



UNITED STATES PATENT AND TRADEMARK OFFICE

September 15, 2022

VIA E-MAIL

RE: ***Freedom of Information Act (FOIA) Request No. F-22-00138***

Dear

This is in response to your November 02, 2021 Freedom of Information Act (FOIA) request seeking:

A copy of USPTO records about the surge in U.S. Trademark registrations by China (and Chinese companies). A copy of any internal assessments or studies or memos or reports or other internal materials about the surge in U.S. Trademark registrations from China. You may limit this request to records dated between January 1, 2019 and the November 3, 2021.

The United States Patent and Trademark Office (USPTO) conducted a search for records responsive to your request and retrieved 458 pages of records. Portions of these records however have been redacted and/or withheld in full pursuant to Exemption (b)(5) of the FOIA.

Exemption 5 protects “inter-agency or intra-agency memorandums or letters which would not be available by law to a party other than an agency in litigation with the agency.” 5 U.S.C. § 552(b)(5). This exemption allows agencies to withhold records that are normally privileged in the civil discovery context. *NLRB v. Sears, Roebuck & Co.*, 421 U.S. 132, 149 (1975). The three most frequently invoked privileges are the deliberative process privilege, the attorney work-product privilege, and the attorney-client privilege. The USPTO is applying the deliberative process privilege to some of these records.

The deliberative process privilege protects records that are both predecisional and deliberative. *Ancient Coin Collectors Guild v. U.S. Dep't of State*, 641 F.3d 504, 512 (D.C. Cir. 2011). Here, the withheld information is predecisional because it consists of a draft memorandum and emails which express opinions and recommendations regarding proposed agency actions antecedent to the adoption of a position (*Judicial Watch, Inc. v. U.S. Dep't of Commerce*, 337 F.Supp.2d 146, 172 (D.D.C. 2004)). The withheld

information is deliberative because it consists of employees' recommendations and opinions on policy matters. *Skinner v. U.S. Dep't of Justice*, 2010 WL 3832602 (D.D.C. 2010)(internal citations omitted). Facts expressed in these deliberative communications are not reasonably segregable, and thus are not suitable for disclosure. Release of this material would "almost certainly have a *chilling effect* on candid expression of views." *Schell v. Dep't of HHS*, 843 F.2d 933, 942 (6th Cir. 1988) (emphasis added).

You may contact the FOIA Public Liaison at 571-272-9585 for any further assistance and to discuss any aspect of your request. Additionally, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The contact information for OGIS is as follows: Office of Government Information Services, National Archives and Records Administration, 8601 Adelphi Road-OGIS, College Park, Maryland 20740-6001, e-mail at ogis@nara.gov; telephone at 202-741-5770; toll free at 1-877-684-6448; or facsimile at 202-741-5769.

You have the right to appeal this initial decision to the Deputy General Counsel, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. An appeal must be received within 90 calendar days from the date of this letter. The appeal must be in writing. You must include a copy of your original request, this letter, and a statement of the reasons why the information should be made available and why this initial denial is in error. Both the letter and the envelope must be clearly marked "Freedom of Information Appeal."

Sincerely,

Caitlin O. Trujillo
USPTO FOIA Officer
Office of General Law

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From: McDonald, Andrew
Sent: 6 Apr 2021 11:29:14 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through Q2 FY21

Please see below China filings data through April 1. Growth rates continued to be high through Q2. However, filings leveled in the 16k-18k range in January and March following the 45k spike in December. Overview:

- Chinese filings are up +534% FYTD compared to the same time last year.
- Chinese growth for Q2 FY21 was +344% compared to Q2 FY20.
- Chinese growth for March FY21 was +328% compared to March FY20.
- Chinese filings are 26.5% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 60% of the growth in FY21.

Please let us know if you need any further info.



-Andrew

From: McDonald, Andrew
Sent: 6 Jul 2021 13:16:45 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through Q3 FY21

Please see below China filings data through July 1. Growth rates (domestic and Chinese) are dropping as we run up against the initial surge months from last year.

Overview:

- Chinese filings are up +359% FYTD compared to the same time last year.
- Chinese growth for Q3 FY21 was +186% compared to Q3 FY20.
- Chinese growth for June FY21 was +112% compared to June FY20.
- Chinese filings are 25.5% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 60% of the growth in FY21.

Please let us know if you need any further info.



From: Vlcek, Tomas
Sent: 1 Sep 2020 19:16:00 +0000
To: Goeder, David S.
Cc: Hershkowitz, Meryl
Subject: China filings

This first slide illustrates daily filings from China (28-day average) in FY19 (orange) and FY20 (dark blue). Most of FY19 was higher than FY20, and there was a short spike over a couple of weeks in July 2019. For FY20, since March there has been a consistent increase in files that accelerated in July.

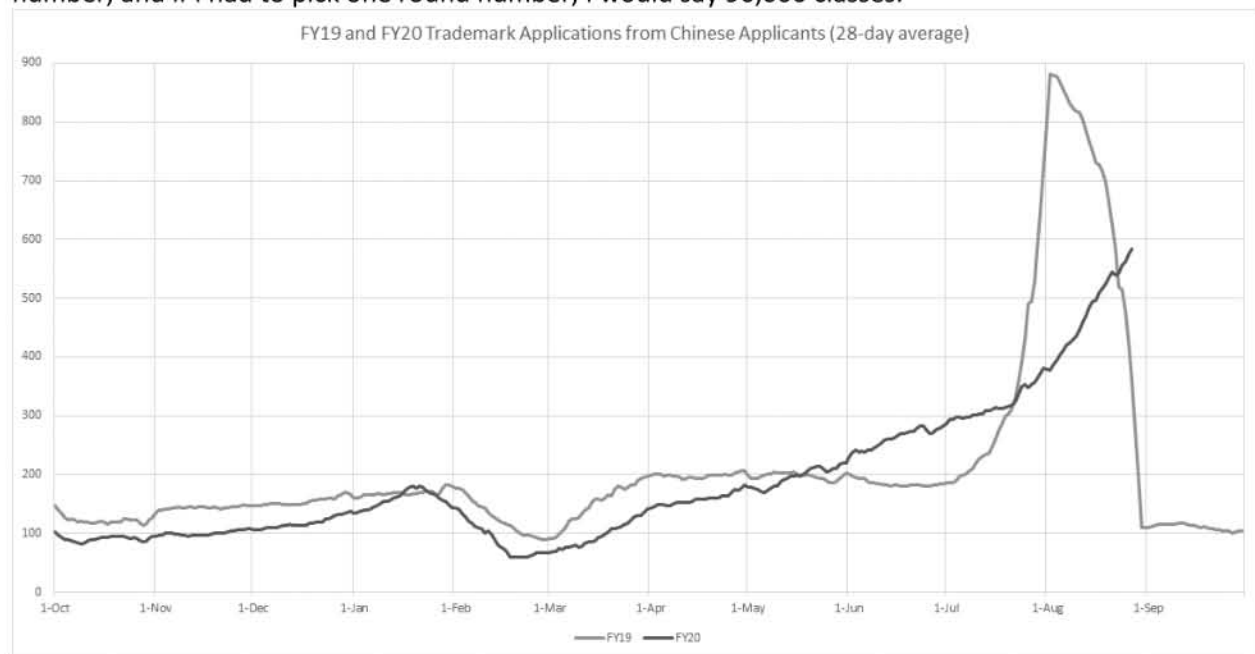
FY19 total files from Chinese applicants: 76,569 classes

FY20 total files from Chinese applicants through 8/27: 68,673 classes

Currently averaging about 4500 classes per week, so with 5 weeks to go in the fiscal year, if this pace continues, we would end up with 91,000 classes.

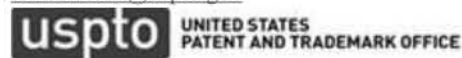
If it suddenly calms down and levels out at the current rate, we would end up with 81,000 classes.

My estimate would be that we would end up somewhere in between, but more likely at the higher end because the trend has been increasing. So it would be pretty safe to say we will exceed FY19's total number, and if I had to pick one round number, I would say 90,000 classes.



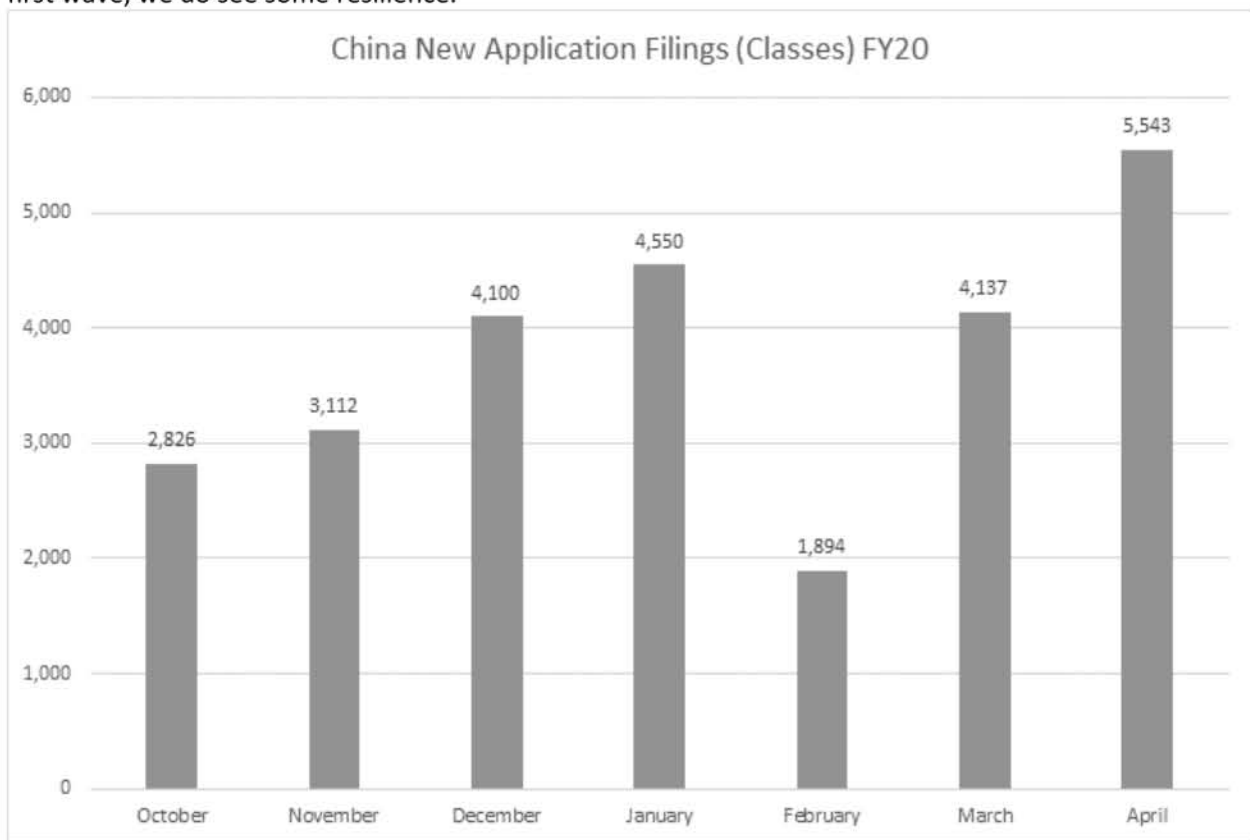
Tom Vlcek

Group Director – Trademark Law Offices
United States Patent and Trademark Office
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tomas.vlcek@uspto.gov

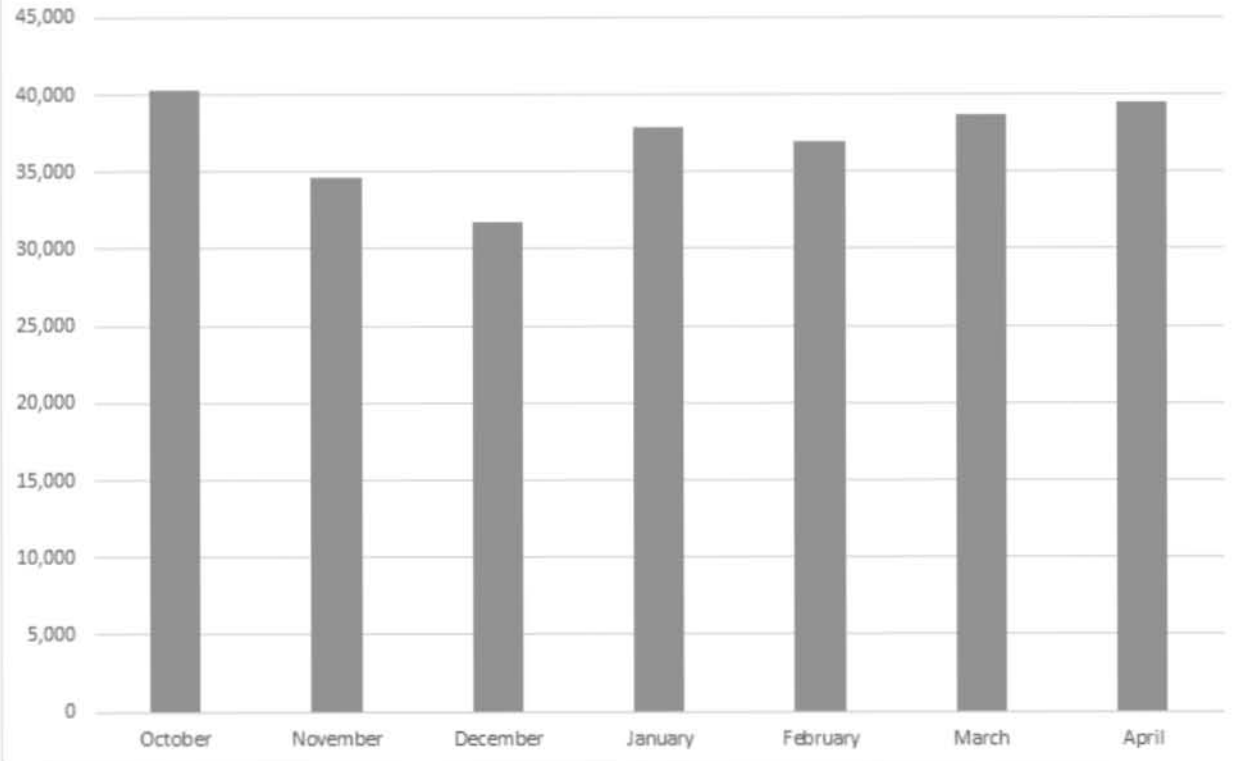


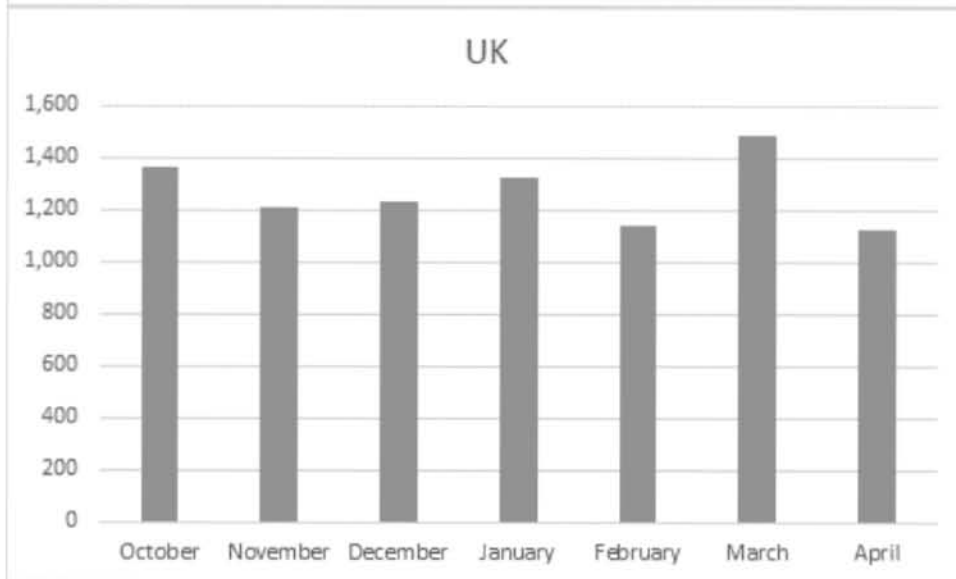
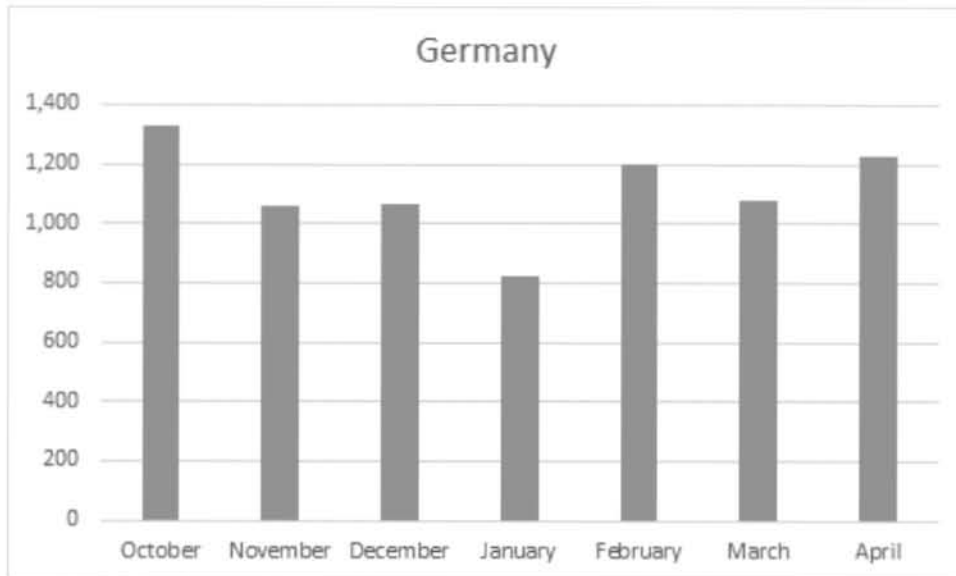
From: Vlcek, Tomas
Sent: 8 May 2020 19:51:36 +0000
To: Berk, Steven;Hershkowitz, Meryl;Vavonese, Dan;Wilson, Angela
Subject: China

Now this is fascinating. China got hit hard about 6 weeks before we did. It wiped out their February filings, but look where they are now. They are back on track for increasing their filings every month. COVID-19 did not have a lasting impact, apparently. Compare that with USA, where filings look pretty flat (in reality March and April should be bigger than the others, so they are a bit suppressed). But China is definitely keeping our filings up right now. I put Germany and UK down at the bottom for comparison. UK is bad for April, but they got it a bit later than Germany, which was down in March and bounced back in April. I'm not saying this is long term not going to impact us much, but in places that have gone through their first wave, we do see some resilience.



USA





Tom Vlcek

Group Director – Trademark Law Offices

United States Patent and Trademark Office

MDE 10A49

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tomas.vlcek@uspto.gov



From: Hershkowitz, Meryl
Sent: 6 May 2019 16:00:03 +0000
To: Vlcek, Tomas;Vavonese, Dan;Wilson, Angela;Berk, Steven
Subject: FW: China filings through May 2

From: Denison, Mary <Mary.Denison@uspto.gov>
Sent: Monday, May 6, 2019 11:51 AM
To: Perlmutter, Shira <Shira.Perlmutter@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Wong, Conrad <Conrad.Wong@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@trade.gov>; Willson, Duncan (trade.gov) <Duncan.Willson@trade.gov>
Cc: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>
Subject: FW: China filings through May 2

The latest stats on trademark filings from Mainland China are below.

From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Monday, May 6, 2019 8:41 AM
To: Denison, Mary <Mary.Denison@uspto.gov>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Trademark_Analytics <Trademark_Analytics@USPTO.GOV>
Subject: China filings through May 2

Mary and Sharon,

Please see below China filings data through May 2, 2019. Strong filings in March and April have negated the negative growth we saw earlier in the year.

Overview:

- China's filings are down -0.72% FYTD compared to the same time last year.
- China's growth for April 2019 was +27.44% compared to April 2018.
- China's filings are 8.9% of total filed classes for FY19 (down from 9.1% in FY18).

Please let us know if you need any further data.

Thank you,

Andrew

FYTD
2019
33,728
(+6.72%) -344

FYTD Quarters

Q1	Q2	Q3
13,091 (+9.73%) -1,410	13,919 (+0.63%) -81	6,718 (+23.02%) +1,357

FYTD Months

April	6,636 (+27.44%) +1,429
March	6,732 (+22.24%) +1,043
February	2,813 (+8.69%) -60
January	5,674 (+3.80%) -234

Filters

Cases / Classes
 Cases
 Classes
 Fixed Classes

Years to Display
5

Filing FY
2015

Filing Quarter
(All)

Filing Month
(All)

Country or Area
(All)

State
(All)

Filing Basis
(All)

Filing Method
(All)

NOI/PRO SE
(All)

Top 5 Countries and Applicants (2019)

Country or Area Name	F	Total	% of Total
United States of America	793,238	912,848	89%
China	32,728	32,728	8.9%
United Kingdom	3,719	3,719	1.1%
Canada	3,222	3,222	1.0%
Germany	3,092	3,092	1.0%

Applicant	F	Total	% of Total
hardkoo wu	210	210	0.62%
Xiuheng Xiamenzhenkaiyouxiang...	117	117	0.35%
Hong Kong Fotocable Technology L...	77	77	0.23%
MO CO., LTD	89	89	0.26%
Shenzhen Juwei International Tr...	57	57	0.17%

Top 5 Classes % of Total

Class	F	Total	% of Total
009	1,009	1,009	0.3%
005	1,005	1,005	0.3%
025	1,025	1,025	0.3%
028	1,028	1,028	0.3%
026	1,026	1,026	0.3%

PRO SE
804

From: Hershkowitz, Meryl
Sent: 22 Apr 2020 14:59:44 +0000
To: Vlcek, Tomas;Vavonese, Dan;Wilson, Angela;Berk, Steven
Subject: FW: US Counsel Rule_TM People_Trademark Analytics
Attachments: US Counsel Rule_TM People_Trademark Analytics.docx

Please read and let me know (b)(5)

From: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>

Sent: Tuesday, April 14, 2020 9:41 AM

To: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Cc: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>

Subject: RE: US Counsel Rule_TM People_Trademark Analytics

Hi, I know you are busy. Checking to see if you had an opportunity to review the article that Andrew and Patrick prepared for TM People on the impact of the US Counsel rule.

Liz was asking.

From: Strohecker, Karen

Sent: Friday, April 10, 2020 11:39 AM

To: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Cc: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>

Subject: US Counsel Rule_TM People_Trademark Analytics

Meryl and Christine,

Andrew and Patrick have prepared this paper describing their analysis of the impact of the US Counsel rule for publication in TM People.

