EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

EUIPO Trade Mark Focus

2010 to 2017 Evolution

1. EXECUTIVE SUMMARY & INFOGRAPHIC

The eight year period from **2010 to 2017** was defined by the remarkable expansion of the European Union Trade Mark (EUTM), which experienced exceptional growth rates in application filings and registrations, as well as associated procedures such as oppositions, cancellations and renewals.

More than **956,000 EUTM** applications, including over **2,635,000** goods and services classes, were filed, with an average annual growth rate of **5.9%** and an overall growth rate of almost **49%** when comparing the **2017 and 2010** filing volumes. These figures demonstrate the development of the EUTM as an important and effective Intellectual Property right that protects commercial innovations in the European Union, one of the largest and most attractive consumer markets in the world. The forecasted volume for applications in 2018 will take the overall number of EUTM filings since the beginning of 2010 past the **1.1 million** mark.

The commercial appeal of the European Union common market is highlighted by the presence of the world´s two largest economies, The United States of America and The People's Republic of China, in the Top 10 ranking of countries with the most EUTM filings, with the **United States** occupying the second overall position and China experiencing remarkable growth rates that vastly outpaced the other Top 10 countries, which collectively accounted for nearly **73%** of all EUTM applications.

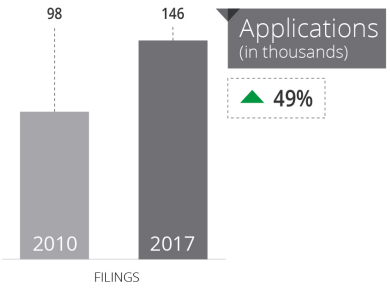
The Top 10 EUTM applicants are all large multinational enterprises and market leaders in their respective industrial and commercial sectors. While the majority of these businesses are based in the Top 10 filing countries, the first and fourth positions in the ranking are occupied by the South Korean electronics companies **LG Electronics** and **Samsung Electronics**, respectively. The growing prevalence of technology-based enterprises in the global economy is further corroborated by the very robust growth in EUTM filings by the Chinese telecommunications equipment and services company **Huawei Technologies**. However, the Top 10 collectively represent only **1.4%** of overall EUTM applications, which were filed by over **438,000** different applicants.

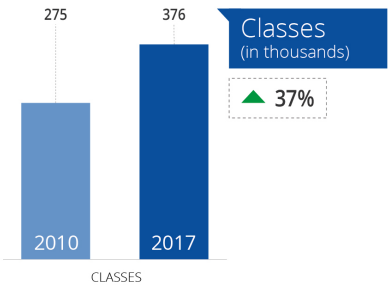
Class 9 (Electrical Apparatus; Computers) narrowly tops the ranking of most filed classes, with **Class 35** (Advertising; Business Management) following closely behind in second and **Class 42** (Scientific & Technological Services) in third place. The top three classes accounted for slightly over **25%** of the total class filings while the Top 10 classes collectively represent almost **52%** of classes filed. The forecasted class filing volumes for 2018 will take the overall number of EUTM class filings since the beginning of 2010 beyond the **3 million** mark.

Between 2010 and 2017, more than 139,000 oppositions and nearly 12,000 cancellation actions were filed against EUTM applications and registrations, while over 251,000 registrations were renewed, with 2016 marking the beginning of a new cycle, where trade marks that were originally filed in 1996 (the "birth" year of the EUTM) became eligible for their second renewals. Additionally, more than 1.2 million European Union Trade Mark registrations, containing nearly 3.4 million associated goods and services classes, were in force on January 1st, 2018.

In order to deal with these extremely high volumes, the European Union Intellectual Property Office (EUIPO) spent the last several years developing and implementing strategies that effectively tackled the ever-increasing workloads while achieving a series of efficiency gains that led to noteworthy reductions in the timeliness of key activities such as the publication of applications (**-69.2%**), registrations (**-35.5%**), decisions on oppositions (**-23.9%**) and decisions on cancellations (**-17.8%**). These important developments reflect a concerted effort by the EUIPO to better meet user expectations by facilitating the rapid and effective protection of commercial innovations in goods and services within the European Union.

2010 - 2017 EVOLUTION OF EUTM FILINGS





438,000 Applicants → **956,000** Applications

1 Filling → **2.8** Classes (Average)

TOP 10 APPLICANTS

Account for 1.4% of Filings

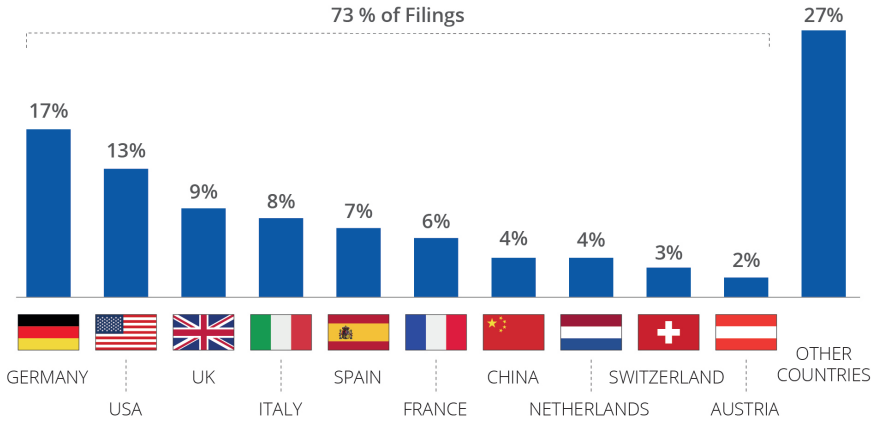
1. LG Electronics
2. L'ORÉAL
3. NOVARTIS
4. SAMSUNG
5. gsk GlaxoSmithKline
6. EVELINE LABORATORIES
7. HUAWEI
8. Procter & Gamble
9. Johnson & Johnson
10. NOVOMATIC

TOP 10 CLASSES

		Share of total classes filed	% growth 2017 vs 2010
1	09 Electrical Apparatus, Computers.	10%	▲ 59%
2	35 Advertising, Business Management.	9%	▲ 44%
3	42 Scientific & Technological Services.	6%	▲ 45%
4	41 Education, Sporting and Cultural Activities.	6%	▲ 36%
5	25 Clothing, Footwear.	5%	▲ 37%
6	16 Paper, Printed Matter, Office Requisites.	4%	▼ 5%
7	05 Pharmaceutical Preparations.	3%	▲ 31%
8	03 Cleaning Preparations, Cosmetics.	3%	▲ 42%
9	38 Telecommunications.	3%	▲ 14%
10	30 Food of Plant Origin.	3%	▲ 31%

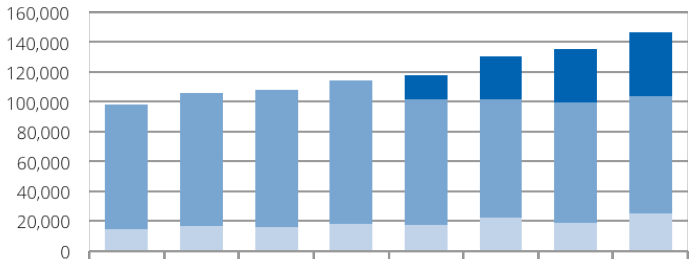
Account for 52% of Filed Classes

TOP 10 COUNTRIES



2. EUTM APPLICATION FILINGS

2.1 Filing Volumes



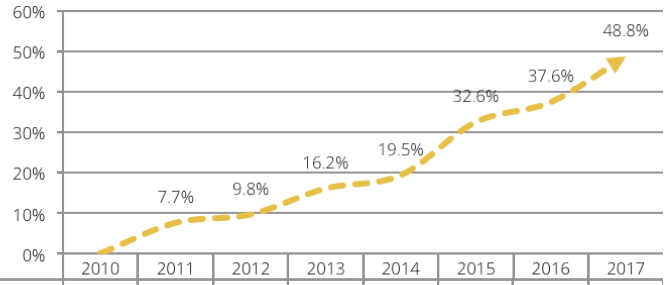
	2010	2011	2012	2013	2014	2015	2016	2017
Fast Track Direct					15,795	29,041	35,872	42,524
Regular Track Direct	84,064	89,369	91,976	96,115	84,552	79,524	80,670	79,008
International Registrations	14,304	16,580	16,023	18,195	17,178	21,879	18,784	24,882
Total	98,368	105,949	107,999	114,310	117,525	130,444	135,326	146,414

99.3% Of all 2017 Direct Filings were E-filed, up from **93.5%** in 2010

956,335 EUTM Application Filings 2010 to 2017

The eight year period from 2010 to 2017 was characterized by an exceptional growth in the number of European Union Trade Mark (EUTM) application filings, with an average annual growth rate of **5.9%** and an overall growth rate of **48.8%** when comparing the 2017 and 2010 filing volumes.

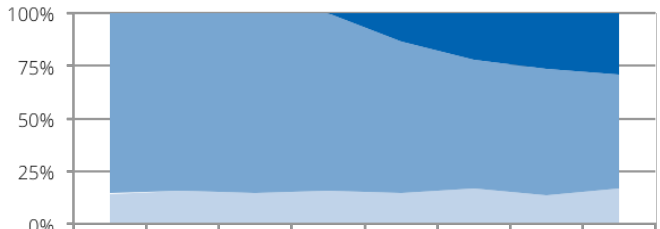
Growth vs 2010 EUTM Filings



	2010	2011	2012	2013	2014	2015	2016	2017
Growth vs 2010 EUTM Application Filings	0.00%	7.71%	9.79%	16.21%	19.47%	32.61%	37.57%	48.84%

+48.8% EUTM Application Filings 2017 vs 2010

26.3% Of all 2017 Filings were filed without a Representative, up from **19.4%** in 2010



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International Registrations	14,304	16,580	16,023	18,195	17,178	21,879	18,784	24,882

35.0% Of all 2017 Direct Filings were Fast Track Filings

3.1% Of all 2017 Direct Filings were withdrawn, down from **5.6%** in 2010

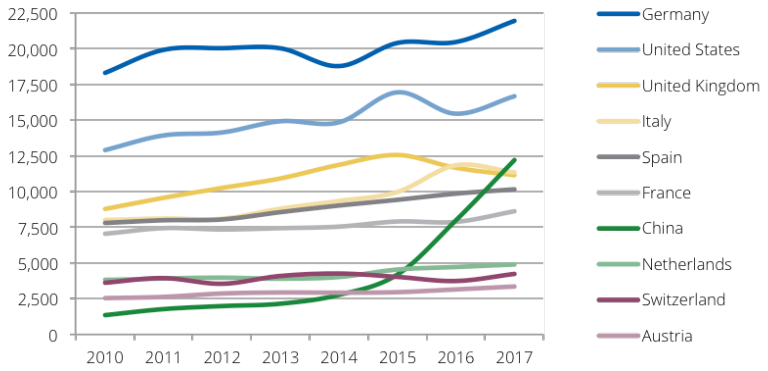
The forecasted filing volume for 2018 (**+150,000**) will take the overall number of EUTM filings since the beginning of 2010 past the 1.1 million mark, confirming the sustained development of the European Union Trade Mark as a strong, effective mechanism for protecting commercial innovations in one of the world's largest economic blocs and consumer markets.

2. EUTM APPLICATION FILINGS

2.2 Top 10 Filing Countries

The economic importance and commercial appeal of the European Union common market is highlighted by the presence of the world´s two largest economies, The United States of America and The People's Republic of China, in the Top 10 ranking of countries with the most cumulative EUTM filings during the 2010-2017 period, with the United States occupying the second overall position and China experiencing remarkable growth rates that vastly outpaced the other Top 10 countries.

Yearly Evolution of EUTM Filings by Top 10 Countries

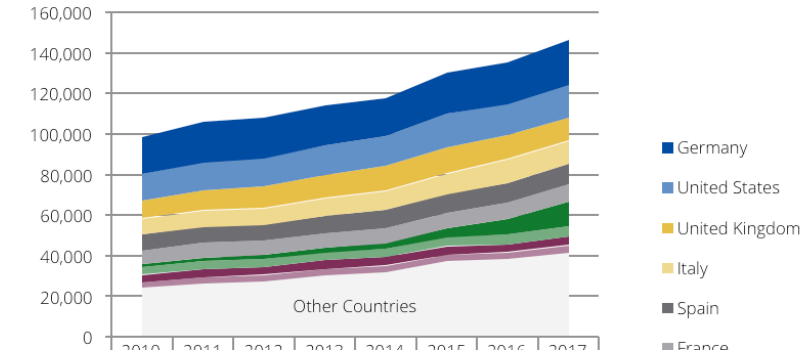


United States
+29.2%
EUTM Application Filings
2017 vs 2010
4.0% Average Annual Growth Rate

China
+806.4%
EUTM Application Filings
2017 vs 2010
39.4% Average Annual Growth Rate

Germany tops the ranking, being responsible for nearly **17%** of EUTM filings, with other large European Union economies such as Italy, Spain, France and the Netherlands collectively accounting for slightly over **25%** of the total filings. Italy´s growth is particularly worth noting, having surpassed the United Kingdom in the number of annual filings in 2016, although the U.K. claims the third overall position for the period in question.

