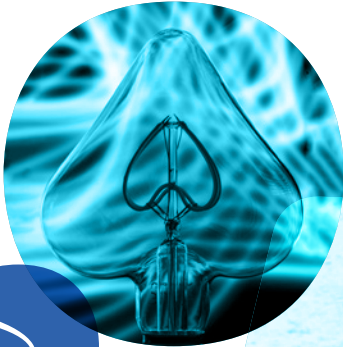


Executive Summary Hague Yearly Review 2023





Executive Summary **Hague Yearly Review 2023** 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 2023* – available in English at: www.wipo.int/ipstats/en/

Key numbers for 2022

7,973 (+18.8%)

International applications

25,030 (+11.2%)

Designs contained in international applications

7,725 (+26.5%)

International registrations

25,148 (+25.8%)

Designs contained in international registrations

33,491 (+15.9%)

Designations in international applications

97,899 (+6.4%)

Designs contained in designations in international applications

32,004 (+22.7%)

Designations in international registrations

96,438 (+16.9%)

Designs contained in designations in international registrations

5,284 (-3.2%)

Renewals of international registrations

21,081 (+5.4%)

Designs contained in renewals of international registrations

51,172 (+7.8%)

International registrations in force

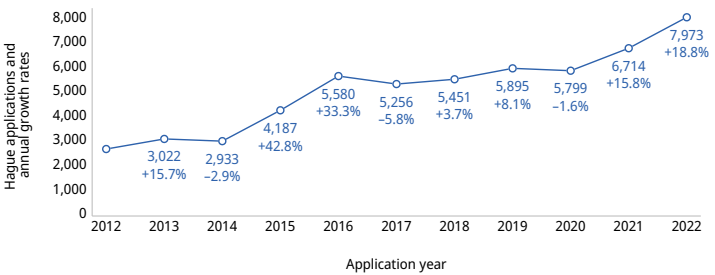
197,036 (+6.5%)

Designs contained in international registrations in force

Demand for design protection saw double-digit growth, with China's 2022 accession to WIPO's international design registration system fueling a surge in international design applications.

In 2022, the World Intellectual Property Organization (WIPO) received 7,973 international applications for design protection under the Hague System for the International Registration of Industrial Designs. This represents an 18.8% increase on the previous year (see figure 1). Furthermore, applications contained a record number of designs, reaching 25,030 and marking an 11.2% growth (see figure 2). The overall increase was primarily driven by a significant increase in designs originating from China, Germany, Italy and Switzerland.

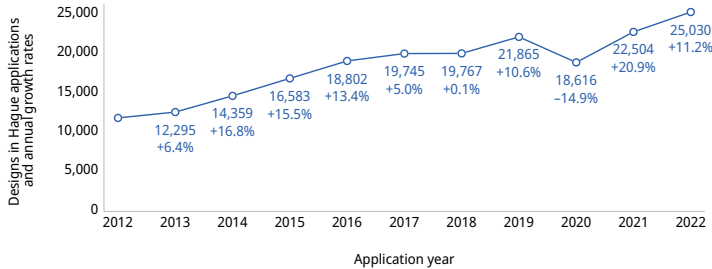
In 2022, international applications experienced a second consecutive year of double-digit growth, increasing by 18.8%.
1. International applications, 2012-2022



Source: WIPO Statistics Database, February 2023.

Growth in designs contained in international applications remained strong in 2022, but was half that of the previous year.

2. Number of designs contained in international applications, 2012–2022



Source: WIPO Statistics Database, February 2023.

Applicants from at least 65 countries or territories filed one or more Hague application

The accession of China and Jamaica in 2022 has increased the number of Hague members to 77. Applicants can now obtain design protection within the territories of 94 countries. Note that there are fewer Hague members than there are countries covered by the System, due to the membership of the African Intellectual Property Organization (OAPI) and the European Union (EU). Applicants can choose to designate these two intergovernmental organizations in an application, each of which affords protection across all their respective member states. In 2022, over 3,300 applicants from at least 65 countries filed international applications.

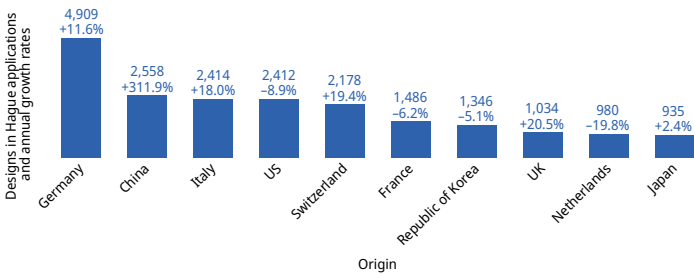
Germany remained top user of the international design system

In 2022, Germany remained the leading user of the international design system, with an 11.6% increase on the year to 4,909 designs (see figure 3). China – a new member – secured second place by seeking protection for 2,558 designs. Italy recorded an impressive growth of 18%, overtaking the US to rank third with 2,414 designs, while the US saw a decline of 8.9% down to 2,412 designs. Switzerland followed in fifth place with 2,178 designs.

