

# Hague Yearly Review 2021 – Executive Summary

International Registration of Industrial Designs



**This executive brief identifies key trends in the use of the WIPO-administered Hague System for the International Registration of Industrial Designs. For fuller statistics, see the *Hague Yearly Review 2021* – available in English at: [www.wipo.int/ipstats](http://www.wipo.int/ipstats)**

## Key numbers for 2020

**5,792** (-1.7%)

**International applications**

**6,795** (+34.8%)

**International registrations**

**24,126** (-3.2%)

**Designations in international applications**

**27,339** (+30.3%)

**Designations in international registrations**

**4,759** (+34.2%)

**Renewals of international registrations**

**44,096** (+6.3%)

**International registrations in force**

**18,580** (-15%)

**Designs contained in international applications**

**23,671** (+27.7%)

**Designs contained in international registrations**

**75,345** (-11.8%)

**Designs contained in designations in international applications**

**89,549** (+21.6%)

**Designs contained in designations in international registrations**

**21,559** (+25.1%)

**Designs contained in renewals of international registrations**

**172,217** (+5.1%)

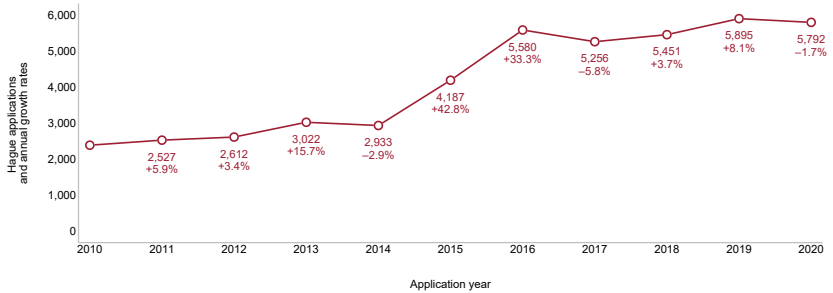
**Designs contained in international registrations in force**

*After 13 consecutive years of growth, the number of designs contained in applications filed under the Hague System declined by 15% in 2020*

The number of international applications for the protection of designs filed under the World Intellectual Property Organization (WIPO) administered Hague System amounted to 5,792 applications in 2020, representing a 1.7% decline on the previous year (figure A1). Moreover, the number of designs contained in those applications fell by 15% to 18,580 designs – the first decline since 2006 (figure A2). A considerable drop in the number of designs originating from Germany, Italy and the Republic of Korea partly accounts for the overall decrease seen in 2020.

**International applications declined 1.7% in 2020 to 5,792 applications.**

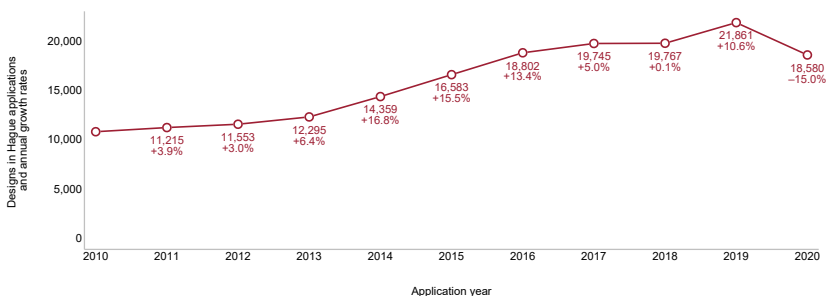
A1. Trend in international applications, 2010–2020



Source: WIPO Statistics Database, March 2021.

## Designs contained in international applications fell 15% in 2020 down to 18,580 designs.

A2. Trend in the number of designs contained in international applications, 2010–2020



Source: WIPO Statistics Database, March 2021.

## *Applicants from at least 67 countries or territories filed one or more Hague application*

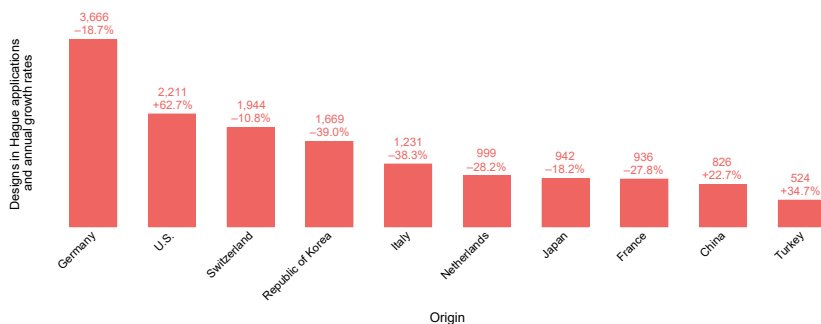
The accession of Israel, Mexico and Samoa in 2020 brought the number of Hague members to 74. These 74 Hague members make it possible for applicants to obtain protection for their designs within a geographical area incorporating a total of 91 countries. The difference between the number of Hague members and the number of countries covered by the System is due to the African Intellectual Property Organization (OAPI) and the European Union (EU) being Hague members. By choosing to designate these intergovernmental organizations within an application, protection is sought simultaneously within all their respective member states. In 2020, around 2,290 applicants from at least 67 countries or territories filed one or more Hague international application.

