

Hague Yearly Review 2019 – Executive Summary

International Registration of Industrial Designs

2019

This executive brief identifies key trends in the use of the WIPO-administered Hague System for the International Registration of Industrial Designs. For fuller statistics, see the Hague Yearly Review 2019 – available in English at: www.wipo.int/ipstats

Key numbers for 2019

5,429 (+3.3%)

International applications

4,767 (−5.4%)

International registrations

19,803 (−1.5%)

Designations in international applications

16,873 (−13.8%)

Designations in international registrations

3,281 (−0.6%)

Renewals of international registrations

37,288 (+6.5%)

International registrations in force

19,344 (−2%)

Designs contained in international applications

17,212 (−10.5%)

Designs contained in international registrations

71,690 (−12.2%)

Designs contained in designations in international applications

63,348 (−22%)

Designs contained in designations in international registrations

13,728 (−1.9%)

Designs contained in renewals of international registrations

153,511 (+5.4%)

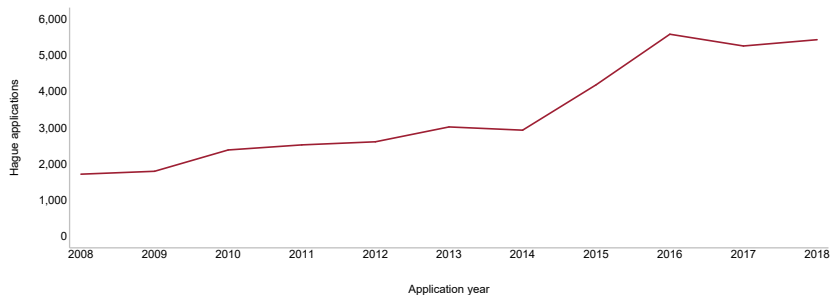
Designs contained in international registrations in force

The Hague System for industrial designs saw 3.3% growth in 2018, reaching 5,429 applications

The number of international applications for the protection of designs filed under the World Intellectual Property Organization (WIPO)-administered Hague System grew by 3.3% in 2018 to reach 5,429 applications (figure A1). However, the number of designs contained in Hague applications decreased by 2% in 2018, following 11 years of uninterrupted growth (figure A2). A fall in the number of designs originating from Germany, the Republic of Korea and Switzerland – the top three users of the Hague System – partly accounts for the overall decrease. The increase in the number of applications being accompanied by a decrease in the number of designs contained in applications is explained by the fact that recent Hague members, such as Japan and the Republic of Korea, averaged fewer designs per application when compared to long-term members, such as Germany and Switzerland.

The total number of Hague international applications grew by 3.3% in 2018, reaching 5,429 applications.

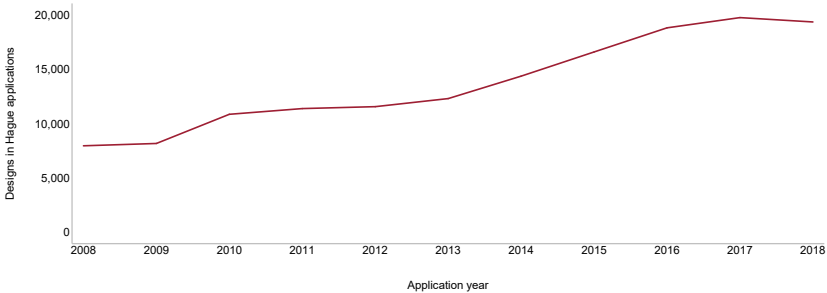
A1. Trend in international applications, 2008–2018



Source: WIPO Statistics Database, May 2019.

After 11 years of uninterrupted growth, the total number of designs contained in applications decreased by 2% in 2018

A2 – Trend in the number of designs contained in international applications, 2008–2018



Source: WIPO Statistics Database, May 2019.

