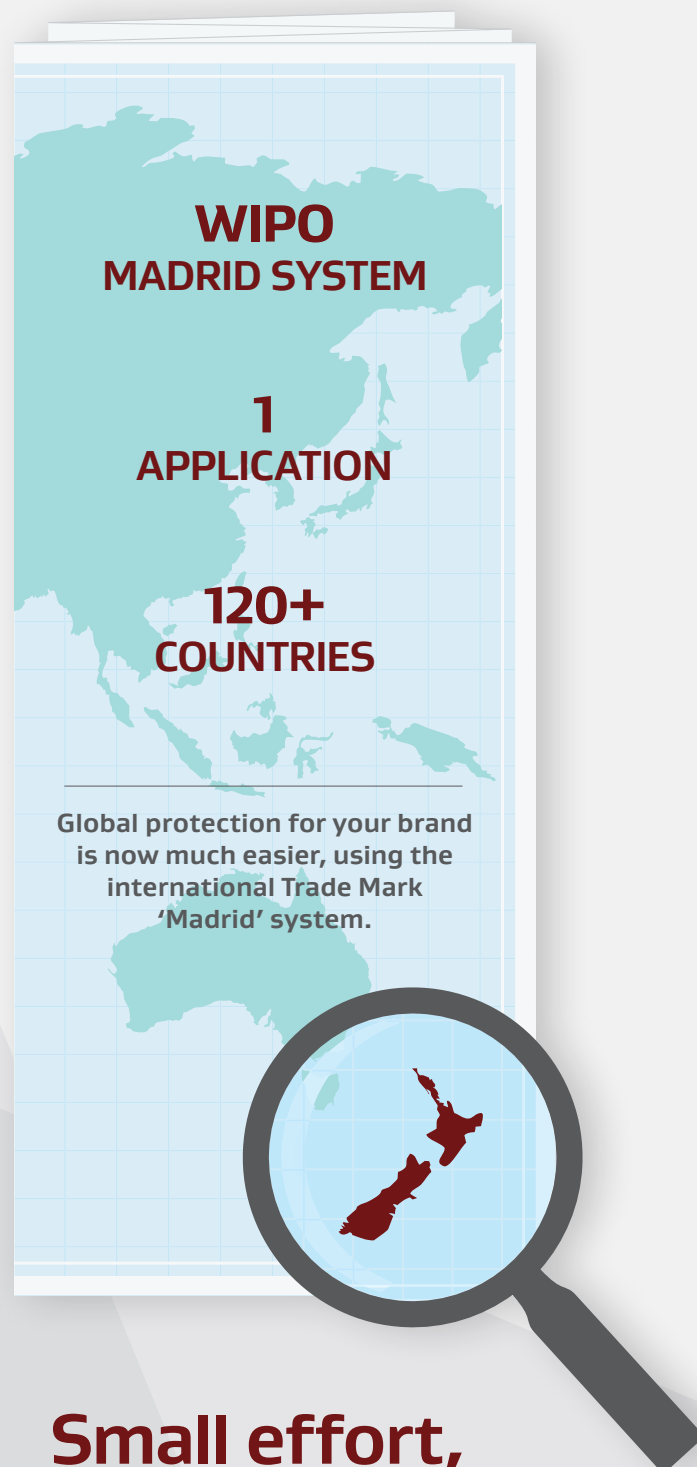


How New Zealand businesses are protecting their **Trade Marks** around the world



**Small effort,
big impact**



Contact IPONZ | iponz.govt.nz
if you have any questions

Top 5 for 2021

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2021.



**Services for Business
and Retail Services**



**Scientific & Engineering Services,
Software Design and SaaS**



**Electronics, Computers
and Software**



**Pharmaceuticals, Supplements
and Baby Foods**



**Education, training and
entertainment services**

Top applicants for 2021

These are the New Zealand businesses that filed the most Madrid applications for overseas protection in 2021.

- Fisher & Paykel Healthcare Limited
- Fonterra TM Limited
- JJK Group Limited