Cumulative Yearly Evolution of EUTM Filings



	2010	2011	2012	2013	2014	2015	2016	2017
Germany	18315	19920	20044	20034	18788	20408	20475	21954
United States	12906	13930	14139	14926	14850	16952	15455	16677
United Kingdom	8783	9559	10254	10921	11873	12562	11665	11148
Italy	7988	8113	8094	8801	9342	9972	11840	11343
Spain	7799	7991	8050	8560	9024	9425	9856	10158
France	7025	7438	7346	7436	7546	7906	7878	8622
China	1347	1770	1983	2148	2765	4191	7989	12209
Netherlands	3792	3914	3972	3900	4017	4541	4720	4896
Switzerland	3622	3940	3546	4092	4262	4024	3738	4234
Austria	2541	2627	2862	2934	2922	2957	3150	3354
Other Countries	24250	26747	27709	30558	32136	37506	38560	41819

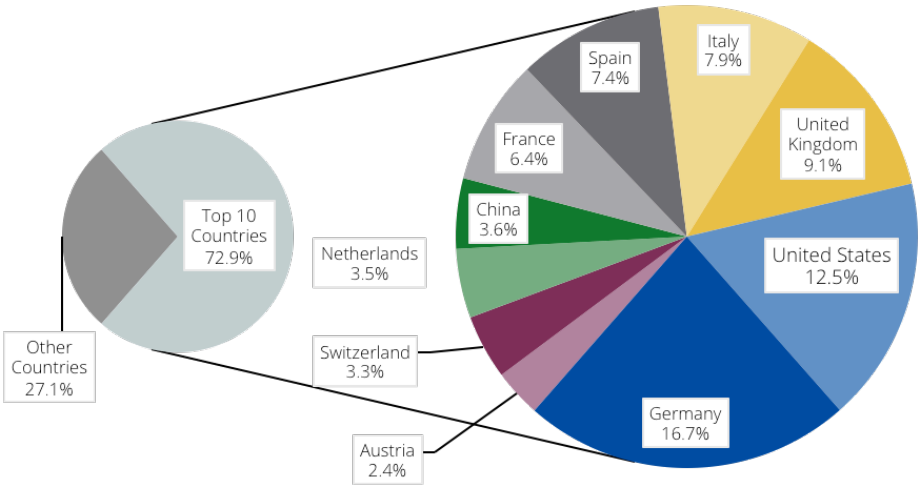
Germany
+19.9%
EUTM Application Filings
2017 vs 2010
2.8% Average Annual Growth Rate

Italy
+42.0%
EUTM Application Filings
2017 vs 2010
5.4% Average Annual Growth Rate

2. EUTM APPLICATION FILINGS

2.2 Top 10 Filing Countries

Share of Total EUTM Filings



While all Top 10 countries experienced overall growth during the last eight years, the number of EUTM filings from the United Kingdom suffered significant decreases in **2016 (-7.1%)** and **2017 (-4.4%)**. These downturns may have been influenced by geopolitical and macroeconomic uncertainty and volatility caused by political and public policy changes in the U.K., such as the ongoing Brexit process, with enterprises based in the British economy possibly adopting more conservative and risk-averse business strategies, including the reduction of investments in international consumer markets.

Top 10 Countries accounted for **72.9%** of all EUTM Filings

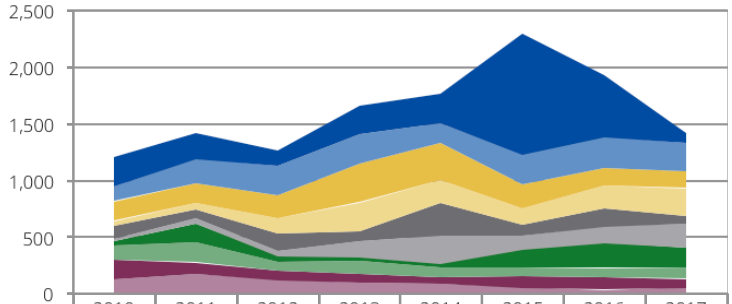
Rank	Country	Volume	%
1	Germany	159,938	16.7%
2	United States	119,835	12.5%
3	United Kingdom	86,765	9.1%
4	Italy	75,493	7.9%
5	Spain	70,863	7.4%
6	France	61,197	6.4%
7	China	34,402	3.6%
8	Netherlands	33,752	3.5%
9	Switzerland	31,458	3.3%
10	Austria	23,347	2.4%
-	Other Countries	259,285	27.1%
-	**All Countries**	**956,335**	**100.0%**

The number of EUTM filings from Switzerland and Austria remained relatively stable, while the share from other countries increased from **24.7%** in 2010 to **27.1%** in 2017, with an **8.2%** average annual growth rate and **+72.4%** filings in 2017 than in 2010.

The Top 10 EUTM applicants from 2010 to 2017 are all large multinational enterprises and market leaders in their respective industrial and commercial sectors, such as: consumer electronics; telecommunications; pharmaceuticals; cosmetics; personal hygiene products; food and beverages. However, they collectively represent only **1.4%** of overall EUTM filings.

While the majority of these businesses are based in the Top 10 filing countries, the first and fourth positions in the ranking are occupied by the South Korean electronics companies LG Electronics and Samsung Electronics, respectively. The growing prevalence of technology-based enterprises in the global economy is further corroborated by the very robust growth in EUTM filings by the Chinese telecommunications equipment and services company Huawei Technologies.

Cumulative Yearly Evolution of EUTM Filings by Top 10 Applicants



	2010	2011	2012	2013	2014	2015	2016	2017
LG Electronics	256	232	134	256	263	1,068	543	86
L'Oréal	134	222	257	260	172	266	278	253
Novartis	171	166	201	340	324	212	152	148
Samsung Electronics	39	54	135	249	202	136	202	247
Glaxo	121	82	158	93	287	103	155	65
Eveline Cosmetics	19	52	43	140	253	121	146	216
Huawei Technologies	40	161	56	33	35	159	222	174
Procter & Gamble	118	176	72	112	78	73	77	95
Johnson & Johnson	173	102	79	76	61	102	114	77
Novomatic	132	177	126	103	90	57	37	58

LG
30.7%
Average Annual Growth Rate

Huawei
82.1%
Average Annual Growth Rate

L'Oreal
14.1%
Average Annual Growth Rate

Glaxo
22.3%
Average Annual Growth Rate

Companies such as L'Oréal (cosmetics) and Glaxo (pharmaceuticals) also significantly increased their overall number of EUTM filings during the last eight years, while enterprises such as Proctor & Gamble and Johnson & Johnson, which operate primarily in mature industries and commercial sectors, remained stable or had slight reductions in their average annual growth rates.

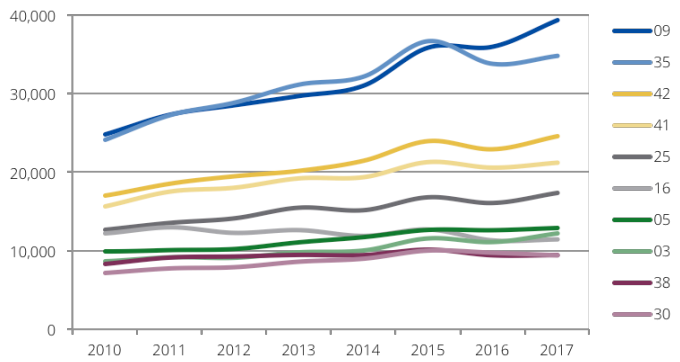
Top 10 Applicants accounted for **1.4%** of all EUTM Filings

Rank	Applicant		Volume
1	LG Electronics	LG Electronics	2,838
2	L'Oreal	L'ORÉAL	1,842
3	Novartis	NOVARTIS	1,714
4	Samsung Electronics	SAMSUNG	1,264
5	Glaxo	gsk GlaxoSmithKline	1,064
6	Eveline	EVELINE LABORATORIES	990
7	Huawei	HUAWEI	880
8	Procter & Gamble	Procter & Gamble	801
9	Johnson & Johnson	Johnson & Johnson	784
10	Novomatic	NOVOMATIC GROUP OF COMPANIES	780

2. EUTM APPLICATION FILINGS

2.4 Top 10 Filing Classes

Yearly Evolution of Top 10 Class Filings



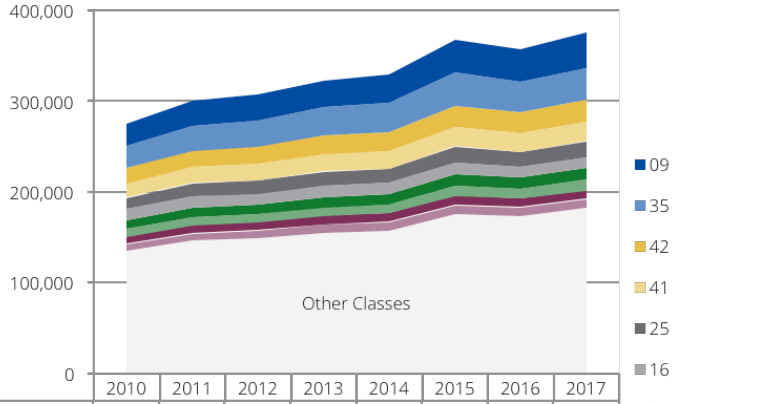
2,635,410
Class Filings
2010 to 2017

+36.6%
Class Filings
2017 vs 2010

Class 09
+59.1% Class Filings 2017 vs 2010

Class 35
+44.2% Class Filings 2017 vs 2010

Cumulative Yearly Evolution of Class Filings



	2010	2011	2012	2013	2014	2015	2016	2017
09	24759	27332	28536	29719	31041	35886	36005	39386
35	24207	27346	28956	31252	32277	36792	33896	34916
42	16908	18526	19476	20170	21459	23957	22921	24583
41	15621	17553	18055	19244	19395	21319	20610	21242
25	12730	13624	14207	15563	15244	16891	16166	17450
16	12092	12972	12260	12612	11870	12687	11299	11430
05	9815	10076	10220	11070	11734	12653	12613	12898
03	8628	9225	9163	9862	10094	11635	11170	12275
38	8299	9120	9261	9458	9437	10134	9405	9436
30	7214	7806	7961	8664	9047	10082	9801	9476
Other Classes	134878	146449	149425	155238	157760	175599	173241	182646

Average Number of Classes **2.8** In EUTM Application Filings 2010 to 2017

Class 42
+45.4% Class Filings 2017 vs 2010

Class 16
-5.5% Class Filings 2017 vs 2010

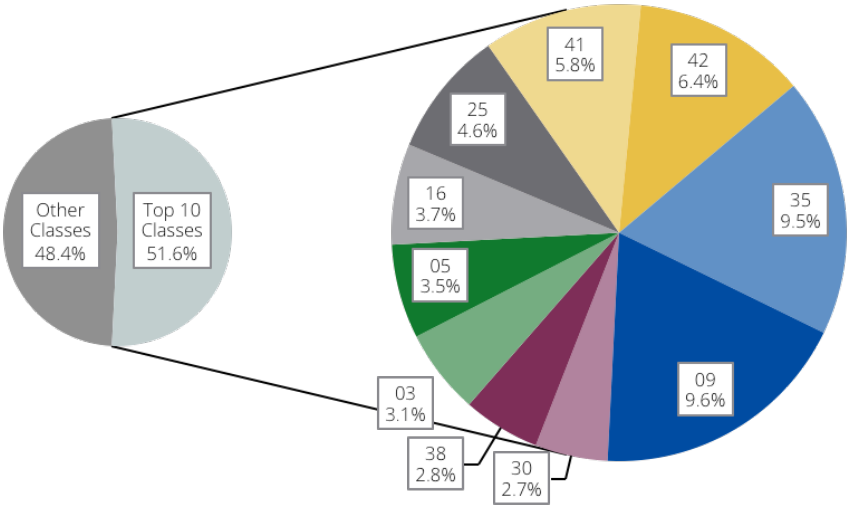
The vigorous growth in the volume of EUTM applications during the last eight years is reflected in the **2.63** million goods and services classes of the Nice Classification included in filings, with an average annual growth rate of **4.6%** and an overall growth rate of **36.6%** when comparing the 2017 and 2010 class filing volumes.

Class 9 (Electrical Apparatus; Computers) narrowly tops the ranking, with Class 35 (Advertising; Business Management) following closely behind in second place. Both of these classes each had more than **245,000** filings during the period in question. The third place in the ranking is occupied by Class 42 (Scientific & Technological Services), which is strongly correlated with Class 9, as many EUTM filings simultaneously designate both classes for protection as part of vertical integration business strategies, e.g. producers of computers and/or software also providing computer and/or software-related technological services.

The top three classes accounted for slightly over **25%** of the total class filings while the Top 10 classes collectively represent almost **52%** of classes filed. The forecasted EUTM class filing volume for 2018 (**+375,000**) will take the overall number of EUTM class filings since the beginning of 2010 beyond the **3 million** mark.

While the top three classes experienced strong growth, class filings for goods such as clothing (Class 25), pharmaceuticals (Class 5), cosmetics (Class 3) and food (Class 30) grew at lower rates. Applications for protection of goods relating to paper, printed matter, stationary and office requisites actually decreased by **5.5%**, when comparing the class filing volumes for Class 16 from 2010 and 2017. These trends confirm the increasing shift in human society from the physical manipulation of information to more immaterial, digital means and the growing preponderance of technology-based goods and services in all aspects of daily life and commercial activity within the European Union.

Share of Total Class Filings



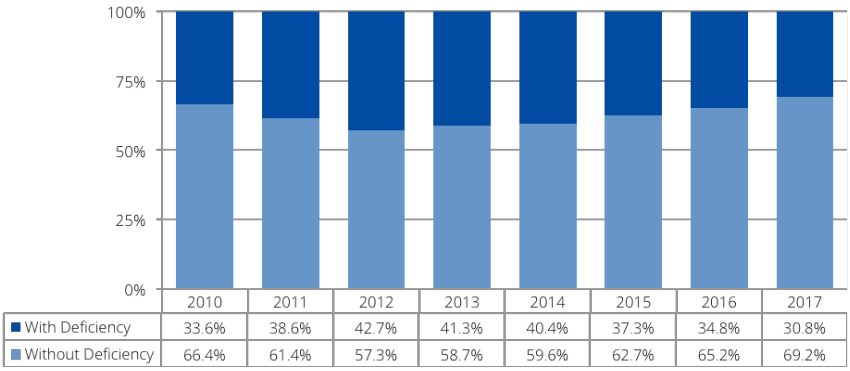
The alteration from a three-class-per-filing fee to a one-class-per-fling fee structure has led to a reduction in the average number of classes being included in EUTM direct filings since the change took effect in March 2016, with the historical average of **2.8** classes per filing dropping to **2.7** classes per filing by the end of 2016 and forecasts pointing to **2.6** classes per filing in 2018.