Please review this and let us know if you have comments or questions. We understand that it will need to go through COMM review before it can be published. If you are okay with it as written can you send it for their review? Liz has requested it by April 16th for the next issue. She may have a few extra days if we can't have it cleared by then.

Really nice work on their part and a great use of the tools and team efforts.

Karen

Withheld pursuant to exemption

(b)(5) Delib Proc Priv ; Draft

of the Freedom of Information and Privacy Act

Withheld pursuant to exemption

(b)(5) Delib Proc Priv ; Draft

of the Freedom of Information and Privacy Act

Withheld pursuant to exemption

(b)(5) Delib Proc Priv ; Draft

of the Freedom of Information and Privacy Act

Withheld pursuant to exemption

(b)(5) Delib Proc Priv ; Draft

of the Freedom of Information and Privacy Act

Withheld pursuant to exemption

(b)(5) Delib Proc Priv ; Draft

of the Freedom of Information and Privacy Act

From: Cotton, Amy
Sent: 14 Jan 2021 15:45:54 +0000
To: Gooder, David S.;Cooper, Christine H.;Vavonese, Dan;Vlcek, Tomas
Subject: RE: BREAKING NEWS: USPTO report examines the impact of Chinese government subsidies and other non-market factors on the recent rise in patent and trademark filings in China
Attachments: talking points on China report_OPIA REVISED (CLEAN)_011321_16h00.docx

FYI Attached are the cleared TPs on the OPIA China report. Below are the TM specific TPs. (b)(5)

(b)(5)

Key trademark findings

- In 2019, the China Trademark Office received 7.8 million trademark applications, representing more than half (51.4%) of domestic trademark applications around the world when measured by class count.
- The report identifies four non-market factors that drive trademark applications in China: subsidies, government mandates, filers acting in bad faith, and filers employing defensive countermeasures to bad faith filings.
- China has adopted more than 70 trademark subsidies, including measures for domestic and foreign applications and registrations. Because the amount of these subsidies often exceeds the cost of registering a trademark, there is a clear incentive in China to pursue a trademark application without any intention to use the mark in commerce.
- A second non-market factor driving the volume of trademark applications in China is government mandates, such as a March 2020 directive that instructed China's state-owned enterprises to increase by 50 percent their trademark filings under the Madrid System for the International Registration of Marks. Trademark subsidy programs are often created to drive filing activity to meet government mandates.
- A third non-market factor is the frequency of parties attempting to profit from registering trademarks in bad faith. Bad-faith applicants lack an intention to use marks to distinguish their legitimate goods and services.

- A fourth non-market factor is unused trademarks registered in good faith by legitimate brand owners. Such defensive trademarks are registered in an effort to counter feared bad-faith registrations of the same marks.

Conclusion

- Some observers view a country's trademark and patent application volume as a proxy for the intensity of its brand creation and innovation. Although numerical comparisons involving China may relate in some measure to its intensity in these areas, conclusions in this regard should not be reached without considering the effect of non-market factors.
- Non-market factors in China, including subsidies, government mandates, bad-faith trademark applications, and resulting countermeasures, substantially contribute to trademark and patent application activity.
- Absent consideration of the role of non-market factors, cross-border comparisons based on the raw number of trademark and patent applications risk overstating brand creation and innovation activity in China.
- These non-market factors are also undermining domestic and foreign registries, stretching the capacity of China's patent and trademark examiners and review authorities, and narrowing the scope of available protection for legitimate rights holders.

From: Gooder, David S. <David.Gooder@uspto.gov>

Sent: Wednesday, January 13, 2021 1:01 PM

To: Cooper, Christine H. <Christine.Cooper@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>

Subject: FW: BREAKING NEWS: USPTO report examines the impact of Chinese government subsidies and other non-market factors on the recent rise in patent and trademark filings in China

Hi there.

Did anyone in Trademarks review this piece just published?

Thanks, Dave

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Mobile: (202) 578-6050
Email: David.Gooder@USPTO.GOV

From: U.S. Patent and Trademark Office <subscriptioncenter@subscriptions.uspto.gov>

Sent: Wednesday, January 13, 2021 12:44 PM

To: Gooder, David S. <David.Gooder@uspto.gov>

Subject: BREAKING NEWS: USPTO report examines the impact of Chinese government subsidies and other non-market factors on the recent rise in patent and trademark filings in China

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Press Release



BREAKING NEWS: USPTO report examines the impact of Chinese government subsidies and other non-market factors on the recent rise in patent and trademark filings in China

A new report published by the United States Patent and Trademark Office (USPTO), "[Trademarks and Patents in China: The Impact of Non-Market Factors on Filing Trends and IP Systems](#)," discusses how the high rate of Chinese patent and trademark filings may be influenced by government subsidies and other non-market factors. Evidence of this includes the low rate at which domestic inventors file for patent protection overseas, the low rate in which inventors commercialize patented inventions, and the high rate of bad-faith trademark filings and fraudulent trademark specimens.

While the number of patents and trademarks is often a measure of the intensity of a country's creativity and innovation, the report cautions that conclusions in this regard with respect to China should not be reached without consideration of non-market factors, such as government subsidies and government mandates. The report also explores the impacts of the increased patent and trademark filings by Chinese entities on IP systems, including undermining domestic and foreign registries, stretching the capacity of China's patent and trademark examiners and review authorities, and narrowing the scope of available protection for legitimate rights holders.

For more details, see the [full report online](#).



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This email was sent to david.gooder@uspto.gov using GovDelivery Communications Cloud on behalf of: United States Patent and Trademark Office · 600 Dulany Street · Alexandria, VA 22314



Internal talking points on USPTO report:

“Trademarks and patents in China: The impact of non-market factors on filing trends and IP systems”

Background

- The report was produced by the USPTO’s Office of Policy and International Affairs.
- The report looks at factors that have influenced the high rate of Chinese patent and trademark filings, which are the highest in the world. In 2019, relevant authorities in China received 7.8 million trademark applications and 1.5 million utility patent applications, accounting for nearly half of global totals.
- Beyond the usual market factors that drive such applications, the report finds that a number of non-market factors influence Chinese filings, such as subsidies, government mandates, bad-faith trademark applications, and defensive countermeasures.
- The report examines the role of these non-market factors and shows how they have contributed significantly to application trends, affected the USPTO, stretched the capacity of China’s patent and trademark examination systems and cluttered China’s registries, which complicates clearance searches and narrows the scope of available protection.
- The report is available for download as an Adobe Acrobat file at [USPTO.gov](https://www.uspto.gov).

Key trademark findings

- In 2019, the China Trademark Office received 7.8 million trademark applications, representing more than half (51.4%) of domestic trademark applications around the world when measured by class count.
- The report identifies four non-market factors that drive trademark applications in China: subsidies, government mandates, filers acting in bad faith, and filers employing defensive countermeasures to bad faith filings.

- China has adopted more than 70 trademark subsidies, including measures for domestic and foreign applications and registrations. Because the amount of these subsidies often exceeds the cost of registering a trademark, there is a clear incentive in China to pursue a trademark application without any intention to use the mark in commerce.
- A second non-market factor driving the volume of trademark applications in China is government mandates, such as a March 2020 directive that instructed China's state-owned enterprises to increase by 50 percent their trademark filings under the Madrid System for the International Registration of Marks. Trademark subsidy programs are often created to drive filing activity to meet government mandates.
- A third non-market factor is the frequency of parties attempting to profit from registering trademarks in bad faith. Bad-faith applicants lack an intention to use marks to distinguish their legitimate goods and services.
- A fourth non-market factor is unused trademarks registered in good faith by legitimate brand owners. Such defensive trademarks are registered in an effort to counter feared bad-faith registrations of the same marks.

Key patent findings

- In 2018, patent filings for utility model patents and design patents in China accounted for approximately 64% of total patent applications and 82% of patent grants. China's utility (or invention) patents numbered more than 1.5 million and accounted for nearly half of utility patent applications filed globally in 2018.
- From 2013 to 2017, China's utility patent filing numbers far exceeded those of the other largest patent offices in the world, including the rest of the IP5.
- In 2019, China's patent filings under the WIPO Patent Cooperation Treaty (PCT) surpassed those of the United States for the first time.
- China has adopted more than 195 patent subsidy measures in all 31 provinces and municipalities of China.

- Many of these subsidies provide financial incentives greater than the cost of obtaining the patent, encouraging parties to seek patents to receive the subsidy rather than to protect an innovation.
- China also establishes patenting targets for state-owned enterprises, universities, public research institutions, and government officials: In March 2020, China directed its 128 centrally owned enterprises to double their holdings of U.S. and other foreign patents by 2025.
- Chinese patent applicants are much less likely to seek foreign protection than are U.S. inventors. In 2018, for every 100 domestic applications, Chinese applicants filed 5 foreign applications. By comparison, U.S. parties filed 80 foreign applications for every 100 domestic applications. The relatively low level of Chinese foreign filings may reflect an assessment that the return on investment for filing overseas is insufficient to offset the additional expense associated with foreign filings.
- Differences in the ratio of China's IP licensing receipts as a share of its trade is an additional indicator of the relatively low value of China's patents and other IP. According to WIPO's 2019 Global Innovation Index, the United States ranks first in IP receipts as a percentage of total trade, while China ranks 56th. The United States accounts for 35.9% of total global licensing receipts; China accounts for 1.3%.

Conclusion

- Some observers view a country's trademark and patent application volume as a proxy for the intensity of its brand creation and innovation. Although numerical comparisons involving China may relate in some measure to its intensity in these areas, conclusions in this regard should not be reached without considering the effect of non-market factors.
- Non-market factors in China, including subsidies, government mandates, bad-faith trademark applications, and resulting countermeasures, substantially contribute to trademark and patent application activity.
- Absent consideration of the role of non-market factors, cross-border comparisons based on the raw number of trademark and patent applications risk overstating brand creation and innovation activity in China.

- These non-market factors are also undermining domestic and foreign registries, stretching the capacity of China's patent and trademark examiners and review authorities, and narrowing the scope of available protection for legitimate rights holders.

From: Vlcek, Tomas
Sent: 7 Dec 2020 16:57:25 +0000
To: McDonald, Andrew;Gooder, David S.;Hershkowitz, Meryl;Marsh, Sharon;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: RE: China filings through November FY21

Thanks, Andrew.

Year to date, we have been getting about 60% from US applicants, 25% from Chinese applicants and 15% from the rest of the world. Historically, it has been roughly 70%, 10%, 20%. Chinese applications have been consistently increasing over the years, but this is a big sustained jump.

From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Monday, December 7, 2020 10:54 AM
To: Gooder, David S. <David.Gooder@uspto.gov>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Cc: Trademark_Analytics <Trademark_Analytics@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>
Subject: China filings through November FY21

Please see below China filings data through December 3. Strong surge continued in November.

Overview:

- Chinese filings are up +529% FYTD compared to the same time last year.
- Chinese growth for November FY21 was +532% compared to November FY20.
- Chinese filings are 24.5% of total filed classes for FY21 (up from 13.9% in FY20).
- Chinese filings account for 66% of the growth in FY21.

Please let us know if you need any further info.



From: Vavonese, Dan
Sent: 6 Jan 2021 17:03:37 +0000
To: McDonald, Andrew; Gooder, David S.; Vlcek, Tomas; Cotton, Amy; Cooper, Christine H.
Cc: Trademark_Analytics; Chbouki, Nabil
Subject: RE: China filings through Q1 FY21

Thanks Andrew, can you give us the US filing numbers as well, for fy21Q1 and FY21December?

From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Wednesday, January 6, 2021 11:35 AM
To: Gooder, David S. <David.Gooder@uspto.gov>; Vavonese, Dan <Dan.Vavonese@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Cc: Trademark_Analytics <Trademark_Analytics@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>
Subject: RE: China filings through Q1 FY21

Sure thing. Here's the class and case numbers just in case we don't get the slide ready in time:
FY21Q1: 80,740 classes; 79,666 cases
FY21 December: 43,744 classes; 43,163 cases

From: Gooder, David S. <David.Gooder@uspto.gov>
Sent: Wednesday, January 6, 2021 10:57 AM
To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Vavonese, Dan <Dan.Vavonese@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Cc: Trademark_Analytics <Trademark_Analytics@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>
Subject: RE: China filings through Q1 FY21

Perfect timing Andrew. Thank you so much.

I spoke with Andrei about this just a bit ago. Would you please a (b)(5)

(b)(5)

(b)(5) Otherwise, if you can get it to me early afternoon, that would be hugely appreciated.

Many thanks, Dave

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Mobile: (202) 578-6050
Email: David.Gooder@USPTO.GOV



From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Sent: Wednesday, January 6, 2021 10:44 AM

To: Gooder, David S. <David.Gooder@uspto.gov>; Vavonese, Dan <Dan.Vavonese@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Cc: Trademark_Analytics <Trademark_Analytics@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>

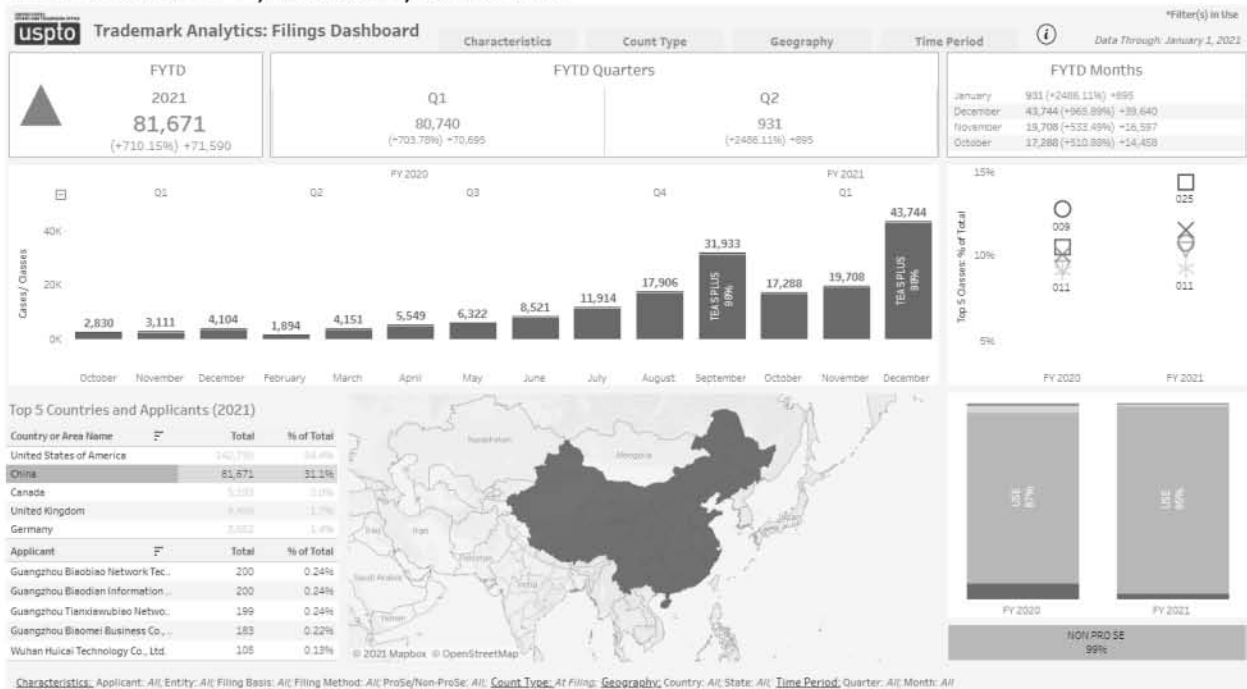
Subject: China filings through Q1 FY21

Please see below China filings data through January 1. The filing numbers continue to be staggering - record filings in December and Q1.

Overview:

- Chinese filings are up +710% FYTD compared to the same time last year.
- Chinese growth for Q1 FY21 was +704% compared to Q1 FY20.
- Chinese growth for December FY21 was +966% compared to December FY20.
- Chinese filings are 31% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 65% of the growth in FY21.

Please let us know if you need any further info.



-Andrew

From: Conrad Wong
Sent: 25 Aug 2020 07:33:52 +0000
To: Vlcek, Tomas
Subject: RE: China Filings

Hey, Tom. I hope my response finds you, your family, and our PTO colleagues well.
In Guangzhou and Beijing, where my colleague, Duncan Willson, is stationed, we are unaware of any changes that might explain the increase in filings. It could be (b)(5)

(b)(5)

(b)(5) That being said, Duncan and I offer these initial observations.

1. (b)(5)
- 2.
- 3.
- 4.

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5) Consulate Guangzhou's area of responsibility includes the provinces of Guangdong, Fujian, Hainan Island, and the Guangxi Zhuang Autonomous Region. With the closure of Consulate Chengdu, my AOR now also includes the provinces of Yunnan, Guizhou, and Sichuan, the city of Chongqing, and the Tibet Autonomous Region.

Conrad

From: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Sent: Tuesday, August 25, 2020 01:10
To: Conrad Wong <Conrad.Wong@trade.gov>
Subject: China Filings

Hi Conrad! I hope you're doing well.

We're very busy here, and seem to be getting huge amounts of filings from China, just like last year. Do you have any insight into why filings would be increasing now? Thanks for any enlightenment you can offer us.

Talk to you later!

Tom Vlcek

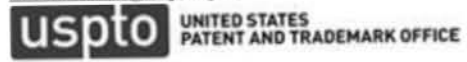
Group Director – Trademark Law Offices

United States Patent and Trademark Office

MDE 10A49

571-272-9485

tomas.vlcek@uspto.gov



From: McDonald, Andrew
Sent: 4 Sep 2020 16:32:56 +0000
To: Cotton, Amy;Dodson, Greg;Hershkowitz, Meryl;Marsh, Sharon
Cc: Vlcek, Tomas
Subject: RE: help?
Attachments: China Filings 2020.pptx, China specimen refusal.pptx

See attached. Let me know if you want any updates.

From: McDonald, Andrew
Sent: Friday, September 4, 2020 12:14 PM
To: Cotton, Amy <Amy.Cotton@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>
Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Subject: RE: help?

Sorry, I read the title wrong. It's actually % of all Chinese first actions right now.

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>
Sent: Friday, September 4, 2020 12:08 PM
To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>
Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Subject: RE: help?

(b)(5)

Let's see if Meryl and Sharon feel differently... copied here.

From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Friday, September 4, 2020 12:00 PM
To: Dodson, Greg <Greg.Dodson@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>
Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Subject: RE: help?

(b)(5) Delib Proc Priv

From: Dodson, Greg <Greg.Dodson@USPTO.GOV>
Sent: Friday, September 4, 2020 11:49 AM
To: Cotton, Amy <Amy.Cotton@USPTO.GOV>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Subject: RE: help?

And they do awesome work as well. Thank you Amy for recognizing them – it means a lot. I will make sure they know!

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>
Sent: Friday, September 4, 2020 11:47 AM
To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>
Subject: RE: help?

I love the data folks' attitudes! Thanks much.

From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Friday, September 4, 2020 11:40 AM
To: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>

Subject: RE: help?

Everything is possible ☺, we'll get it done

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Sent: Friday, September 4, 2020 11:38 AM

To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>

Subject: RE: help?

(b)(5) Delib Proc Priv

From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Sent: Friday, September 4, 2020 11:36 AM

To: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>

Subject: RE: help?

(b)(5) Delib Proc Priv

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Sent: Friday, September 4, 2020 11:26 AM

To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Cc: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>

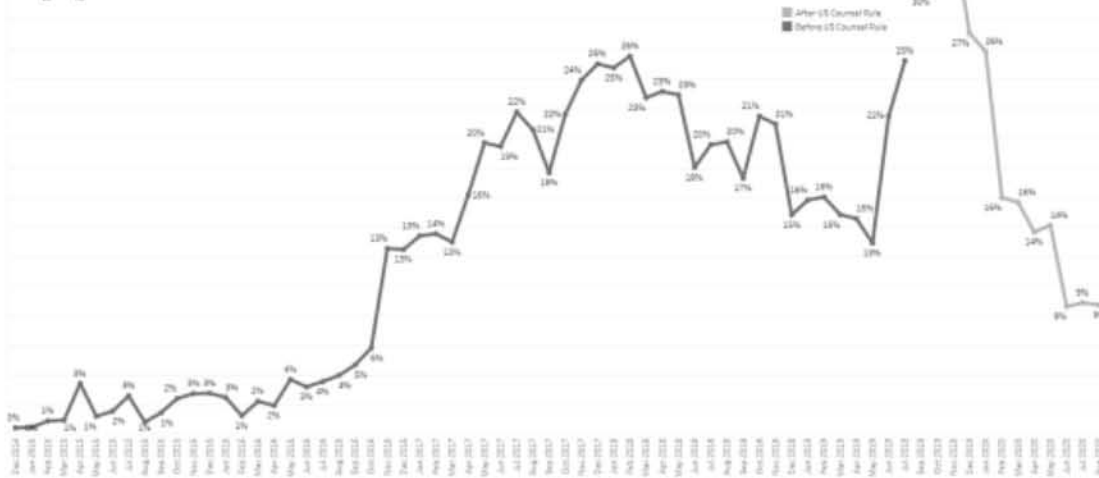
Subject: RE: help?

I've got another request from Dave, Meryl, and Sharon – They would like this slide to be updated today so that it has:

(b)(5) Delib Proc Priv

Sorry to add this to your workload on an early dismissal day!!!

Specimen of use refusals for Chinese applications



From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Sent: Friday, September 4, 2020 11:23 AM

To: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Subject: RE: help?

I'm refreshing the data now - it should be ready by 1230.

From: McDonald, Andrew

Sent: Friday, September 4, 2020 11:13 AM

To: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>

Subject: RE: help?

No problem will do!

From: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>

Sent: Friday, September 4, 2020 11:10 AM

To: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Cc: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Subject: RE: help?

Hi Amy. I believe Andrew generate the weekly filings chart below. Andrew – can you help Amy out?

Thanks!

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>

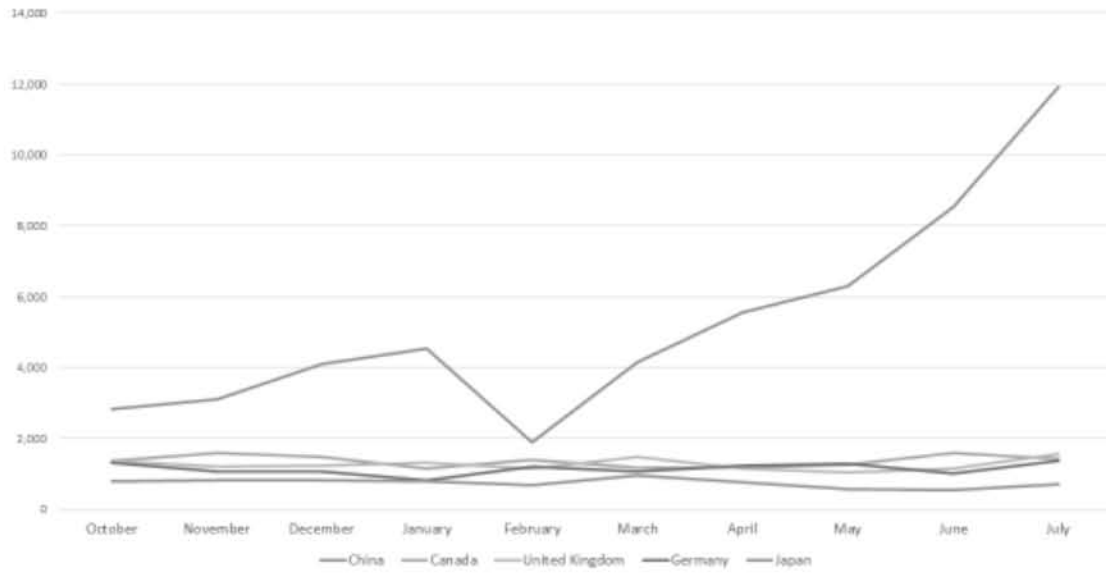
Sent: Friday, September 4, 2020 11:02 AM

To: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>

Subject: help?

