

THE VALUE OF TRADEMARKS

Intellectual property (IP)-intensive industries—including trademark-intensive industries—contribute to trade, economic growth, and employment worldwide

ASEAN countries included in study: Indonesia, Malaysia, Philippines, Singapore, and Thailand
Latin American countries included in study: Chile, Colombia, Panama, Peru, and Mexico

Exports: Increased contributions to international trade

IP-intensive industries
(includes trademark-intensive industries)

Trademark-intensive industries



Europe¹

USA²

ASEAN¹

Latin America²

Indonesia, Malaysia, the Philippines, Singapore, and Thailand

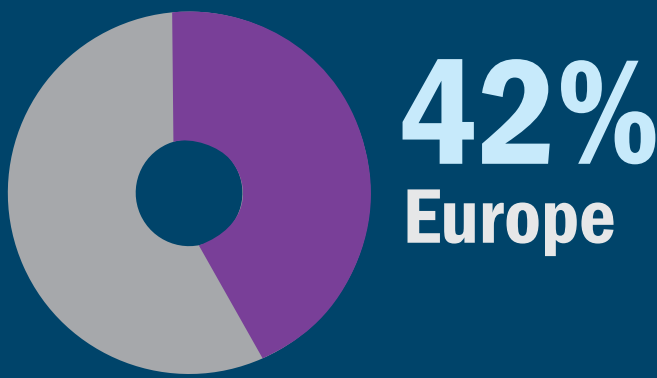
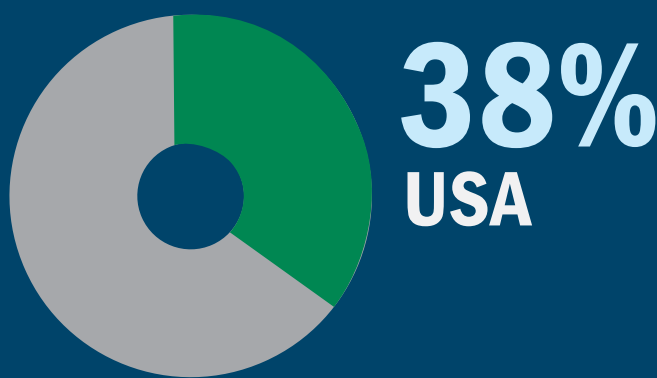
Chile, Colombia, Mexico, Panama, and Peru



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

IP-intensive industries
(includes trademark-intensive industries)

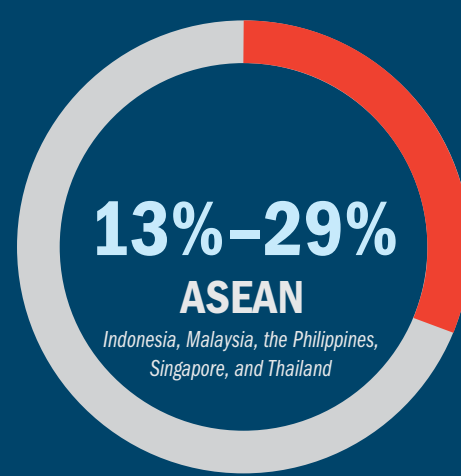
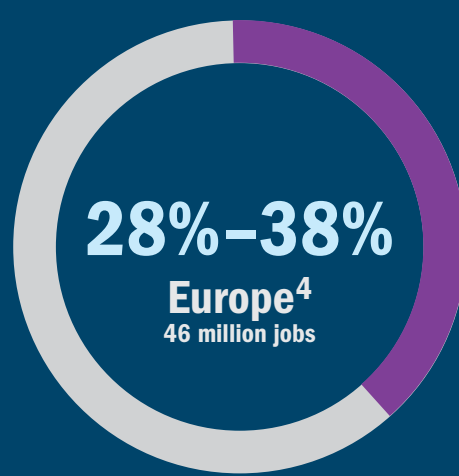
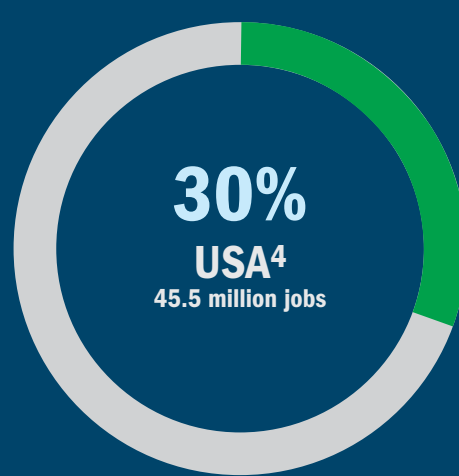
Trademark-intensive industries



Employment: Contribution to job growth across sectors

IP-intensive industries
(includes trademark-intensive industries)

Trademark-intensive industries



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

Sources:

European Union Intellectual Property Office, *Intellectual Property Rights Intensive Industries and Economic Performance in the EU*, October 2016

U.S. Patent and Trademark Office, *Intellectual Property and the U.S. Economy: 2016 Update*

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 (ASIP) and INTA, *Trademarks in Latin America*, December 2016

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

2. *Intellectual Property and the U.S. Economy: 2016 Update*, and *Trademarks in Latin America* attribute exports in USD increments

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.

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. www.inta.org

