

■ Importance of brands/trademarks statistics

Development and effective use of IP statistics
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Overview

- Importance of brands/trademarks in economy
- Brands/trademarks statistics
- Future data development

Importance of brands/trademarks

■ Economics of trademarks

- Asymmetries of information

- Brands \neq Trademarks

■ Brands/trademarks are valuable strategic assets

- Competitive advantage, profit margin, customer loyalty, etc.

■ Evolution of branding in recent history

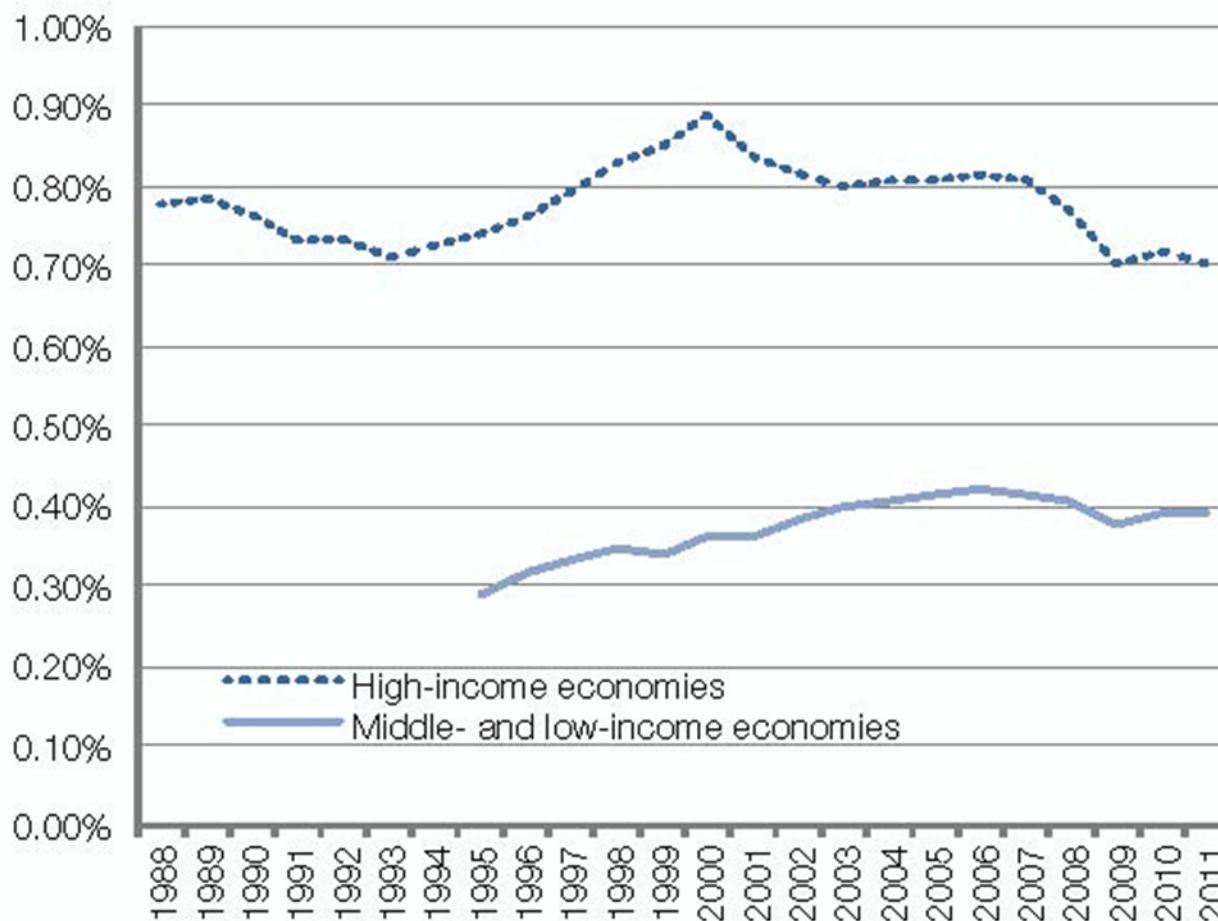
- Globalization and technology