Among top 10 countries, five experienced double-digit growth in 2022. China had the highest growth rate at 311.9%, followed by the United Kingdom (UK) (+20.5%), Switzerland (+19.4%), Italy (+18%) and Germany (+11.6%). However, the rate of growth for China is not representative, as it joined the Hague System only recently in May 2022. Meanwhile, four countries experienced a decline, with the Netherlands (–19.8%) and the US (–8.9%) recording the sharpest falls.

In terms of number of designs, Germany continued to be the leading Hague System user, registering a significant 11.6% increase to a total of 4,909 designs.

3. Designs contained in international applications for the top 10 origins, 2022

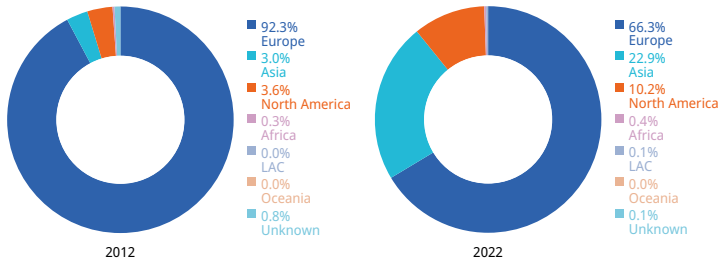


Note: The origin of an application is defined as the country or territory of residence stated in an applicant address.
Source: WIPO Statistics Database, February 2023.

In 2022, applicants based in Europe accounted for 66.3% of all designs filed worldwide (see figure 4). This is owing to the fact that a majority of Hague System members are European countries. However, with the recent accession of China, Japan and the Republic of Korea to the Hague System, the proportion of designs originating from Asia has increased significantly, from 3.0% in 2012 to 22.9% in 2022. In addition, the accession of Canada and the United States of America (US) has resulted in a substantial increase in North America’s share, from 3.6% in 2012 to 10.2% in 2022. In contrast, Africa, Latin America and the Caribbean (LAC) and Oceania had a combined share of just 0.5%. This is due to the limited number of Hague Agreement parties in these three regions.

The significant rise in Asia's share of total designs in applications in 2022 is attributable to China's accession to the Hague System that year.

4. Designs contained in international applications by region, 2012 and 2022



Note: Each geographical region includes the following number of countries or territories that filed at least one design application in either 2012 or 2022: Africa (6), Asia (16), Europe (42), Latin America and the Caribbean (LAC) (6), North America (2) and Oceania (1). Regions are defined according to United Nations definitions.

Source: WIPO Statistics Database, February 2023.

In 2022, Procter & Gamble of the US overtook Samsung Electronics of the Republic of Korea to become the applicant with the highest number of published designs

Procter & Gamble, a US-based company, became top filer in 2022, with 687 designs in published applications, displacing Samsung Electronics of the Republic of Korea (see table 5). Philips Electronics from the Netherlands came second with 633 designs, followed by Samsung Electronics with 451, I. Paleohorinos Fotistika from Greece with 414, and Wenko-Wenselaar GMBH from Germany also with 414 designs. Wenko-Wenselaar GMBH, Jellycat Limited of the UK, I. Paleohorinos Fotistika, and Ferrari of Italy, all substantially grew the number of designs included in their applications in 2022 compared to 2021, with increases of 412, 303, 276 and 230 designs, respectively. Conversely, Samsung Electronics had 411 fewer designs in 2022 compared to 2021, resulting in it dropping from first to third position in the ranking.

In 2022, Procter & Gamble of the US surpassed Samsung Electronics of the Republic of Korea to become the applicant with the highest number of published designs.

5. Top Hague applicants, 2020–2022

Ranking	Applicant's name	Origin	Number of designs contained in published applications		
			2020	2021	2022
1	PROCTER & GAMBLE CO.	US	623	665	687
2	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	463	678	633
3	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	859	862	451
4	I. PALEOHORINOS FOTISTIKA A.B.E.E.	Greece	65	138	414
4	WENKO-WENSELAAR GMBH & CO. KOMMANDITGESELLSCHAFT	Germany	362	2	414
6	JELLYCAT LIMITED	UK	0	100	403
7	LG ELECTRONICS INC.	Republic of Korea	478	655	366
8	FERRARI S.P.A.	Italy	58	99	329
9	BEIJING XIAOMI MOBILE SOFTWARE CO., LTD.	China	516	227	251
10	EIS GMBH	Germany	109	78	233
10	VOLKSWAGEN AG	Germany	524	403	233

Note: For confidentiality reasons, data are derived from published registrations and their corresponding publication dates.

