land vehicles), agricultural implements (other than handoperated), incubators for eggs.
- Class 8:** Hand tools and implements (hand-operated), cutlery, side arms, razors.
- Class 9:** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs, automatic vending machines and mechanisms for coin-operated apparatus, cash registers, calculating machines, data processing equipment and computers, fireextinguishing apparatus.
- Class 10:** Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth, orthopedic articles, suture materials.
- Class 11:** Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes.
- Class 12:** Vehicles, apparatus for locomotion by land, air or water.
- Class 13:** Firearms, ammunition and projectiles, explosives, fireworks.
- Class 14:** Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewelry, precious stones, horological and chronometric instruments.
- Class 15:** Musical instruments.
- Class 16:** Paper, cardboard and goods made from these materials, not included in other classes; printed matter, bookbinding material, photographs, stationery, adhesives for stationery or household purposes, artists' materials, paint brushes, typewriters and office requisites (except furniture), instructional and teaching material (except apparatus), plastic materials for packaging (not included in other classes), printers' type, printing blocks.
- Class 17:** Rubber, gutta-percha, gum, asbestos, mica and goods made from these materials and not included in other classes; plastics in extruded form for use in manufacture; packing, stopping and insulating materials, flexible pipes, not of metal.

- Class 18:** Leather and imitations of leather, and goods made of these materials and not included in other classes; animal skins, hides, trunks and travelling bags, umbrellas, parasols and walking sticks, whips, harness and saddlery.
- Class 19:** Building materials (nonmetallic), non-metallic rigid pipes for building, asphalt, pitch and bitumen; non-metallic transportable buildings, monuments, not of metal.
- Class 20:** Furniture, mirrors, picture frames, goods (not included in other classes) of wood; cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials or plastics.
- Class 21:** Household or kitchen utensils and containers, combs and sponges, brushes (except paint brushes); brush-making materials, articles for cleaning purposes, steelwool, unworked or semiworked glass (except glass used in building), glassware, porcelain and earthenware not included in other classes.
- Class 22:** Ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes), padding and stuffing materials (except of rubber or plastics), raw fibrous textile materials.
- Class 23:** Yarns and threads, for textile use.
- Class 24:** Textiles and textile goods, not included in other classes, bed and table covers.
- Class 25:** Clothing, footwear, headgear.
- Class 26:** Lace and embroidery, ribbons and braid, buttons, hooks and eyes, pins and needles, artificial flowers.
- Class 27:** Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors, wall hangings (non-textile).
- Class 28:** Games and playthings, gymnastic and sporting articles not included in other classes, decorations for Christmas trees.
- Class 29:** Meat, fish, poultry and game, meat extracts, preserved, frozen, dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk and milk products, edible oils and fats.
- Class 30:** Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.
- Class 31:** Agricultural, horticultural, forestry products and grains not included in other classes; live animals, fresh fruits and vegetables, seeds, natural plants and flowers, foodstuffs for animals, malt.
- Class 32:** Beers, mineral and aerated waters and other non-alcoholic drinks, fruit drinks and fruit juices, syrups and other preparations for making beverages.
- Class 33:** Alcoholic beverages (except beers).
- Class 34:** Tobacco, smokers' articles, matches.

SERVICES

- Class 35:** Advertising, business management, business administration, office functions.
- Class 36:** Insurance, financial affairs, monetary affairs, real estate affairs.
- Class 37:** Building, construction, repair and installation services.
- Class 38:** Telecommunications.
- Class 39:** Transport, packaging and storage of goods, travel arrangement.
- Class 40:** Treatment of materials.
- Class 41:** Education, providing of training, entertainment, sporting and cultural activities.
- Class 42:** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.
- Class 43:** Services for providing food and drink, temporary accommodation.
- Class 44:** Medical services, veterinary services, hygienic and beauty care for human beings or animals, agriculture, horticulture and forestry services.
- Class 45:** Legal services, security services for the protection of property and individuals, personal and social services rendered by others to meet the needs of individuals.

ABOUT THOMSON REUTERS

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial and risk, legal, tax and accounting, intellectual property and science and media markets, powered by the world's most trusted news organization. For more information, go to www.thomsonreuters.com.

ABOUT THOMSON COMPUMARK

Thomson CompuMark enables trademark professionals worldwide to launch, expand and protect strong brands through unmatched global content, innovative tools, industry-leading expertise, and best-in-class service. That's why 9 out of 10 of the world's most valuable brands choose us as their trademark clearance and protection partner. For more information, go to trademarks.thomsonreuters.com.

Note to press:

To request further information, please contact:

PR Agency Email

Chrissie.jamieson@thomsonreuters.com

+44 7801 211 910

1005861

102015

Copyright © 2015 Thomson Reuters



THOMSON REUTERS™