Top 10 Classes Accounted for **51.6%** of all Class Filings

Rank	Class	Abbreviated Nice Class Headings[1]	Volume	%
1	09	Electrical Apparatus; Computers	252,664	9.6%
2	35	Advertising; Business Management	249,642	9.5%
3	42	Scientific & Technological Services	168,000	6.4%
4	41	Education; Sporting and Cultural Activities	153,039	5.8%
5	25	Clothing; Footwear	121,875	4.6%
6	16	Paper; Printed Matter; Office Requisites	97,222	3.7%
7	05	Pharmaceutical Preparations	91,079	3.5%
8	03	Cleaning Preparations; Cosmetics	82,052	3.1%
9	38	Telecommunications	74,550	2.8%
10	30	Food of Plant Origin	70,051	2.7%
-	-	Other Classes	1,275,236	48.4%
-	**-**	**All Classes**	**2,635,410**	**100.0%**

[1] Full Nice Class Headings available in Annex

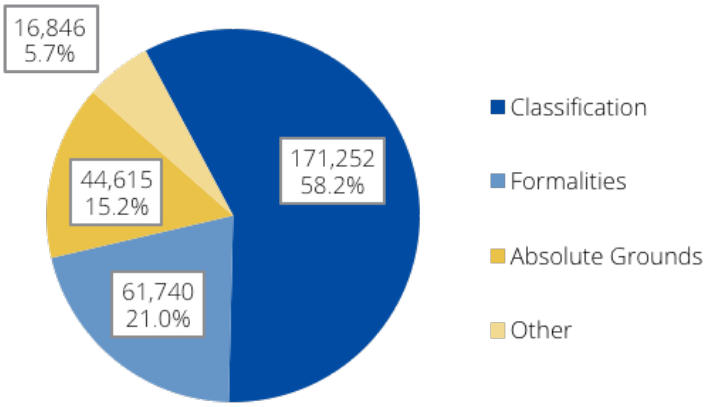
3. EXAMINATION OF APPLICATIONS



37.4% Average Deficiency Rate Examined EUTM Filings

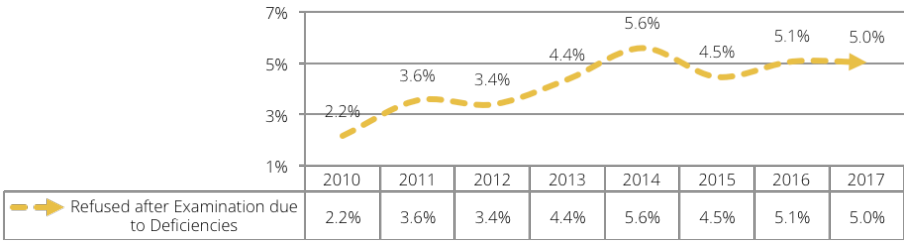
EUTM filings undergo an examination process that analyses the contents of the applications in order to guarantee that all legal requirements for the successful registration of the trade marks are met. It is important to note that the EUIPO does not examine relative grounds for refusal ex officio. These may be raised only by third parties in opposition proceedings or in cancellation proceedings. If the EUIPO detects errors or raises objections during this process, the applicant is informed and has two months to remedy the deficiencies and reply to the official communication. During the last eight years, almost **38%** of filings contained at least one deficiency, with more than **294,000** deficiencies being detected.

Types of Deficiencies detected in Examination



294,453 Number of Deficiencies detected in Examined EUTM Filings 2010 to 2017

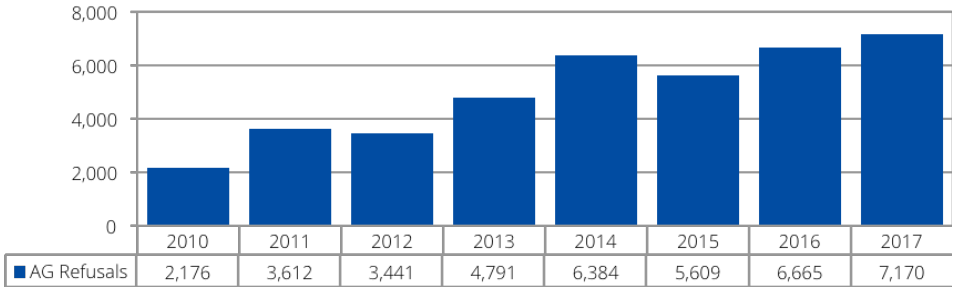
58.2% of the deficiencies were related to the classification of goods and services, with formal errors concerning filing languages, owner and/or representative data, priority and/or seniority claims accounting for another **21.0%**. Absolute grounds deficiencies primarily associated with the potential lack of distinctiveness or the descriptive nature of the examined trade marks made up the third large block of identified deficiencies regarding EUTM filings between 2010 and 2017.



Even though the vast majority of these deficiencies were corrected by applicants, the overall refusal rate increased during this period, with the vast majority of refusals being related to absolute grounds.

4. REFUSAL OF APPLICATIONS BASED ON ABSOLUTE GROUNDS

Absolute grounds (AG) for the refusal of EUTM applications cover a variety of prohibitive scenarios which include potential conflicts with other protected signs such as designations of origin and geographical indications, plant variety denominations, flags and other symbols associated with countries, national and international organizations. However, the majority (**41.2%**) of invoked grounds during the last eight years dealt with trade marks devoid of any distinctive character (Article 7 (1) (b) EUTMR) or consisting exclusively of descriptive elements (Article 7 (1) (c) EUTMR).

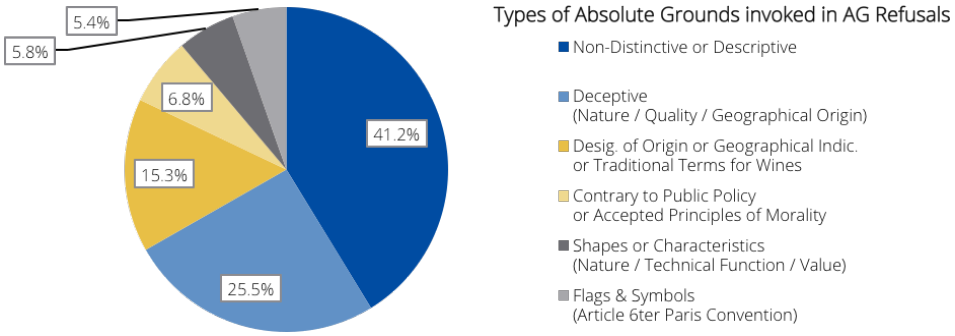


	2010	2011	2012	2013	2014	2015	2016	2017
AG Refusals	2,176	3,612	3,441	4,791	6,384	5,609	6,665	7,170

39,848 Absolute Grounds Refusals 2010 to 2017

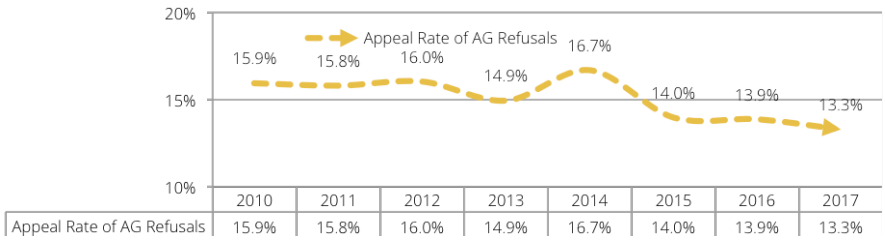
Trade marks which are of such a nature as to deceive the public (Article 7 (1) (g) EUTMR) accounted for **25.5%** of all filings refused based on AG, while conflicts with designations of origin, geographical indications and traditional terms for wines (Articles 7 (1) (j) & (k) EUTMR) were responsible for another **15.3%**.

Types of Absolute Grounds invoked in AG Refusals



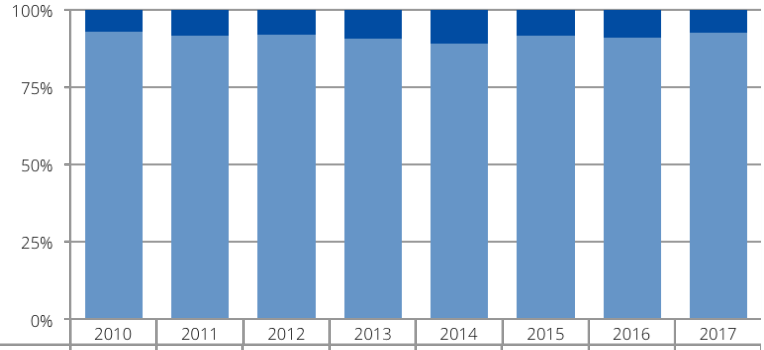
21.1% Average Annual Growth Rate AG Refusals

Although the vast majority of the refusals based on AG that were taken by the EUIPO between 2010 and 2017 were accepted by applicants without any further actions, on average **15.1**% of these decisions were appealed annually during the relevant period.



	2010	2011	2012	2013	2014	2015	2016	2017
Appeal Rate of AG Refusals	15.9%	15.8%	16.0%	14.9%	16.7%	14.0%	13.9%	13.3%

5. PUBLICATION OF APPLICATIONS

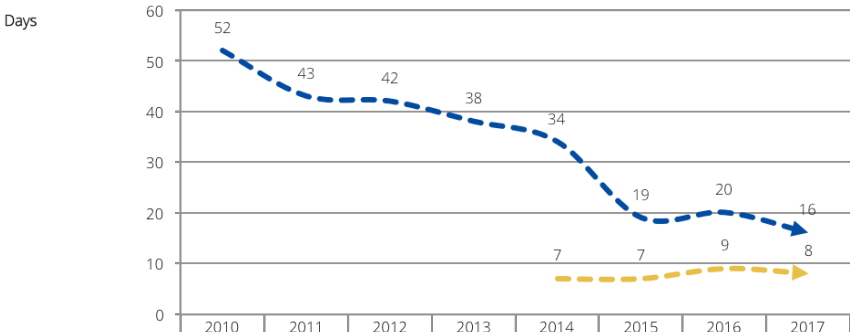


	2010	2011	2012	2013	2014	2015	2016	2017
Withdrawn or Refused due to Deficiencies	6.96%	8.19%	7.97%	9.40%	10.79%	8.29%	8.91%	7.44%
Published	93.04%	91.81%	92.03%	90.60%	89.21%	91.71%	91.09%	92.56%

91.5% Average Publication Rate EUTM Filings 2010 to 2017

After successfully completing the examination phase of the registration process, EUTM applications are published on the EUIPO website in electronic bulletins organised in accordance with World Intellectual Property Organisation (WIPO) standards for the bibliographical data treatment of trade marks. The publication of applications is an indispensable and important part of the registration process, as this allows third parties operating in the European Union common market to evaluate whether the trade marks in question potentially infringe upon their own earlier rights. From 2010 to 2017, approximately nine out of every ten EUTM filings were published, with the remaining application either being withdrawn or refused due to deficiencies.

Publication Timeliness



	2010	2011	2012	2013	2014	2015	2016	2017
Regular Track	52	43	42	38	34	19	20	16
Fast Track					7	7	9	8

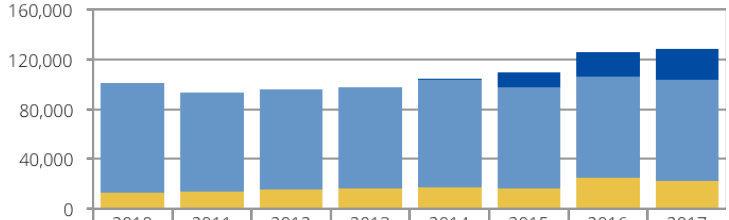
69.2% (36 days) Reduction in time from EUTM Filing to Publication (Regular Track) 2017 vs 2010

In 2010, EUTM filings that successfully made it through the examination process took on average **52** days to be published, as measured from their respective filing dates. During the last eight years, the EUIPO managed to achieve a series of notable efficiency gains that led to a **69.2%** reduction in the average filing to publication time for Regular Track filings. Additionally, Fast Track filings have consistently been published in less than **10** days since their introduction in 2014.

6. EUTM REGISTRATIONS

6.1 Registration Volumes & Timeliness

The strong growth in EUTM filings during the last eight years was echoed in the number of successful EUTM registrations, which grew consecutively from 2011 to 2017, after an initial decrease from 2010 to 2011. It is worth noting that while the average annual growth rate for the period was **3.6%**, there was an increase of **15.0%** in the number of registrations from 2015 to 2016.