## *Germany, with 3,666 designs, continued to be the biggest source of designs for the Hague System*

Despite a decrease of 18.7%, Germany, with 3,666 designs, continues to be the main source of designs for the Hague System (figure A3). The United States of America (U.S.) (2,211 designs) moved up from 6th to second position. Switzerland, the Republic of Korea and Italy ranked third, fourth and fifth, respectively, with 1,944, 1,669 and 1,231 designs. Japan – a recent member – has gradually moved up the ranking. It was the seventh largest user of the Hague System in 2020. China, which is not a member of the Hague System, ranked in ninth position. Among the top 10 origins, the U.S. (+62.7%), Turkey (+34.7%) and China (+22.7%) are the only three to have registered growth in 2020.

### **Despite a substantial decline in applications, Germany remained the main source of designs for the Hague System, with 3,666 designs in 2020.**

A3. Designs contained in international applications for the top 10 origins, 2020

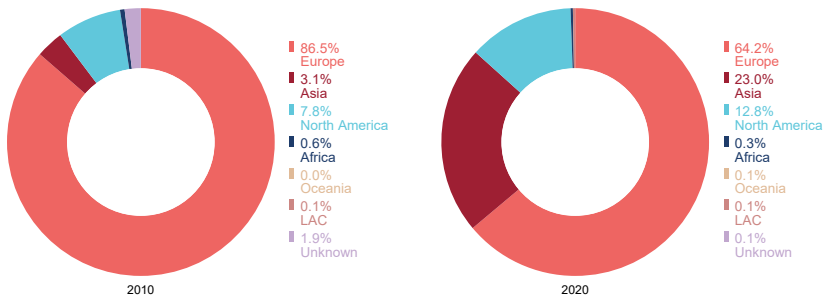


Source: WIPO Statistics Database, March 2021.

Applicants based in Europe accounted for 64.2% of all designs filed in 2020 (figure A4). This reflects the membership of the Hague System, the vast majority of whom are European countries. However, following the recent accession of Japan and the Republic of Korea, the proportion of designs originating from Asia increased from 3.1% in 2010 to 23%. Similarly, accession by Canada and the U.S. led to an increase in North America’s share from 7.8% in 2010 to 12.8% in 2020. The combined share of Africa, Latin America and the Caribbean (LAC) and Oceania is only 0.5%.

**Applicants based in Europe accounted for 64.2% of all designs filed in 2020.**

A4. Designs contained in international applications by region, 2010 and 2020



Note: LAC is the Latin America and the Caribbean.

Source: WIPO Statistics Database, March 2021.

## *Which companies had the most designs published in 2020?*

For a fourth consecutive year, Samsung Electronics of the Republic of Korea with 859 designs published headed the list of top filers, followed by Procter & Gamble of the U.S. (623), Fonkel Meubelmarketing of the Netherlands (569), Volkswagen of Germany (524) and Beijing Xiaomi Mobile Software of China (516) (table A5). For the first time, a company from China is among the top five applicants. The top 10 applicants list is comprised of three applicants from Germany, two applicants each from the Netherlands, the Republic of Korea and the U.S., and one from China.

Lampenwelt of Germany is a new user of the Hague System and ranked in 10th spot, with 276 designs. Among the top 10 applicants, Wenko-Wenselaar of Germany (with 352 additional designs in 2020) and Beijing Xiaomi Mobile Software of China (+344 designs) registered the fastest increase in published designs recorded between 2019 and 2020.