■ Increasing use of trademark system

■ Limited research/empirical evidence

Branding investment

Branding investments, as a percentage of GDP, 1988-2011

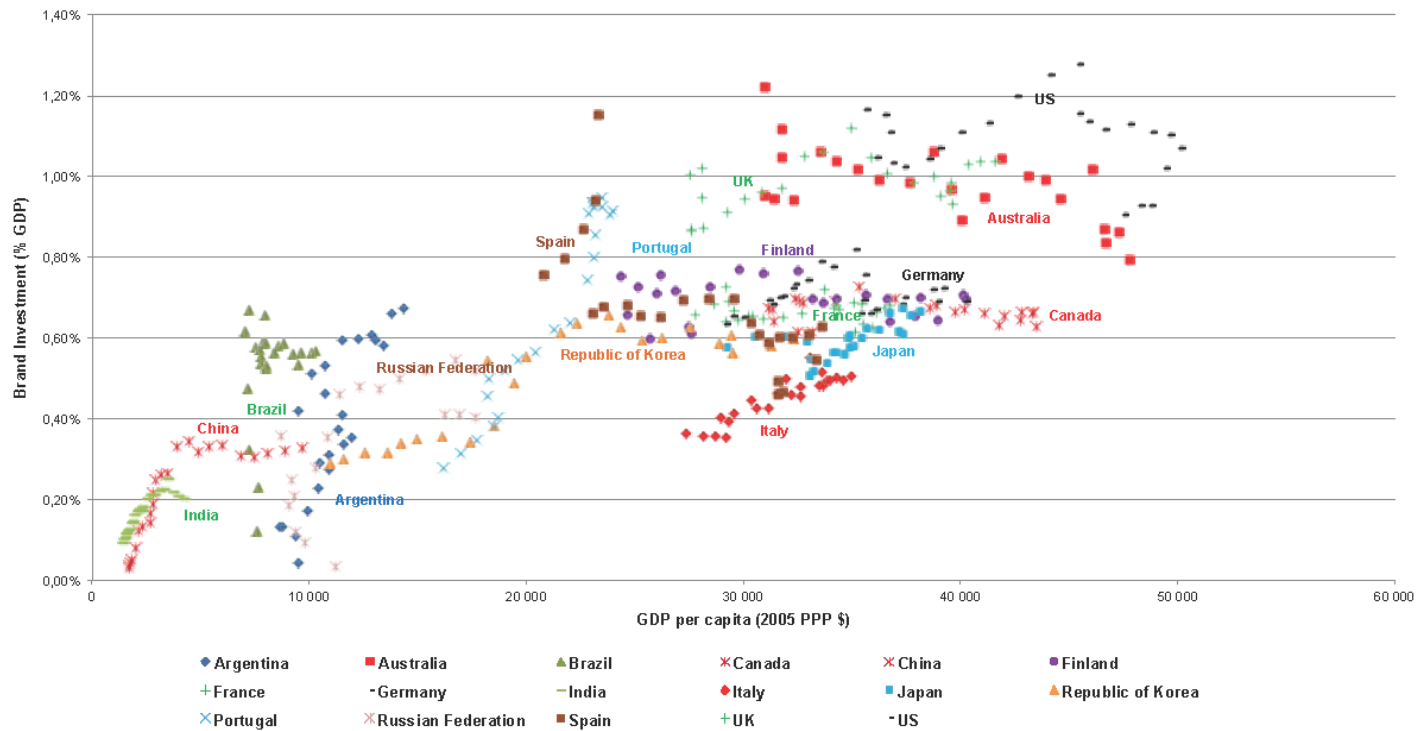


Source: Corrado and Hao (2013)

Intangible investments and economic growth

Figure 1.4: Branding investment increases compared with economic development, 1988-2011

Branding investment as a percentage of GDP, compared with GDP per capita, in 2005 USD PPP



Note: Comparable data on advertising and market research spending (purchased component excluding strategic marketing) for 17 countries. PPP refers to purchasing power parities.

