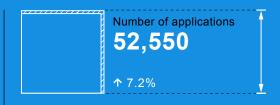


## WHO FILED **MOST MADRID TRADEMARK APPLICATIONS IN 2016?**

2015 2016 ↑ Change in totals

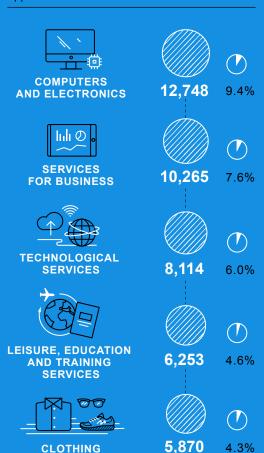
## **TOP 10** MADRID APPLICANTS

I O I I O MADINID ALL LICANTO	
Number of Madrid applications	
L'ORÉAL ↑ 15.4%	150
<b>⊗</b> GLAXO GROUP LIMITED ↑ 107.4%	
	- 141
<b>⇔ BMW</b> ↑ 192.5%	447
	- 117
<b>₩ LIDL 4</b> 21.7%	440
	112
<b>⊗ NOVARTIS ↓</b> 51.5%	
	<sub>-</sub> 94
☐ PHILIPS ELECTRONICS	
	85
S BOEHRINGER INGELHEIM ↓ 7.8%	00
	83
S BIOFARMA ↓ 7.4%	
	75
C DAIMLER AG ↓ 32.0%	
<u> </u>	70
NESTLÉ ↑ 28.8%	
//////////////////////////////////////	67
TOP 10 COUNTRIES	



## TOP 5 CLASSES

Number of classes specified in international applications and share of total



4.3%

**CLOTHING** 