Source: WIPO Statistics Database, February 2023.

The EU remained the most designated Hague member in international applications, with 5,370 designations containing 17,396 designs

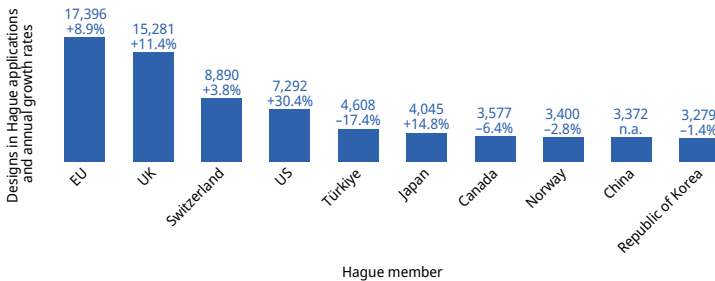
The Hague System is a mechanism simplifying the process of registering designs in multiple jurisdictions by creating a single international procedure. Applicants are able to list those Hague members in whose jurisdictions they wish to protect their designs, which are referred to as designated members. In 2022, applicants could seek protection for up to 100 designs in 94 countries/territories.

The EU remains the most designated Hague member in international applications, with 5,370 designations containing 17,396 designs (see figure 6). The EU has held top position since 2010. After the EU, the UK had the second most designations with 15,281 designs, followed by Switzerland with 8,890, the US with 7,292, and Türkiye with 4,608.

Since May 2022, it has also been possible to designate China, which received 1,491 designations in international applications containing 3,372 designs, placing it among the top 10 most designated member states.

The EU continues to be the most designated member in terms of designs in designations.

6. Designs contained in designations in international applications for the top 10 designated Hague members, 2022



n.a. indicates not applicable.

Source: WIPO Statistics Database, February 2023.

Designs related to recording and communication equipment accounted for 10.4% of all designs in 2022

In 2022, the biggest share of total designs was in recording and communication equipment (Class 14), accounting for 10.4% of all designs. This was followed by means of transport (Class 12) at 9.7%, packages and containers (Class 9) at 7.1%, furnishings (Class 6) at 6.8%, and fluid distribution equipment, sanitary, heating, ventilation, etc. (Class 23) at 6% (see table 7). The top 10 most specified classes together accounted for 64.7% of all designs in 2022. Among top 10 classes, there was a significant growth in the number of designs for toys and sports goods (Class 21) at +48.8%, fluid distribution equipment, sanitary, heating, ventilation, etc. (Class 23) at +45.2%, and machines not elsewhere specified (Class 15) at +44%.

Designs related to recording, communication or information retrieval equipment (10.4%) accounted for the largest share of total designs in 2022.

7. Designs contained in international applications by class, 2020–2022

Class	2020	2021	2022	Growth rate (%): 2021–2022	2022 share of total (%)
Class 14: Recording, communication or information retrieval equipment	1,644	2,162	2,605	20.5	10.4
Class 12: Means of transport or hoisting	1,895	2,209	2,427	9.9	9.7
Class 9: Packages and containers for the transport or handling of goods	1,572	1,872	1,766	–5.7	7.1
Class 6: Furnishing	1,385	1,544	1,696	9.8	6.8
Class 23: Fluid distribution equipment, sanitary, heating, ventilation, etc.	1,000	1,035	1,503	45.2	6.0
Class 26: Lighting apparatus	1,303	1,458	1,448	–0.7	5.8
Class 21: Games, toys, tents and sports goods	612	897	1,335	48.8	5.3
Class 11: Articles of adornment	1,008	1,103	1,198	8.6	4.8
Class 7: Household goods, not elsewhere specified	839	834	1,135	36.1	4.5
Class 15: Machines, not elsewhere specified	580	743	1,070	44.0	4.3

Source: WIPO Statistics Database, February 2023.

Designs registered through international applications increased by 25.8% in 2022, reaching a total of 25,148 designs

The International Bureau (IB) reported 7,725 international registrations in 2022, representing a 26.5% increase on the previous year. Additionally, the number of designs included in registrations amounted to 25,148, a significant increase from the 19,993 designs registered in 2021 (see table 8). The growth in designs within registrations from China and Germany contributed to almost 60% of the overall increase.