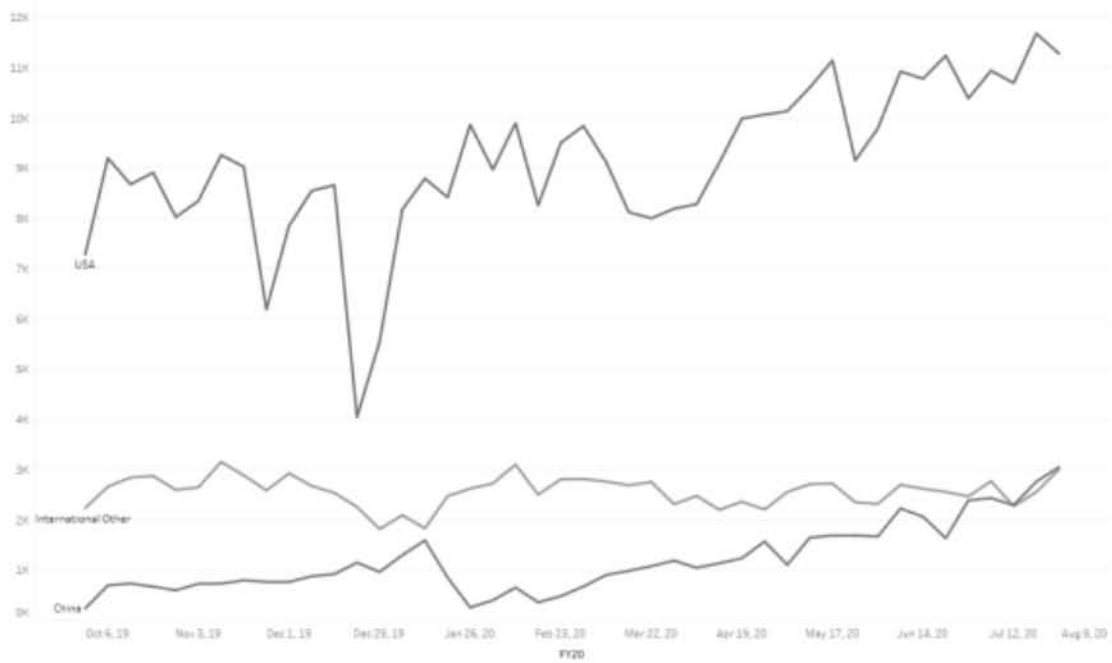
Tom – can you give me the weekly filing slide on the right in the same monthly format as the first slide below with a similar title? I need it for the Hill today... !!!!

FY20 Monthly Filings (Classes) from 5 Largest Foreign Countries

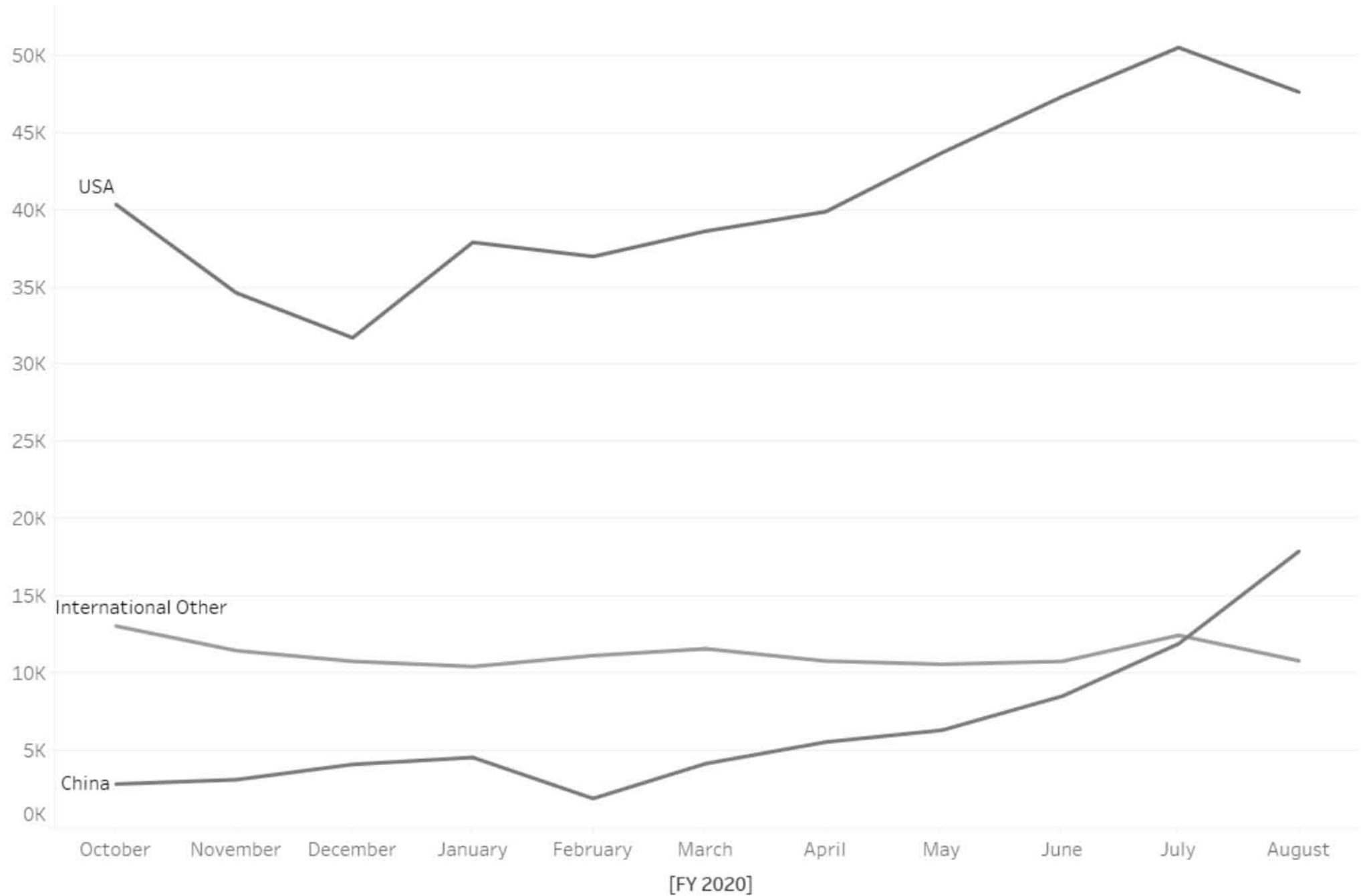


t

Weekly Filings

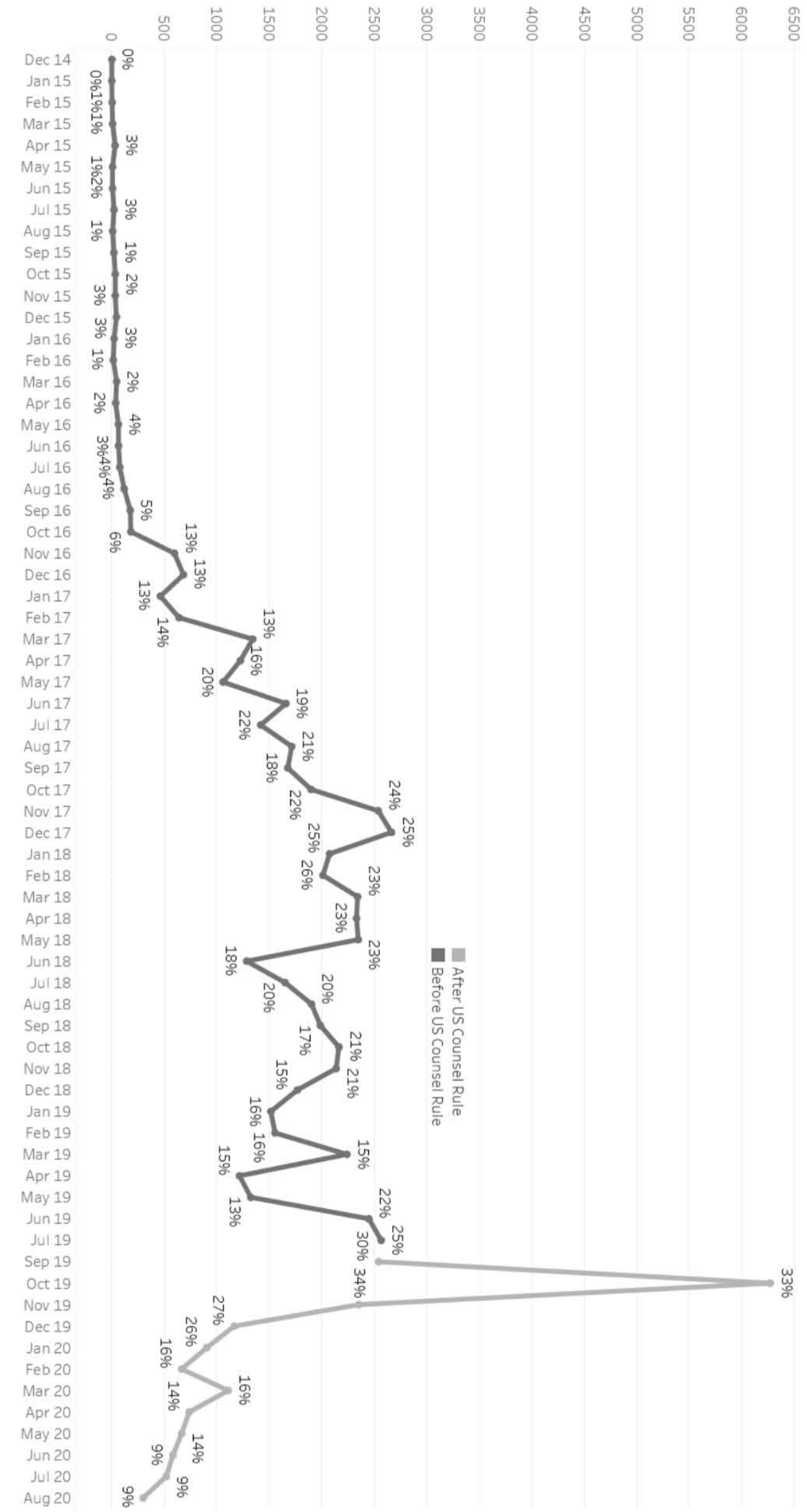


FY20 Monthly Filings (Classes)



Specimen of use refusals for Chinese applications

Number of Cases



From: Hershkowitz, Meryl
Sent: 5 Oct 2020 17:56:38 +0000
To: Cotton, Amy;Mangelson, Michael;Marsh, Sharon;Gooder, David S.
Cc: Chbouki, Nabil;Vlcek, Tomas;Perlmutter, Shira;Ferriter, Karin
Subject: RE: (b)(5) Delib Proc Priv

(b)(5)

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>
Sent: Monday, October 5, 2020 1:49 PM
To: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Gooder, David S. <David.Gooder@uspto.gov>
Cc: Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Perlmutter, Shira <Shira.Perlmutter@USPTO.GOV>; Ferriter, Karin <Karin.Ferriter@USPTO.GOV>
Subject: RE: (b)(5) Delib Proc Priv

(b)(5)

(b)(5)

(b)(5)

From: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>
Sent: Monday, October 5, 2020 12:23 PM
To: Cotton, Amy <Amy.Cotton@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Gooder, David S. <David.Gooder@uspto.gov>
Cc: Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Subject: (b)(5) Delib Proc Priv

Something is happening and maybe this is a trend (or not). Chinese filings are continuing to ramp up exponentially. Usually US Trademark applications comprise about 70% of all US Trademark filings. The last week of September US applicants filed 11,655 classes; and Chinese applicants filled 11,645 classes.

Have we heard anything from China to explain this?

Thanks.

From: McDonald, Andrew
Sent: 5 May 2020 12:47:58 +0000
To: Gooder, David S.; Washington, Patrick
Cc: Strohecker, Karen; Cooper, Christine H.
Subject: RE: Stats needed re foreign filings by country

Hi Dave,

See below chart for filings by country through April with Feb to Apr growth rates. Here are few notes to take into account:

- April had an additional madrid filing day compared to February.
- The month of February for China has been traditionally the lowest filing month and 100%+ growth from February to April is in line with the past. Compared to last year, China filings were still down -11% in April.
- Filing rates picked up the last week of April.

Please let us know if you have any questions or need any additional info.

Country or Area Name	February		March		April		Feb-Apr Growth
	Total	% of Total	Total	% of Total	Total	% of Total	Growth %
United States of America	36,990	74.0%	38,661	71.0%	39,551	70.9%	7%
China	1,894	3.8%	4,137	7.6%	5,543	9.9%	193%
Canada	1,399	2.8%	1,189	2.2%	1,185	2.1%	-15%
United Kingdom	1,141	2.3%	1,486	2.7%	1,124	2.0%	-1%
Germany	1,203	2.4%	1,082	2.0%	1,230	2.2%	2%
Japan	687	1.4%	968	1.8%	731	1.3%	6%
France	685	1.4%	596	1.1%	620	1.1%	-9%
Australia	621	1.2%	612	1.1%	609	1.1%	-2%
Korea, Republic of	496	1.0%	660	1.2%	450	0.8%	-9%
Switzerland	623	1.2%	456	0.8%	441	0.8%	-29%

Thanks,
 Andrew

From: Gooder, David S. <David.Gooder@uspto.gov>
Sent: Friday, May 1, 2020 3:16 PM
To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Stats needed re foreign filings by country

Good point.

Let's wait until we have the full counts.

Have a great weekend.

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Email: David.Gooder@USPTO.GOV



From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Friday, May 1, 2020 3:02 PM
To: Gooder, David S. <David.Gooder@uspto.gov>; Washington, Patrick <Patrick.Washington@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Stats needed re foreign filings by country

No problem, we can do that. (b)(5)

(b)(5)

From: Gooder, David S. <David.Gooder@uspto.gov>
Sent: Friday, May 1, 2020 2:47 PM
To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Stats needed re foreign filings by country

Wow...you guys rock! Thank you.

Now, is it possible (b)(5)

(b)(5)

Sorry for the second request, but I only realized it after I saw your numbers.

Many thanks, Dave

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Email: David.Gooder@USPTO.GOV



From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Sent: Friday, May 1, 2020 2:37 PM
To: Gooder, David S. <David.Gooder@uspto.gov>; Washington, Patrick <Patrick.Washington@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Stats needed re foreign filings by country

Hi Dave, here are the top 10 filing countries from February-April 2020 by month. All numbers are by classes filed. Let us know if you have any questions or need any additional info.

TM Filings: Top 10 Countries (Feb-April 2020)

*Data through April 27, 2020

Country or Area Name	February		March		April	
	Total	% of Total	Total	% of Total	Total	% of Total
United States of America	36,994	74.0%	38,661	71.0%	33,919	71.4%
China	1,894	3.8%	4,137	7.6%	4,617	9.7%
Canada	1,399	2.8%	1,189	2.2%	1,010	2.1%
United Kingdom	1,141	2.3%	1,486	2.7%	963	2.0%
Germany	1,203	2.4%	1,082	2.0%	1,043	2.2%
Japan	687	1.4%	968	1.8%	629	1.3%
France	685	1.4%	596	1.1%	503	1.1%
Australia	621	1.2%	612	1.1%	507	1.1%
Korea, Republic of	496	1.0%	660	1.2%	327	0.7%
Switzerland	623	1.2%	456	0.8%	389	0.8%

Thanks,
Andrew

From: Gooder, David S. <David.Gooder@uspto.gov>
Sent: Friday, May 1, 2020 1:16 PM
To: Washington, Patrick <Patrick.Washington@USPTO.GOV>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Stats needed re foreign filings by country

With apologies for the short reply, see below.

And thank you very much! Tuesday is fine though so don't crunch your weekend.

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Email: David.Gooder@USPTO.GOV



From: Washington, Patrick <Patrick.Washington@USPTO.GOV>
Sent: Friday, May 1, 2020 11:15 AM
To: Gooder, David S. <David.Gooder@uspto.gov>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>
Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Stats needed re foreign filings by country

Hi Dave – you're more than welcome. We thoroughly enjoyed connecting with you!

We can certainly provide the info you've requested below. Please expect a deliverable by Monday, which would meet the requirements for a midweek meeting.

However, we have two quick points of clarification...

(b)(5)

Each individual month

(b)(5)

All applications, Madrid, 44(d), ITU and Use.

Thanks,
Patrick
Trademark Analytics

From: Gooder, David S. <David.Gooder@uspto.gov>
Sent: Friday, May 1, 2020 10:33 AM

To: Washington, Patrick <Patrick.Washington@USPTO.GOV>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Cc: Strohecker, Karen <Karen.Strohecker@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Subject: Stats needed re foreign filings by country

Hi guys and happy Friday to you. Thanks again for your very helpful presentation on Wednesday.

And armed with this new level of understanding, I need some information. I think it's right up your alley. Here it is:

(b)(5)

I know the dashboard covers this to some extent, but we want to look at it with this level of detail. This was done by the EUIPO and it was quite instructive.

Please let me know how long something like this will take. Hopefully, we could be in a position to get this information organized and presented middle of next week if possible. But do let me know as I have no idea what's possible and reasonable.

Many, many thanks for your help on this and please don't hesitate to contact me with questions etc.

Cheers, Dave

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Email: David.Gooder@USPTO.GOV



From: McDonald, Andrew
Sent: 15 Oct 2020 15:38:17 +0000
To: Gooder, David S.;Chbouki, Nabil;Washington, Patrick;Hershkowitz, Meryl;Vlcek, Tomas;Marsh, Sharon;Dodson, Greg;Cooper, Christine H.;Cotton, Amy;Covey, William;Lavache, Robert;Mayer, David;Mangelson, Michael
Cc: Ferriter, Karin;Perlmutter, Shira;Johnson, Anastasia
Subject: RE: TM Filings: Deep Dive re FY20/21 and China Impact - URGENT
Attachments: Attorneys for Chinese Filers Sept 209-2020.png, TM Filings Analysis 2020.pptx

See attached for updated FY20 analysis and attorney data. Below are the answers to your questions.

(b)(5) Delib Proc Priv

From: Gooder, David S. <David.Gooder@uspto.gov>
Sent: Thursday, October 15, 2020 7:56 AM
To: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Covey, William <will.covey@uspto.gov>; Lavache, Robert <Robert.Lavache@USPTO.GOV>; Mayer, David <David.Mayer@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@USPTO.GOV>
Cc: Ferriter, Karin <Karin.Ferriter@USPTO.GOV>; Perlmutter, Shira <Shira.Perlmutter@USPTO.GOV>; Johnson, Anastasia <Anastasia.Johnson@USPTO.GOV>
Subject: TM Filings: Deep Dive re FY20/21 and China Impact - URGENT

Many thanks Andrew. Good changes.

Good morning everyone. Apologies for the shotgun approach and long message but I want to be sure that a) we get all the input needed on this project (and we're all aware of it); and b) we get the benefit of everyone's thinking on these issues/questions:

(b)(5) Delib Proc Priv

(b)(5) Delib Proc Priv

I think we can get this ready as needed but we'll need to really hit it first thing this AM, Thursday,

10/15. I'll let you know as soon as I hear back from Andrei, but in the meantime, please assume that we need to present on this today, 10/15 at 4:30 PM EDT.

So, with all this in mind, please contribute as indicated above ***and also***, see below for your specific parts: ***Andrew*** from your slides:

(b)(5) Delib Proc Priv

All the best, Dave

David S. Gooder

Commissioner for Trademarks

U.S. Patent and Trademark Office

Office: (571) 272-8901

Mobile: (202) 578-6050

Email: David.Gooder@USPTO.GOV



From: McDonald, Andrew <Andrew.McDonald@USPTO.GOV>

Sent: Wednesday, October 14, 2020 11:29 PM

To: Gooder, David S. <David.Gooder@uspto.gov>

Cc: Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Subject: RE: TM Filings Analysis FY20

Hi Dave, attached is the latest FY20 filings analysis with updates based on Greg's feedback to add the 'filer type' view and add captions to the slides. Let us know if you have any questions.

Thanks,

Andrew

From: McDonald, Andrew

Sent: Wednesday, October 14, 2020 12:38 PM

To: Gooder, David S. <David.Gooder@uspto.gov>

Cc: Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Subject: RE: TM Filings Analysis FY20

Hi Dave, I'm attaching an updated copy of the FY20 filings analysis with the embedded notes. Please let us know if you have any questions.

Thanks,

Andrew

From: McDonald, Andrew

Sent: Friday, October 9, 2020 11:08 AM

To: Gooder, David S. <David.Gooder@uspto.gov>

Cc: Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Dodson, Greg <Greg.Dodson@USPTO.GOV>; Washington, Patrick <Patrick.Washington@USPTO.GOV>

Subject: TM Filings Analysis FY20

Hi Dave,

Please see attached and below observations for FY20 filings. It's certainly been a unique year and I'm not sure how much the observations inform us in FY21. In terms of the growth we saw in Q3-4, there are different surface-level connections we can make with government stimuluses, individuals with more free-time, etc. However, these are untested hypotheses at this point. When Nabil returns next week, I'll let him weigh-in on the FY21 outlook. Let us know if you have any questions or want us look at anything else.