	2010	2011	2012	2013	2014	2015	2016	2017
Fast Track Direct					1	12,249	20,282	24,333
Regular Track Direct	88,543	79,641	80,528	82,005	86,996	80,834	80,975	81,222
International Registrations	12,597	13,934	15,157	15,971	16,942	16,551	24,772	22,549
Total	101,140	93,575	95,685	97,976	103,939	109,634	126,029	128,104

856,082
EUTM Registrations 2010 to 2017

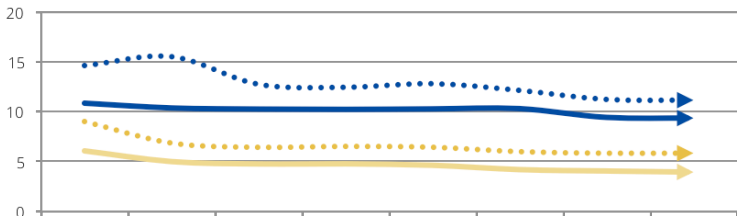
+26.7
EUTM Registrations 2017 vs 2010

3.6%
Average Annual Growth Rate

Straight-through direct filings (without examination deficiencies or oppositions) improved their average timeliness by **35.5%** through the lowering of their filing to registration time from **6.0** months in 2010 to **3.9** months in 2017, while direct filings with examination deficiencies improved by **35.2%**, dropping from **9.0** months in 2010 to **5.9** months in 2017. International Registrations also registered important decreases in their average filing to registration times, with **-23.5%** for filings with deficiencies and **-13.8%** for straight-through filings.

These important timeliness gains reflect a concerted effort by the EUIPO to better meet user expectations by facilitating the rapid and effective protection of commercial innovations in goods and services within the European Union.

Registration Timeliness by Origin & Procedural Route



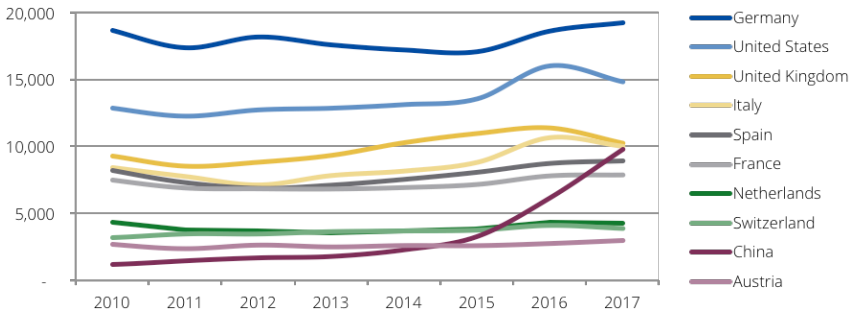
	2010	2011	2012	2013	2014	2015	2016	2017
Direct (Straight)	6.0	5.0	4.7	4.7	4.6	4.1	4.0	3.9
Direct (Deficiency)	9.0	6.9	6.5	6.5	6.5	6.0	5.9	5.9
International (Straight)	10.9	10.4	10.3	10.3	10.3	10.3	9.5	9.4
International (Deficiency)	14.6	15.6	12.8	12.5	12.9	12.2	11.3	11.2

35.5% (2.1 months) Reduction in time from EUTM Direct Filing to Registration (Straight) 2017 vs 2010

6. EUTM REGISTRATIONS

6.2 Top 10 Registration Countries

Yearly Evolution of EUTM Registrations by Top 10 Countries



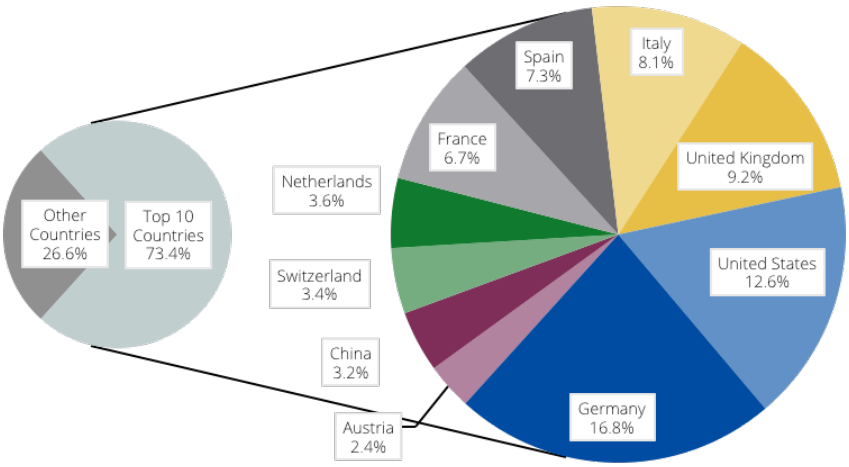
China

+773.0%
EUTM Registrations 2017 vs 2010

38.6%
Average Annual Growth Rate

The Top 10 ranking of countries with the most cumulative EUTM registrations from 2010 to 2017 is closely aligned with the EUTM country filings ranking, as should be expected. Germany and the United States are respectively first and second, while China occupies the ninth position, although its vigorous growth rates actually projected it past France and Spain during 2017, finishing last year within the same range (**+/- 10,000** registrations) as Italy and the United Kingdom.

Share of Total EUTM Registrations



The distribution of EUTM registrations mimics the observed pattern for EUTM filings, with variations of less than **1%** for all the Top 10 countries, both individually versus each other and collectively as opposed to all the other countries with registrations during the last eight years.

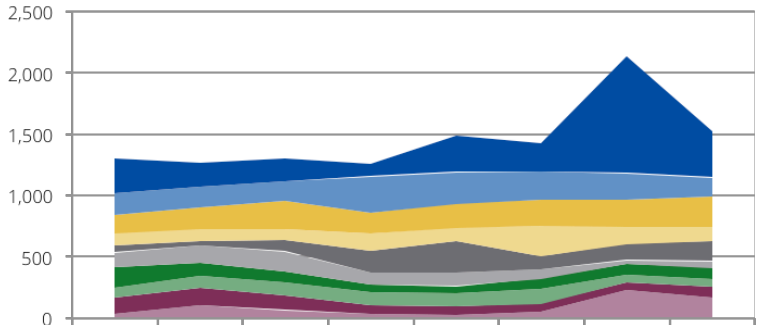
Top 10 Countries accounted for **73.4%** of all EUTM Registrations

Rank	Country	Volume	%
1	Germany	143,838	16.8%
2	United States	107,950	12.6%
3	United Kingdom	78,755	9.2%
4	Italy	68,988	8.1%
5	Spain	62,506	7.3%
6	France	57,780	6.7%
7	Netherlands	31,201	3.6%
8	Switzerland	29,277	3.4%
9	China	27,475	3.2%
10	Austria	20,775	2.4%
-	Other Countries	227,537	26.6%
-	**All Countries**	**856,082**	**100.0%**

6. EUTM REGISTRATIONS

6.3 Top 10 Registration Owners

The Top 10 owners of successful EUTM registrations during the last eight years include nine of the Top 10 EUTM applicants from the same period, with the only change in composition being the replacement of the Polish cosmetics company Eveline Cosmetics by Nestlé, the Swiss food and beverage giant.



	2010	2011	2012	2013	2014	2015	2016	2017
LG Electronics	281	191	187	102	295	224	952	372
Novartis	174	169	160	295	255	229	219	157
L'Oréal	149	174	233	174	197	220	217	250
Glaxo	104	107	91	143	118	246	145	117
Samsung Electronics	55	28	92	177	250	108	130	165
Novomatic	120	143	164	92	112	73	29	49
Johnson & Johnson	170	110	87	68	57	86	93	98
Nestlé	82	97	113	103	110	122	63	61
Procter & Gamble	130	139	115	72	70	64	60	90
Huawei Technologies	35	106	64	35	24	52	229	164

LG

+32.4%

EUTM Registrations 2017 vs 2010

49.9%

Average Annual Growth Rate

Huawei

+368.6%

EUTM Registrations 2017 vs 2010

73.6%

Average Annual Growth Rate

The first five positions in both lists are occupied by LG Electronics, Novartis (pharmaceuticals), L'Oréal, Glaxo and Samsung Electronics, although only LG maintains the same place in the two rankings. Likewise, Novomatic, Johnson & Johnson, Procter & Gamble and Huawei occupy the lower half of both Top 10 lists, with some variation in their specific rankings.

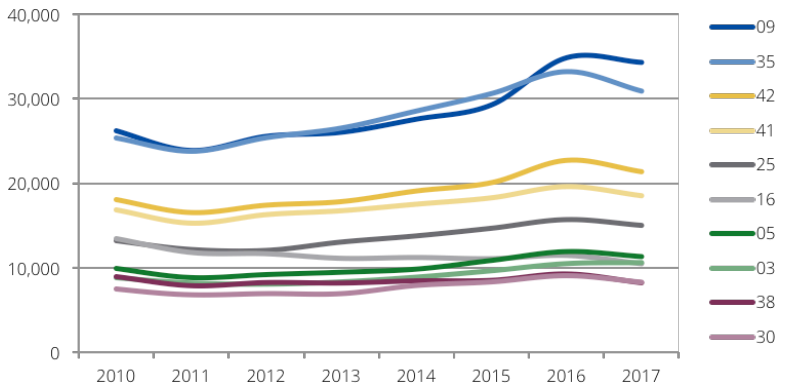
While the Top 10 owners only represent **1.4%** of overall EUTM registrations from 2010 to 2017, it is worth noting that within this microcosm, enterprises based in Europe account for **50.2%** of registrations, while Asian companies claim **36.9%** and North American firms comprise the remaining **12.9%**.

Top 10 Owners accounted for **1.4%** of all EUTM Registrations

Rank	Owner		Volume
1	LG Electronics	LG Electronics	2,604
2	Novartis	NOVARTIS	1,658
3	L'Oréal	L'ORÉAL	1,614
4	Glaxo	gsk GlaxoSmithKline	1,071
5	Samsung Electronics	SAMSUNG	1,005
6	Novomatic	NOVOMATIC	782
7	Johnson & Johnson	Johnson & Johnson	769
8	Nestlé	Nestlé	751
9	Procter & Gamble	Procter & Gamble	740
10	Huawei Technologies	HUAWEI	709

6. EUTM REGISTRATIONS

6.4 Top 10 Registration Classes

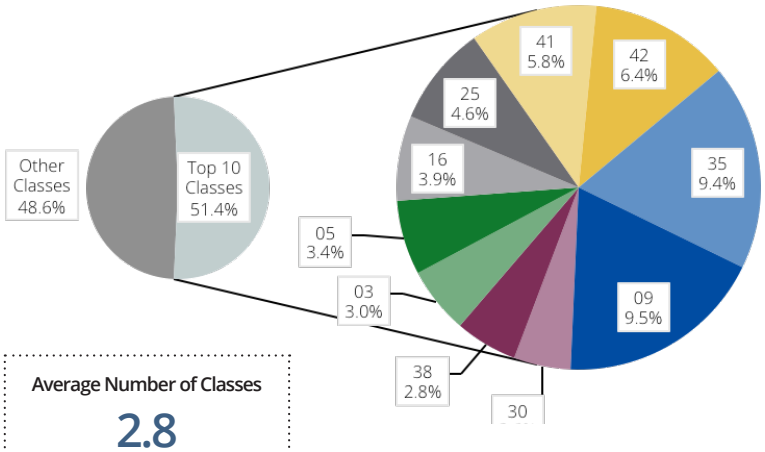


2,390,325
Class Registrations
2010 to 2017

+13.4%
Class Registrations
2017 vs 2010

There is an obviously strong correlation between EUTM class filings and EUTM class registrations. The Top 10 cumulative class rankings for the 2010-2017 period are identical in their composition and order, with Class 9 (Electrical Apparatus; Computers), Class 35 (Advertising; Business Administration) and Class 42 (Scientific &Technological Services) respectively occupying the first, second and third positions.

Yearly Evolution of Class Registrations



Average Number of Classes
2.8
In EUTM Registrations 2010 to 2017

Top 10 Classes Accounted for **51.4%** of all Class Registrations

Rank	Class	Abbreviated Nice Class Headings [2]	Volume	%
1	09	Electrical Apparatus; Computers	227,291	9.5%
2	35	Advertising; Business Management	224,363	9.4%
3	42	Scientific & Technological Services	152,541	6.4%
4	41	Education; Sporting and Cultural Activities	138,713	5.8%
5	25	Clothing; Footwear	109,325	4.6%
6	16	Paper; Printed Matter; Office Requisites	92,739	3.9%
7	05	Pharmaceutical Preparations	81,296	3.4%
8	03	Cleaning Preparations; Cosmetics	72,666	3.0%
9	38	Telecommunications	68,093	2.8%
10	30	Food of Plant Origin	62,089	2.6%
-	-	Other Classes	1,161,209	48.6%
-	**-**	**All Classes**	**2,390,325**	**100.0%**

[2] Full Nice Class Headings available in Annex

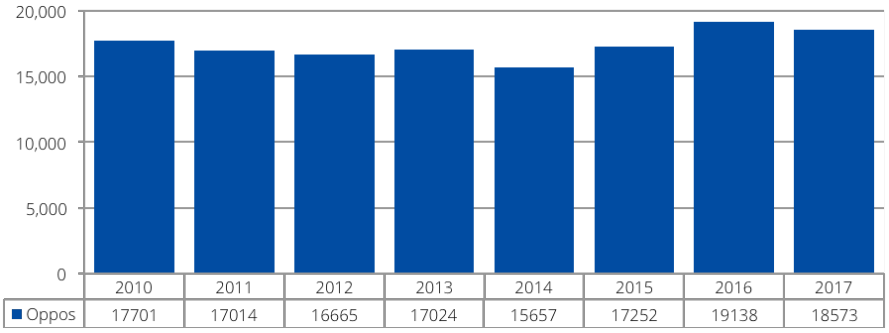
7. EUTM OPPOSITIONS

7.1 Opposition Volumes, Rates & Timeliness

From the date of publication onwards, third parties who object to the potential registration of trade marks have three months to initiate opposition proceedings

One of the usual motives for objecting is related to earlier rights, where third parties believe that the opposed trade mark application will, if registered, conflict with their own Intellectual Property rights, which can be national trade marks from one of the Member States of the EU (national), international trade marks (registered under the Madrid Agreement and Protocol) or trade marks from the Benelux trade mark office.