Source: WIPO, based on Corrado and Hao (2013).

How valuable are brands?

Table 1.1: Brand values are high and are important as a proportion of market capitalization

Values of the top ten brands in 2013 in absolute terms and as proportion of the company's market capitalization

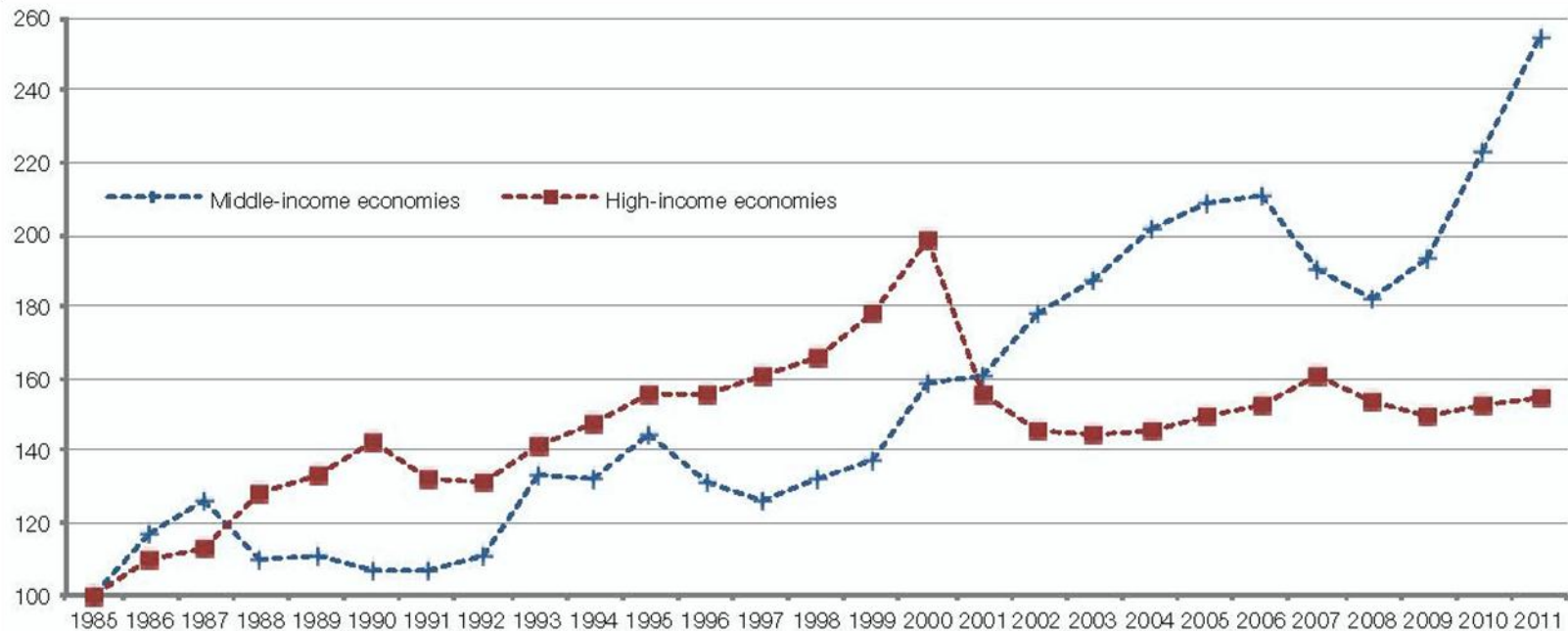
Interbrand			BrandZ			Brand Finance		
Company	Brand value 2013 (in billion USD)	Brand value as a percentage of market capitalization	Company	Brand value 2013 (in billion USD)	Brand value as a percentage of market capitalization	Company	Brand value 2013 (in billion USD)	Brand value as a percentage of market capitalization
Apple	98.3	58.0%	Apple	185.1	41%	Apple	87.3	19%
Google	93.3	20.7%	Google	113.7	39%	Samsung	58.8	32%
Coca-Cola	79.2	39.3%	IBM	112.5	56%	Google	52.1	18%
IBM	78.8	26.9%	McDonald's	90.3	94%	Microsoft	45.5	18%
Microsoft	59.6	22.9%	Coca-Cola	78.4	46%	Wal-Mart	42.3	18%
General Electric	47	19.9%	AT&T	75.5	43%	IBM	37.7	19%
McDonald's	42	43.9%	Microsoft	69.8	27%	General Electric	37.2	16%
Samsung	39.6	35.2%	Marlboro	69.4	NA	Amazon	36.8	27%
Intel	37.3	20.0%	Visa	56.1	49%	Coca-Cola	34.2	20%
Toyota	35.4	17.8%	China Mobile	55.4	25%	Verizon	30.7	23%
Average	61	30.5%		91	46.7%		46	21%