(b)(5) Delib Proc Priv

- Forward looking FY21
 - Nabil

Thanks,
-Andrew



Attorneys-Chinese Filers (Sept 1, 2019-Sept 30, 2020) (non 66a)



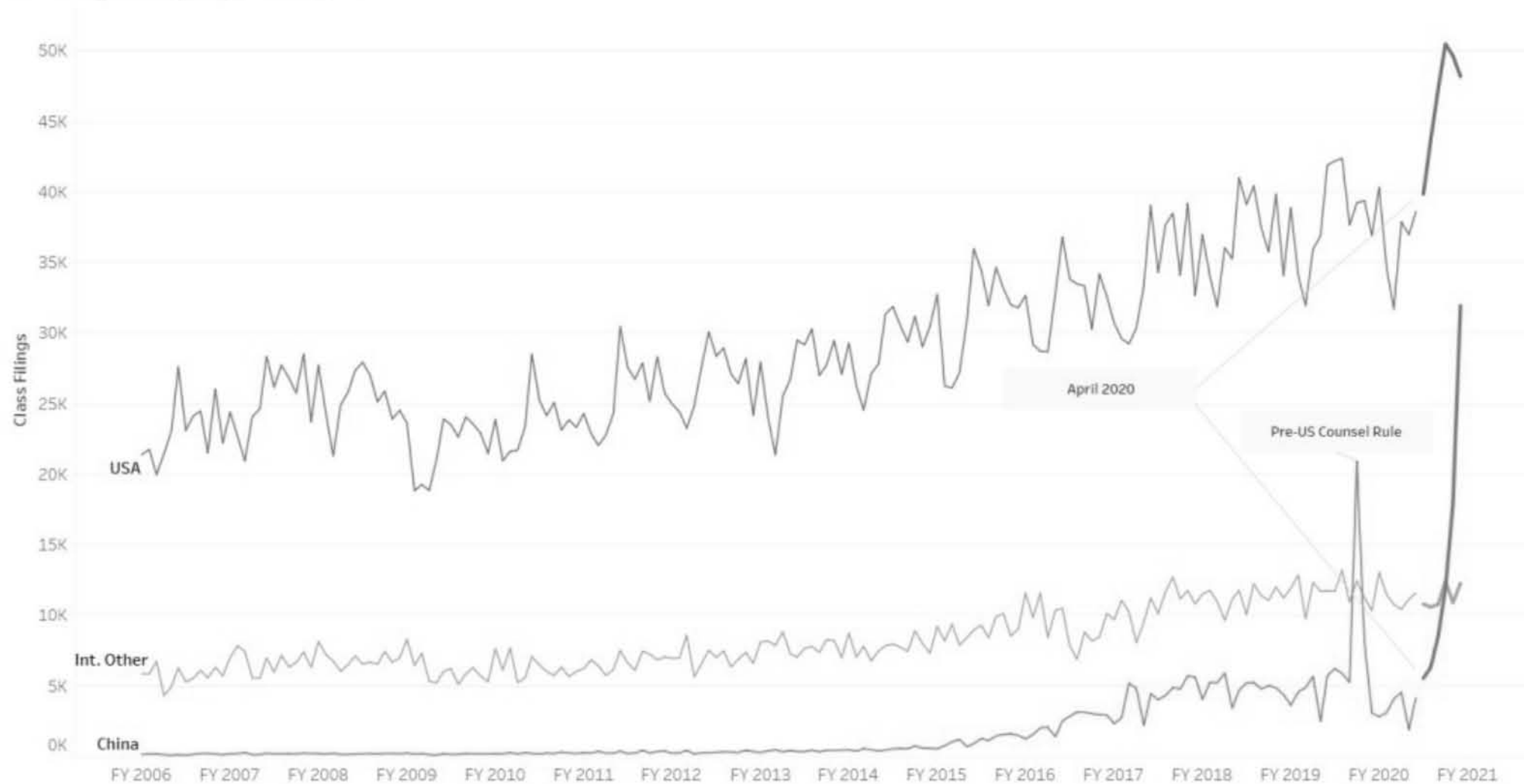
TM Filings: Deep Dive re FY20/21 and China Impact

Filings by Month



Filings Sharp Recovery: USA and China April 2020

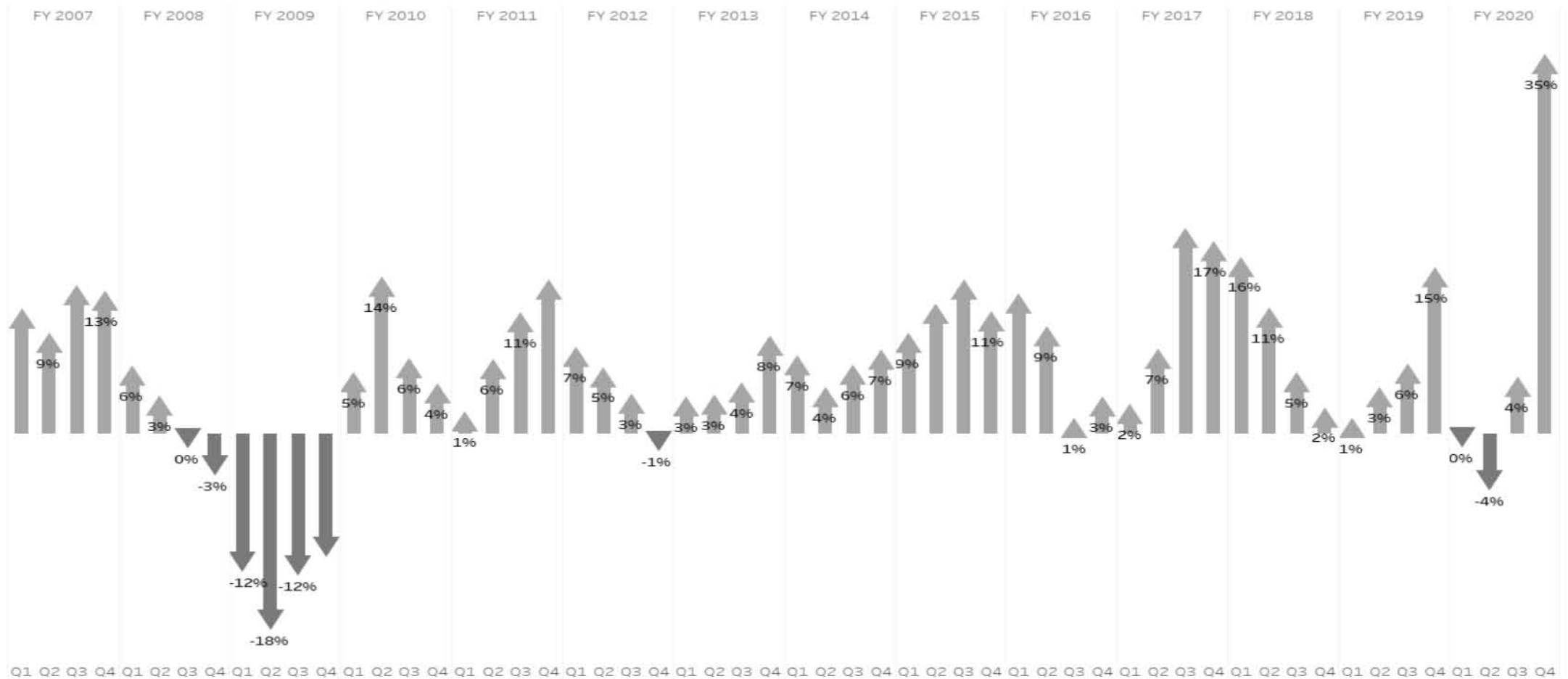
Monthly Filings By Country



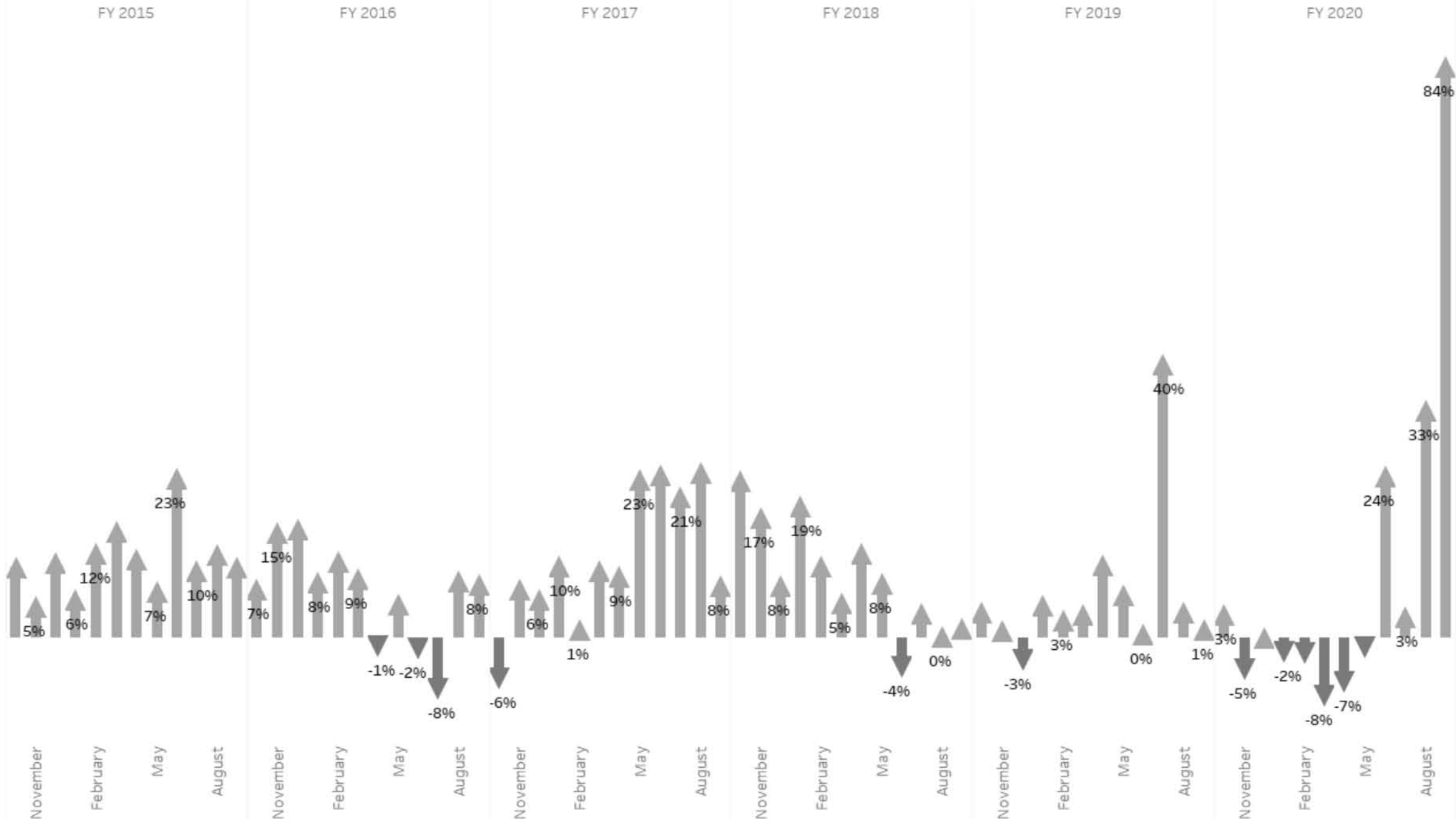
TM Filings - story of two halves

- 1st-half: first sustained negative growth we've seen since Great Recession
- 2nd-half: unprecedented growth