Opposition Filings

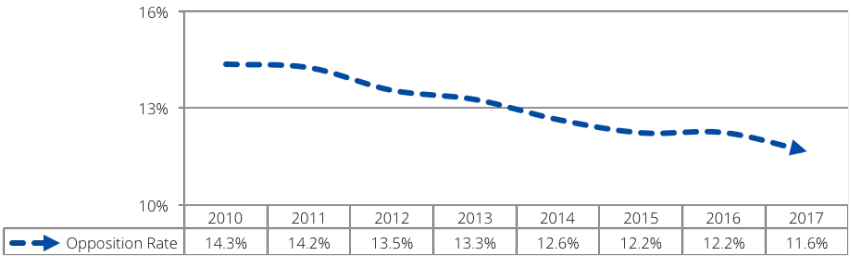


139,024 EUTM Opposition Filings 2010 to 2017

It is also possible to base oppositions on well-known trade marks protected under Article 6bis of the Paris Convention or geographical indications protected either under EU or Member State legislation. Additionally, third parties may consider that the opposed trade mark should not have been accepted during the examination process due to absolute grounds deficiencies, which may also be invoked in the Notice of Opposition.

Between 2010 and 2017, more than **139,000** oppositions were filed against EUTM applications. The annual breakdown of opposition filings reveals a fairly stable absolute demand for this type of procedure, with an average annual growth rate of just **0.9%**, considering the downturns in 2011, 2012 and 2014. However, the annual increases in 2015 (**+10.2%**) and 2016 (**+10.9%**) are worth mentioning.

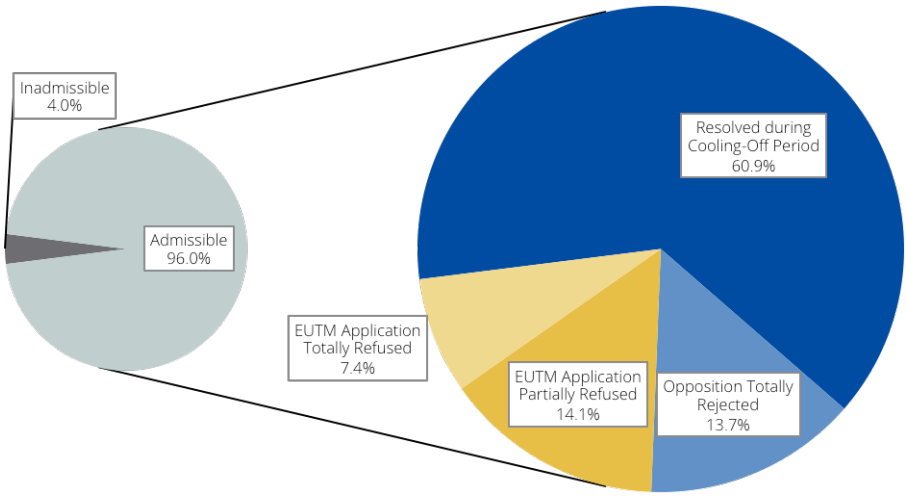
During the last eight years, the opposition rate against published EUTM applications decreased from **14.3%** in 2010 to **11.6%** in 2017, due in part to the higher average annual growth rate (**5.9%**) of application filings vis-à-vis opposition filings.



7. EUTM OPPOSITIONS

7.1 Opposition Volumes, Rates & Timeliness

Types of Outcomes for Opposition Filings



96.0% of filed oppositions were accepted by the Office, while the remaining **4.0%** failed to meet the formal requirements set out in the EUTM Regulation.

The opposition proceedings start with a period during which parties can negotiate an agreement; this is called the 'cooling-off' period (COP). During this period the parties are given the option of terminating the proceedings. The COP expires two months after the notification of admissibility. It can be extended for **22** months and can last for a total of **24** months. Either party can opt-out of the extension at any time. From 2010 to 2017, almost **61%** of all opposition filings were resolved during the COP.

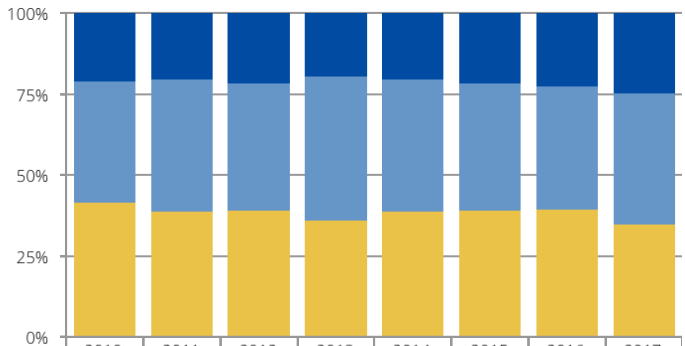
Once the cooling-off period has expired, the adversarial part of the proceedings begins. At this point, the parties involved are invited to send additional information and evidence to support their positions.

The adversarial part of the proceedings comes to an end when the EUIPO informs the parties that no more observations will be allowed. This means that the file is ready for the Opposition Division to take a decision on the opposition, with the following three possible outcomes:

- Opposition Totally Rejected: The EUTM application does not conflict with the earlier right(s); the opponent then pays costs to the other party (typically EUR 300) and the application proceeds to registration.
- EUTM Application Totally Refused: The EUTM application conflicts with the earlier right(s); the application then fails and the EUTM applicant pays the opposition costs to the other party (typically EUR 650).
- EUTM Application Partially Refused: The EUTM application partially conflicts with the earlier right(s); the goods and/or services in conflict are then removed from the list and the application proceeds to registration (costs are generally shared between the two parties).

From 2010 to 2017, approximately four out of every ten opposition filings that were decided upon by the Opposition Division were totally rejected, with the respective EUTM applications proceeding to registration. Two out of every ten decisions ended with the EUTM applications being totally refused, while the remaining four decisions led to partial refusals and the consequent removal of the conflicting goods and/or services from the applications, which were subsequently registered.

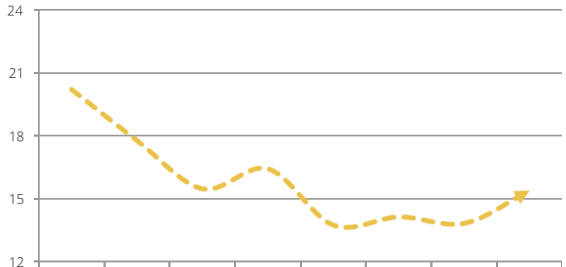
Opposition Division Decisions
on Admissible Filings that reached the end of Adversarial Proceedings



	2010	2011	2012	2013	2014	2015	2016	2017
EUTM Application Totally Refused	21.0%	20.5%	21.7%	19.7%	20.4%	21.7%	22.7%	24.9%
EUTM Application Partially Refused	37.4%	40.7%	39.4%	44.4%	41.0%	39.2%	38.0%	40.4%
Opposition Totally Rejected	41.6%	38.8%	38.9%	35.9%	38.5%	39.1%	39.3%	34.7%

Even though the overall timeliness of opposition decisions can be influenced by the extent of the COP, the EUIPO has spent the last several years working on the continuous improvement and streamlining of all the operational tasks associated with proceedings, while also comprehensively investing in the training and development of qualified proceedings examiners and decision takers. These coordinated efforts contributed to an average annual reduction of **3.3%** in the timeliness of opposition decisions and a very significant decrease of **23.9%** (**4.8 months**) when comparing the 2017 and 2010 average timeliness figures.

Months



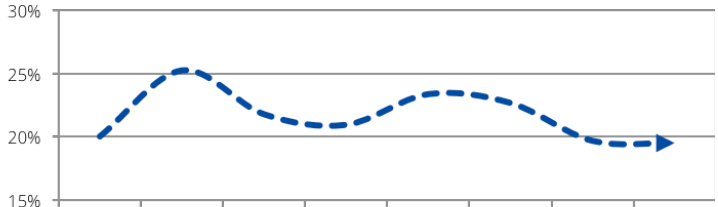
	2010	2011	2012	2013	2014	2015	2016	2017
Timeliness: From Opposition Filing to Opposition Decision	20.2	17.7	15.4	16.4	13.7	14.1	13.8	15.4

23.9%
(4.8 months)
Reduction in time from Opposition Filing to Decision 2017 vs 2010

All opposition decisions are published online and all adversely affected parties have a right to appeal. The EUIPO Boards of Appeal are responsible for deciding on appeals against first instance decisions taken by the Office concerning EUTM and registered Community designs. The decisions of the Boards are, in turn, liable to actions before the General Court (GC), whose judgments are subject to a right to appeal to the Court of Justice of the European Union (CJEU) on points of law. The Members of the Boards of Appeal are independent and, in deciding a case, are not bound by any instructions.

7. EUTM OPPOSITIONS

7.1 Opposition Volumes, Rates & Timeliness

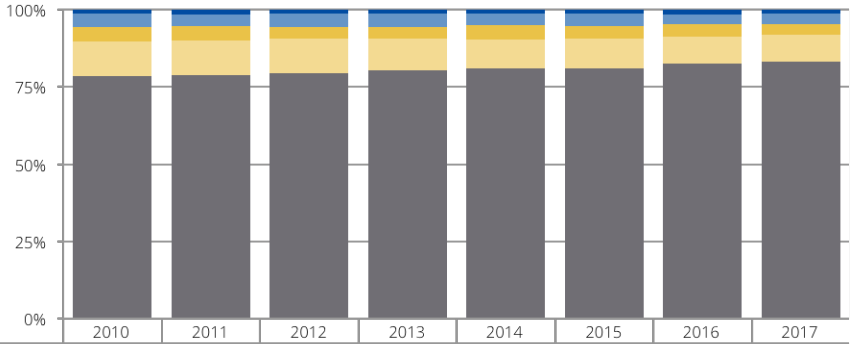


	2010	2011	2012	2013	2014	2015	2016	2017
Appeal Rate of Opposition Division Decisions	20.0%	25.2%	21.8%	20.9%	23.4%	22.7%	19.7%	19.5%

It is interesting to note that the appeal rates of Opposition Division decisions in 2016 and 2017 were practically identical to the observed rate in 2010, although the annual rates for the remaining five years under consideration were somewhat higher.

7. EUTM OPPOSITIONS

7.2 Opposition Languages

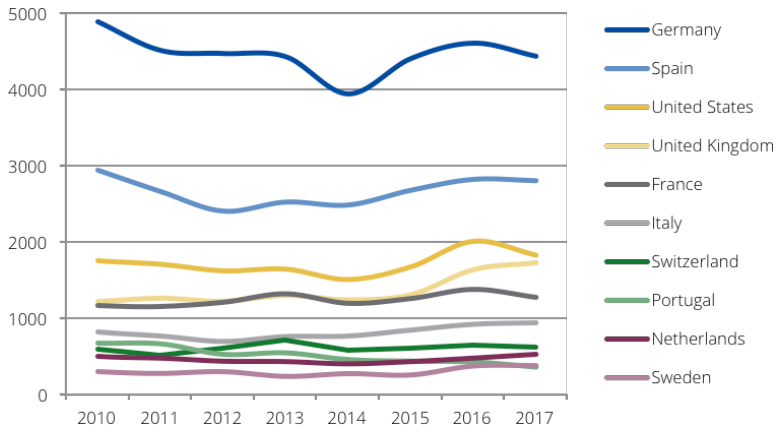


	2010	2011	2012	2013	2014	2015	2016	2017
Italian	1.2%	1.5%	1.1%	1.3%	1.2%	1.4%	1.5%	1.3%
French	4.5%	3.9%	4.4%	4.2%	3.7%	3.9%	3.1%	3.2%
Spanish	4.4%	4.6%	3.8%	3.9%	4.8%	4.1%	4.0%	3.5%
German	11.4%	11.3%	11.4%	10.2%	9.4%	9.7%	8.9%	8.7%
English	78.5%	78.7%	79.4%	80.4%	80.9%	81.0%	82.5%	83.3%

The Opposition Division of the EUIPO uses the five languages of the Office (English, French, German, Italian and Spanish). The Notice of Opposition may only be filed in one of these languages and the language must also coincide with one of the two languages chosen by the applicant for the EUTM, as indicated upon publication of the application in the EUTM Bulletin. This language will then be used throughout the opposition proceedings.

The vast majority of opposition filings during the period were done so in English, which incrementally increased its 2010 share over the following seven years. Italian grew slightly, going from **1.2%** in 2010 to **1.3%** in 2017. French decreased from **4.5%** to **3.2%**, while the reduction in Spanish was slightly less pronounced, going from **4.4%** to **3.5%**. German maintained its second position throughout the eight years, though it also suffered a downturn from **11.4%** in 2010 to **8.7%** in 2017.

83.6% of all opposition filings from 2010 to 2017 were initiated by third parties from the Top 10 opponent countries. Germany tops the ranking, accounting for **26.4%** of filings, although the average annual growth rate for the country during the last eight years was actually slightly negative (**-1.1%**). Spain´s second position, with a **15.8%** share of the total, denotes a local Intellectual Property community of owners and representatives that is especially active in vigilance and litigation actions, given its higher standing in this ranking, as set against the filings and registrations rankings, where it occupies the fifth overall position.