### **For a fourth consecutive year, Samsung Electronics of the Republic of Korea headed the list of top filers.**

#### A5. Top Hague applicants, 2018–2020

Ranking	Applicant's name	Origin	Number of designs contained in published registrations		
			2018	2019	2020
1	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	863	929	859
2	PROCTER & GAMBLE CO.	U.S.	561	405	623
3	FONKEL MEUBELMARKETING B.V.	Netherlands	408	859	569
4	VOLKSWAGEN AG	Germany	268	536	524
5	BEIJING XIAOMI MOBILE SOFTWARE CO., LTD.	China	14	172	516
6	LG ELECTRONICS INC.	Republic of Korea	715	598	478
7	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	164	371	463
8	WENKO-WENSELAAR GMBH & CO. KG	Germany	282	10	362
9	MAGIC LEAP, INC.	U.S.	5	63	320
10	LAMPENWELT GMBH	Germany	0	0	276

Note: For confidentiality reasons, data are based on published registrations and on the publication date.

Source: WIPO Statistics Database, March 2021.



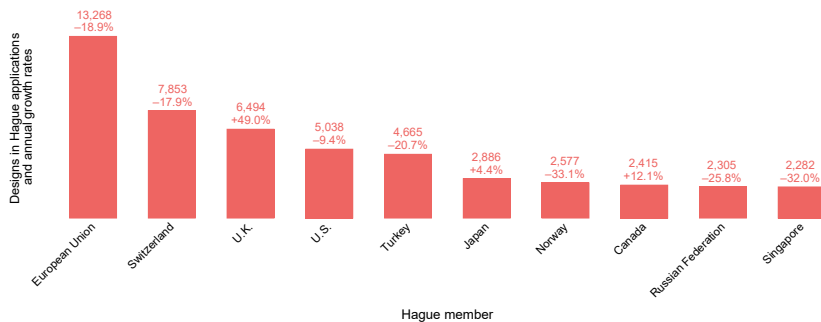
## Where do Hague applicants seek protection for their designs?

The Hague System simplifies the process of multinational registration by creating a single international procedure for protecting a design in multiple jurisdictions. Applicants list those Hague members in whose jurisdictions they wish to protect their designs (known as “designated members”).

The EU was the most designated Hague member in international applications in 2020, with 4,149 designations containing 13,268 designs (figure A6). The EU has been the most designated member since 2010. It was followed by Switzerland (7,853 designs), the United Kingdom (U.K.) (6,494), the U.S. (5,038) and Turkey (4,665). Among top 10 designated member, the U.K. (+49%) recorded the fastest growth, whereas Norway (-33.1%) experienced the steepest decline.

### Of the top 10 designated members, the U.K. had the strongest growth in designs in designations in 2020.

A6. Designs contained in designations in international applications for the top 10 designated Hague members, 2020



Source: WIPO Statistics Database, March 2021.

## *Which classes were most frequently specified in international applications?*

Designs relating to means of transport (Class 12; 10.1%) accounted for the largest share of total designs in 2020, followed by recording and communication equipment (Class 14; 8.9%), packages and containers (Class 9; 8.4%), furnishing (Class 6; 7.4%) and lighting apparatus (Class 26; 6.9%). Combined, the top 10 most specified classes accounted for 65.6% of all designs in 2020 (table A7).

Among the top 10 classes, pharmaceutical and cosmetic products (+42.8%) saw a sizeable growth in 2020. This, combined with the top growth of 262% in designs relating to the prevention of accidents (class 29) and another strong 45% growth in designs relating to medical and laboratory equipment (class 24), reflects the innovation taking place as part of the collective response to the COVID-19 pandemic.

### **Designs related to means of transport (10.1%) accounted for the largest share of total designs in 2020.**

A7. Designs contained in international applications by class, 2018–2020

Class	2018	2019	2020	Growth rate (%): 2019–2020	2020 share of total (%)
Class 12: Means of transport	1,662	2,075	1,879	-9.4	10.1
Class 14: Recording and communication equipment	2,031	2,971	1,653	-44.4	8.9
Class 9: Packages and containers	1,220	1,441	1,568	8.8	8.4
Class 6: Furnishing	2,352	2,187	1,379	-36.9	7.4
Class 26: Lighting apparatus	1,196	1,357	1,278	-5.8	6.9
Class 11: Articles of adornment	866	960	1,033	7.6	5.6
Class 23: Heating and cooling equipment	1,064	1,173	998	-14.9	5.4
Class 7: Household goods	709	773	836	8.2	4.5
Class 25: Building units and construction elements	505	812	793	-2.3	4.3
Class 28: Pharmaceutical and cosmetic products	785	542	774	42.8	4.2

Source: WIPO Statistics Database, March 2021.

