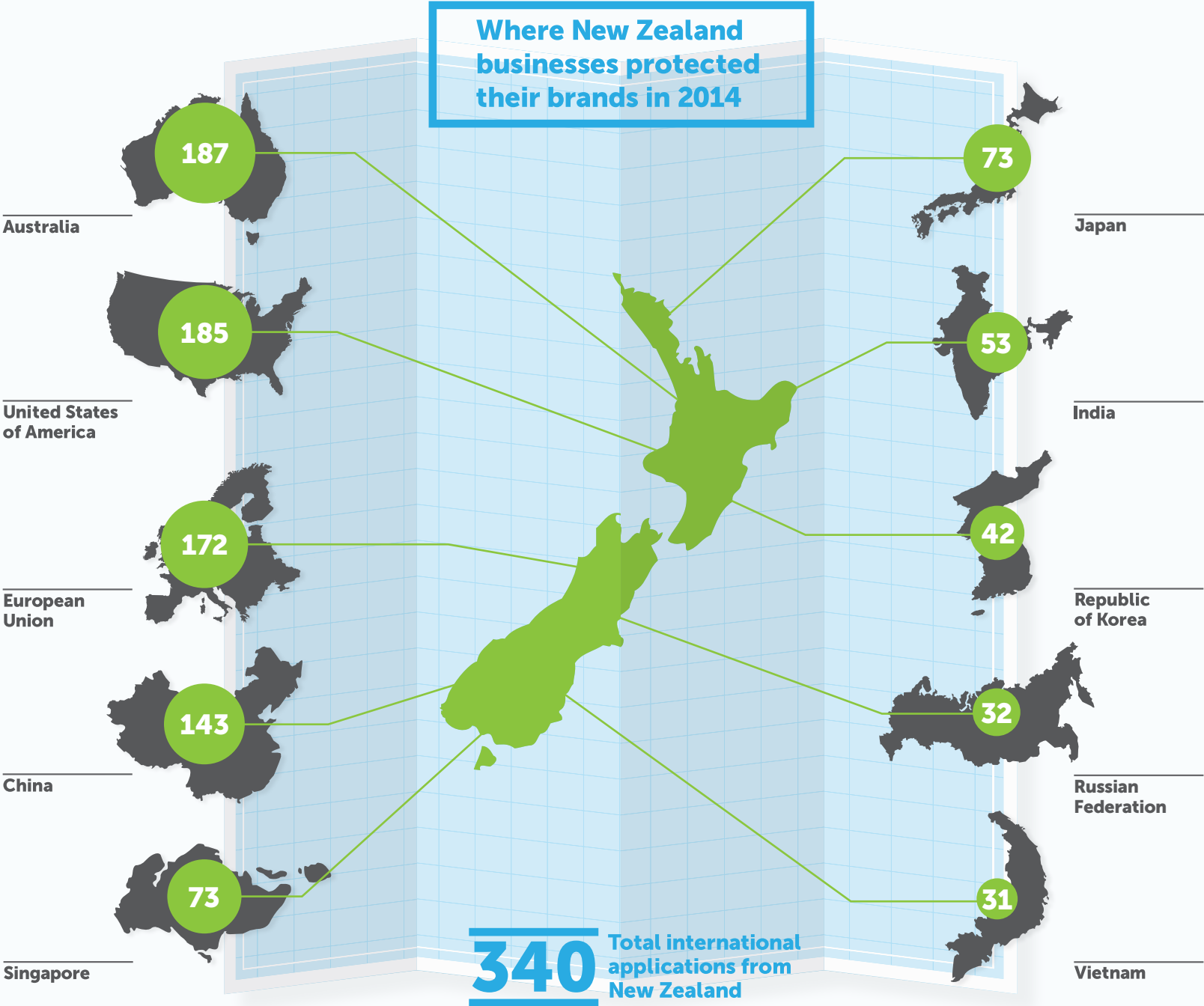


# How New Zealand businesses are protecting their Trade Marks around the world



**Small effort,  
big impact**



**Top 5**  
Industries New Zealand businesses applied for overseas protection in 2014



Electronics & Computers



Pharmaceuticals and supplements



Clothing, Footwear & Headgear



Entertainment, Sporting and Training Services



Services for Business