Applicants from at least 62 countries or territories filed at least one or more Hague application

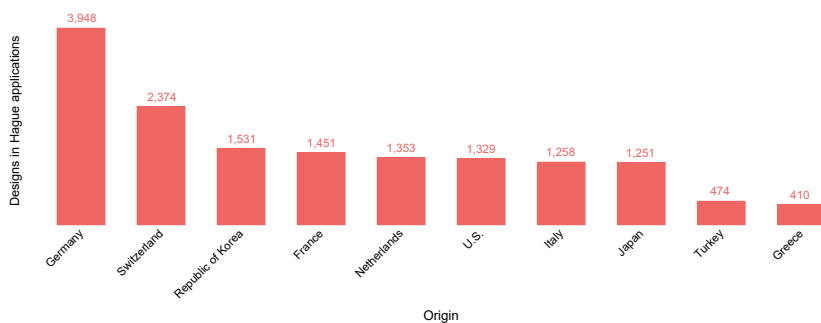
The accession of Canada, the Russian Federation and the United Kingdom (U.K.) in 2018 brought the total number of Hague members to 69. These 69 Hague members afford applicants the possibility of obtaining protection for their designs in a geographical area incorporating a total of 87 countries. The difference between the number of Hague members and the number of countries covered by the System is because the African Intellectual Property Organization (OAPI) and the European Union (EU) are Hague members. By choosing to designate these intergovernmental organizations within an application, protection can be sought simultaneously within all their respective member states. In 2018, around 2,090 applicants from at least 62 countries or territories filed at least one or more Hague international application.

Which were the largest origins of designs filed under the Hague System in 2018?

For 33 consecutive years, Germany has been the largest user of the Hague System. In 2018, applicants based in Germany filed 710 Hague international applications containing 3,948 designs, followed by Switzerland (2,374 designs), the Republic of Korea (1,531), France (1,451) and the Netherlands (1,353) (figure A3). Applicants located in the U.S. saw a 23.1% decrease in the number of designs; as a result, the U.S. ranked sixth in 2018, down from fourth position the previous year. Recent members Japan, the Republic of Korea and the U.S. are among the top 10 largest users of the Hague System, while the U.K., with 366 designs, is in eleventh position. Combined, the top 10 origins accounted for 79.5% of all designs in 2018, which is four percentage points below their 2008 share.

For 33 consecutive years, Germany has ranked top user of the Hague System, based on designs count.

A3 – Designs contained in international applications for the top 10 origins, 2018



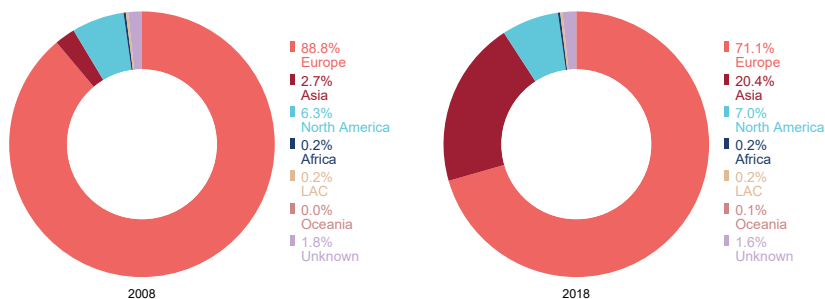
Source: WIPO Statistics Database, March 2019.

Applicants based in Europe accounted for 71.1% of all designs in 2018 (figure A4). This reflects the membership of the Hague System: the vast majority of Hague members are European countries. However, following the recent accession of Japan and the Republic of Korea, the share of Asia has increased from 2.7% in 2008 to 20.4% in 2018. North America, namely the United States of America (U.S.), as Canada only joined the Hague System in November 2018, accounted for 7% of total designs in 2018. The combined share of Africa,

Latin America and the Caribbean (LAC) and Oceania is 0.5%, which is not surprising considering there is no Hague member from Oceania and Suriname is the only member from LAC.

Recent accession of Japan and the Republic of Korea to the Hague System has increased the share of Asia in total designs from 2.7% in 2008 to 20.4% in 2018.