## *International registrations of industrial designs grew by 34.8% in 2020*

The International Bureau (IB) recorded 6,795 international registrations in 2020, representing a remarkable 34.8% growth on the previous year (table A8). The number of designs contained within those registrations grew by 27.7% to reach 23,671 designs – the fastest year-on-year increase seen since 2010. Holders residing in Germany accounted for 22.3% of all design registrations, followed by those in the U.S. (10.9%), Switzerland (9.7%), the Republic of Korea (9.6%) and Italy (6.1%). Among the top five origins, the U.S. (+84.6%), Germany (+52.2%) and Switzerland (+10.2%) each saw double-digit growth in 2020. The U.S. moved up from fifth position to second spot due to strong growth in 2020.

### **The top four origins accounted for over half of all designs in registrations in 2020.**

A8. International registrations and registration design counts for the top 10 origins, 2020

Origin	Number of registrations			Designs in registrations		
	2020	Growth rate (%): 2019–2020	2020 share of total (%)	2020	Growth rate (%): 2019–2020	2020 share of total (%)
<b>Total</b>	<b>6,795</b>	<b>34.8</b>	<b>100</b>	<b>23,671</b>	<b>27.7</b>	<b>100</b>
Germany	823	17.1	12.1	5,279	52.2	22.3
U.S.	583	69.5	8.6	2,569	84.6	10.9
Switzerland	602	7.1	8.9	2,303	10.2	9.7
Republic of Korea	1,429	52.0	21.0	2,273	2.5	9.6
Italy	322	-19.7	4.7	1,437	-23.2	6.1
France	500	29.9	7.4	1,272	19.2	5.4
Netherlands	156	-9.8	2.3	1,265	-6.6	5.3
Japan	491	42.7	7.2	1,216	4.3	5.1
China	391	99.5	5.8	989	105.2	4.2
Turkey	133	82.2	2.0	570	77.0	2.4

Note: The top 10 origins were selected based on the number of designs contained in registrations in 2020.

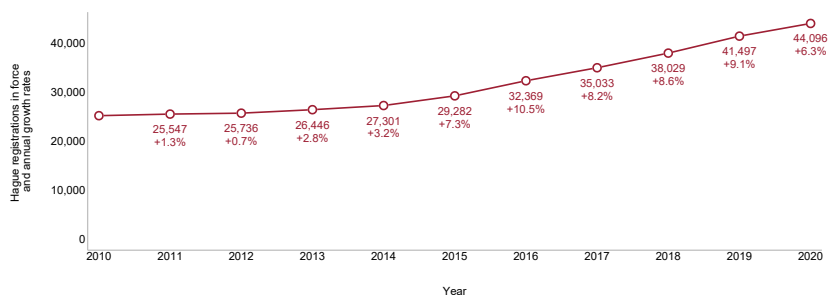
Source: WIPO Statistics Database, March 2021.

## *Registrations in force grew by 6.3% in 2020*

The number of registrations in force (active registrations) rose by 6.3% in 2020, marking an eleventh consecutive year of growth. The approximately 44,100 registrations in force contained around 172,200 designs (figure A9). Both registrations in force and the designs contained in those registrations are concentrated in a small number of countries, with holders residing in Germany (25.8%), Switzerland (17.4%) and France (9.2%) together accounting for around 52.4% of all active designs in 2020 (A10).

### **Around 44,100 international registrations were in force in 2020 – a 6.3% increase on the previous year.**

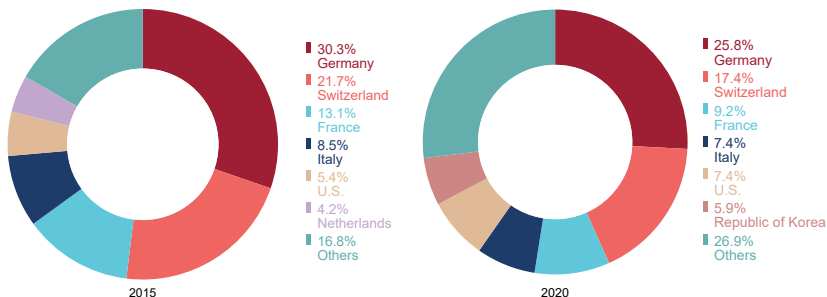
#### A9. International registrations in force, 2010–2020



Source: WIPO Statistics Database, March 2021.