Note: The values for market capitalization are based on valuations on the New York Stock Exchange, obtained from Yahoo! Finance, access date September 6, 2013, 2 p.m.

Source: WIPO, based on BrandZ, Brand Finance, Interbrand.

Most countries have seen use of the trademark system intensify...

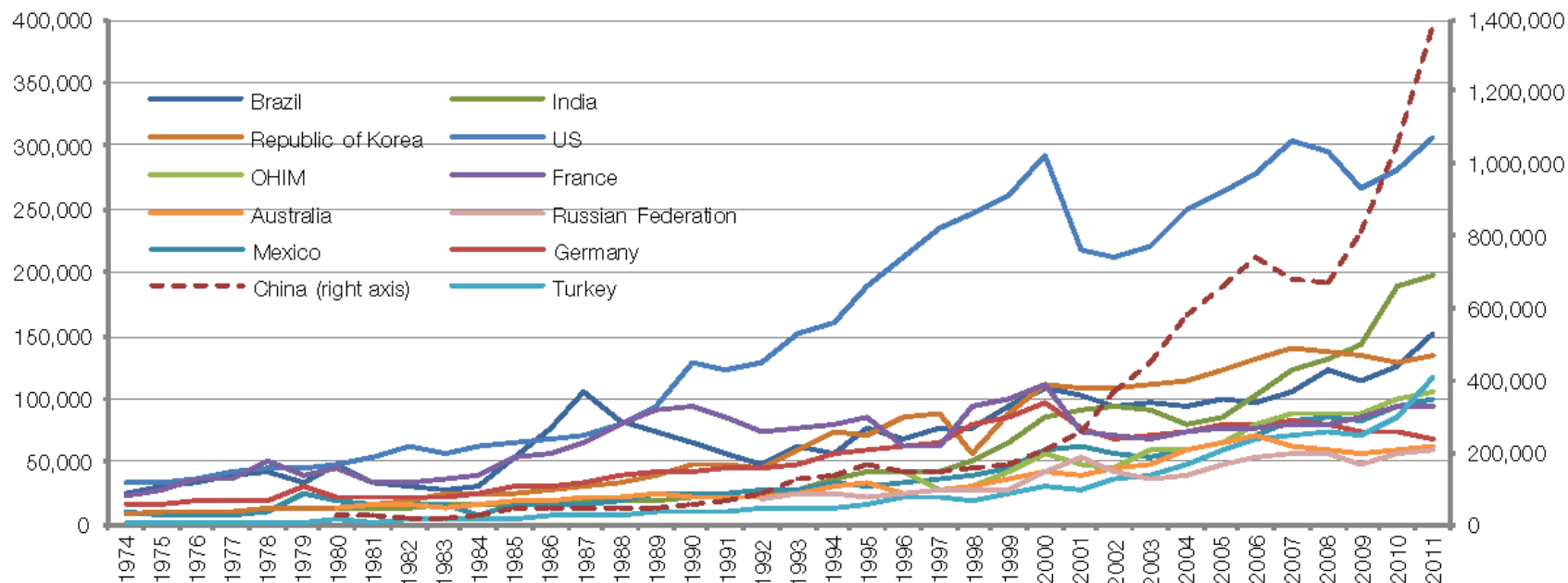
Trademark applications divided by GDP, index (1985=100), 1985-2011



