

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



Top 5 for 2020

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2020.

-  Pharmaceuticals, Supplements and Baby Foods
-  Services for Business and Retail Services
-  Electronics, Computers and Software
-  Cosmetics, Toiletries and Skincare
-  Scientific & Engineering Services, Software Design and SaaS

Top applicants for 2020

These are the New Zealand businesses that filed the most Madrid applications for overseas protection in 2020.

- Fisher & Paykel Healthcare Limited
- The Stylebender Limited
- Alpine Drinks NZ Limited

Small effort, big impact

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