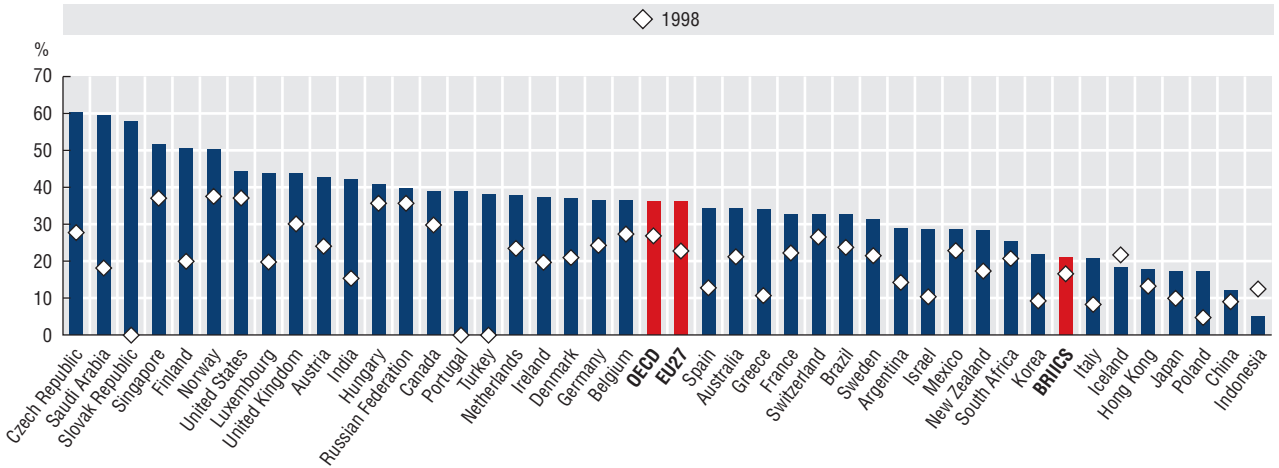


INNOVATION IN SERVICES IS RISING

The average share of trademark applications relating to service classes has increased over the last decade from 38% to 52%.

Service-related trademarks, 2008

As a percentage of total trademark filings



Source: OECD, based on USPTO Trademark BIB (Cassis) April 2009; OHIM Community Trademark Database, CTM Download, December 2009. See chapter notes.

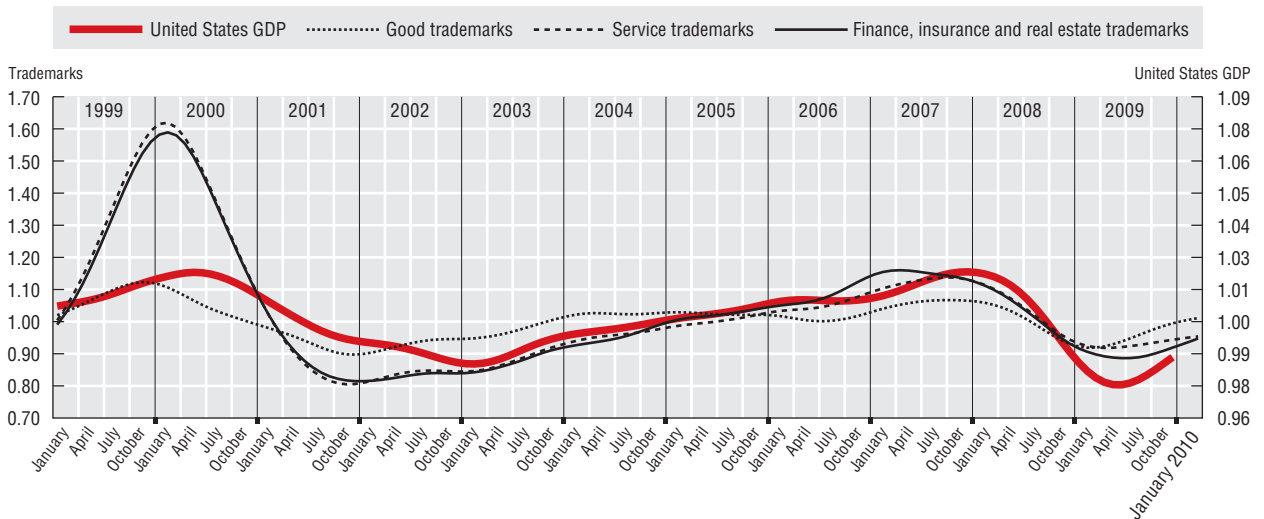
StatLink <http://dx.doi.org/10.1787/834583000800>

TRADEMARKS ARE A GOOD PREDICTOR OF ECONOMIC DOWNTURNS

The most recent data show that trademark activity has been strongly affected by the economic crisis, with a marked drop in filing from mid-2007. The decline is apparent in both services and goods, although the crisis has affected services more severely and innovation activity in the finance and insurance sectors more particularly.

Comparing cycles: United States gross domestic product and trademark applications at the USPTO, 1999-2010

By type of trademark, long-term trend = 1.0



Source: OECD, based on USPTO, Trademark Electronic Search System, April 2009, OHIM Community Trademark Database, CTM Download, December 2009. See chapter notes.

StatLink <http://dx.doi.org/10.1787/834638130787>