Upward trend in applications

Figure 1.11 Trademark growth has taken off since the mid-1970s in high-income economies, and since the 1980s in middle-income economies

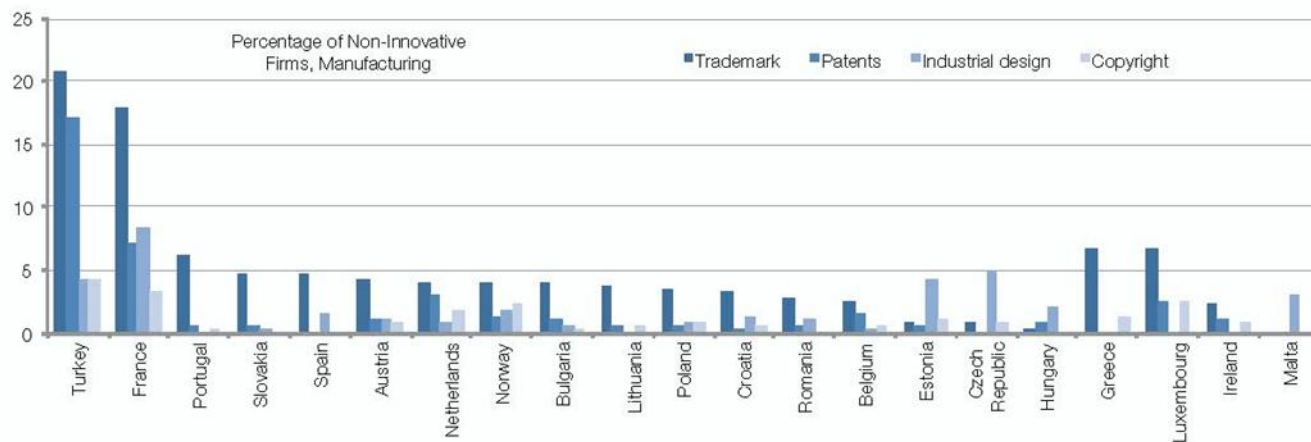
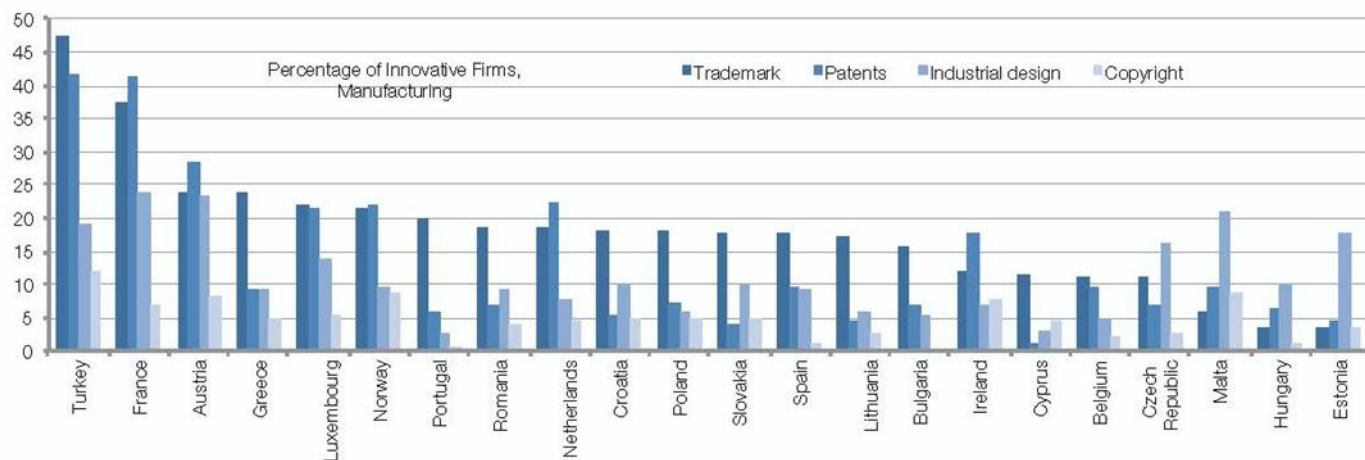
Trademark applications at selected offices, 1974-2011 (China, right hand axis)