Holders residing in Germany accounted for the biggest proportion of all design registrations at 20.3%, followed by those in the US (10.8%), Italy (8.7%), China (8.6%) and Switzerland (8.1%) (see table 8). All top five origins experienced double-digit growth, with Germany showing the fastest growth rate at 39.3%. It should be noted that a growth rate for China (+276.4%) is not representative, as it only recently joined the Hague System in May 2022.

Holders residing in Germany accounted for one-fifth of all designs within registrations in 2022.

8. International registrations and registration design counts for the top 10 origins, 2022

Origin	Number of registrations			Designs in registrations		
	2022	Growth rate (%): 2021–2022	2022 share of total (%)	2022	Growth rate (%): 2021–2022	2022 share of total (%)
Germany	875	9.9	11.3	5,100	39.3	20.3
US	799	31.6	10.3	2,723	18.6	10.8
Italy	564	33.6	7.3	2,191	16.3	8.7
China	1,089	351.9	14.1	2,157	276.4	8.6
Switzerland	634	17.6	8.2	2,039	10.4	8.1
France	644	10.8	8.3	1,443	–4.2	5.7
Republic of Korea	788	–6.6	10.2	1,268	–13.4	5
UK	222	21.3	2.9	1,133	81.9	4.5
Netherlands	220	8.9	2.8	1,086	–3.9	4.3
Japan	454	16.7	5.9	957	11.4	3.8
Others/Unknown	1,436	10.3	18.6	5,051	21.7	20.1
Total	7,725	26.5	100.0	25,148	25.8	100.0

Note: Top 10 origins were selected based on the number of designs contained in registrations in 2022.

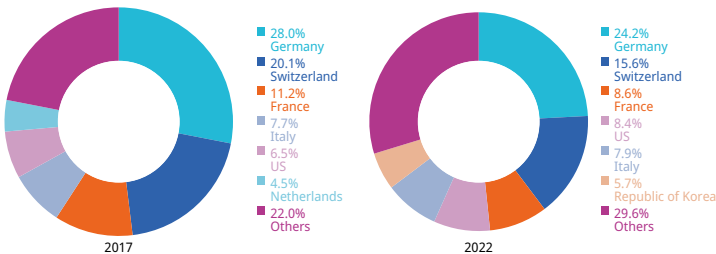
Source: WIPO Statistics Database, February 2023.

Around 51,200 international registrations, containing around 197,000 designs, were in force in 2022

Active registrations increased by 7.8% to reach 51,172 in 2022. Registrations in force consisted of approximately 197,036 designs. However, the majority of designs and registrations were concentrated in a small number of countries. In 2022, France, Germany, Italy, the Republic of Korea, Switzerland and the US held collectively around 70% of all active designs (see figure 9). Nevertheless, their combined share decreased by about 6.7 percentage points between 2017 and 2022.

The top six origins' combined share of registrations in force decreased from 77% in 2017 down to 70.4% in 2022.

9. Share of designs contained in international registrations in force for the top six origins, 2017 and 2022



Source: WIPO Statistics Database, February 2023.

The IB distributed CHF 12.8 million to 75 designated members in 2022

In 2022, designated offices received approximately 12.8 million Swiss francs (CHF) from the IB. Japan received the largest share of the total at 26.2%, followed by the US at 23.1%, the EU at 12.8%, Canada at 8.5% and the Republic of Korea at 6.8% (see table 10). China, which became a designated member in May 2022, received 5.2% of the total amount distributed by the IB, making it the sixth biggest recipient.

Combined, the EU, Japan and the US received more than three-fifths of the CHF 12.8 million in fees distributed to designated members in 2022.

10. Fees distributed to the top 10 designated members by the IB, 2021–2022

Designated member	2021	2022	2022 share of total (%)
Japan	3,134,124	3,369,831	26.2
US	2,250,477	2,960,737	23.1
EU	1,393,503	1,637,676	12.8
Canada	946,878	1,092,364	8.5
Republic of Korea	850,456	875,925	6.8
China	n.a.	661,491	5.2
Switzerland	291,343	330,132	2.6
UK	153,066	205,732	1.6
Russian Federation	208,845	173,645	1.4
Norway	113,606	128,083	1.0
Others	1,343,244	1,408,013	11.0
Total	10,685,542	12,843,629	100.0

n.a. indicates not applicable.