A4 – Designs contained in international applications by region, 2008 and 2018



Note: LAC is the Latin America and the Caribbean.

Source: WIPO Statistics Database, May 2019.

Which companies had the most designs in published registrations in 2018?

For a second consecutive year, Samsung Electronics of the Republic of Korea, with 863 designs in published registrations, headed the list of top applicants (table A5). It was followed by another applicant from the Republic of Korea, LG Electronics (715 designs), Procter & Gamble of the U.S. (561), the Netherlands' Fonkel Meubelmarketing (408) and I. Paleohorinos Fotistika of Greece (379). Of the top 10 applicants, Philips Electronics of the Netherlands saw the largest improvement in its ranking. It had 78 more designs in published registrations in 2018; as a result, it moved from 28th position in 2017 up to 10th place in 2018. Only three applicants have headed the list of top applicants over the past 10 years: Procter & Gamble occupied the top spot for six successive years between 2009 and 2014; Samsung Electronics ranked first in 2015, 2017 and 2018; while Fonkel Meubelmarketing headed the list in 2016.

The top 10 applicants represent a diverse set of industries that includes automobiles, decorative lighting, electronics, furnishing, household/consumer goods, software and computer services, and watches and jewelry. The top 50 list for 2018 contains applicants from 16 origins. Switzerland had the highest number of top 50 applicants from any single country, with 14, followed by Germany (12) and France (4).

For a second consecutive year, Samsung Electronics heads the list of top applicants.

A5 – Top Hague applicants, 2016–2018

Ranking	Applicant's name	Origin	Number of designs contained in published registrations		
			2016	2017	2018
1	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	822	626	863
2	LG ELECTRONICS INC.	Republic of Korea	353	608	715
3	PROCTER & GAMBLE COMPANY	U.S.	406	315	561
4	FONKEL MEUBELMARKETING BV	Netherlands	978	573	408
5	I. PALEOHORINOS FOTISTIKA ABEE	Greece	8	300	379
6	WENKO-WENSELAAR GMBH & CO. KG	Germany	163	310	282
7	VOLKSWAGEN AG	Germany	345	353	268
8	SWATCH AG	Switzerland	420	265	230
9	THOMAS SABO GMBH & CO. KG	Germany	87	154	195
10	KONINKLIJKE PHILIPS ELECTRONICS NV	Netherlands	119	86	164

Source: WIPO Statistics Database, May 2019.

Where do Hague applicants seek to protect their designs?

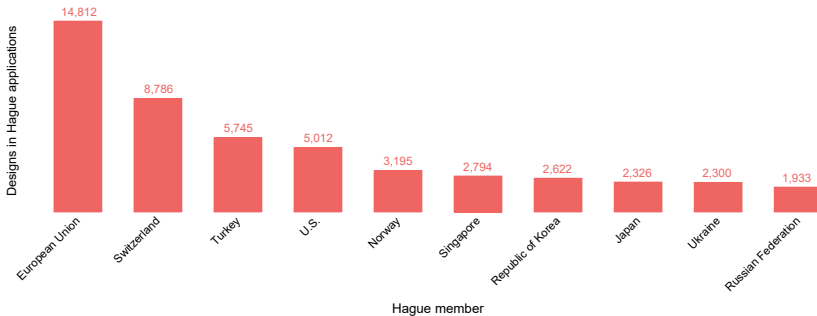
The Hague System simplifies the process of multinational registration by creating a single international procedure for protecting a design in multiple jurisdictions. Applicants list the Hague members in whose jurisdictions they wish to protect their designs (known as “designated members”).

The EU was the most designated Hague member in international applications in 2018, with 3,649 designations containing 14,812 designs (figure A6). It has been the most designated member since 2010. It was followed by Switzerland (8,786 designs), Turkey (5,745), the U.S. (5,012) and Norway (3,195). Of the top five designated members, only the U.S. (+8.5%) saw an increase in the number

of designs in designations; conversely, Norway (–11.4%) and Turkey (–14.2%) saw a considerable decline.