Note: The chart includes economies with a single-class trademark filing system (China, Mexico indicated with dotted lines) and a multi-class trademark filing system (the remaining economies). The levels of trademark filings are not directly comparable across these economies with different systems (see Box 1.7). Australia and Japan are not included, given the structural break in the series due to the introduction of a multi-class system in 1996.

Source: WIPO Statistics Database, October 2013.

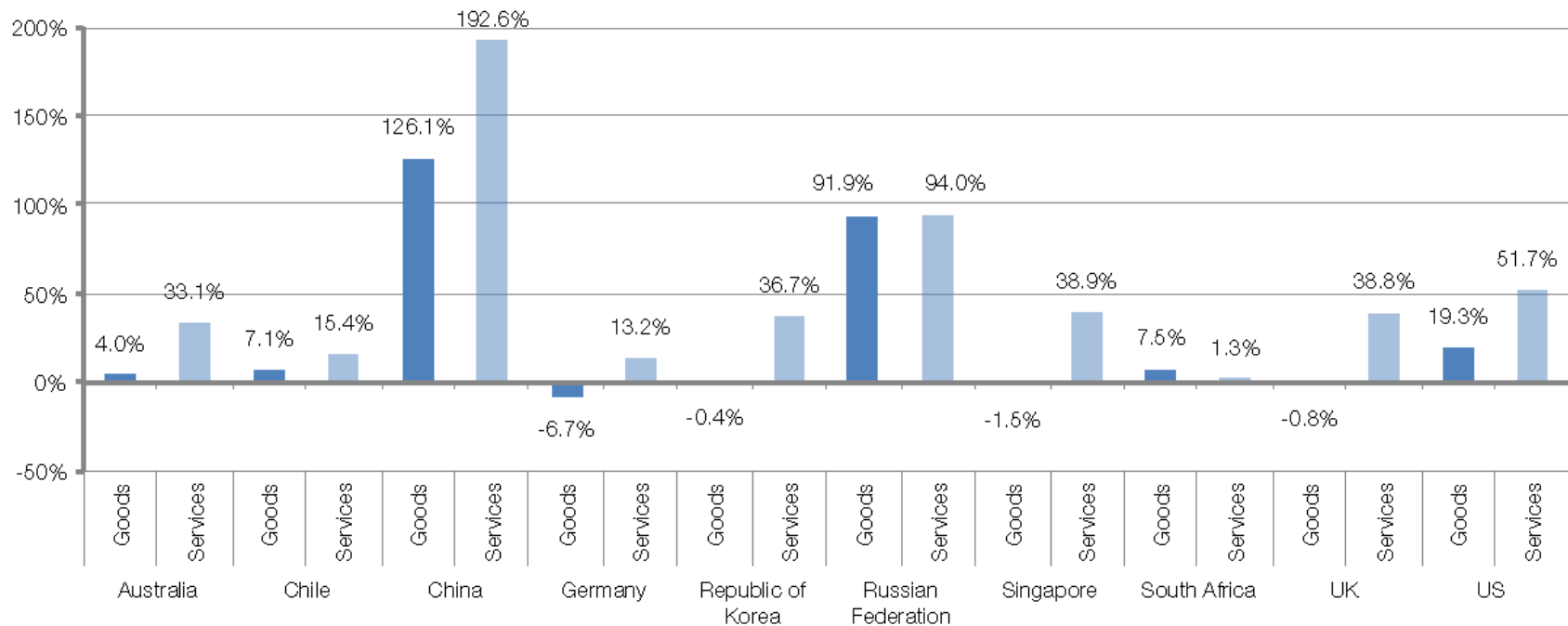
Innovative firms rely most frequently on trademarks



