Trademarks promote freedom of choice and enable consumers to make quick, confident, and safe purchasing decisions.

**Exports: Increased contributions to international trade**

- **IP-intensive industries**
  - Europe: 30%
  - USA: 17%
  - ASEAN: 28%
  - Latin America: 30%

- **Trademark-intensive industries**
  - Europe: 50%
  - USA: 50%
  - ASEAN: 38%
  - Latin America: 29%

**Gross Domestic Product: Contribution to economic growth on a global scale**

- **IP-intensive industries**
  - USA: 38%
  - Europe: 42%
  - ASEAN: 38%
  - Latin America: 21%

**Employment: Contribution to job growth across sectors**

- **IP-intensive industries**
  - USA: 13%
  - Europe: 28%
  - ASEAN: 17%

- **Trademark-intensive industries**
  - USA: 29%
  - Europe: 38%
  - ASEAN: 50%

**Notes:**

1. Intellectual Property Rights Intensive Industries and Economic Performance in the EU,
   and The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand attribute exports in the form of percentages.
3. This figure reflects direct contribution to GDP, as indicated in The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand, whereas other reports referenced here do not distinguish between direct and indirect contributions.
4. Intellectual Property and the U.S. Economy: 2016 Update and Intellectual Property Rights Intensive Industries and Economic Performance in the EU reflect direct and indirect contributions to employment from IP-intensive industries, whereas other reports referenced herein do not make the distinction between direct and indirect contributions to employment.

**Sources:**

- INTA and Frontier Economics, The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand, September 2017
- Inter-American Association of Intellectual Property (ASIPI) and INTA, Trademarks in Latin America, December 2016

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi.

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