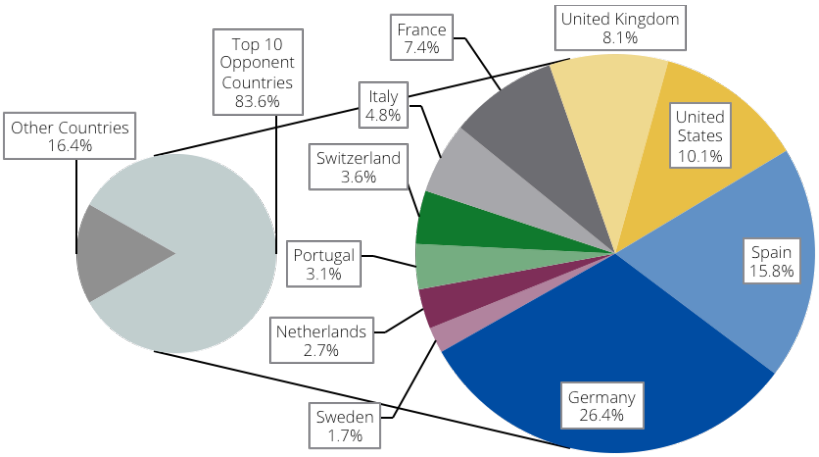


United Kingdom
+42.4%
Opposition Filings
2017 vs 2010
5.5% Average Annual Growth Rate

Portugal
-45.6%
Opposition Filings
2017 vs 2010
-7.9% Average Annual Growth Rate

Opposition filings from the United Kingdom experienced high growth, with a **5.5%** average annual rate and **42.4%** more filings in 2017 than in 2010. Though the majority of the Top 10 opponent countries coincide with the filing and registration rankings, Portugal and Sweden respectively occupy the eight and tenth positions in this particular listing. However, the behaviour of these two nations during the period concerned was quite different. Opposition filings from Sweden increased at an average annual rate of **5.6%**, while filings from Portugal decreased on average **7.9%** per annum.

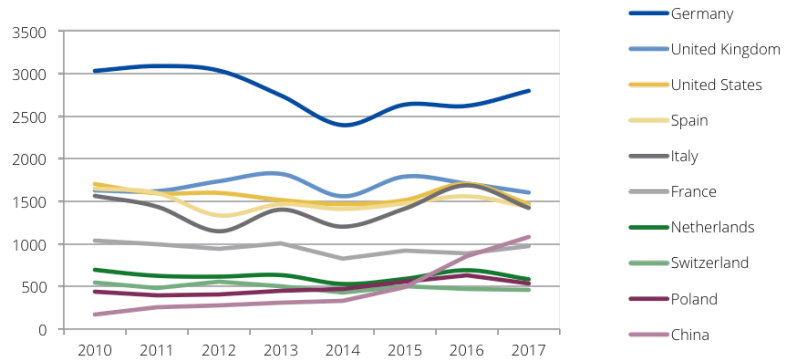
Share of Total Opposition Filings by Opponent Countries
(third parties that oppose EUTM applications)



7. EUTM OPPOSITIONS

7.3 Top 10 Opposition Countries

Evolution of Opposition Filings against Top 10 Opposed Countries
(EUTM applicants opposed by third parties)



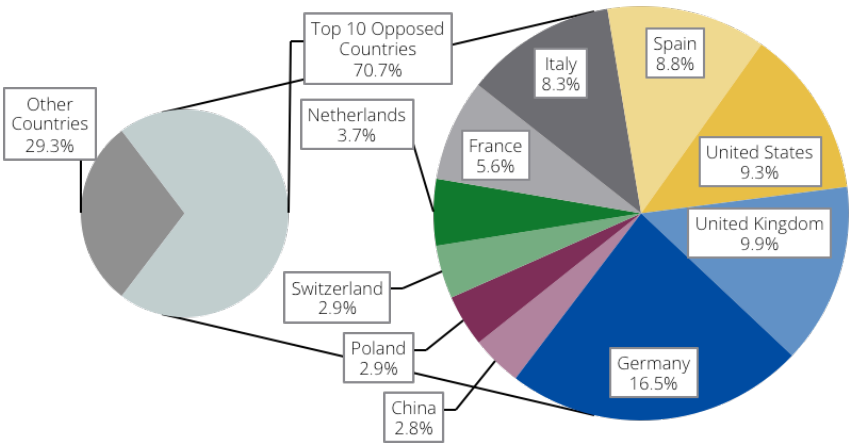
China
+552.4%
Opposed Applications
2017 vs 2010
33.0% Average Annual Growth Rate

Poland
+22.2%
Opposed Applications
2017 vs 2010
3.6% Average Annual Growth Rate

70.7% of all opposition filings from 2010 to 2017 were filed against the Top 10 opposed countries, which includes nine of the Top 10 EUTM filing countries from the same period, with the only change in composition being the replacement of Austria by Poland. Germany also tops this ranking, accounting for **16.5%** of opposed EUTM applications, although the average share for the country during the last eight years decreased annually at a rate of **0.9%**, with **7.7%** less opposed EUTM filings in 2017 versus 2010.

Opposition volumes against the majority of the Top 10 opposed countries remained relatively stable, with observed cumulative average variations of less than **2%**. Opposition filings against applicants from the United Kingdom and Italy increased slightly, while filings opposing applicants from Spain, France and the Netherlands decreased marginally.

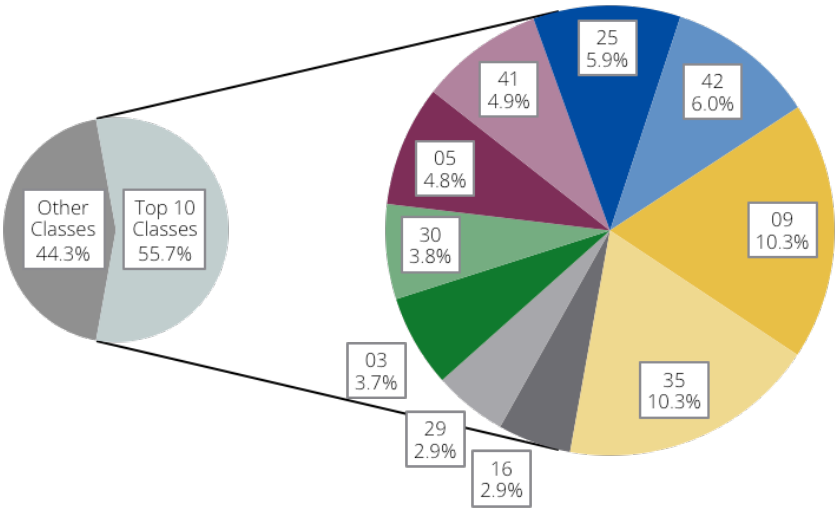
Share of Total Opposition Filings against Opposed Countries
(EUTM applicants opposed by third parties)



Opposition filings against Chinese applications had the highest growth rates, with a **33.0%** average annual rate and **552.4%** more opposed EUTM filings in 2017 than in 2010. These extremely high figures are directly linked to the remarkable growth rate of overall applications from China during the last eight years. Opposition volumes against Polish applications also increased significantly, likewise being strongly interrelated with the observed growth in overall applications from Poland, which narrowly missed making the Top 10 filing countries ranking, having finished in eleventh place.

The strong correlation between EUTM class filings and EUTM class registrations extends into the Top 10 classes included in opposition filings, which contains nine of the ten classes that constitute the other two rankings, with the only change in composition being the replacement of Class 38 (Telecommunications) by Class 29 (Food of Animal Origin). The first and second positions are again occupied by Class 35 (Advertising; Business Administration) and Class 9 (Electrical Apparatus; Computers), although the classes switch places in this particular ranking.

Share of Total Classes included in Opposition Filings



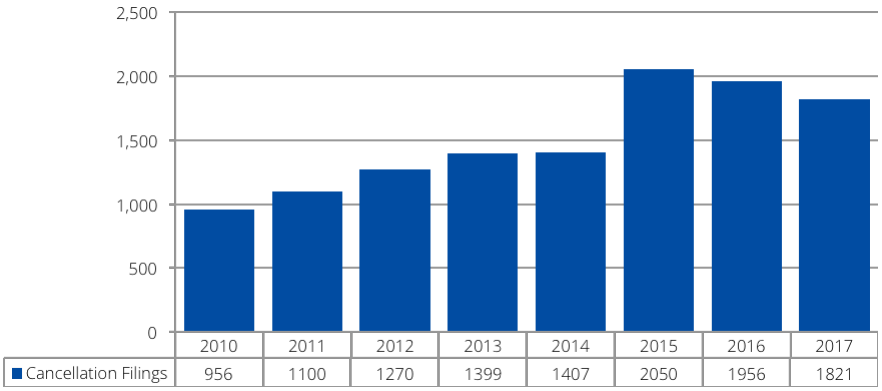
Class 25 (Clothing; Footwear) moves up from fifth place in the class filings and class registrations rankings, where it has **4.6%** of the total, to fourth place in the class oppositions ranking, being included in **5.9%** of all opposition filings. A similar pattern occurs with regard to Class 5 (Pharmaceutical Preparations), going from **3.5%** of class filings and **3.4%** of class registrations to **4.8%** of class oppositions. These higher opposition rates may be related to more proactive Intellectual Property rights vigilance activities in the industrial and commercial sectors in question.

Rank	Class	Abbreviated Nice Class Headings [3]	%
1	35	Advertising; Business Management	10.3%
2	09	Electrical Apparatus; Computers	10.3%
3	42	Scientific & Technological Services	6.0%
4	25	Clothing; Footwear	5.9%
5	41	Education; Sporting and Cultural Activities	4.9%
6	05	Pharmaceutical Preparations	4.8%
7	30	Food of Plant Origin	3.8%
8	03	Cleaning Preparations; Cosmetics	3.7%
9	29	Food of Animal Origin	2.9%
10	16	Paper; Printed Matter; Office Requisites	2.9%
-	-	Other Classes	44.3%
-	**-**	**All Classes**	**100.0%**

[3] Full Nice Class Headings available in Annex

8. EUTM CANCELLATIONS

8.1 Cancellation Volumes, Rates & Timeliness



11,959 EUTM Cancellation Filings 2010 to 2017

The EUTM Regulation provides for two types of procedure that come under the generic term of 'cancellation proceedings'. The rights of the owner of a EUTM can be revoked and a EUTM can be declared invalid. The difference is that revocation applies as from the date of the request, whereas a declaration of invalidity removes the registration from the EUTM Register with retroactive effect.

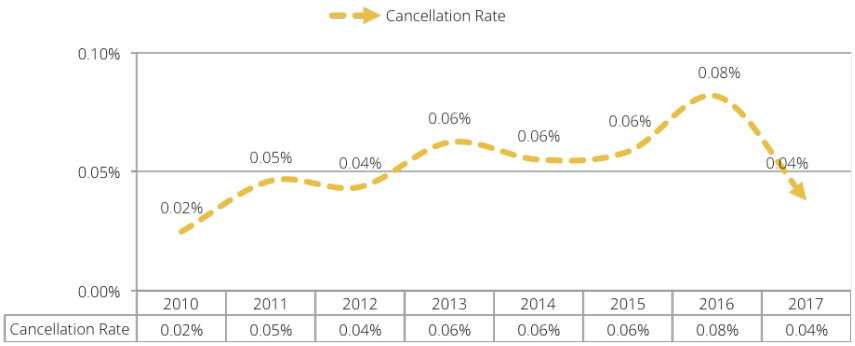
The rights of the proprietor of an EUTM can be revoked in the absence of genuine use (the law establishes that a EUTM must be put to genuine use in the European Union in the five years following its registration) or if, in consequence of the acts of the owner, the trade mark has become the common name for a product or service for which it is registered or has become misleading as to the nature, quality or geographical origin of the goods and/ or services for which it is registered.

There are two types of grounds for invalidity: absolute and relative. Absolute grounds for invalidity include the grounds for refusal that have been examined ex officio during the registration procedure. Relative grounds for invalidity concern earlier rights that take precedence over the EUTM in accordance with the principle of 'priority'.

8. EUTM CANCELLATIONS

8.1 Cancellation Volumes, Rates & Timeliness

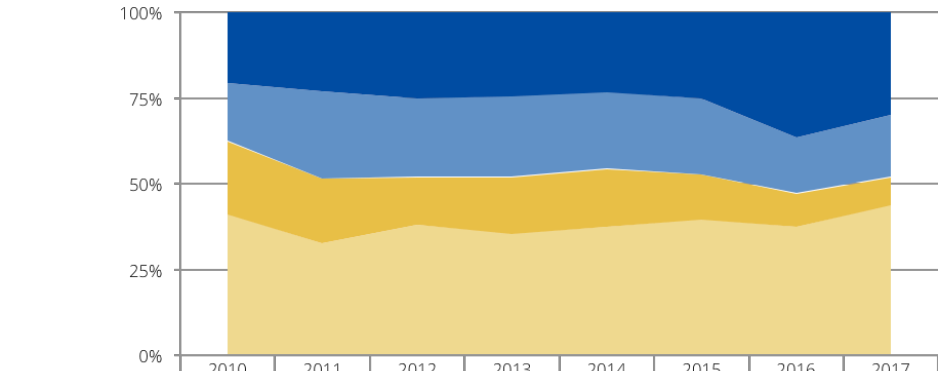
Between 2010 and 2017, almost **12,000** cancellation actions were filed against EUTM registrations, with an average annual growth rate of **10.8%** and an overall growth rate of **90.5%** when comparing the 2017 and 2010 filing figures. The fact that these rates are much higher than those observed for EUTM filings, registrations and oppositions can be interpreted as an indication that investors in Intellectual Property rights are particularly attentive to the effective use of registered trade marks in the EU market space and are therefore willing to take the initiative when they consider that certain marks should not have been registered or have not been genuinely or properly used. This behaviour is also reflected in the cancellation rate of EUTM registrations, which rose gradually from **0.02%** in 2010 to **0.08%** in 2016, although 2017 saw a downturn in decisions leading to full or partial cancellations.



While the ratio of withdrawn cancellation filings and partial cancellation decisions remained comparatively stable during the last eight years, there were significant alterations in 2016 and 2017 in the proportion of full cancellations and rejected filings.

