

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



**Small effort,
big impact**



Contact **IPONZ** | iponz.govt.nz
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Top 5 for 2016

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2016.

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

Top applicants for 2016

These are New Zealand businesses that filed the most Madrid applications for overseas protection in 2016.

- Fisher & Paykel Healthcare
- A2 Milk Company Ltd
- NZ King Salmon Co. Ltd
- Villa Maria Estate Ltd
- Parking Sense Ltd