Year-Over-Year: Quarterly Growth

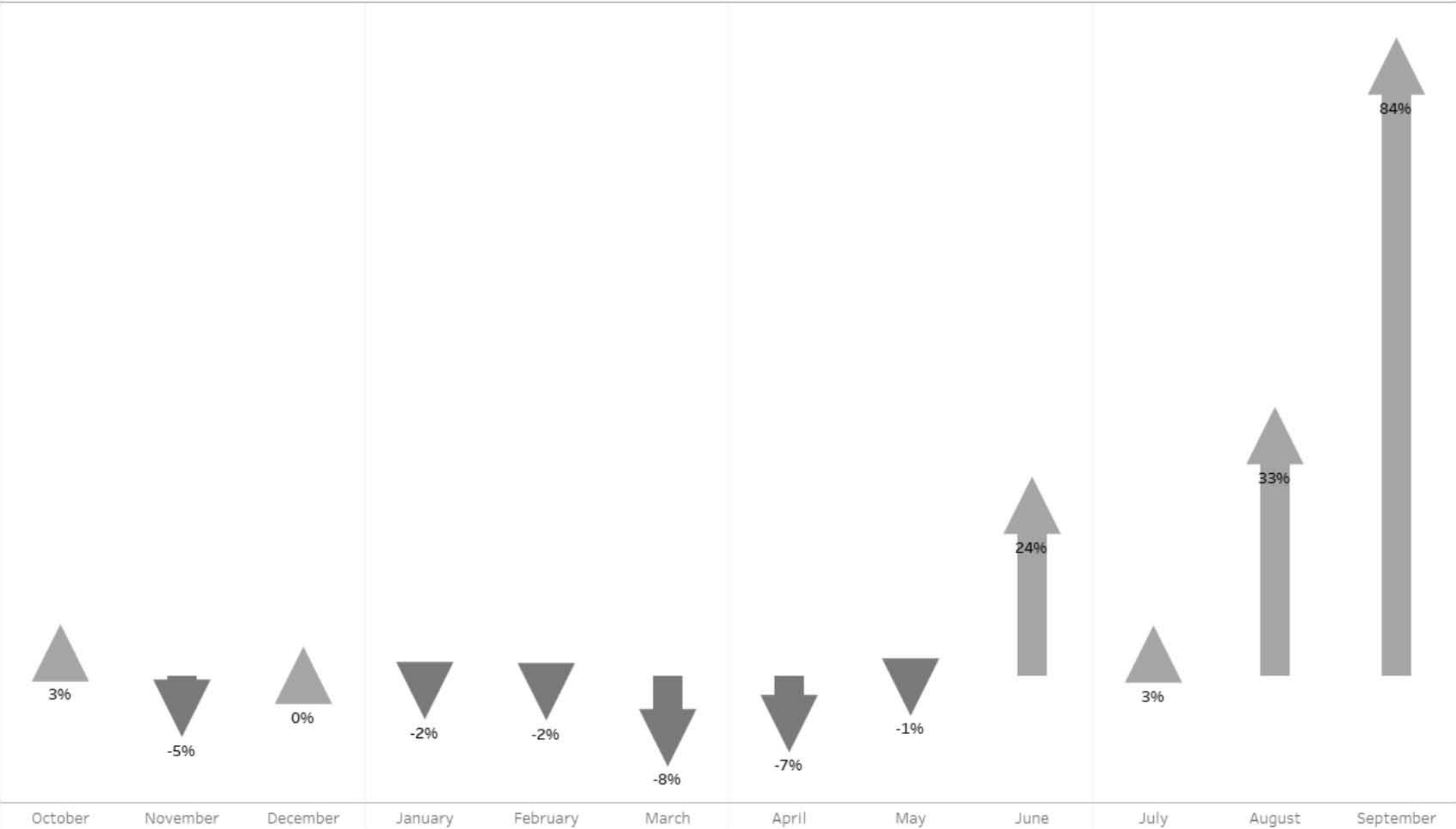


Year-Over-Year: Monthly Growth



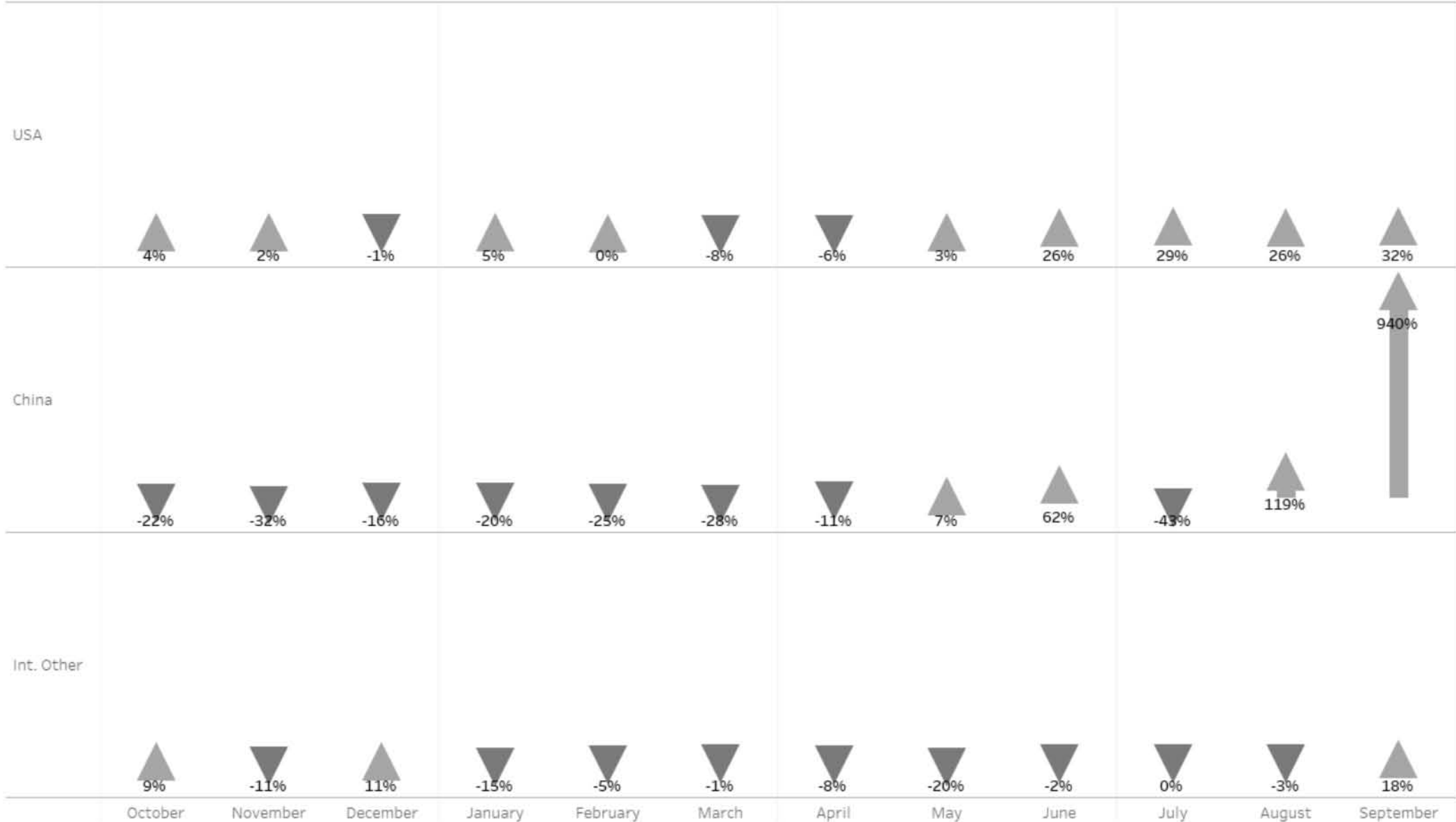
FY20 Year-Over-Year: Monthly Growth

FY 2020



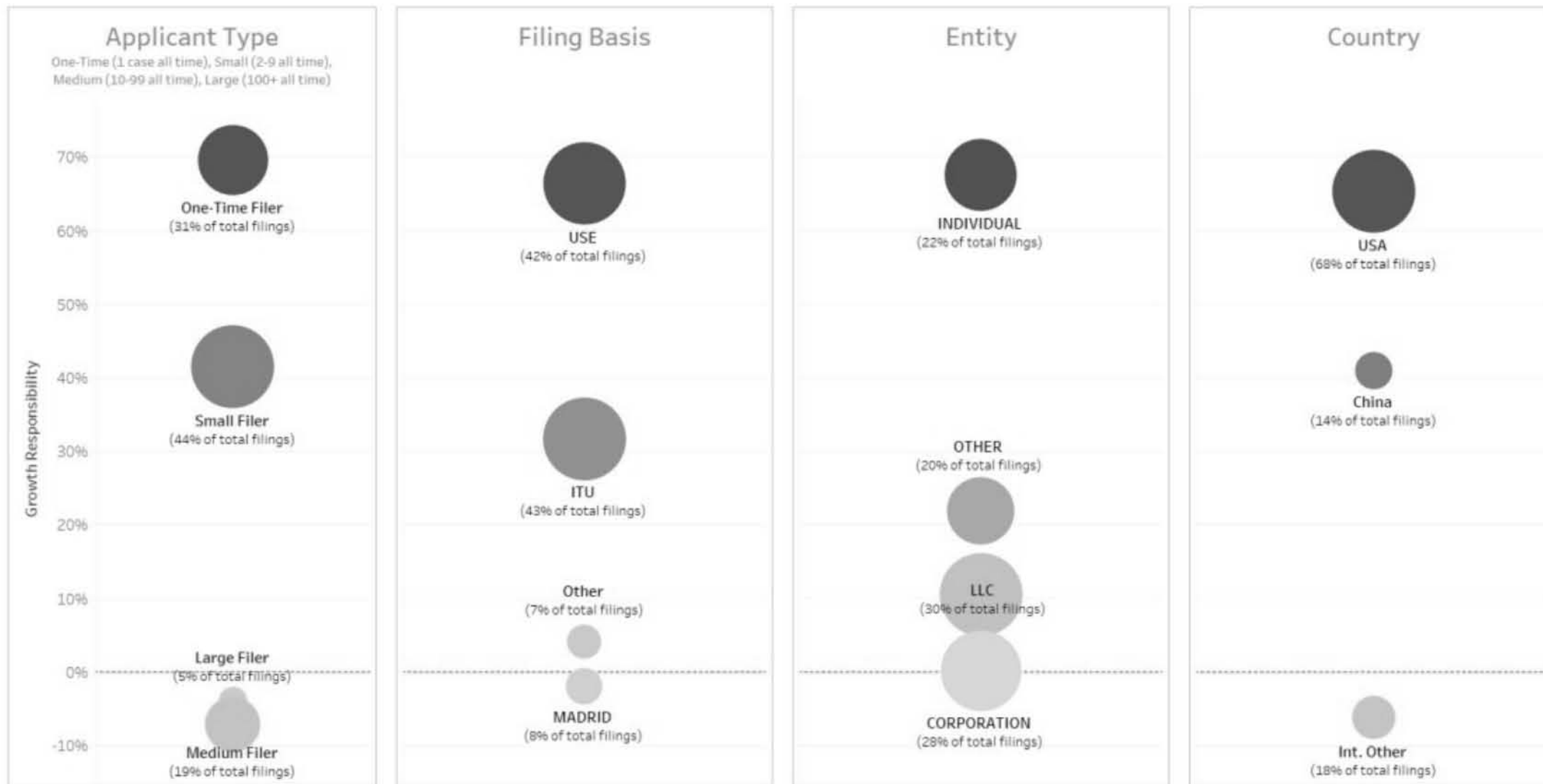
FY20 Year-Over Year: Growth by Country

FY 2020



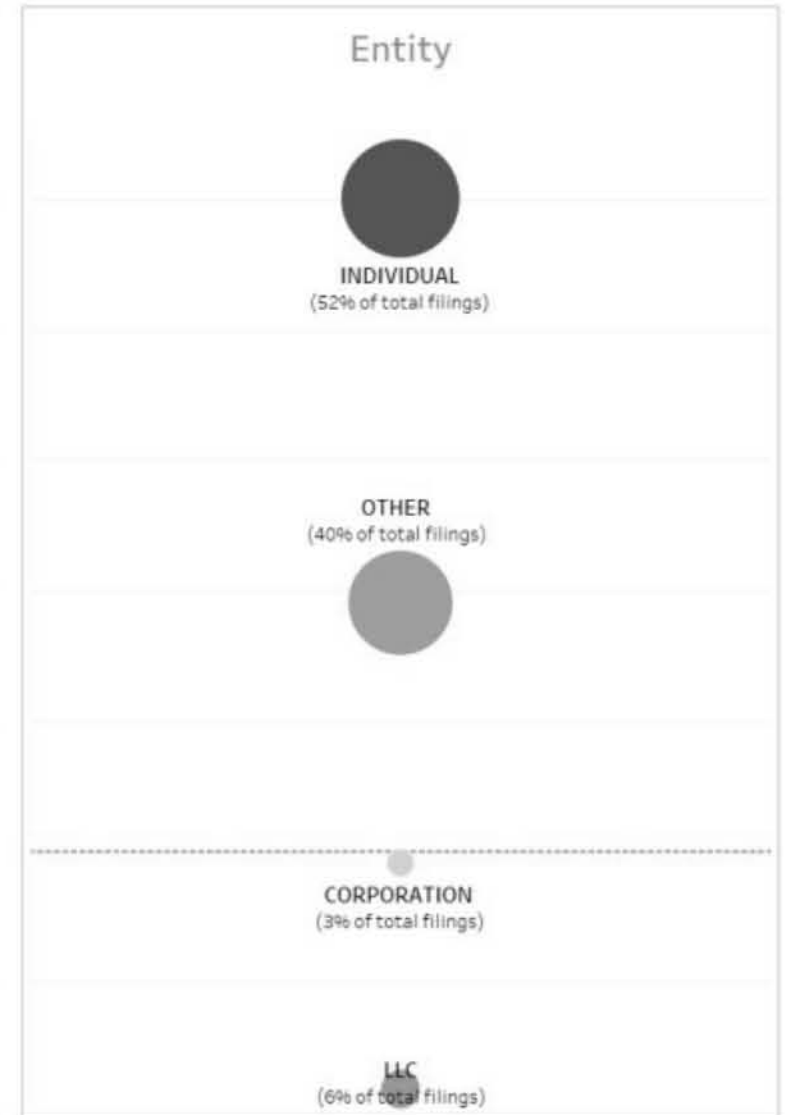
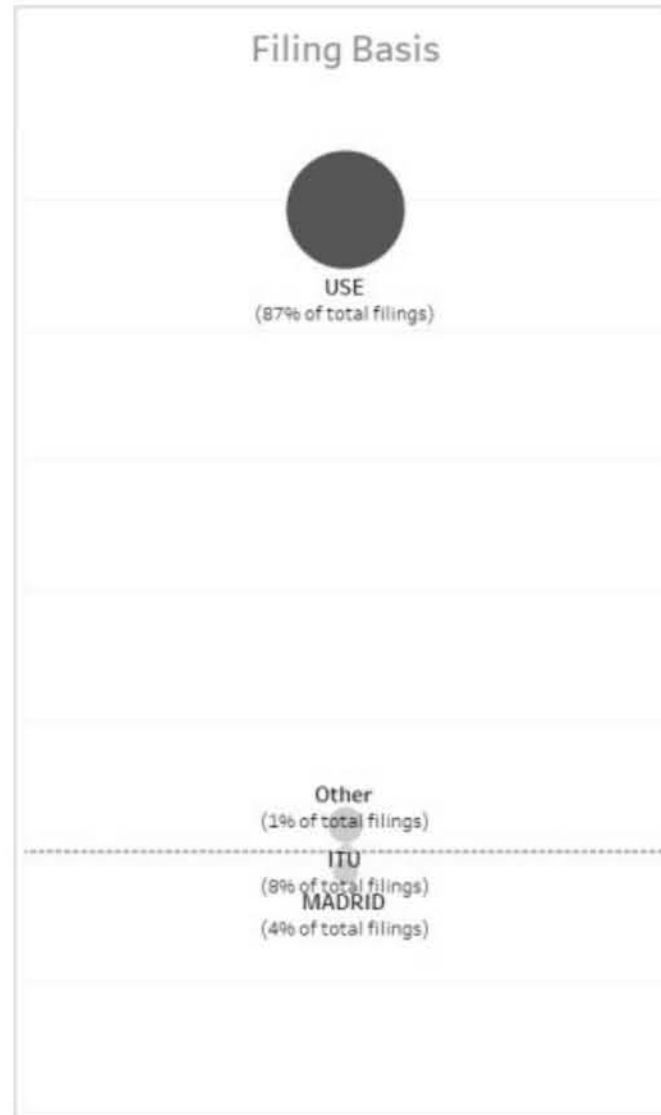
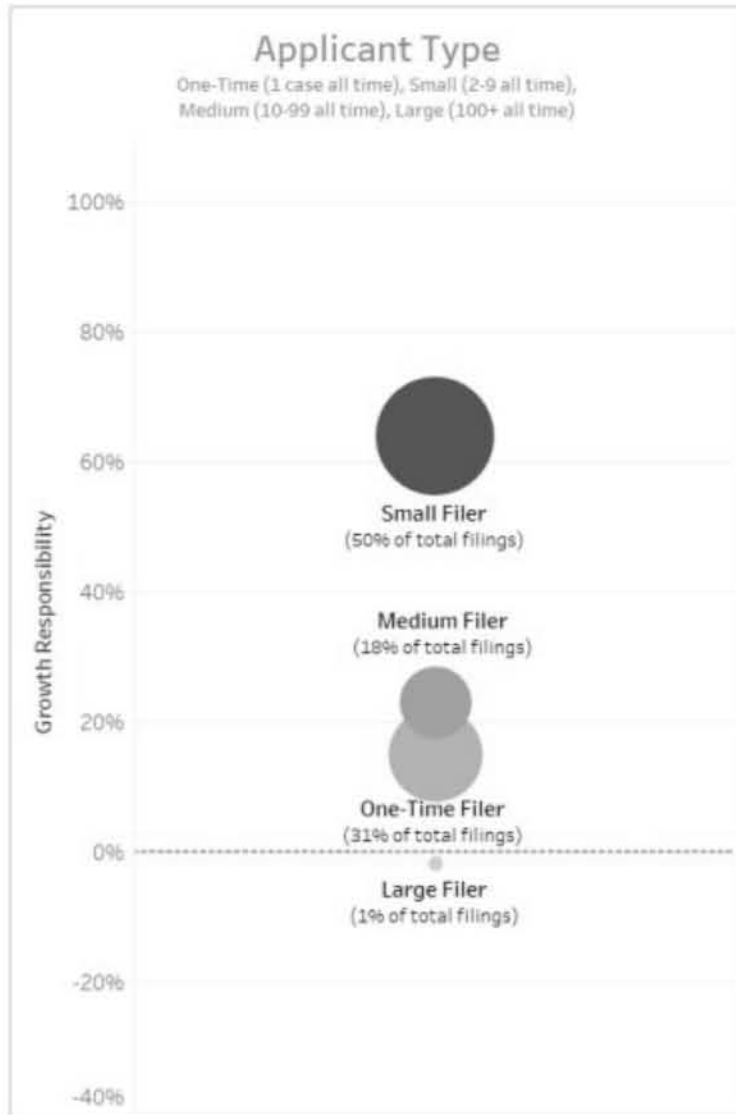
Who is responsible for the growth in FY20?

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



Who is responsible for Chinese growth in FY20?

Filers with less than 100 applications all-time; Use; Individuals and Other entity
%'s by Chinese filings only

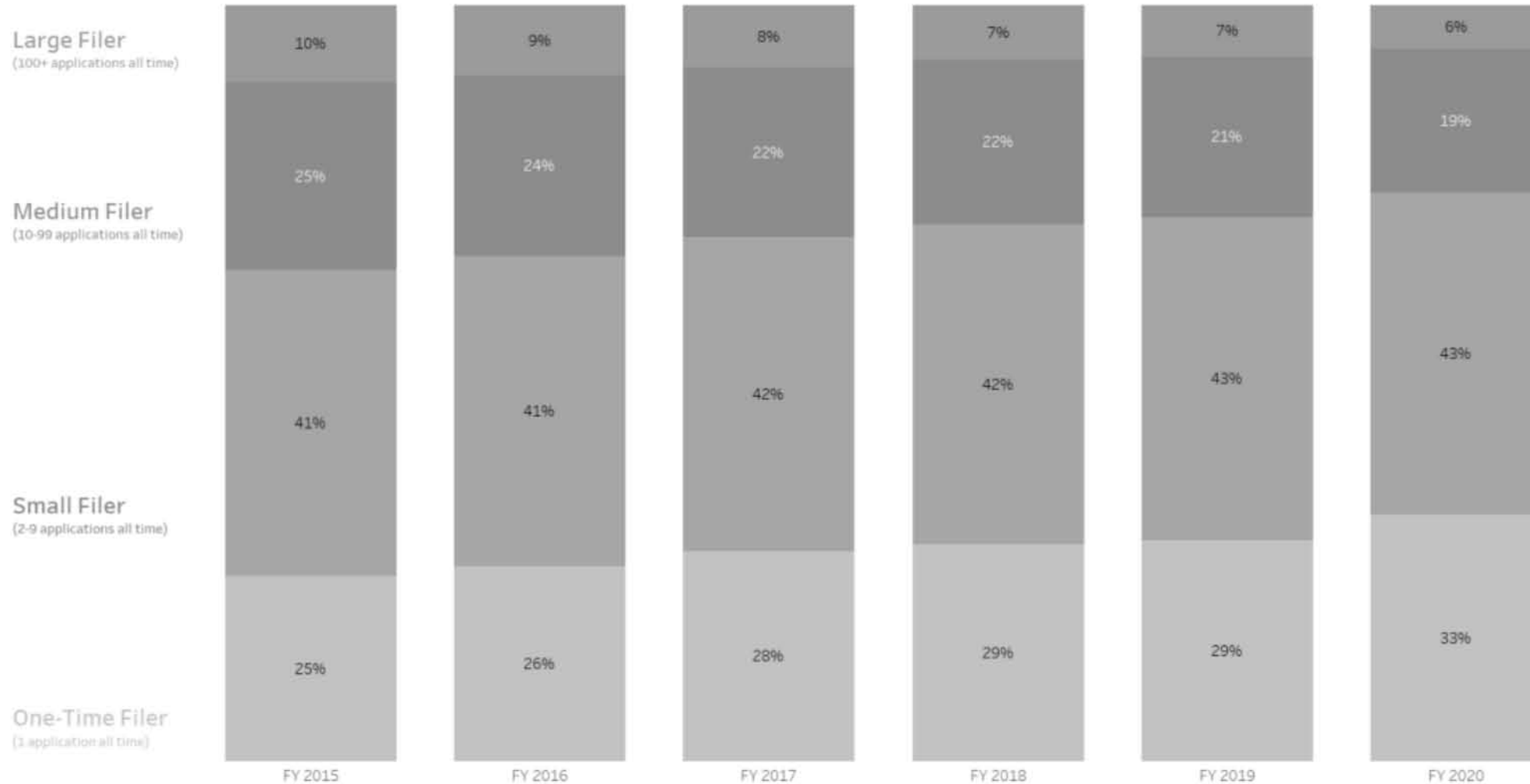


Who is responsible for International growth in FY20?

Non-Chinese and US Growth negative for FY20. Only growth seen with one-time filers; Other entity; Korea and Sweden and several small filing countries %'s by non-Chinese and international only



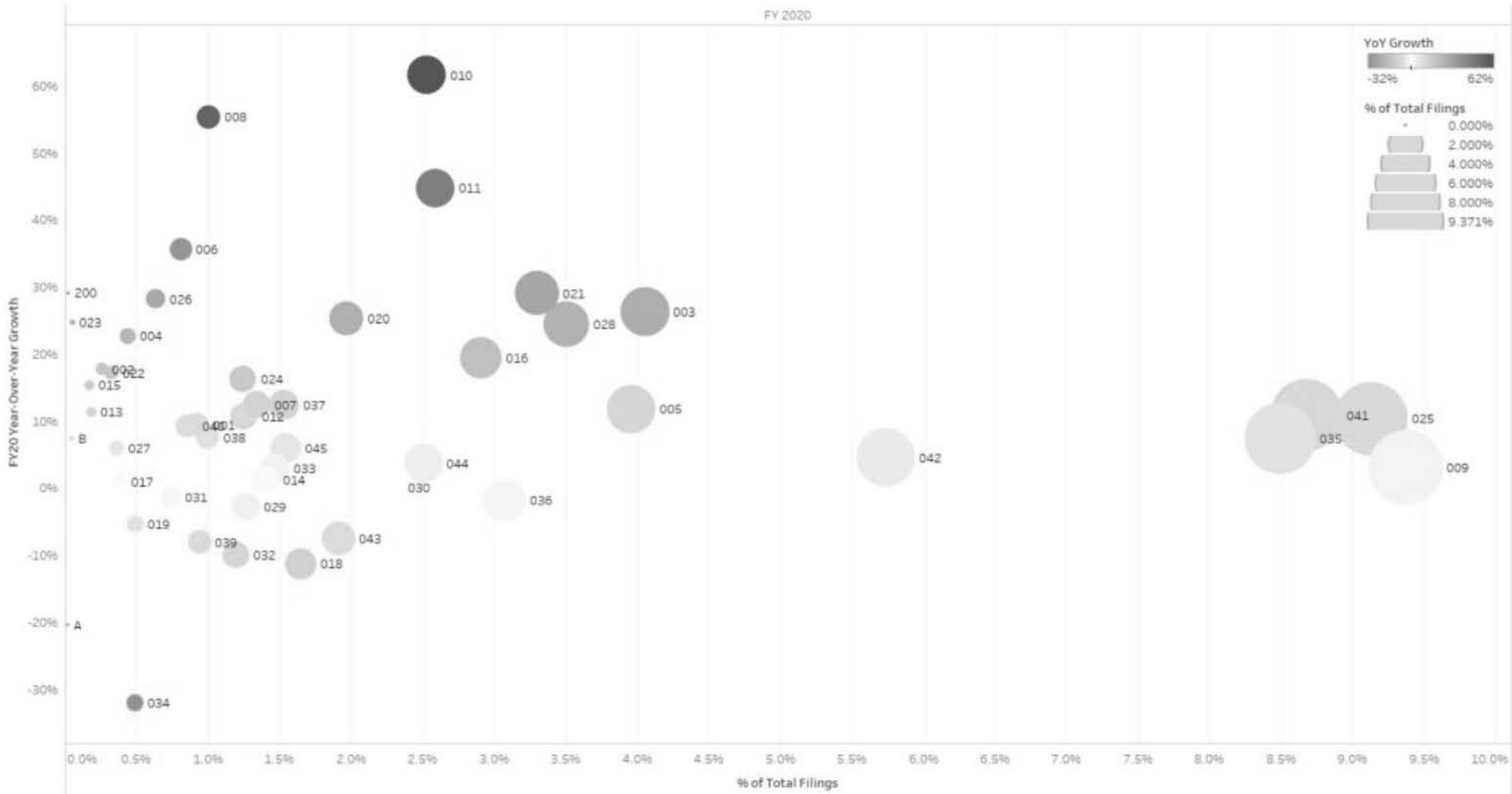
76% of all cases: Filed by applicant with less than 10 applications all-time



What classes grew?

Strongest growth in classes 10, 8, 11, but saw growth in most classes

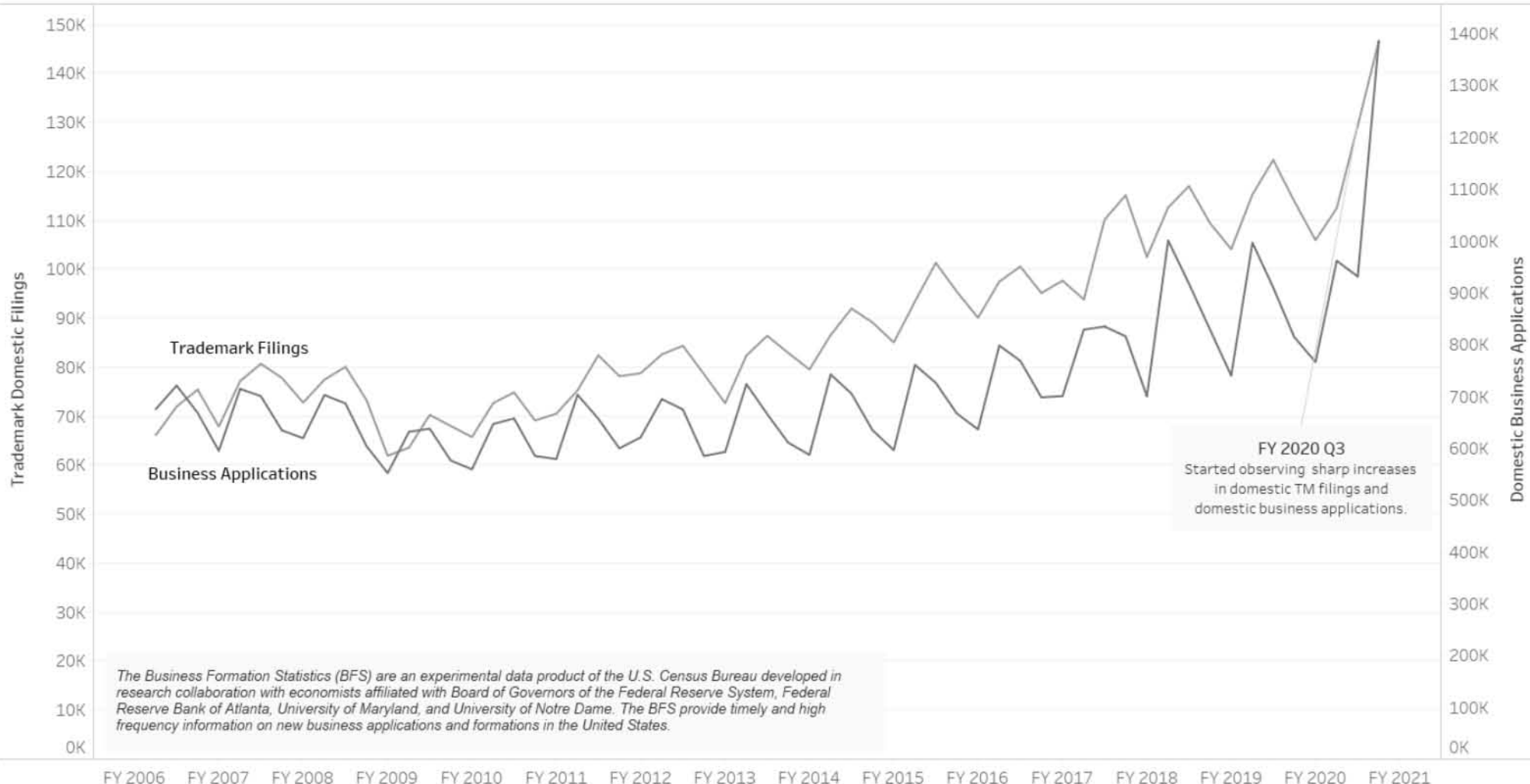
FY20 Class Growth and % of Total



Any connections to strong 2nd-half growth?

Strong correlation between business applications and TM Filings – both with sharp increases starting in FY20 Q3

Quarterly Domestic TM Filings vs Domestic Business Applications



The Business Formation Statistics (BFS) are an experimental data product of the U.S. Census Bureau developed in research collaboration with economists affiliated with Board of Governors of the Federal Reserve System, Federal Reserve Bank of Atlanta, University of Maryland, and University of Notre Dame. The BFS provide timely and high frequency information on new business applications and formations in the United States.

China vs USA Filings FY20:

In reference to headlines 'China overtakes American Brand Owners...'

- Chinese filings accounted for 42.0% of cases (not classes) filed vs 49.2% USA in September 2020 For FY20 Q4, Chinese filings accounted for 31.2% of cases filed vs 59.0% USA For FY20, Chinese filings accounted for 17.8% of cases filed vs 69.3% USA All of these Chinese percentages, are the highest we've seen Chinese case filings did surpass USA filings last week of September. This has happened one time before and at a higher total and percent of total – week of July 28, 2019 (pre-US Counsel) Chinese filings have dropped, relative and absolute, sharply the first week of FY21 October (18.7% of total case filings from China vs 71.1% USA) Chinese case growth for FY20 was 36.7% (33.7% in FY19) vs FY20 USA growth 9.4% (2.0% FY19) Unfair to compare growth rates – USA much larger base China had a much more pronounced first-half slump than USA: China started off the first-half of the year down -30.4% vs -0.7% USA first-half for YoY growth. Both USA and China ended the year with similar growth from what we've seen in the past. However, both growths were realized in the second-half of the year.

From: Hershkowitz, Meryl
Sent: 25 Aug 2020 12:26:20 +0000
To: Mangelson, Michael;Perlmutter, Shira;Cotton, Amy;Wu, Elaine;Nosal, James;Chbouki, Nabil;Vlcek, Tomas;McDonald, Andrew
Cc: Gooder, David S.;Marsh, Sharon;Lian, Lubing (Larry);Ferriter, Karin
Subject: RE: Trademark filings from China

Thanks Mike. This is helpful. Yes, we can update some of our statistics that you are asking about. I am adding some of our data analysis folks to this email. We probably should do an ongoing analysis, but will need to get more data than just a few months.

Jim and Andrew, please see highlighted question in Mike's email below. We are interested in seeing any trends from March on.

Thanks again everyone.

Meryl

From: Mangelson, Michael <Michael.Mangelson@USPTO.GOV>
Sent: Tuesday, August 25, 2020 8:20 AM
To: Perlmutter, Shira <Shira.Perlmutter@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Wu, Elaine <Elaine.Wu@USPTO.GOV>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>
Cc: Gooder, David S. <David.Gooder@uspto.gov>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Lian, Lubing (Larry) <Lubing.Lian@USPTO.GOV>; Ferriter, Karin <Karin.Ferriter@USPTO.GOV>
Subject: RE: Trademark filings from China

Meryl,

(b)(5)

(b)(5)

China also directed its state-owned enterprises to increase Madrid filings by 50 percent. CNIPA reported that China's Madrid filings increased by 36% in the first half of 2020.

(b)(5)

Mike

From: Perlmutter, Shira <Shira.Perlmutter@USPTO.GOV>
Sent: Monday, August 24, 2020 4:39 PM
To: Cotton, Amy <Amy.Cotton@USPTO.GOV>; Wu, Elaine <Elaine.Wu@USPTO.GOV>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@USPTO.GOV>
Cc: Gooder, David S. <David.Gooder@uspto.gov>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Lian, Lubing (Larry) <Lubing.Lian@USPTO.GOV>; Ferriter, Karin <Karin.Ferriter@USPTO.GOV>
Subject: RE: Trademark filings from China

Thanks. This is surprising and it will be interesting to find any explanations.