Indeed, when comparing the 2010 and 2017 figures, full cancellation decisions increased by almost **10%**, while rejected cancellation filings decreased by approximately **13%**.

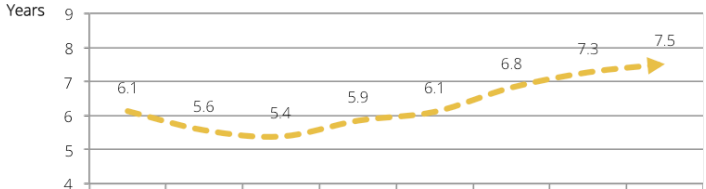
Types of Outcomes for Cancellation Filings



	2010	2011	2012	2013	2014	2015	2016	2017
Full Cancellation	20.7%	23.0%	25.1%	24.4%	23.2%	25.2%	36.5%	29.9%
Partial Cancellation	16.9%	25.4%	23.0%	23.5%	22.4%	22.0%	16.3%	18.2%
Rejected	21.2%	18.9%	13.9%	16.5%	16.8%	13.1%	9.7%	8.0%
Withdrawn	41.2%	32.7%	38.1%	35.6%	37.5%	39.7%	37.5%	44.0%

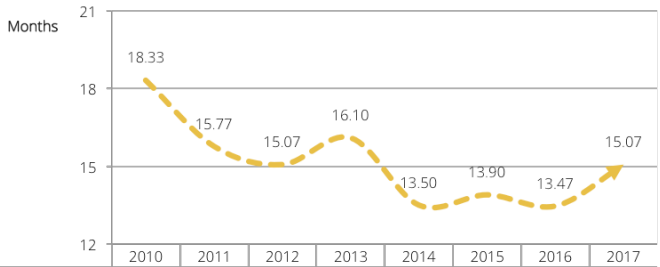
8. EUTM CANCELLATIONS

8.1 Cancellation Volumes, Rates & Timeliness



	2010	2011	2012	2013	2014	2015	2016	2017
Average Age of Cancelled EUTM	6.1	5.6	5.4	5.9	6.1	6.8	7.3	7.5

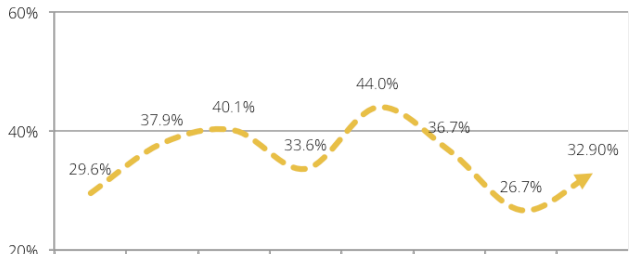
The average age of cancelled EUTM registrations between 2010 and 2017 was **6.3** years. This figure is aligned with the EUTM Regulation, which only permits revocation actions after trade marks have been registered for at least five years.



	2010	2011	2012	2013	2014	2015	2016	2017
Timeliness: From Cancellation Filing to Cancellation Decision taken	18.33	15.77	15.07	16.10	13.50	13.90	13.47	15.07

17.8% (3.2 months) Reduction in time from Cancellation Filing to Decision 2017 vs 2010

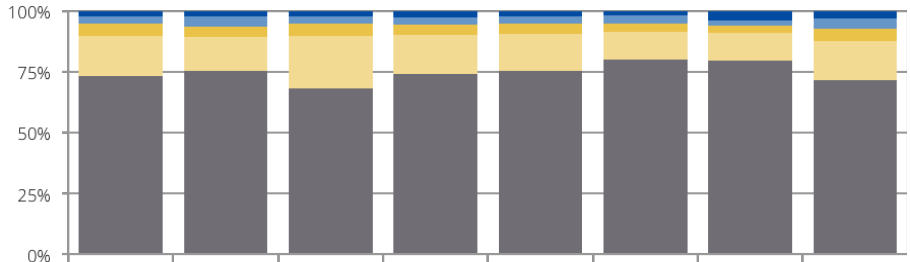
The previously mentioned efforts by the EUIPO regarding the enhanced efficiency of operational tasks and the continuous training and development of qualified staff also apply to cancellation proceedings and decision taking. As was similarly observed in the positive evolution of the timeliness of opposition decisions, these concerted actions contributed to a significant reduction in the average time from filing to decision for cancellation actions, which decreased at an average rate of **2.3%** per annum.



	2010	2011	2012	2013	2014	2015	2016	2017
Appeal Rate of Cancellation Decisions	29.6%	37.9%	40.1%	33.6%	44.0%	36.7%	26.7%	32.90%

Resembling opposition decisions, cancellation decisions are published online and all adversely affected parties have a right to appeal. During the period in question, on average **35.2%** of all cancellation decisions were appealed, even though the last few years registered below-average rates.

The distribution of the languages used in cancellation proceedings follows a similar pattern to that observed in opposition proceedings during the relevant period. The vast majority of filings were done so in English, which varied it share during the last eight years from a low of **68.4%** in 2012 to a high of **80.1%** in 2015. Italian grew slightly, from **2.1%** in 2010 to **2.9%** in 2017. French virtually maintained it 2010 share (**5.1%** vs. **5.3%** in 2017), while Spanish also demonstrated moderate growth, going from **3.1%** to **4.3%**. German preserved its second position throughout the eight years, though it suffered a **0.5%** downturn, decreasing from **16.4%** in 2010 to **15.9%** in 2017.

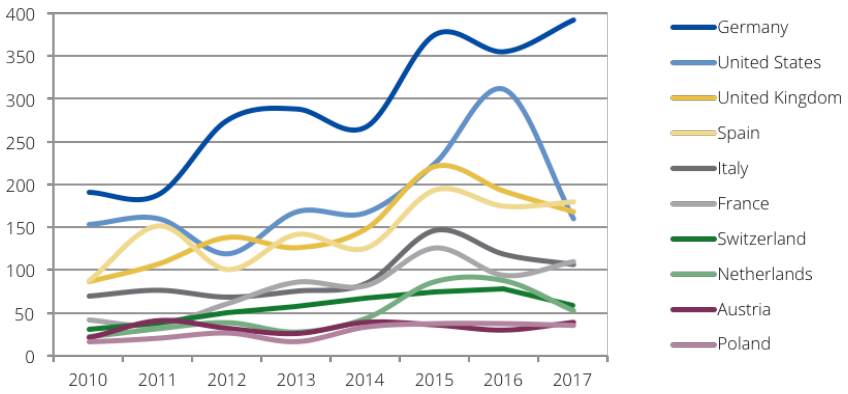


	2010	2011	2012	2013	2014	2015	2016	2017
Italian	2.1%	2.0%	2.2%	2.6%	2.1%	1.6%	3.6%	2.9%
Spanish	3.1%	4.3%	3.1%	3.0%	2.8%	3.6%	2.4%	4.3%
French	5.1%	4.1%	4.8%	4.2%	4.5%	3.3%	2.7%	5.3%
German	16.4%	14.1%	21.5%	15.9%	15.2%	11.5%	11.6%	15.9%
English	73.2%	75.5%	68.4%	74.3%	75.4%	80.1%	79.7%	71.7%

8. EUTM CANCELLATIONS

8.3 Top 10 Cancellation Countries

Evolution of Cancellation Filings against Top 10 Countries
(owners of EUTM subjected to Cancellation actions)

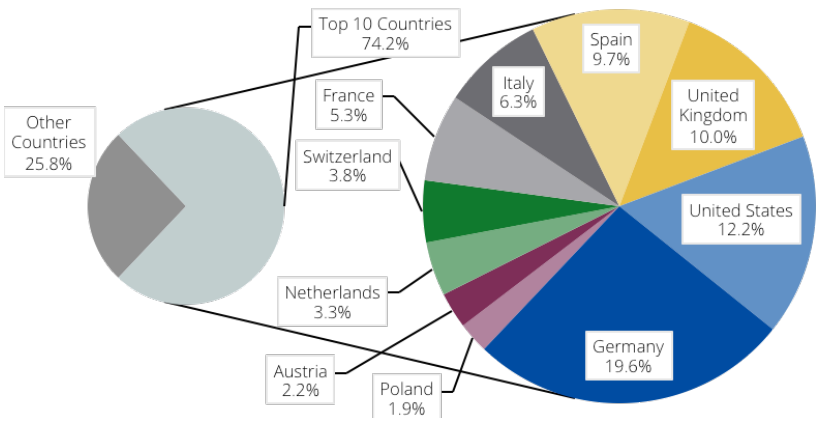


France
+168.3%
Cancellation Actions
2017 vs 2010
19.8% Average Annual Growth Rate

Netherlands
+140.9%
Cancellation Actions
2017 vs 2010
22.2% Average Annual Growth Rate

74.2% of all cancellation filings from 2010 to 2017 were filed against the Top 10 countries, which includes nine of the Top 10 EUTM filing countries from the same period, with the only change in composition being the replacement of China by Poland. Actions against EUTM registrations from the top four countries in the ranking (Germany, United States, United Kingdom and Spain) in fact accounted for almost **52%** of all cancellation filings.

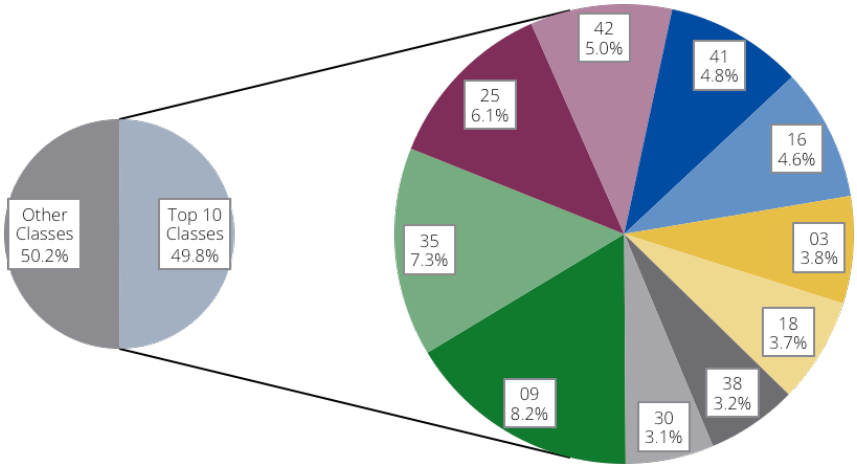
Share of Total Cancellation Filings
(owners of EUTM subjected to Cancellation actions)



All Top 10 cancellation countries experienced significant overall increases in cancellation actions during the last eight years, although the number of cancellation filings against EUTM registrations from the United States decreased by almost **50%** from 2016 to 2017. This recent behaviour requires further research in order to be adequately accounted for. Conversely, French registrations were subjected to **17%** more cancellation actions last year when compared to 2016, having grown on average **19.8%** annually during the relevant period.

The strong correlation between the different EUTM class rankings also includes the Top 10 cancellation classes, which contains the vast majority of classes that compose the other rankings, with the only variation being the inclusion of Class 18 (Leather Goods; Luggage). The first and second positions are again occupied by Class 9 (Electrical Apparatus; Computers) and Class 35 (Advertising; Business Administration).

Share of Total Classes included in Cancellation Filings



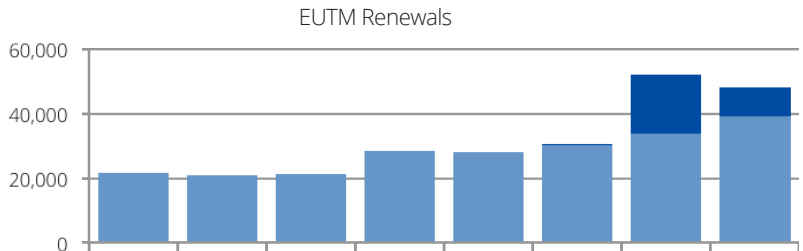
As was the case with the opposition classes ranking, Class 25 (Clothing; Footwear) moves up from fifth place in the class filings and registrations rankings, where it has **4.6%** of the total, to a higher position in the cancellation classes ranking, being included in **6.1%** of all cancellation filings. Along with the presence of Class 18 in the Top 10 list, this pattern corroborates the notion that enterprises which operate in the clothing, footwear and apparel sector are very proactive in Intellectual Property rights vigilance activities.

Rank	Class	Abbreviated Nice Class Headings [4]	%
1	09	Electrical Apparatus; Computers	8.2%
2	35	Advertising; Business Management	7.3%
3	25	Clothing; Footwear	6.1%
4	42	Scientific & Technological Services	5.0%
5	41	Education; Sporting and Cultural Activities	4.8%
6	16	Paper; Printed Matter; Office Requisites	4.6%
7	03	Cleaning Preparations; Cosmetics	3.8%
8	18	Leather Goods; Luggage	3.7%
9	38	Telecommunications	3.2%
10	30	Food of Plant Origin	3.1%
-	-	Other Classes	50.2%
-	**-**	**All Classes**	**100.0%**

[4] Full Nice Class Headings available in Annex

9. EUTM RENEWALS

9.1 Renewal Volumes & Rates



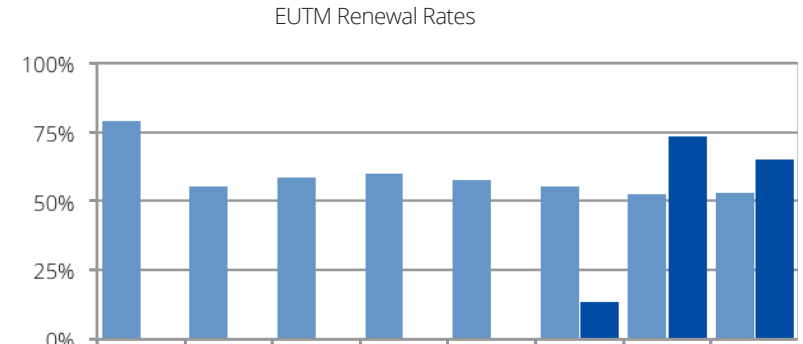
	2010	2011	2012	2013	2014	2015	2016	2017
2nd Renewals	0	0	0	0	0	8	18,575	8,955
1st Renewals	21,765	20,904	21,380	28,389	28,174	30,418	33,686	39,094
Total Renewals	21,765	20,904	21,380	28,389	28,174	30,426	52,261	48,049

251,348 EUTM Renewals 2010 to 2017

A European Union Trade Mark is valid for a 10 year period that starts on the respective filing date. It can be renewed indefinitely, for 10 years at a time. Six months before expiry of the registration, the EUIPO will inform the owner, their representative or any other registered right-holder(s), in writing, that the registration is due for renewal.

