What drove the surge?

David Gooder
Commissioner for Trademarks
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

![Bar chart showing the number of days for different categories: Assignments, Applications, File Wrappers, Registrations ( Expedited ), and Registrations ( Regular ). The chart compares the goal, May '21, and Sept. '21 results. ]
Trademarks FY 2021-22 priorities
Trademarks FY 2021-22 priorities

- Attack the application surge
- Implement the TMA
- Intensify IT modernization
- Boost TM register protection