The EU and Switzerland continue to attract the most designs in designations.

A6 – Designs contained in designations in international applications for the top 10 designated Hague members, 2018



Source: WIPO Statistics Database, May 2019.

Which classes are most frequently specified in international applications?

Designs related to furnishing (Class 6; 12.1%) accounted for the largest share of all designs in 2018, followed by recording and communication equipment (Class 14; 8.7%) and means of transport (Class 12; 8.7%). Combined, the top 10 most specified classes accounted for 66.8% of all designs in 2018, whereas the 10 least specified classes accounted for only 4.3% of all designs (table A7). While designs related to furnishing were the most frequently specified class in international applications overall, class shares differed across origins. For example, Class 12 was the most frequently specified class in applications from France (24.7% of all designs) and Germany (15%); for the Netherlands (63.4%) and Turkey (15.2%), it was Class 6; and for the Republic of Korea, Class 14 accounted for the largest share (47%).

Furnishing accounted for the largest share of total designs (12.1%) in 2018, followed by recording and communication equipment (8.7%) and means of transport (8.7%).

A7. Designs contained in international applications by class, 2016–2018

	2016	2017	2018	Growth rate (%): 2017–2018	2018 share of total (%)
Class 6: Furnishing	2,386	2,031	2,339	15.2	12.1
Class 14: Recording and communication equipment	2,094	2,038	1,688	–17.2	8.7
Class 12: Means of transport	1,558	1,499	1,686	12.5	8.7
Class 10: Clocks and watches	1,333	1,375	1,285	–6.5	6.6
Class 26: Lighting apparatus	842	1,354	1,167	–13.8	6.0
Class 9: Packages and containers	1,150	1,251	1,130	–9.7	5.8
Class 23: Heating and cooling equipment	1,169	1,280	1,062	–17.0	5.5
Class 32: Graphic symbols and logos	1,020	1,081	898	–16.9	4.6
Class 11: Articles of adornment	1,103	856	864	0.9	4.5
Class 28: Pharmaceutical and cosmetic products	360	510	784	53.7	4.1

Source: WIPO Statistics Database, May 2019.

The International Bureau registered 4,767 international applications in 2018

The International Bureau (IB) recorded 4,767 international registrations containing 17,212 designs in 2018. Registrations declined by 5.4%, while the number of designs in registrations saw a steeper decrease (–10.5%) (table A8). Holders residing in Germany accounted for 21.9% of all design registrations, followed by holders in Switzerland (13%), the Republic of Korea (8.6%), France (8.2%) and the U.S. (6.9%). Of the top five origins, France is the only one to have reported growth in 2018.

The top five origins accounted for around 59% of all designs in registrations recorded in 2018.

A8. International registrations and registration design counts for the 10 origins, 2018

Origin	Number of registrations			Designs in registrations		
	2018	Growth rate (%): 2017–2018	2018 share of total (%)	2018	Growth rate (%): 2017–2018	2018 share of total (%)
Total	4,767	–5.4	100.0	17,212	–10.5	100.0
Germany	660	–7.8	13.9	3,773	–13.2	21.9
Switzerland	594	–11.2	12.5	2,234	–23.7	13.0
Republic of Korea	865	–7.8	18.2	1,478	–7.5	8.6
France	413	3.0	8.7	1,407	7.4	8.2
U.S.	320	–20.2	6.7	1,193	–28.7	6.9
Italy	283	–19.1	5.9	1,066	1.8	6.2
Japan	361	2.8	7.6	962	–0.2	5.6
Netherlands	163	–13.3	3.4	953	1.7	5.5
Greece	10	0.0	0.2	460	45.1	2.7
Turkey	94	–28.8	2.0	431	–4.4	2.5

