

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



## Top 5 for 2017

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2017.

-  Electronics and Computers
-  Services for Business and Retail Services
-  Scientific & Engineering Services, Software Design and SaaS
-  Pharmaceuticals, Supplements and Baby Foods
-  Wines and Spirits

## Top applicants for 2017

These are New Zealand businesses that filed the most Madrid applications for overseas protection in 2017.

- Fisher & Paykel Healthcare
- Artrix Limited
- Kono NZ LP
- Techemy Ltd

**Small effort,  
big impact**

Contact **IPONZ** | [iponz.govt.nz](http://iponz.govt.nz)  
if you have any questions | 0508 447 669