

# UNDERSTANDING TRADE MARKS

## KEY STATISTICS



In 2019, **75,622** trade mark applications were filed in Australia from **130** countries covering **45** out of 45 trade mark classes.

## GEOGRAPHIC FOOTPRINT

In 2019 there were **44,176** trade mark applications filed from **Australia** for the Australian market - the largest country of origin.



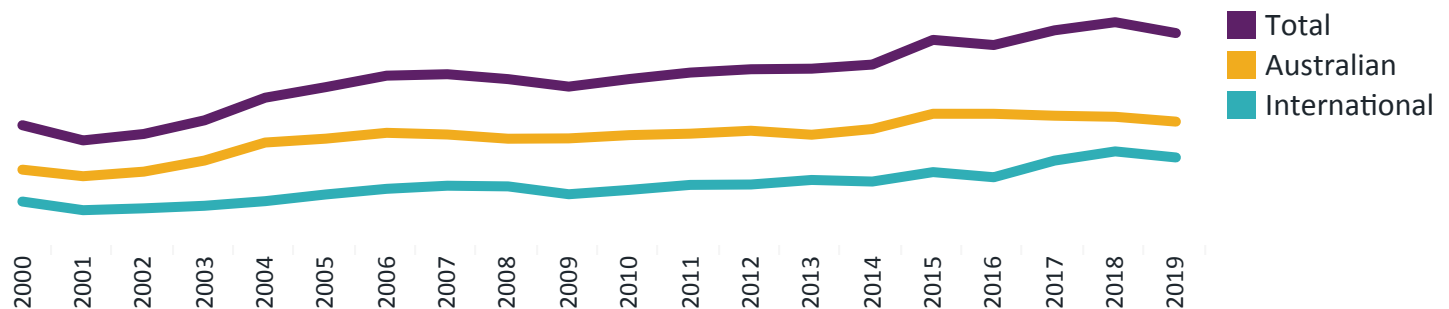
## TRADE MARK CLASSES



**Technological and electrical apparatus and instruments** was the largest source of trade mark applications by class in 2019. A total of **13,844** lodgements were filed .

## ACROSS TIME

**2018** was the peak year for trade mark applications filed in Australia with **79,490** for the year.



## KEY PLAYERS

HUAWEI TECH

NOVARTIS

APPLE

COLES GROUP

ARISTOCRAT TECH AUSTRALIA