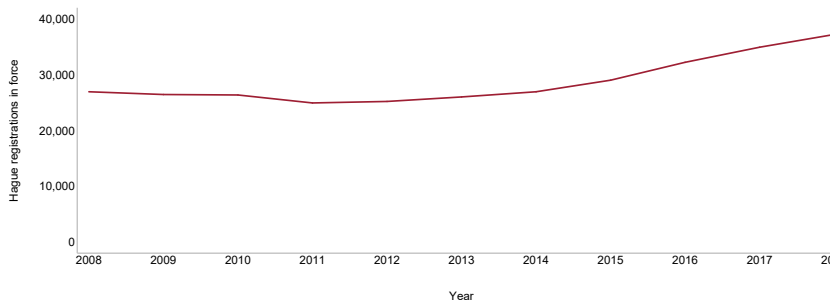
Source: WIPO Statistics Database, May 2019.

Registrations in force grew by 6.5% in 2018

The number of registrations in force (active registrations) increased by 6.5% in 2018, marking a seventh consecutive year of growth (figure A9). The approximately 37,300 registrations in force contained around 153,500 designs. Both registrations in force and the designs contained in those registrations are concentrated in a small number of countries, with holders residing in Germany (26.4%), Switzerland (18.6%) and France (10.8%) together accounting for around 55.8% of all active designs in 2018 (figure A10). However, the combined share of these three countries declined by 8.7 percentage points between 2013 and 2018.

International registrations in force grew by 6.5% in 2018 – a seventh consecutive year of growth.

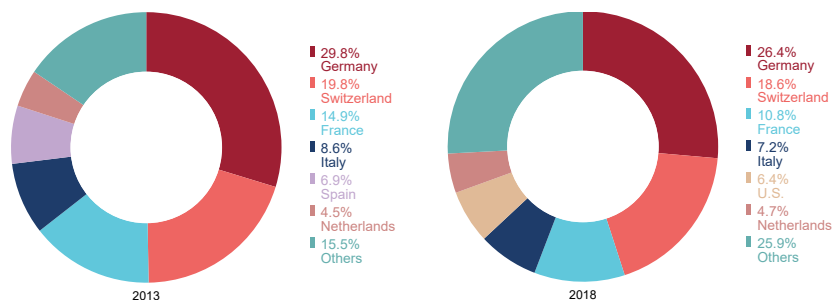
A9. International registrations in force, 2008–2018



Source: WIPO Statistics Database, May 2019.

The combined share of holders residing in Germany, Switzerland and France decreased from 64.5% in 2013 to 55.8% in 2018.

A10. Share of designs contained in international registrations in force for the top six origins, 2013 and 2018



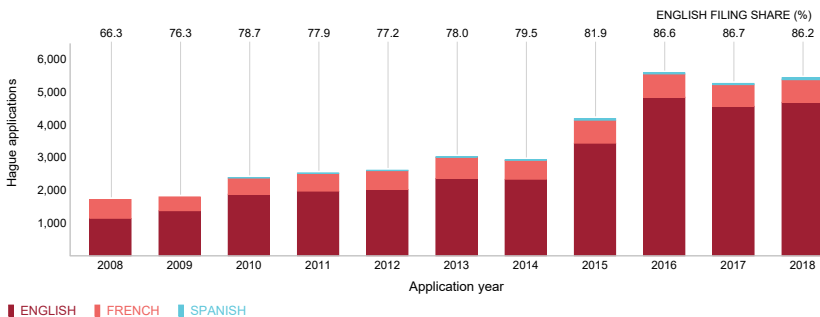
Source: WIPO Statistics Database, May 2019.

Four out of five International applications are filed in English

In 2018, 86.2% of Hague applications were filed in English, whereas French accounted for 12.6% and Spanish 1.2% (figure A11). Applications filed in French accounted for more than half of all filings up until 1998, since when English has been the preferred language for applications. Only one Spanish-speaking country – Spain – is a member of the Hague System, which explains the low share of applications filed in Spanish.

Four out of five international applications are filed in English.

A11. Distribution of international applications by language of filing, 2008-2018



Source: WIPO Statistics Database, May 2019.

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