Faster growth for services

Figure 1.14: Services trademarks have been growing faster than goods trademarks

Growth rate of total trademark applications by goods and services, in percent, for selected economies, 2004-2011

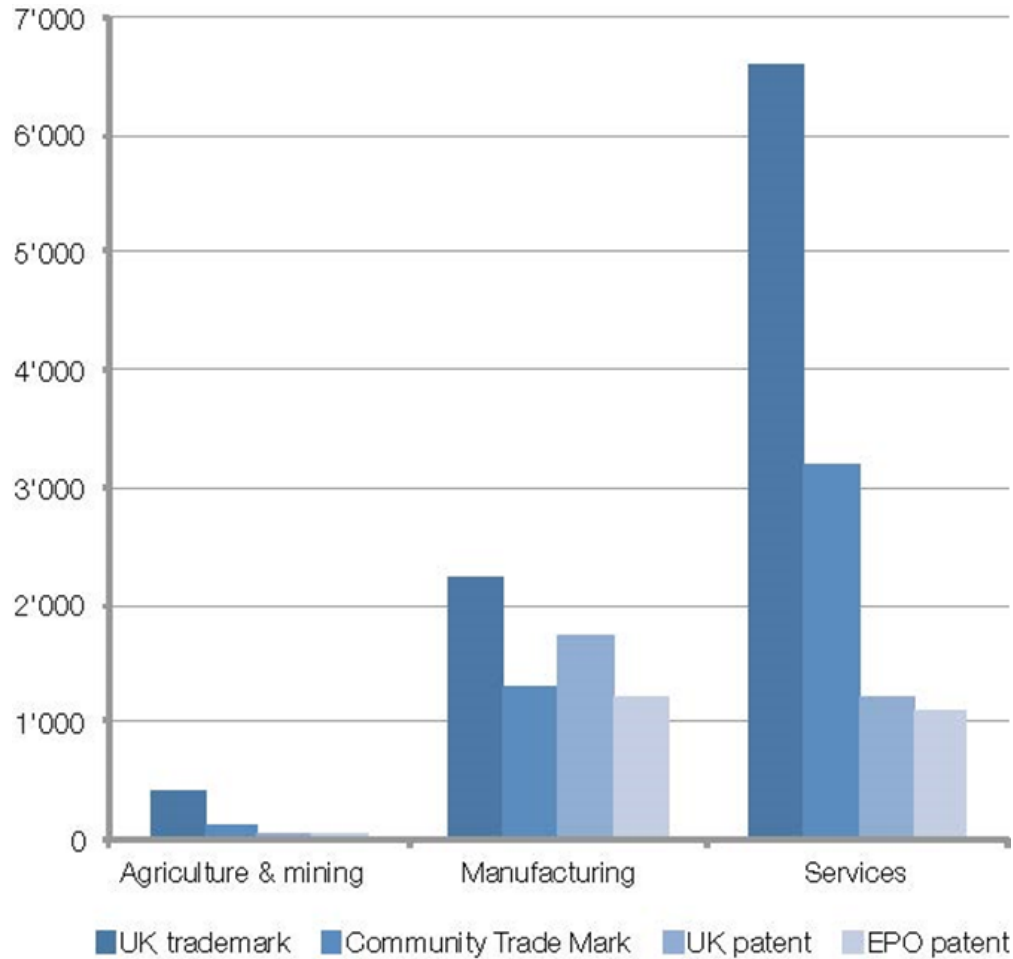


Note: The time series are different for Chile (2007-2011) and South Africa (2008-2011).

Source: WIPO Statistics Database, September 2013.

SMEs mostly use trademarks

Number of IP-active SMEs in the UK, 2001-2005



Source: Rogers *et al* (2007)

.....growth in filings is partly due to...

- Growth in brand investment
- Increase product innovation
- Shift towards service economy
- Globalization – abroad filings

Future data development

- Individual records database like the USPTO
- Surveys to understand companies strategies towards branding and use of the trademark system.

Thank you!

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