**The combined share of holders residing in Germany and Switzerland decreased from 52% in 2015 down to 43.2% in 2020.**

A10. Share of designs contained in international registrations in force for the top six origins, 2015 and 2020



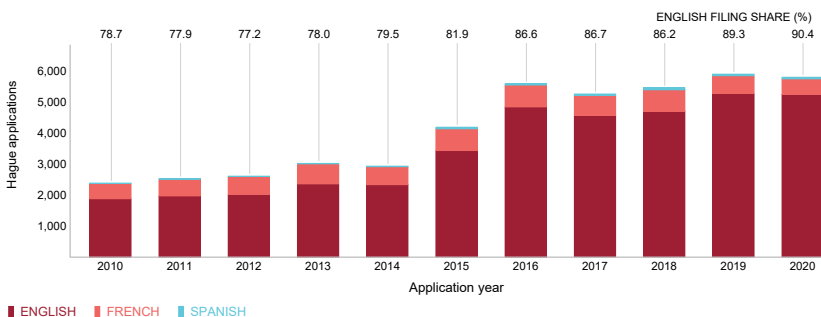
Source: WIPO Statistics Database, March 2021.

***Nine out of 10 international applications are filed in English***

In 2020, 90.4% of Hague applications were filed in English, whereas French accounted for 8.6% and Spanish just 1% (figure A11). Up until 1998, over half of all filings were made in French, since when English has been the preferred language for applications. Only two Spanish-speaking countries – Mexico and Spain – are members of the Hague System, which explains the low share of applications filed in Spanish.

**Nine out of 10 international applications are now filed in English.**

A11. Distribution of international applications by language of filing, 2010–2020



Note: International applications can be filed in English, French or Spanish.

Source: WIPO Statistics Database, March 2021.

## *The IB distributed CHF 11.14 million to designated offices in 2020*

In 2020, the IB distributed 11.14 million Swiss francs (CHF) to all designated offices, representing an increase of 51.5% on 2019 (table A12). Japan received the largest share (25.6%), followed by the U.S. (21.4%), the EU (14.1%) and the Republic of Korea (10.5%).

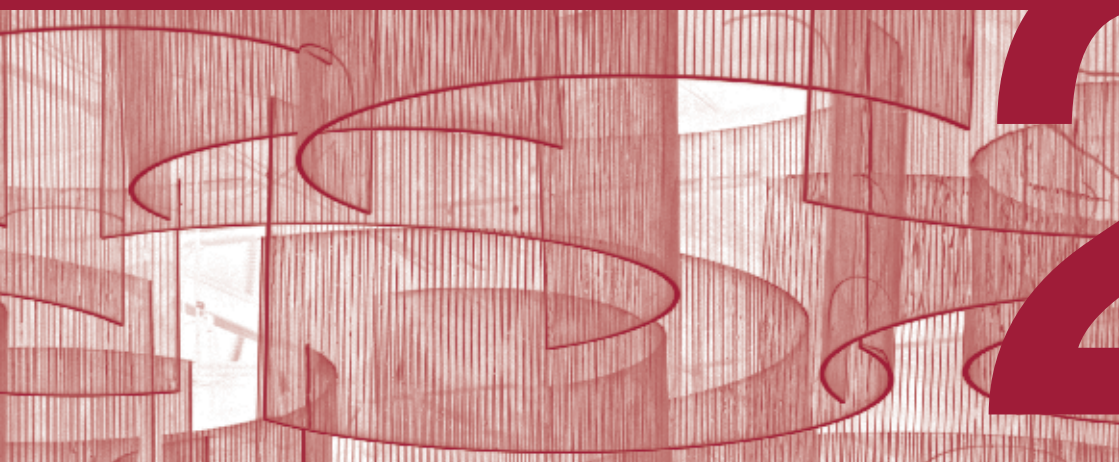
### **Combined, the EU, Japan, the Republic of Korea and the U.S. received 71.5% of the CHF 11.1 million distributed to designated members in 2020.**

A12. Fees distributed to designated offices by the IB, 2019–2020

Office	2019	2020	Growth rate (%): 2019–2020	2020 share of total (%)
<b>Total</b>	<b>7,354,120.0</b>	<b>11,140,338.0</b>	<b>51.5</b>	<b>100.0</b>
Japan	1,429,085	2,846,889	99.2	25.6
U.S.	1,837,770	2,383,249	29.7	21.4
EU	1,285,606	1,569,473	22.1	14.1
Republic of Korea	584,045	1,166,557	99.7	10.5
Canada	394,200	888,208	125.3	8.0
Switzerland	299,019	350,934	17.4	3.2
Russian Federation	237,661	262,851	10.6	2.4
Norway	114,325	121,704	6.5	1.1
African Intellectual Property Organization	52,034	110,203	111.8	1.0
Turkey	91,932	101,602	10.5	0.9

Source: WIPO Statistics Database, March 2021.





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