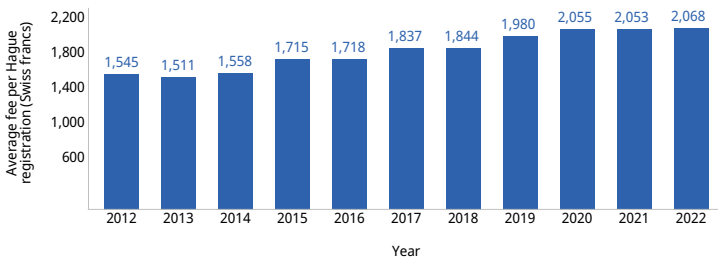
Source: WIPO Statistics Database, February 2023.

On average, applicants paid CHF 2,068 per international registration through the Hague System in 2022

In 2022, the average fee for a Hague international registration was CHF 2,068, which is only CHF 15 more than the previous year (see figure 11). The fee per registration ranged from between CHF 456 for 10 single-design registrations to CHF 46,120 for a single registration originating from Germany that contained 33 designs and designated 23 Hague members. Around two-thirds of registrations cost less than the CHF 2,068 average fee, while around 13.7% of registrations cost more than CHF 3,000 per registration.

The average fee per registration has remained more or less the same for the past three years.

11. Registration fees, 2012–2022



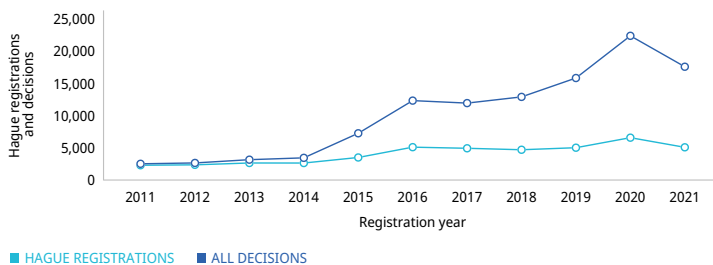
Source: WIPO Statistics Database, February 2023.

Decisions conveyed by designated offices to the IB have increased significantly

Between 2011 and 2021, the number of decisions communicated to the IB by designated offices relating to international registrations outpaced the number of registrations. In 2011, designated offices communicated 2,526 decisions to the IB, whereas in 2021, they communicated 17,623 decisions. Over the same period, the number of registrations increased from 2,302 to 5,094. Consequently, the ratio of decisions per registration increased from 1.1 in 2011 to 3.5 in 2021 (see figure 12). In 2022, the EU communicated the largest share of decisions to the IB, accounting for 30.1% of the total, followed by the US (24.6%), Japan (8.6%) and the Republic of Korea (8.3%) (see figure 13).

In 2021, an average 3.5 decisions were made per international registration, which is similar to the previous two years.

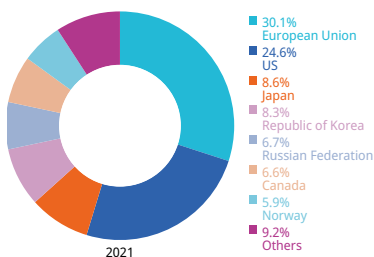
12. International registrations and decisions, 2011–2021



Source: WIPO Statistics Database, February 2023.

The EU and the US together accounted for over half (54.7%) of the decisions communicated to the IB in 2021.

13. Share of decisions communicated to the IB by the top designated offices, 2021



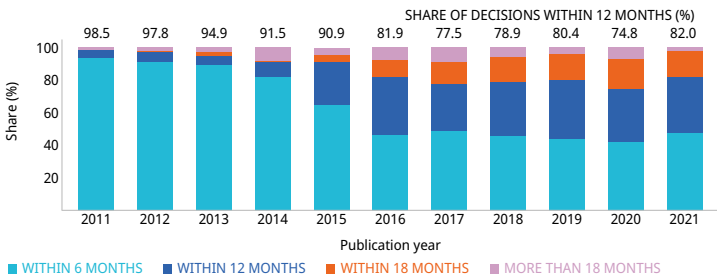
Source: WIPO Statistics Database, February 2023.

In 2021, slightly over four-fifths of all decisions were transmitted to the IB within 12 months

The percentage of decisions transmitted to the IB later than the 12-month time limit has gradually increased from approximately 1.5% in 2011 to about 18% in 2021. In 2021, slightly over four-fifths of all decisions were transmitted to the IB within 12 months, and another 16.1% within 18 months (see figure 14). Roughly, 2% of all decisions took more than 18 months from publication date to be conveyed to the IB.

In 2021, more than four-fifths of all decisions were transmitted within 12 months of the publication date.

14. Timelines for decisions by all designated offices, 2011–2021



Source: WIPO Statistics Database, February 2023.



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