

# How New Zealand businesses are protecting their **Trade Marks** around the world



**Small effort,  
big impact**



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## Top 5 for 2015

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2015.

-  Services for Business
-  Electronics and Computers
-  Pharmaceuticals, Supplements and Baby Foods
-  Milk, Meat/Fish and Vegetables
-  Honey, Confectionery and Ice Cream

## Top applicants for 2015

These are the New Zealand businesses that filed the most Madrid applications for overseas protection in 2015.

- Sistema Plastics
- Fisher & Paykel Healthcare
- DB Breweries
- Aotearoa Fisheries