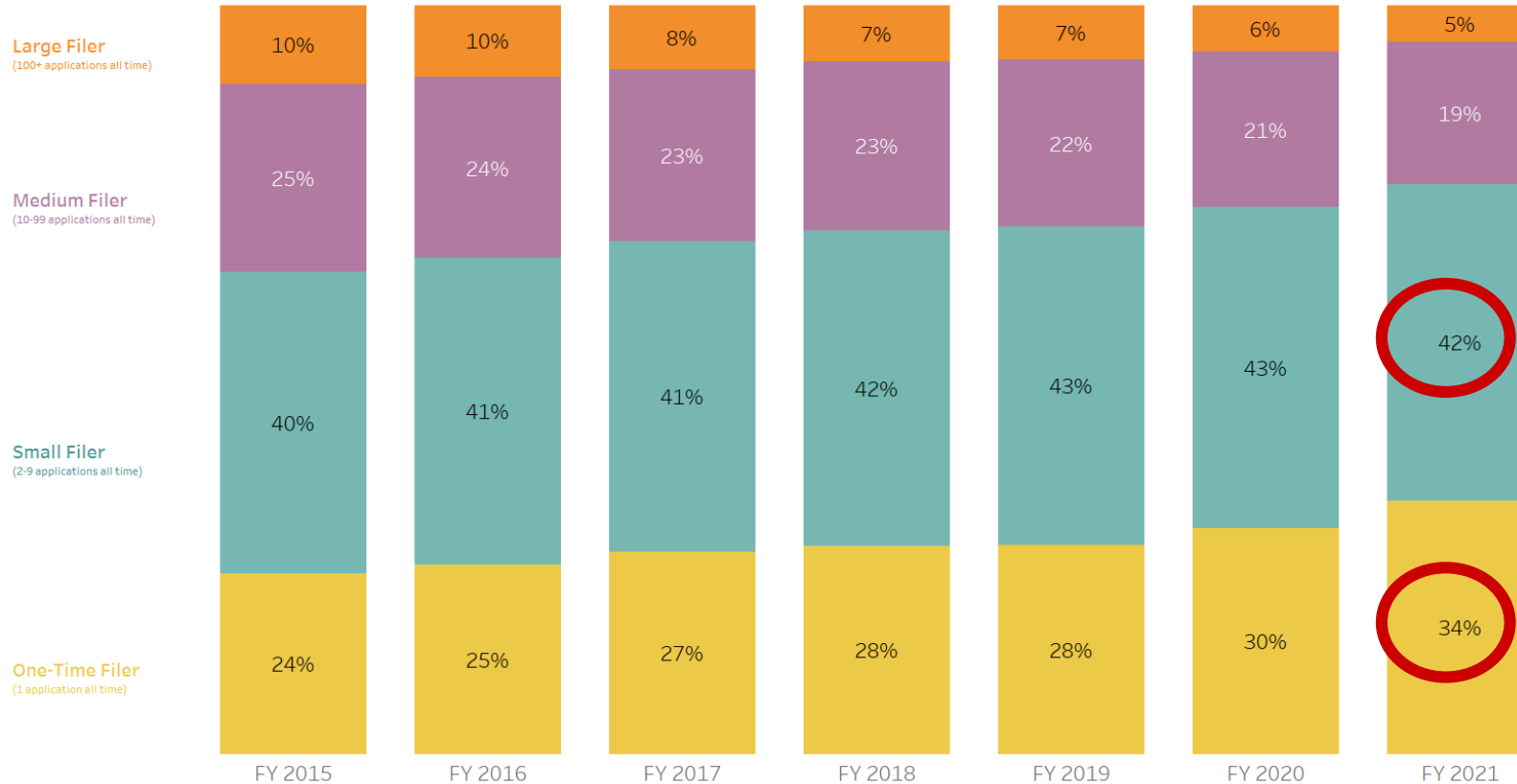


David Gooder  
Commissioner for Trademarks

# What drove the surge?

# Overall - 76% of all trademark filings: Filed by applicants with less than 10 applications



# Who drove the surge

Filers with fewer than 10 applications all-time; Use and ITU; Individuals; USA and China



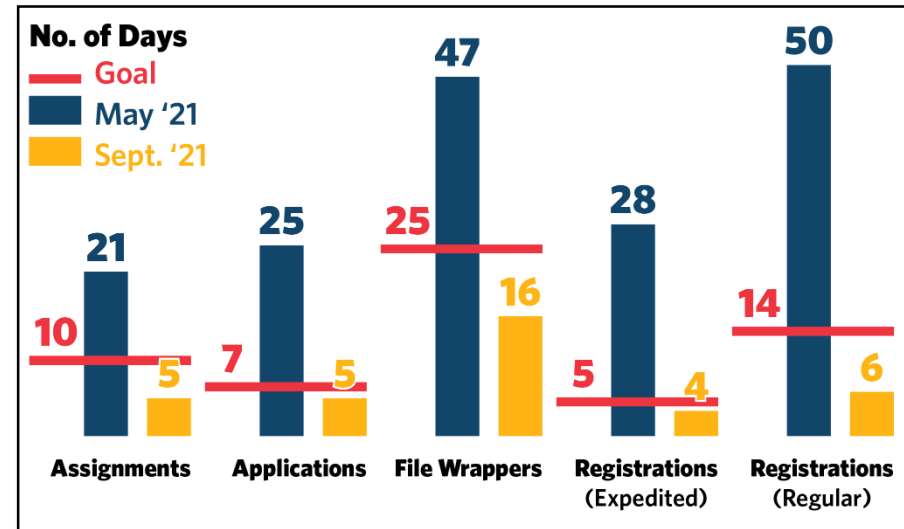
# Factors in the FY21 surge

- Growth of on-line sales
- Government stimulus
  - Direct stimulus checks
  - Subsidies, notably in Guangdong province
- Anticipation of USPTO fee increase in FY21
- Chinese/US law firms/lawyers
  - Marketing filings directly to Chinese SMEs
- Entrepreneurialism
  - 6,714,318 new businesses started since March 2020
  - Time + Money

# **Update: Obtaining timely certified copies**

# Stepping up: Public Records Division

- PRD fills requests for copies of patent & trademark documents from our customers
- PRD reduced its trademark documents backlog in 2021
- OPIA's effort



# Trademarks FY 2021-22 priorities

# Trademarks FY 2021-22 priorities