A request for renewal can be made and the fee for renewal paid in the six-month period prior to the expiry date of the registration. The latest possible date for requesting the renewal and paying the fee is the expiry date of the trade mark. An additional six-month grace period for renewal starts on the day following the date of expiry. During this period an additional fee of **25 %** will be charged.

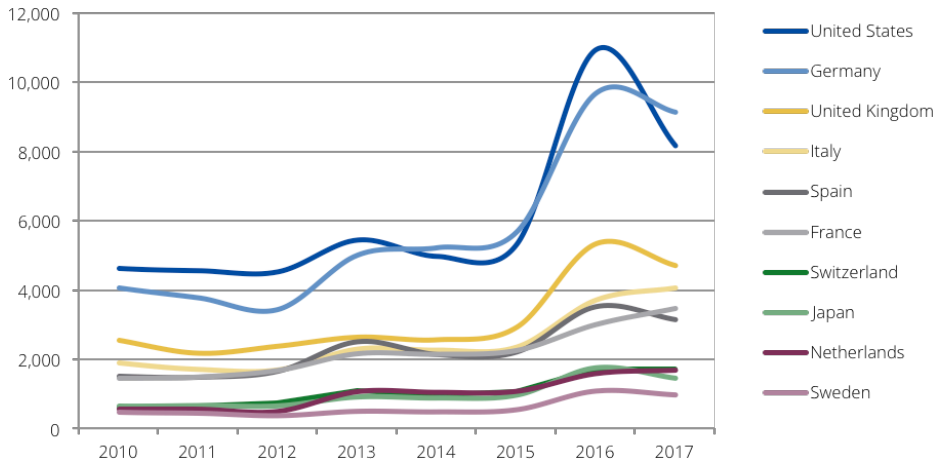
If no request for renewal is submitted, or it is submitted after expiry of the grace period, the EUIPO will inform the EUTM owner in writing that the trade mark has been cancelled and removed from the Register, and a notice will be published in the EUTM Bulletin.



	2010	2011	2012	2013	2014	2015	2016	2017
1st Renewals	79.1%	55.2%	58.8%	59.8%	57.5%	55.3%	52.6%	53.0%
2nd Renewals	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	73.3%	65.3%

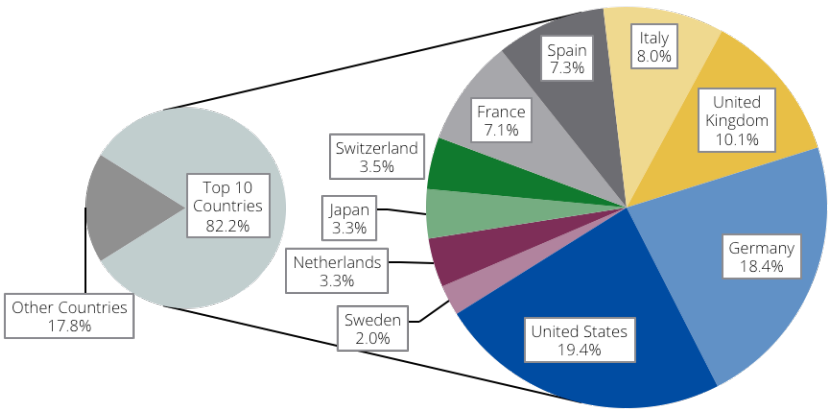
The renewal rate for a given year represents the proportion of EUTM registrations that were renewed vis-à-vis the total volume of EUTM registrations filed 10 years before. In 2017, EUTM registrations that were originally filed in 1997 and were still in force after being initially renewed in 2007 became eligible for their second renewal. Of these, **65.3%** were renewed. It is important to note that this ratio only applies to the volume of registrations that were subjected to a first renewal, as opposed to the total amount of EUTM registrations that were filed in 1997. Additionally, registrations that were originally filed in 2007 became eligible for their first renewal. Of these, **53.0%** were renewed.

The Top 10 countries for EUTM renewals accounted for **82.2%** of all renewal filings and include the vast majority of the Top 10 registrations countries, as well as Japan and Sweden. The observed reduction of the total number of renewals in 2017 compared to the previous year is explained by a significant drop in second renewal filings. This occurrence, however, did not have a substantial impact on the share of the Top 10 countries of all EUTM renewals, as the U.S., Germany and the U.K. continue to represent almost **50%** of all EUTM renewals for the 2010-2017 period.



The effect of the decrease of second renewals is reflected in mostly negative comparative variations amongst the Top 10 renewal countries between 2016 and 2017, although, slightly positive growth rates are worth noting for some EU countries such as France (**+12.8%**), Italy (**+7.0%**) and the Netherlands (**+2.0%**).

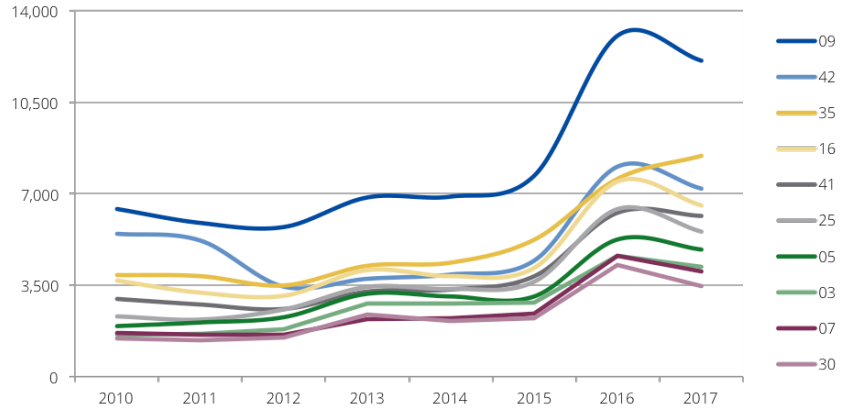
Share of Total EUTM Renewals



9. EUTM RENEWALS

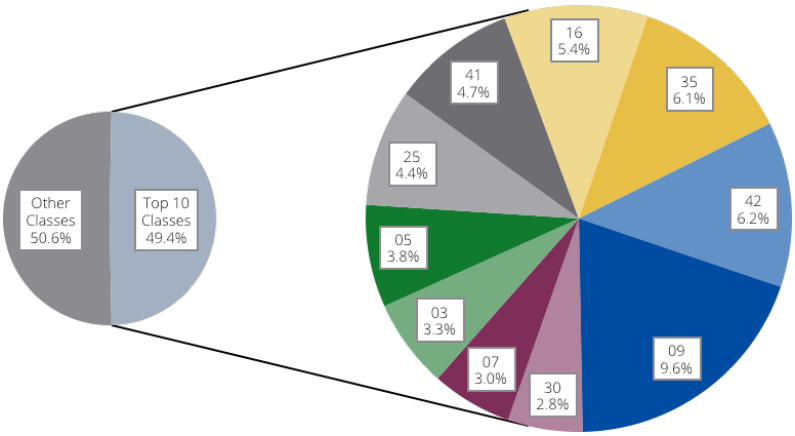
9.3 Top 10 Renewal Classes

Yearly Evolution of Top 10 Class Renewals



The observed connexion between the different EUTM class rankings also encompasses renewals, as only one novelty joins the aggregated list of the most popular classes, with Class 7 (Machines; Motors & Engines) representing **3.0%** of all renewed classes during the last eight years.

Share of Total Class Renewals



669,861 Class Renewals 2010 to 2017

Top 10 Classes Accounted for **49.4%** Of all Class Renewals

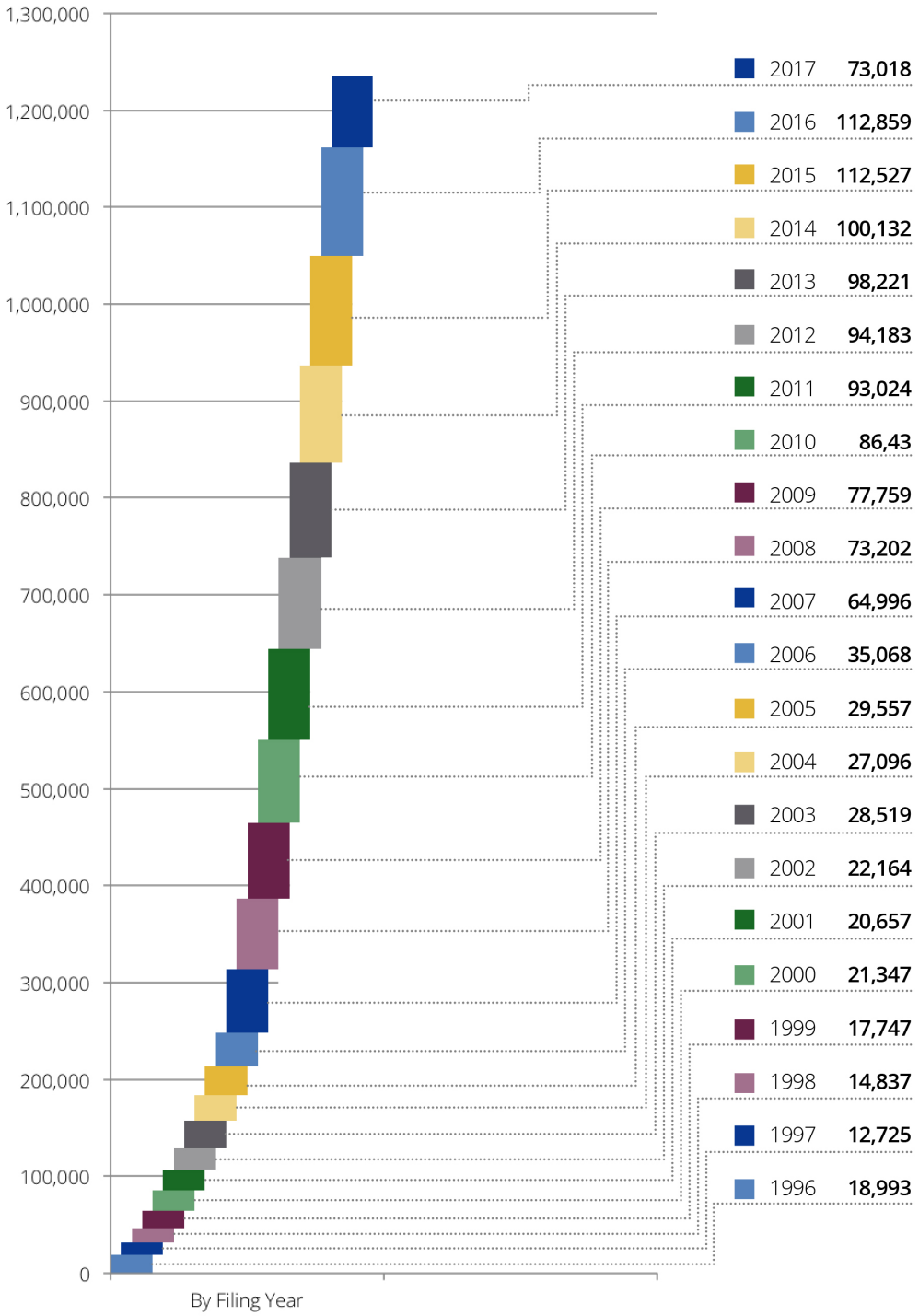
Rank	Class	Abbreviated Nice Class Headings [5]	Volume
1	09	Electrical Apparatus; Computers	64,618
2	42	Scientific & Technological Services	41,465
3	35	Advertising; Business Management	41,107
4	16	Paper; Printed Matter; Office Requisites	36,086
5	41	Education; Sporting and Cultural Activities	31,180
6	25	Clothing; Footwear	29,449
7	05	Pharmaceutical Preparations	25,703
8	03	Cleaning Preparations; Cosmetics	22,317
9	07	Machines; Motors & Engines	20,325
10	30	Food of Plant Origin	18,788
-	-	Other Classes	338,823
-	**-**	**All Classes**	**669,861**

[5] Full Nice Class Headings available in Annex

10. EUTM IN FORCE

More than 1.2 million European Union Trade Mark registrations, containing nearly **3.4** million associated goods and services classes, were in force on January 1st, 2018.

In Force European Union Trade Marks by Filing Year



11. ANNEX

Class	Nice Class Headings
3	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
5	Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic food and substances adapted for medical or veterinary use, food for babies; dietary supplements for humans and animals; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides.
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 hand-operated; Incubators for eggs; Automatic vending machines
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; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus.
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.
18	Leather and imitations of leather; Animal skins and hides; Luggage and carrying bags; Umbrellas and parasols; Walking sticks; Whips, harness and saddlery; Collars, leashes and clothing for animals
25	Clothing, footwear, headgear.
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
30	Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastry and confectionery; edible ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar, sauces (condiments); spices; ice.
35	Advertising; business management; business administration; office functions.
38	Telecommunications.
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.