Shira Perlmutter

Chief Policy Officer and Director for International Affairs

U.S. Patent and Trademark Office
Department of Commerce
(571) 272 9300

From: Cotton, Amy <Amy.Cotton@USPTO.GOV>

Sent: Monday, August 24, 2020 4:31 PM

To: Wu, Elaine <Elaine.Wu@USPTO.GOV>; Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@USPTO.GOV>

Cc: Gooder, David S. <David.Gooder@uspto.gov>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Lian, Lubing (Larry) <Lubing.Lian@USPTO.GOV>; Perlmutter, Shira <Shira.Perlmutter@USPTO.GOV>;

Ferriter, Karin <Karin.Ferriter@USPTO.GOV>

Subject: RE: Trademark filings from China

+ Shira and Karin

From: Wu, Elaine <Elaine.Wu@USPTO.GOV>

Sent: Monday, August 24, 2020 3:40 PM

To: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Mangelson, Michael <Michael.Mangelson@USPTO.GOV>

Cc: Gooder, David S. <David.Gooder@uspto.gov>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>; Lian, Lubing (Larry) <Lubing.Lian@USPTO.GOV>

Subject: RE: Trademark filings from China

Thanks, we will get back.

Adding Larry Lian who is also tracking the subsidies.

Elaine T.L. Wu | Senior Counsel | Office of Policy & International Affairs | USPTO | 571-272-8499(direct) | 571-345-5670(mobile)

From: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>

Sent: Monday, August 24, 2020 3:16 PM

To: Mangelson, Michael <Michael.Mangelson@USPTO.GOV>; Wu, Elaine <Elaine.Wu@USPTO.GOV>

Cc: Gooder, David S. <David.Gooder@uspto.gov>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Cotton, Amy <Amy.Cotton@USPTO.GOV>

Subject: Trademark filings from China

Good afternoon China Team Leaders,

We hope this finds you and your families well.

We in Trademark operations have been noticing a substantial increase in trademark application filings from Chinese citizens and businesses. Third quarter we had twice as many new applications from China as each of the previous quarters. This increasing trend has continued significantly in July and so far in August.

We understand the increase from a low in February when China was still dealing with the virus, so we do understand why things would have gone up since then. However, the current increase is way beyond what we were seeing before the virus hit.

(b)(5)

Thanks for your help. We are trying very hard to understand what we are seeing so we can be prepared.

Best,

Meryl Hershkowitz

Deputy Commissioner for Trademark Operations

United States Patent and Trademark Office
Meryl.hershkowitz@uspto.gov
571.272.9173

From: Hershkowitz, Meryl
Sent: 12 Oct 2020 17:10:00 +0000
To: Vlcek, Tomas;Marsh, Sharon;Gooder, David S.;McDonald, Andrew;Chbouki, Nabil;Lavache, Robert
Cc: Cooney-Porter, Kathleen;Cooper, Christine H.
Subject: RE: Urgent - AM analysis needed re China filings

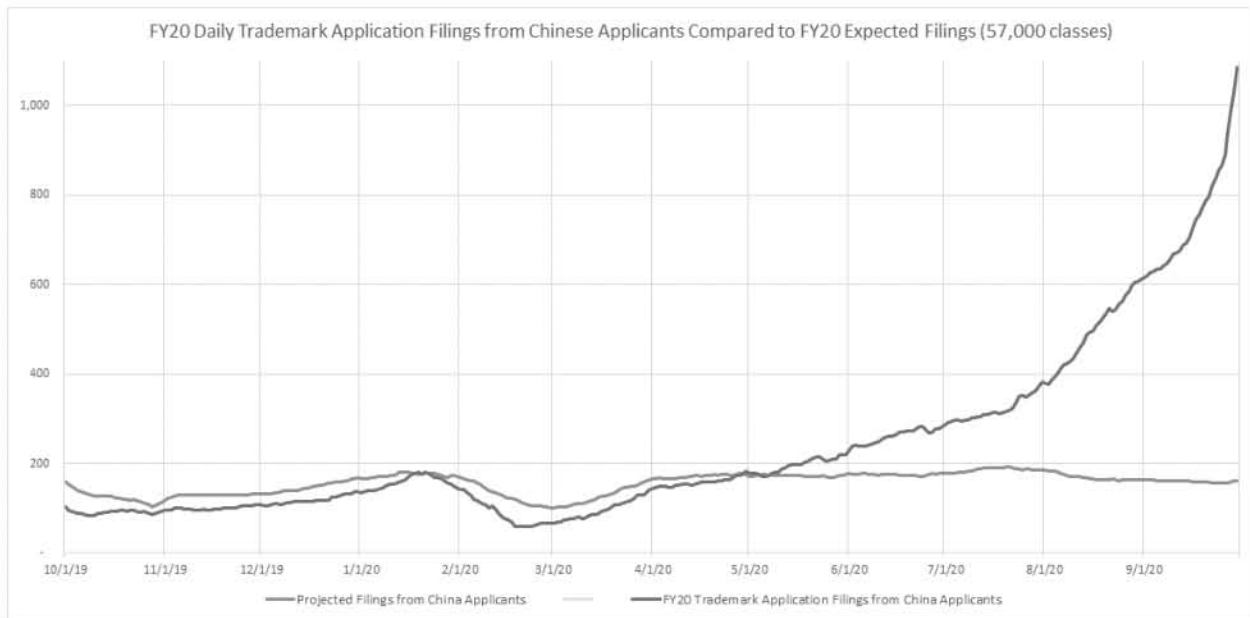
(b)(5)

From: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>
Sent: Monday, October 12, 2020 1:05 PM
To: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Gooder, David S. <David.Gooder@uspto.gov>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Lavache, Robert <Robert.Lavache@USPTO.GOV>
Cc: Cooney-Porter, Kathleen <Kathleen.Cooneyporter@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>
Subject: RE: Urgent - AM analysis needed re China filings

Some basic background info on filings. If you go back 10 years, China was less than 1% of our filings. Around 2015, the significant increases started.

The significant increases from China this year started in May and have been increasing exponentially, so the shorter the time period you focus on, the more significant the increase looks.

	US		China		Rest of the World		Total
	#	%	#	%	#	%	#
FY 2018	441,853	70%	58,068	9%	134,973	21%	634,894
FY 2019	457,314	68%	76,569	11%	140,029	21%	673,912
FY 2020	495,245	68%	102,736	14%	134,565	18%	732,546
September 2020	48,111	52%	31,925	35%	12,293	13%	92,329
9/24/20 - 9/30/20	11,655	44%	11,645	44%	3,235	12%	26,535



From: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>

Sent: Monday, October 12, 2020 11:36 AM

To: Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Gooder, David S. <David.Gooder@uspto.gov>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>; Lavache, Robert <Robert.Lavache@USPTO.GOV>

Cc: Cooney-Porter, Kathleen <Kathleen.Cooneyporter@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Subject: RE: Urgent - AM analysis needed re China filings

(b)(5) Delib Proc Priv

From: Marsh, Sharon <Sharon.Marsh@USPTO.GOV>

Sent: Monday, October 12, 2020 11:29 AM

To: Gooder, David S. <David.Gooder@uspto.gov>; Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>

Cc: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Cooney-Porter, Kathleen <Kathleen.Cooneyporter@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Subject: RE: Urgent - AM analysis needed re China filings

(b)(5) Delib Proc Priv

The article also notes that if the increase continues it could lead to delays in examination, so we should be prepared to address that topic also.

From: Gooder, David S. <David.Gooder@uspto.gov>

Sent: Monday, October 12, 2020 11:20 AM

To: Vlcek, Tomas <Tomas.Vlcek@USPTO.GOV>; McDonald, Andrew <Andrew.McDonald@USPTO.GOV>; Chbouki, Nabil <Nabil.Chbouki@USPTO.GOV>

Cc: Hershkowitz, Meryl <Meryl.Hershkowitz@USPTO.GOV>; Marsh, Sharon <Sharon.Marsh@USPTO.GOV>; Cooney-Porter, Kathleen <Kathleen.Cooneyporter@USPTO.GOV>; Cooper, Christine H. <Christine.Cooper@USPTO.GOV>

Subject: Urgent - AM analysis needed re China filings

Good morning all.

I know you are working on an analysis of China filings but something a bit urgent has arisen. WTR has just published a report regarding our China filings under the headline: "China overtakes American brand owners to be largest source of trademark applications at the USPTO: data analysis" Here's the link: <https://www.worldtrademarkreview.com/ip-offices/china-overtakes-american-brand-owners-be-largest-sources-of-trademark-applications-the-uspto-data-analysis>

(b)(5) Delib Proc Priv

Under normal circumstances, I would just have you keep working on the analysis we'll be delivering to Andrei on Thursday afternoon. Because I have an interview with WTR's publisher on Wednesday 10/14 at 8:00 AM EDT, I need to be prepared to comment on WTR's article as they will no doubt focus some of their questions on this topic. I also have an interview with Managing IP on Tuesday, 10/13 at 8:30 AM EDT. They may not drill in on this as much as WTR will but I need to be prepared.

Many thanks for jumping on this first thing. Certainly if you have any questions, please let me know.

All the best, Dave

David S. Gooder

Commissioner for Trademarks
U.S. Patent and Trademark Office
Office: (571) 272-8901
Mobile: (202) 578-6050
Email: David.Gooder@USPTO.GOV



From: Vlcek, Tomas
Sent: 28 Jul 2020 21:03:17 +0000
To: Gooder, David S.
Cc: Hershkowitz, Meryl;Lowry, Leigh
Subject: TM Filings - US and Non-US - 2020-07-28.pptx
Attachments: TM Filings - US and Non-US - 2020-07-28.pptx

Hi, Dave.

This is the data I was able to put together today. The first chart is the one I have used often showing total daily filings (28-day moving average) compared to an indexed projection of filings based on our revised plan of 625,000 classes. (b)(5)

(b)(5)

For the next 2 slides I was able to break out the same data and projections for US and non-US filings.

(b)(5)

(b)(5)

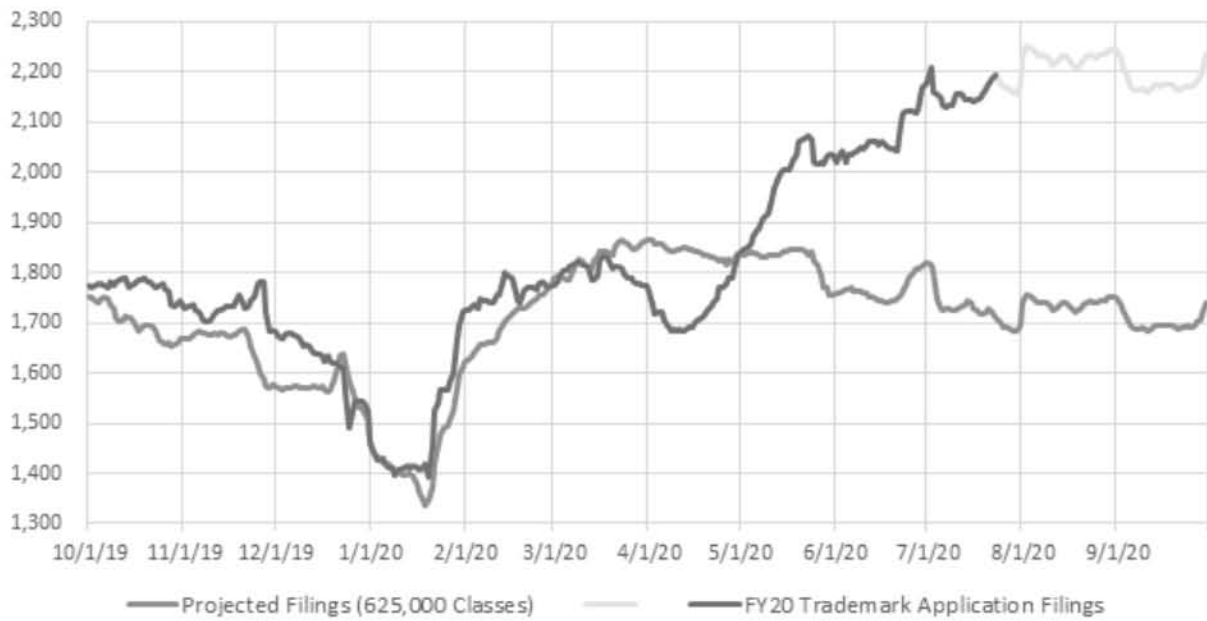
The US filings chart looks very similar to the overall filings, just a little more exaggerated. But the non-US chart is dramatically different. This is a much smaller data set, and covid hit the various countries at different times, which flattened out the problems in January and February, but filings have really taken off since then.

(b)(5)

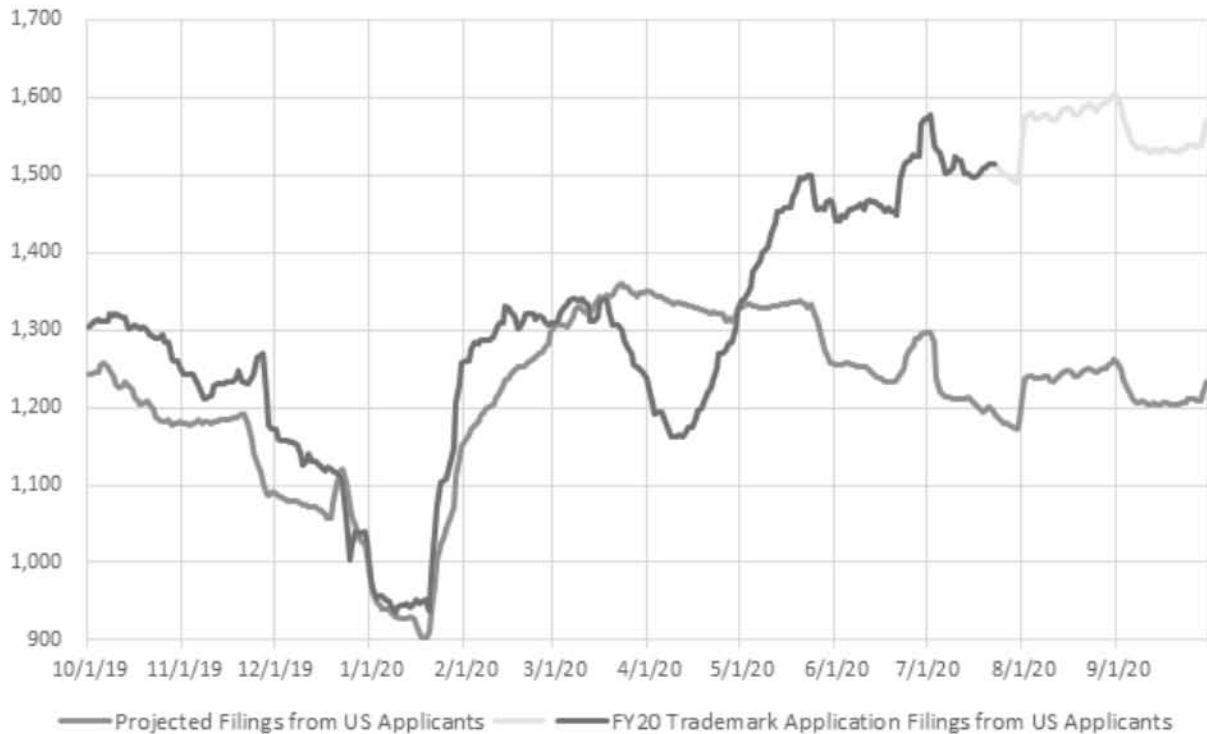
Hopefully, this information can be helpful for you. I can make adjustments to it if there is anything you would like to see changed. (b)(5)

(b)(5)

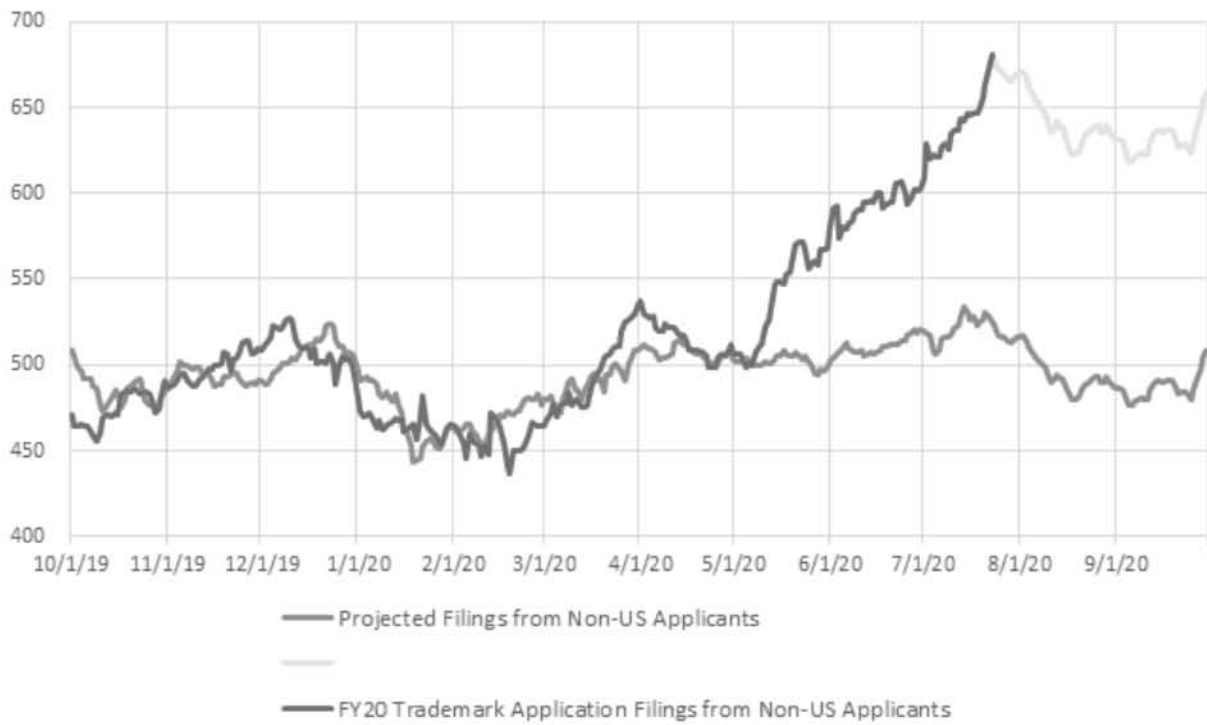
FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)



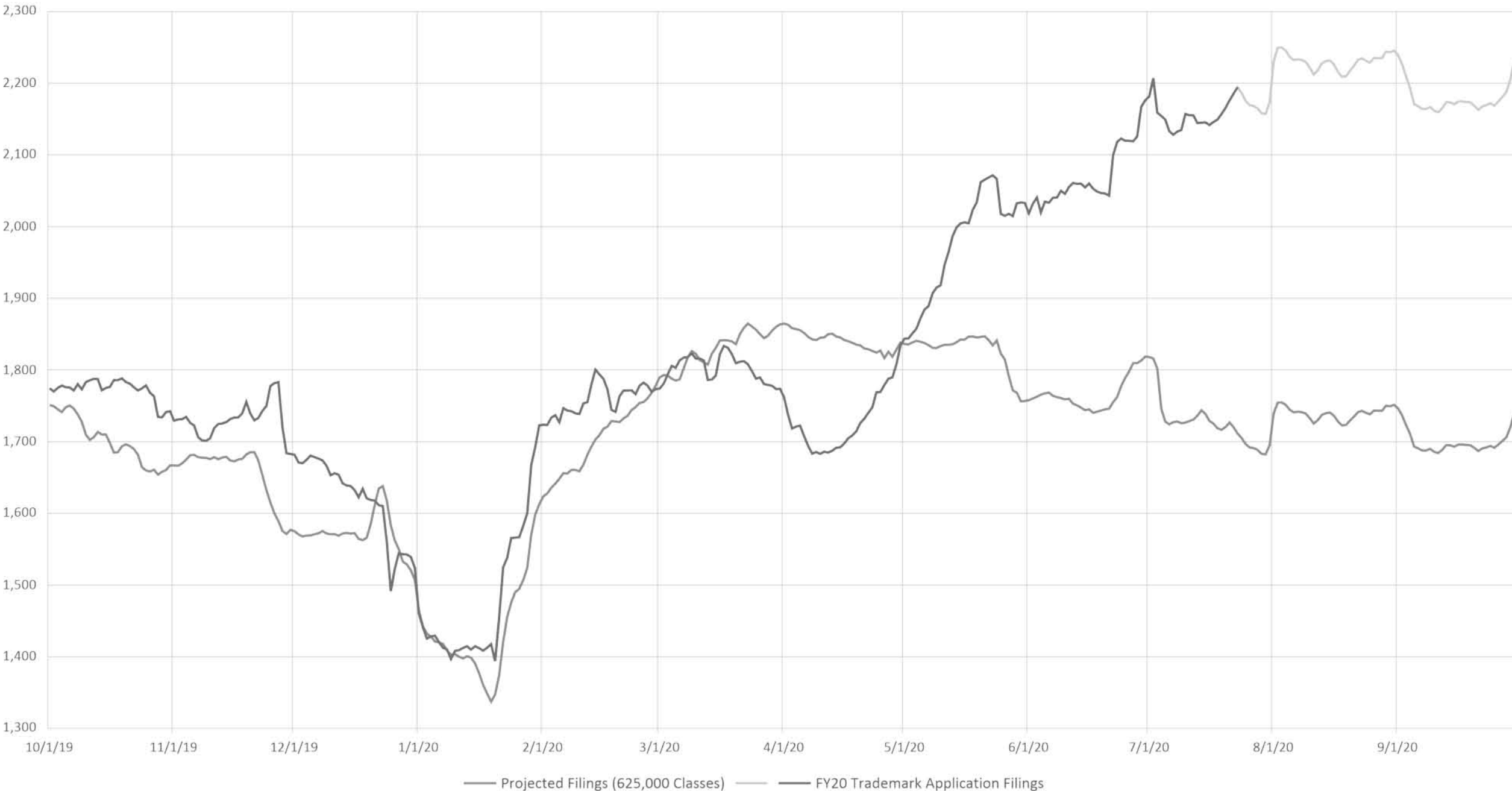
FY20 Daily Trademark Application Filings from US Applicants Compared to Revised Plan (444,000 Classes)



FY20 Daily Trademark Application Filings from Non-US Applicants
Compared to Revised Plan (181,000 Classes)

