

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



**Small effort,  
big impact**



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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