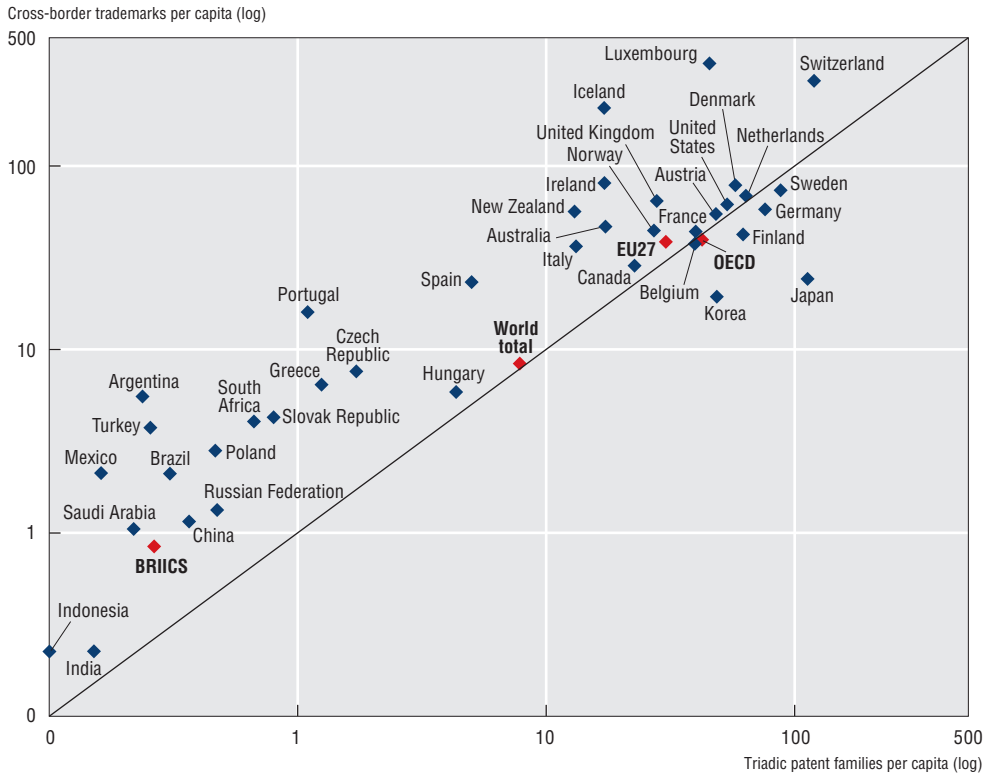


INNOVATION EVERYWHERE

New indicators based on trademarks point to a wealth of incremental and marketing innovations in addition to technological innovations. Countries with strong manufacturers or a specialisation in information and communication technology tend to turn to patents rather than trademarks. Countries with a large services sector tend to engage more in trademark protection. Catching-up countries have a lower propensity to innovate or to seek protection (patent or trademark) for their innovations than OECD countries.

Patents and trademarks per capita, 2005-07

Average number per million population, OECD and G20 countries



What is a triadic patent?

Triadic patent families are defined as those patents applied for at the European Patent Office (EPO), the Japan Patent Office (JPO) and the US Patent and Trademark Office (USPTO) to protect a same invention. Triadic patents are typically of higher value and eliminate biases arising from home advantage and the influence of geographical location.

What is a cross-border trademark?

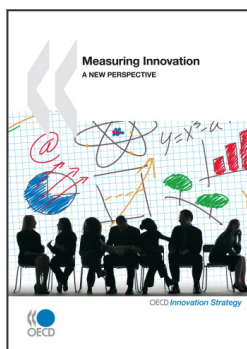
Trademark counts are also subject to home bias, as firms tend to file trademarks first in their home country. Cross-border trademarks are here defined as applications at the USPTO except for the United States and countries with a high propensity to file trademarks in the United States (Australia, Canada, Israel, Mexico and New Zealand). For these countries, counts are based on the relative share of their filings at the JPO and the European Office for Harmonization in the Internal Market (OHIM). This method is used to obtain information on trademarks commercialised abroad, hence the name “cross-border trademarks”.

Why use trademarks as indicators of innovation?

A trademark is a sign that distinguishes the goods and services of one undertaking from those of other undertakings. Firms use trademarks to launch new products on the market in order to signal novelty, promote their brand and appropriate the benefits of their innovations. It has been shown that the number of trademark applications is highly correlated with other innovation indicators. As their perimeter of application is very broad, they convey information not only on product innovations, but also on marketing innovations and innovations in the services sector. An advantage of using trademarks as an innovation indicator is that data on trademark applications are publicly available immediately after the filing. Trademark-based indicators can thus provide up-to-date information on the level of innovative activity. See chapter notes for more information.

Source: OECD, Patent Database, January 2010; USPTO Trademark BIB ACE Database (Cassis), June 2008; OHIM and JPO annual reports 2005-08; World Intellectual Property Organization (WIPO) Trademark Statistics, January 2010. See chapter notes.

StatLink <http://dx.doi.org/10.1787/834561767368>



From:
Measuring Innovation
A New Perspective

Access the complete publication at:
<https://doi.org/10.1787/9789264059474-en>

Please cite this chapter as:

OECD (2010), "Protection of innovation", in *Measuring Innovation: A New Perspective*, OECD Publishing, Paris.

DOI: <https://doi.org/10.1787/9789264059474-8-en>

This work is published under the responsibility of the Secretary-General of the OECD. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries.

This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area.

You can copy, download or print OECD content for your own use, and you can include excerpts from OECD publications, databases and multimedia products in your own documents, presentations, blogs, websites and teaching materials, provided that suitable acknowledgment of OECD as source and copyright owner is given. All requests for public or commercial use and translation rights should be submitted to rights@oecd.org. Requests for permission to photocopy portions of this material for public or commercial use shall be addressed directly to the Copyright Clearance Center (CCC) at info@copyright.com or the Centre français d'exploitation du droit de copie (CFC) at contact@cfcopies.com.