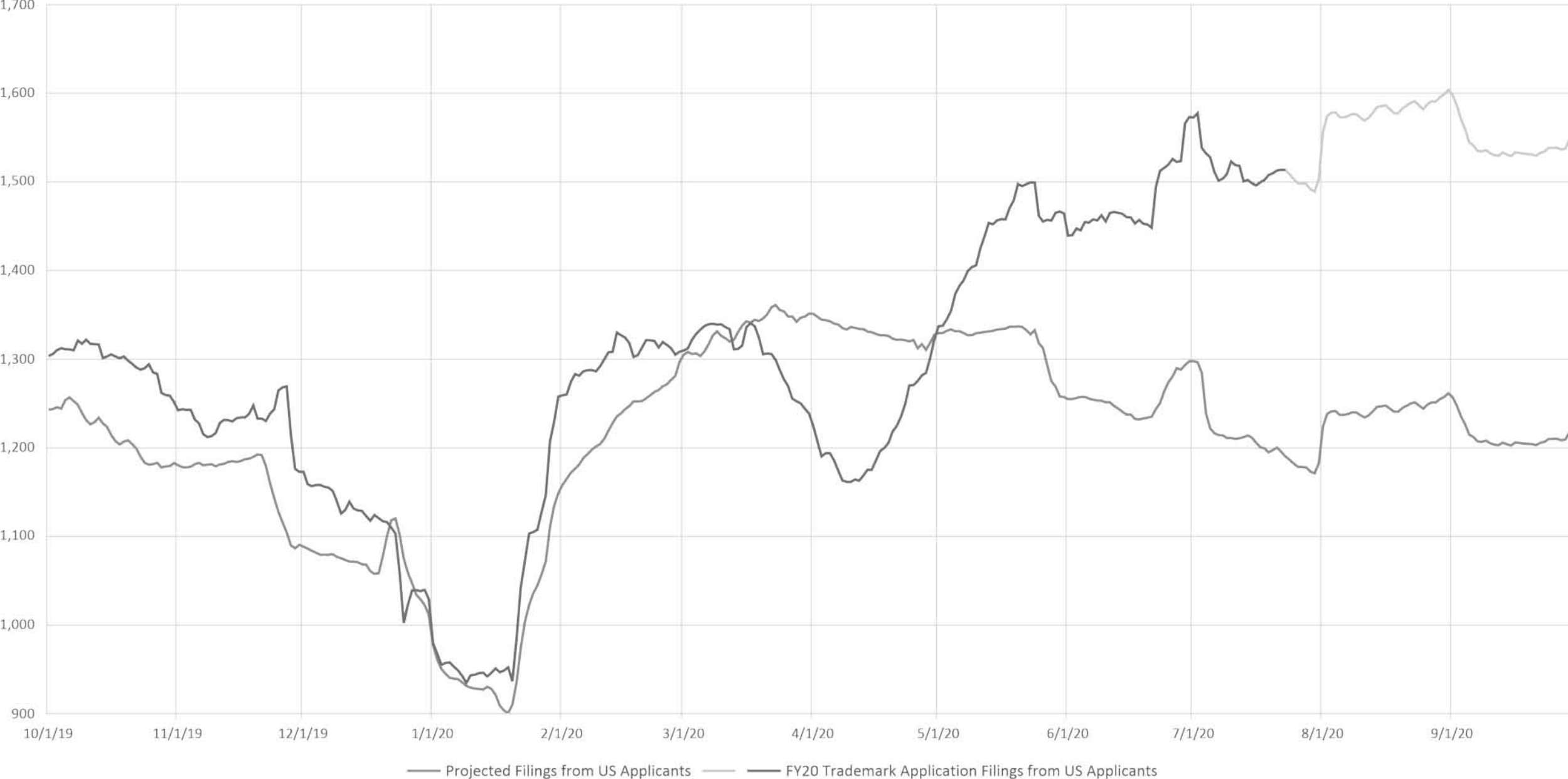


FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)

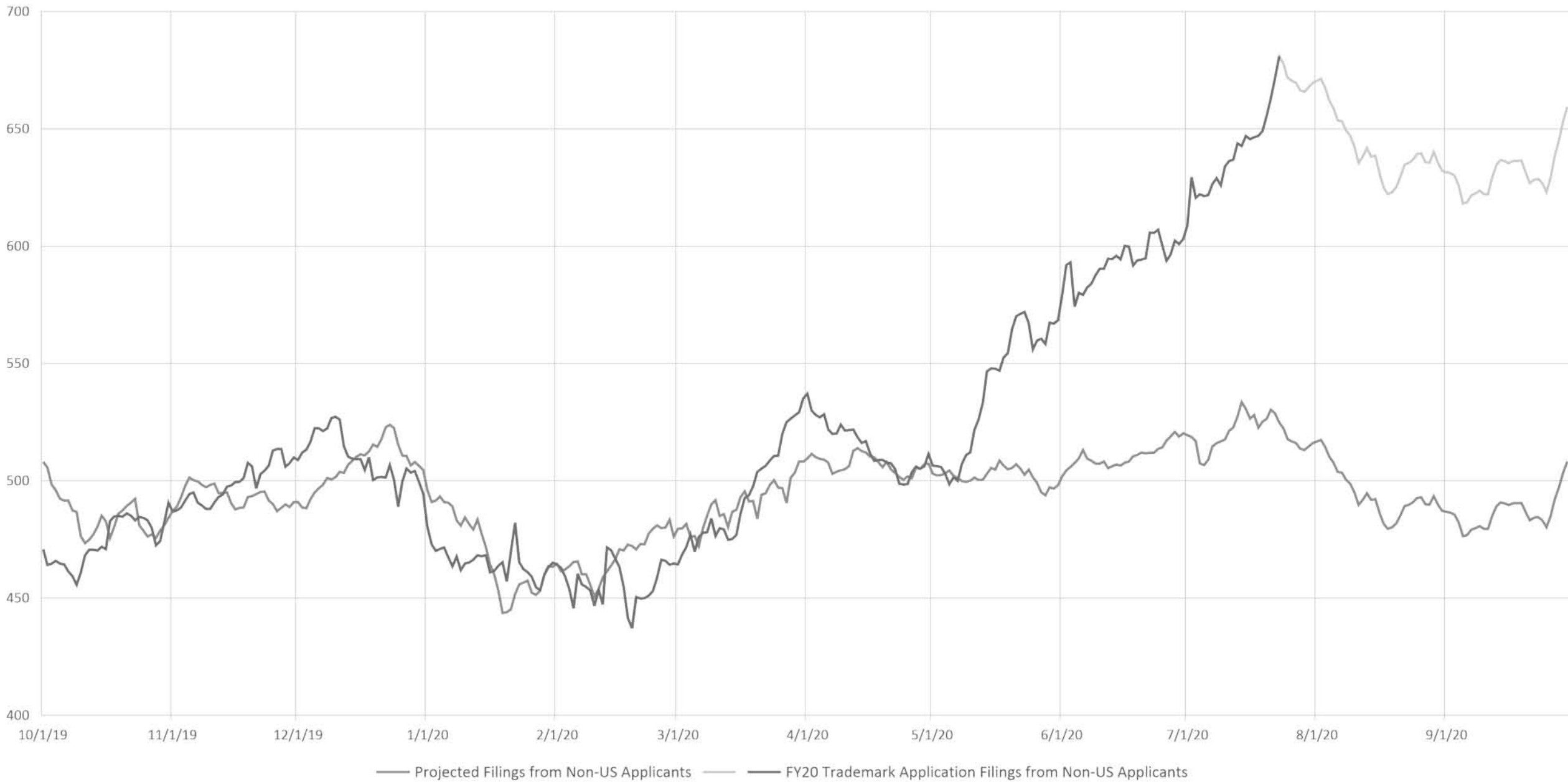


— Projected Filings (625,000 Classes) — FY20 Trademark Application Filings

FY20 Daily Trademark Application Filings from US Applicants Compared to Revised Plan (444,000 Classes)



FY20 Daily Trademark Application Filings from Non-US Applicants Compared to Revised Plan (181,000 Classes)



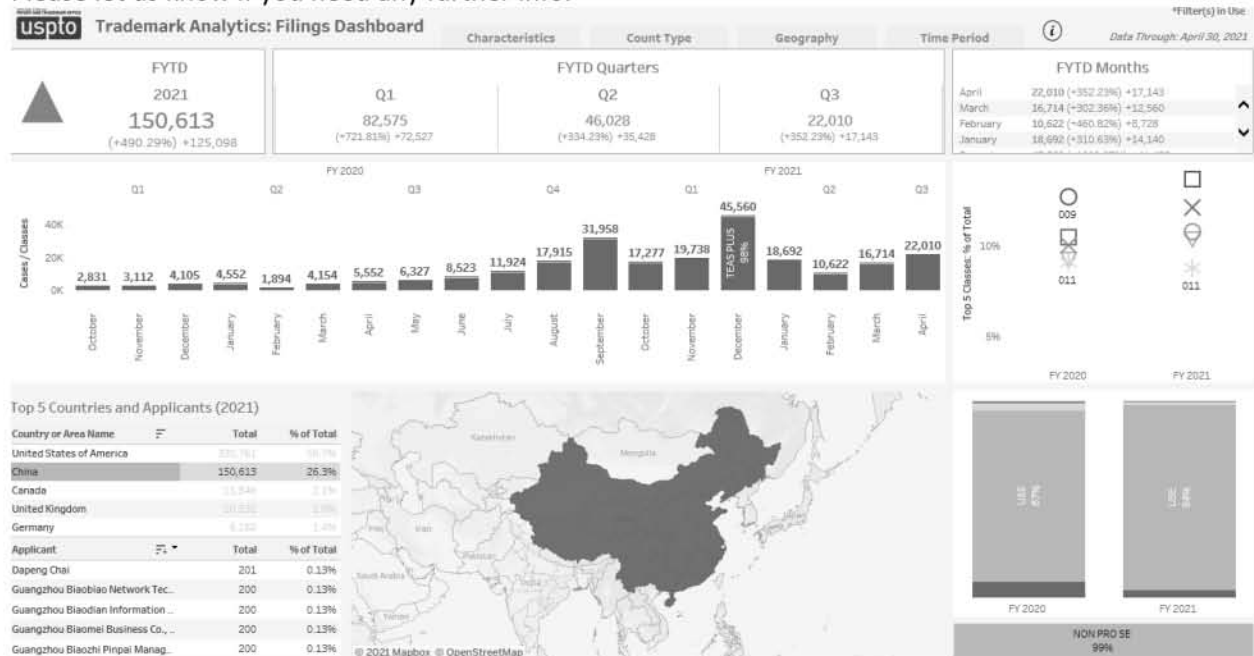
From: McDonald, Andrew
Sent: 5 May 2021 13:30:09 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through April

Please see below China filings data through April 30.

Overview:

- Chinese filings are up +490% FYTD compared to the same time last year.
- Chinese growth for April FY21 was +352% compared to April FY20.
- Chinese filings are 26.3% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 59% of the growth in FY21.

Please let us know if you need any further info.



From: McDonald, Andrew
Sent: 7 Sep 2021 11:48:08 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through August FY21

Please see below China filings data through August. We're seeing a consistent plateau the last four months and growth rates continue to drop as we run up against the initial surge months from last year. If recent trend holds in September, we'll see significant negative growth in September.

Overview:

- Chinese filings are up +207% FYTD compared to the same time last year.
- Chinese growth for August FY21 was -17% compared to August FY20.
- Chinese filings are 25% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 62% of the growth in FY21.

Please let us know if you need any further info.



From: McDonald, Andrew
Sent: 5 Mar 2021 18:25:07 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through February FY21

Please see below China filings data through February 28. Filing levels dropped in February as we've seen in prior years (Chinese New Year month), but continue to have strong year-over-year growth.

Overview:

- Chinese filings are up +580% FYTD compared to the same time last year.
- Chinese growth for February FY21 was +482% compared to February FY20.
- Chinese filings are 28% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 65% of the growth in FY21.

Please let us know if you need any further info.



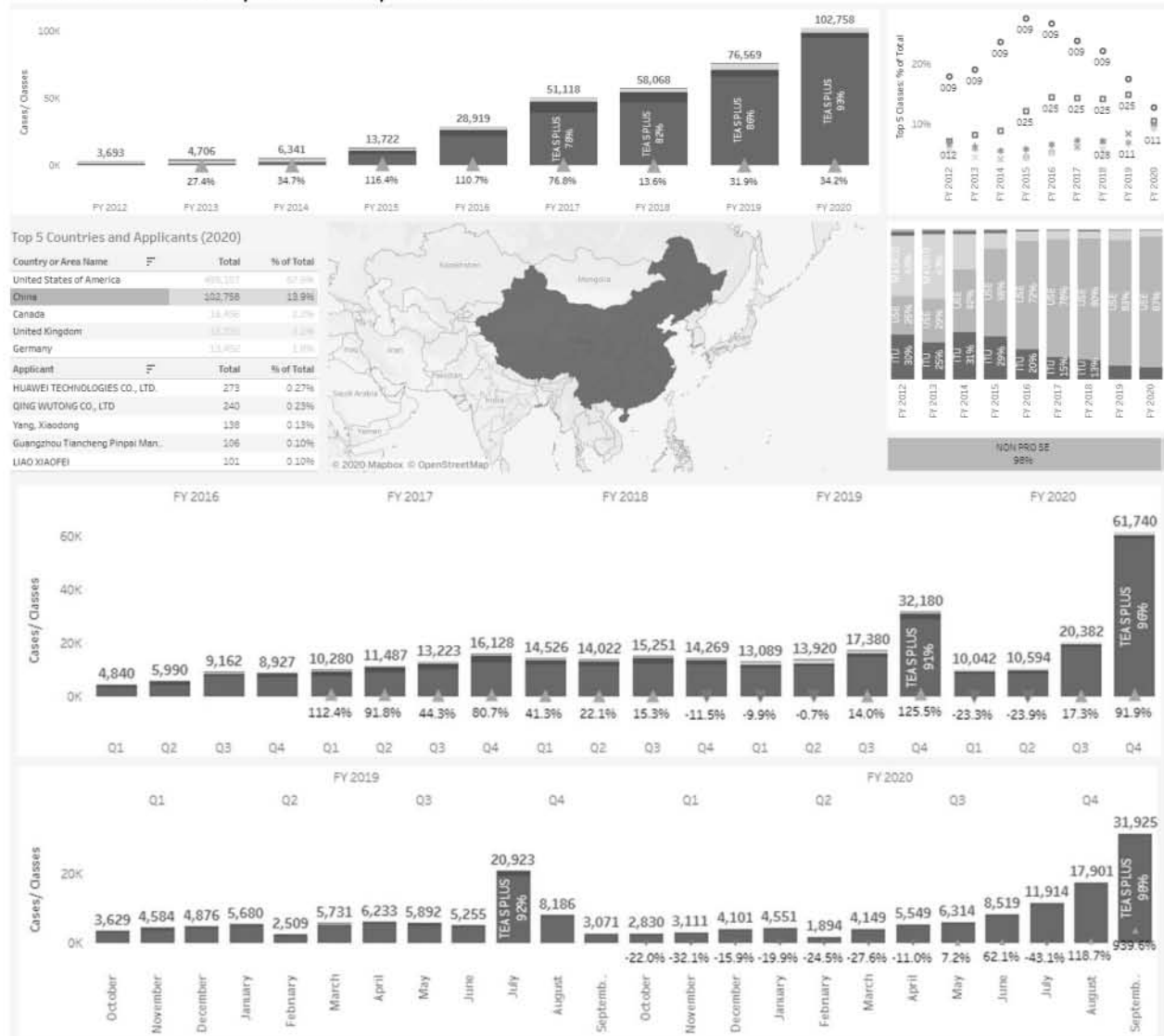
From: McDonald, Andrew
Sent: 6 Oct 2020 14:18:39 +0000
To: Gooder, David S.;Hershkowitz, Meryl;Vlcek, Tomas;Marsh, Sharon;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through FY20

Please see below China filings data through FY20. Since we started analyzing Chinese filings several years ago, this past quarter and month are some of the most staggering we've seen.

Overview:

- In FY20, Chinese filings increased 34.2% from FY19.
- Chinese filings were +91.9% in 2020 Q4 compared to 2019 Q4.
- Chinese filings were +939.6% in September 2020 compared to September 2019.
- Chinese filings were 13.9% of total filed classes for FY20 (up from 11.4% in FY19).
- Chinese filings accounted for 40% of the growth in FY20.

Please let us know if you need any further info.



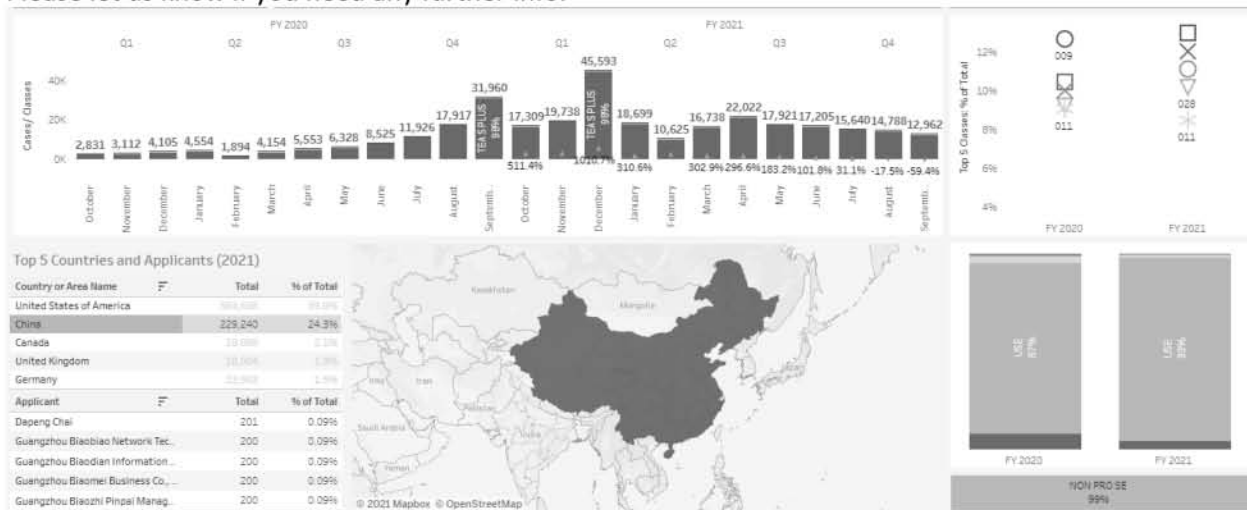
-Andrew

From: McDonald, Andrew
Sent: 6 Oct 2021 17:51:48 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through FY21

Please see below China filings data through FY21. Leveling of filings continued into September. Overview:

- Chinese filings +123% FY21
- Chinese growth for September FY21 was -59% compared to September FY20.
- Chinese filings were 24% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 62% of the growth in FY21.

Please let us know if you need any further info.



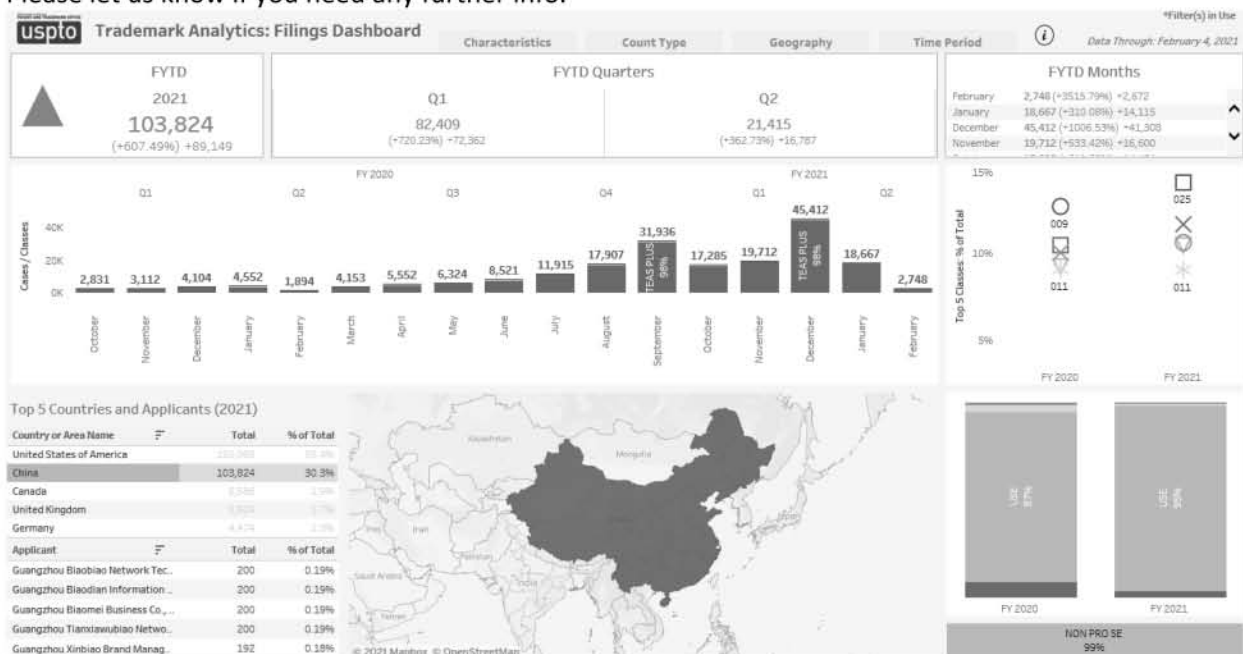
From: McDonald, Andrew
Sent: 8 Feb 2021 14:34:00 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through January FY21

Please see below China filings data through February 4. Filings dropped from the all-time high last month but continue to be historically strong.

Overview:

- Chinese filings are up +607% FYTD compared to the same time last year.
- Chinese growth for January FY21 was +310% compared to January FY20.
- Chinese filings are 30% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 66% of the growth in FY21.

Please let us know if you need any further info.



-Andrew

From: McDonald, Andrew
Sent: 6 Aug 2021 13:31:58 +0000
To: Goeder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through July FY21

Please see below China filings data through July. Growth rates continue to drop as we run up against the initial surge months from last year. If recent trends hold, we should start seeing flat growth in August and negative growth in September.

Overview:

- Chinese filings are up +276% FYTD compared to the same time last year.
- Chinese growth for July FY21 was +31% compared to July FY20.
- Chinese filings are 25% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 64% of the growth in FY21.

Please let us know if you need any further info.



Characteristics: Applicant: All; Entity: All; Filing Basis: All; Filing Method: All; ProSe/Non-ProSe: All; Count Type: All; Filings: Geography: Country: All; State: All; Geographic Group: All; Time Period: Quarter: All; Month: All

From: McDonald, Andrew
Sent: 7 Jun 2021 11:21:57 +0000
To: Gooder, David S.;Vavonese, Dan;Vlcek, Tomas;Cotton, Amy;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through May

Please see below China filings data through June 3.
 Overview:

- Chinese filings are up +419% FYTD compared to the same time last year.
- Chinese growth for May FY21 was +183% compared to May FY20.
- Chinese filings are 25.9% of total filed classes for FY21 (up from 14% in FY20).
- Chinese filings account for 60% of the growth in FY21.

Please let us know if you need any further info.



From: McDonald, Andrew
Sent: 7 Dec 2020 15:53:36 +0000
To: Gooder, David S.;Hershkowitz, Meryl;Vlcek, Tomas;Marsh, Sharon;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through November FY21

Please see below China filings data through December 3. Strong surge continued in November.
 Overview:

- Chinese filings are up +529% FYTD compared to the same time last year.
- Chinese growth for November FY21 was +532% compared to November FY20.
- Chinese filings are 24.5% of total filed classes for FY21 (up from 13.9% in FY20).
- Chinese filings account for 66% of the growth in FY21.

Please let us know if you need any further info.



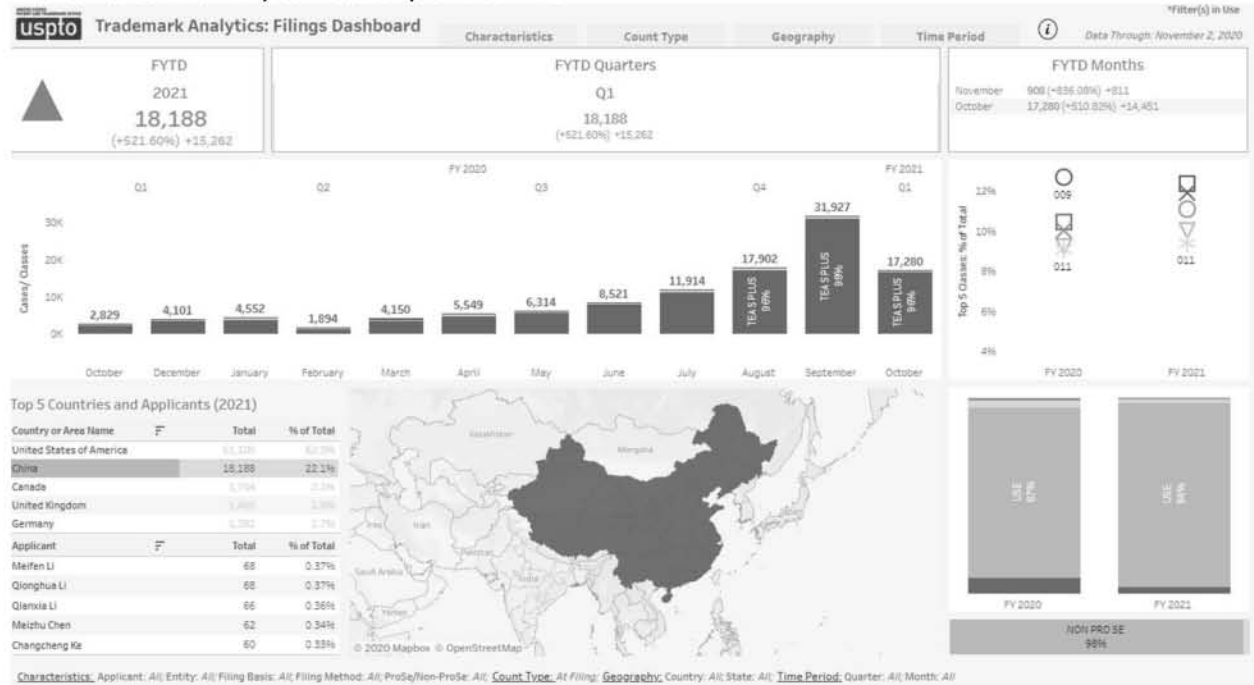
From: McDonald, Andrew
Sent: 6 Nov 2020 14:46:54 +0000
To: Gooder, David S.;Hershkowitz, Meryl;Vlcek, Tomas;Marsh, Sharon;Cooper, Christine H.
Cc: Trademark_Analytics;Chbouki, Nabil
Subject: China filings through October FY21

Please see below China filings data through November 2. There was a significant drop-off from September filings (-46%), but still 4th strongest month ever for Chinese filings.

Overview:

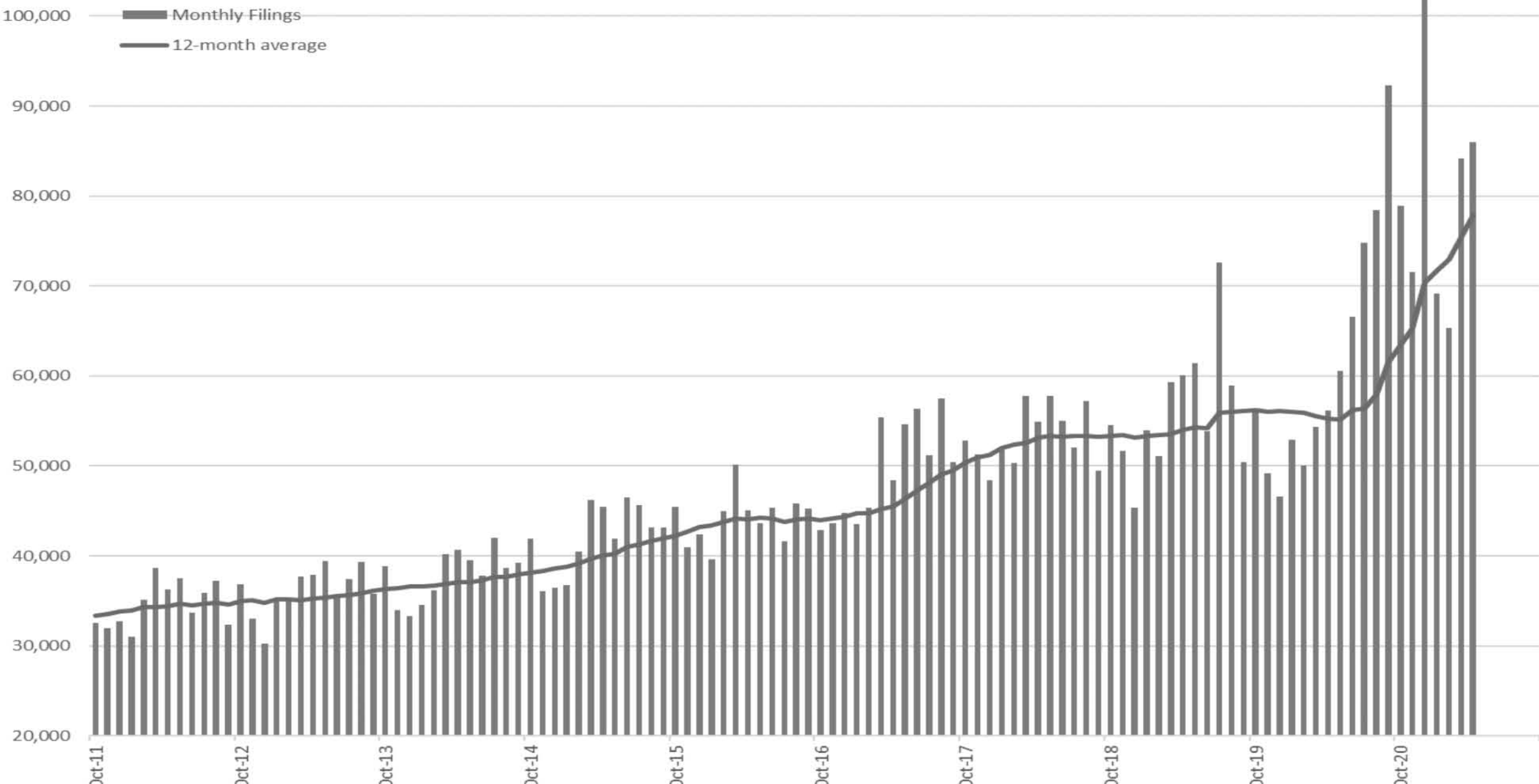
- Chinese filings are up +521% FYTD compared to the same time last year.
- Chinese growth for October FY21 was +511% compared to October FY20.
- Chinese filings are 22.1% of total filed classes for FY21 (up from 13.9% in FY20).
- Chinese filings account for 63% of the growth in FY21.

Please let us know if you need any further info.

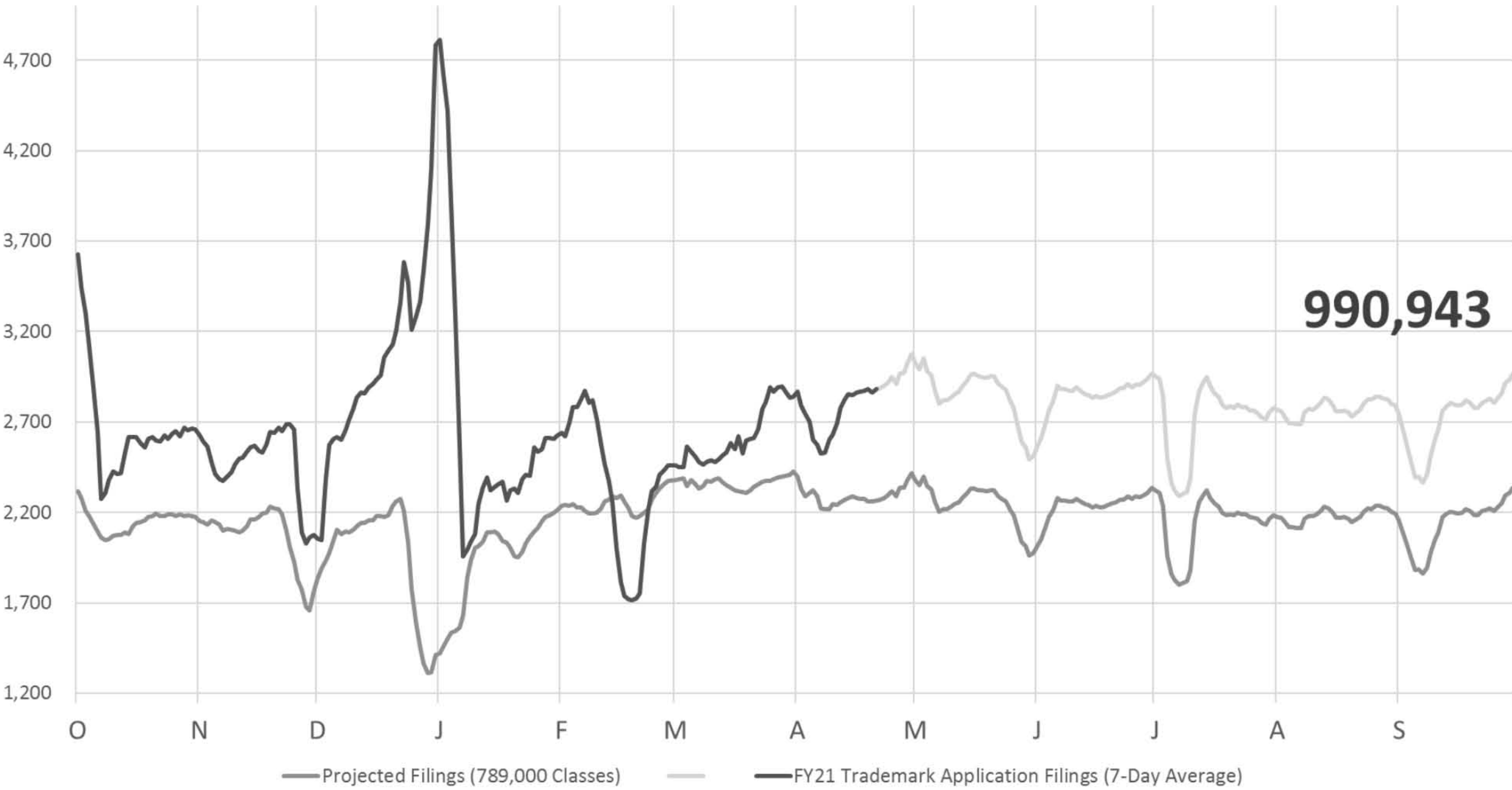


-Andrew

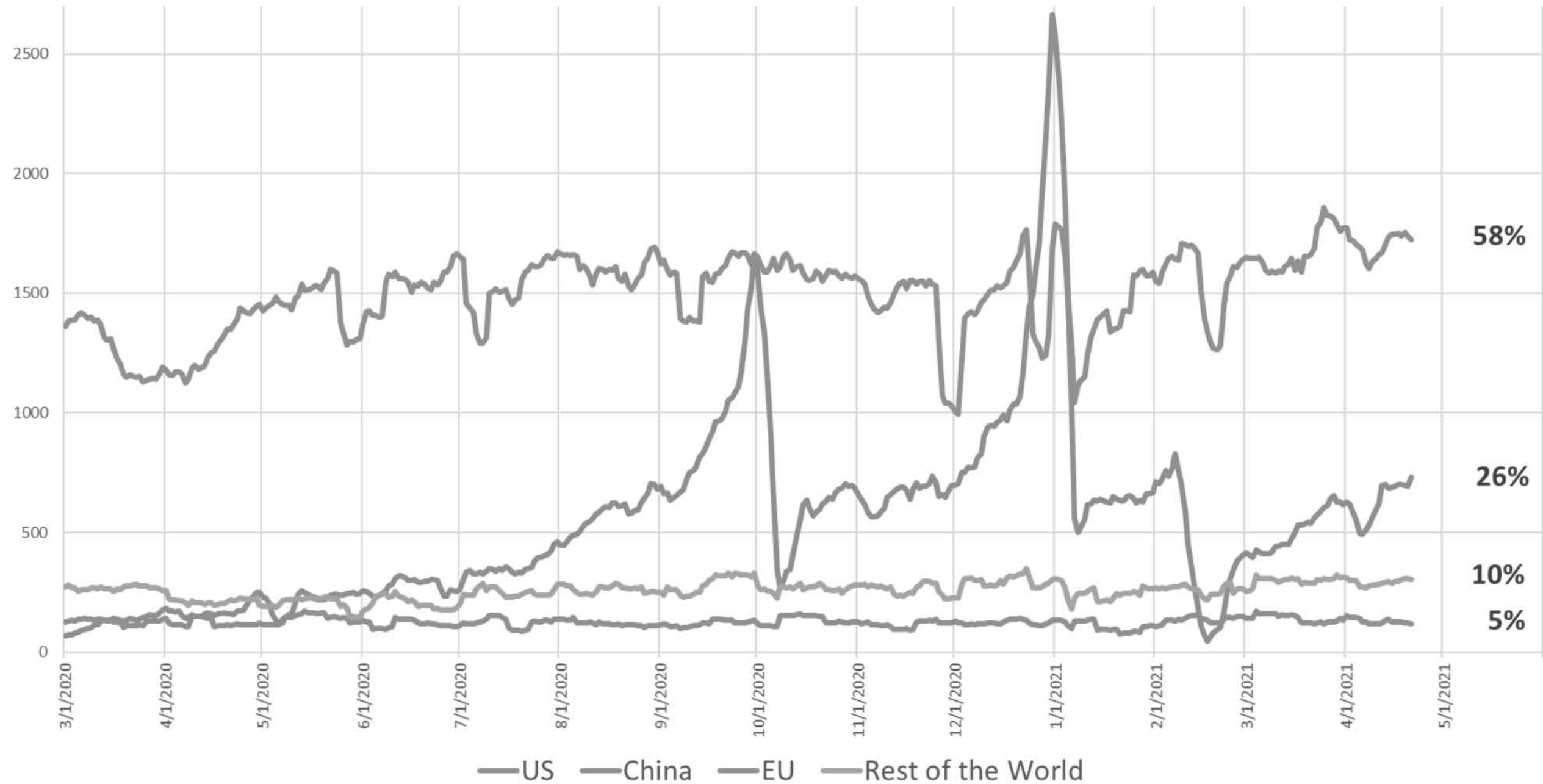
Monthly Application Filings (Classes) Since FY 2012



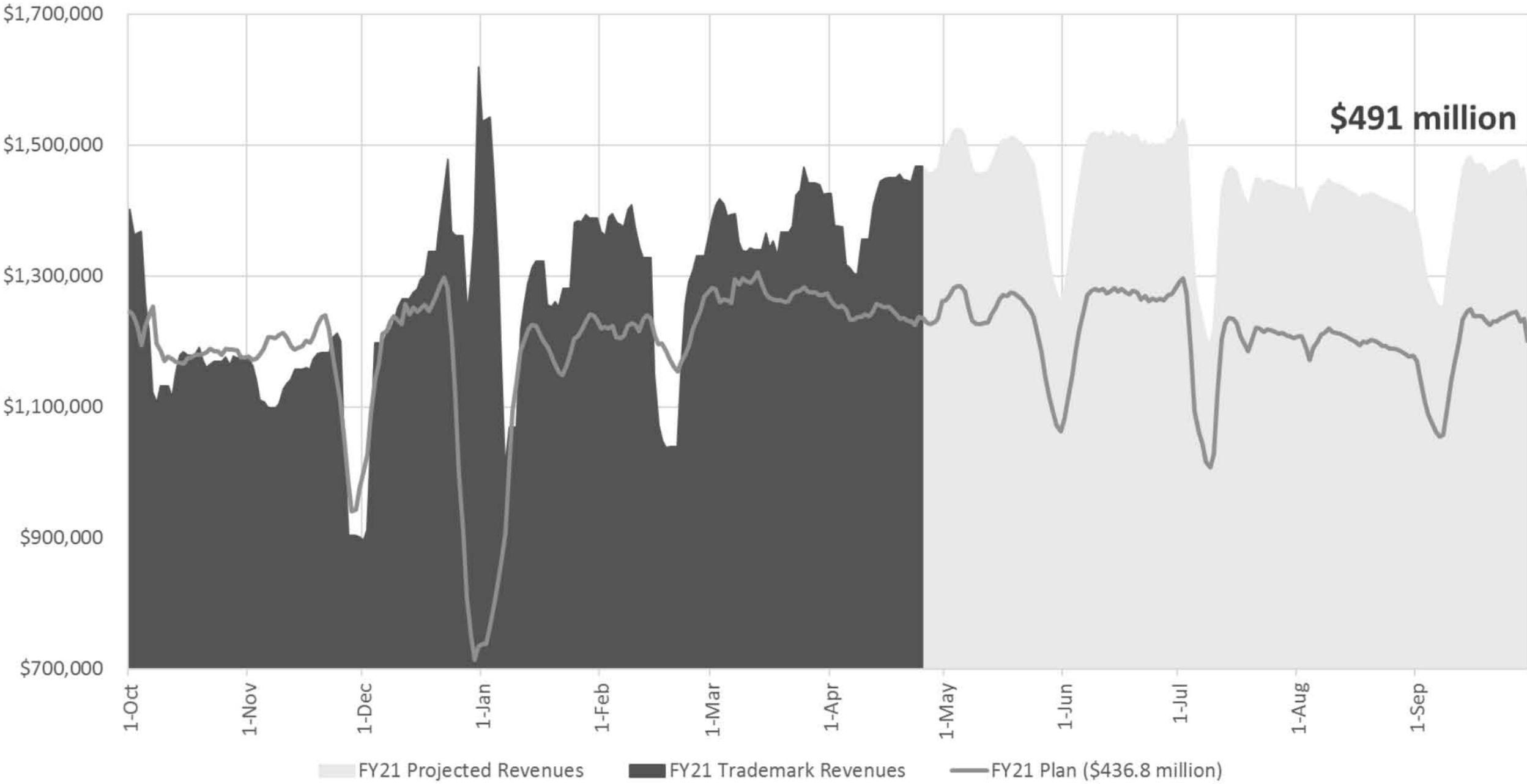
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



FY 2021 Daily TM Revenues

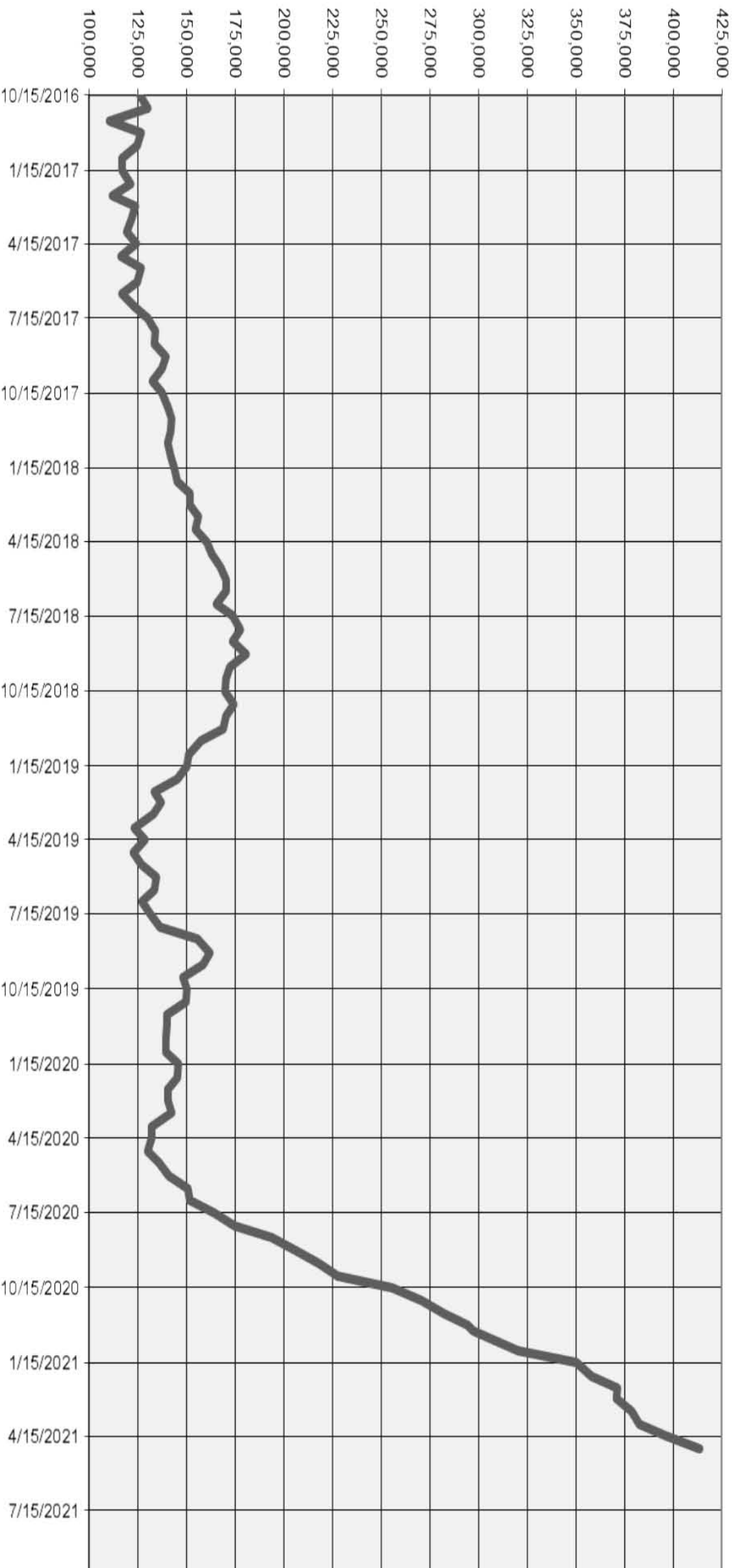


\$491 million

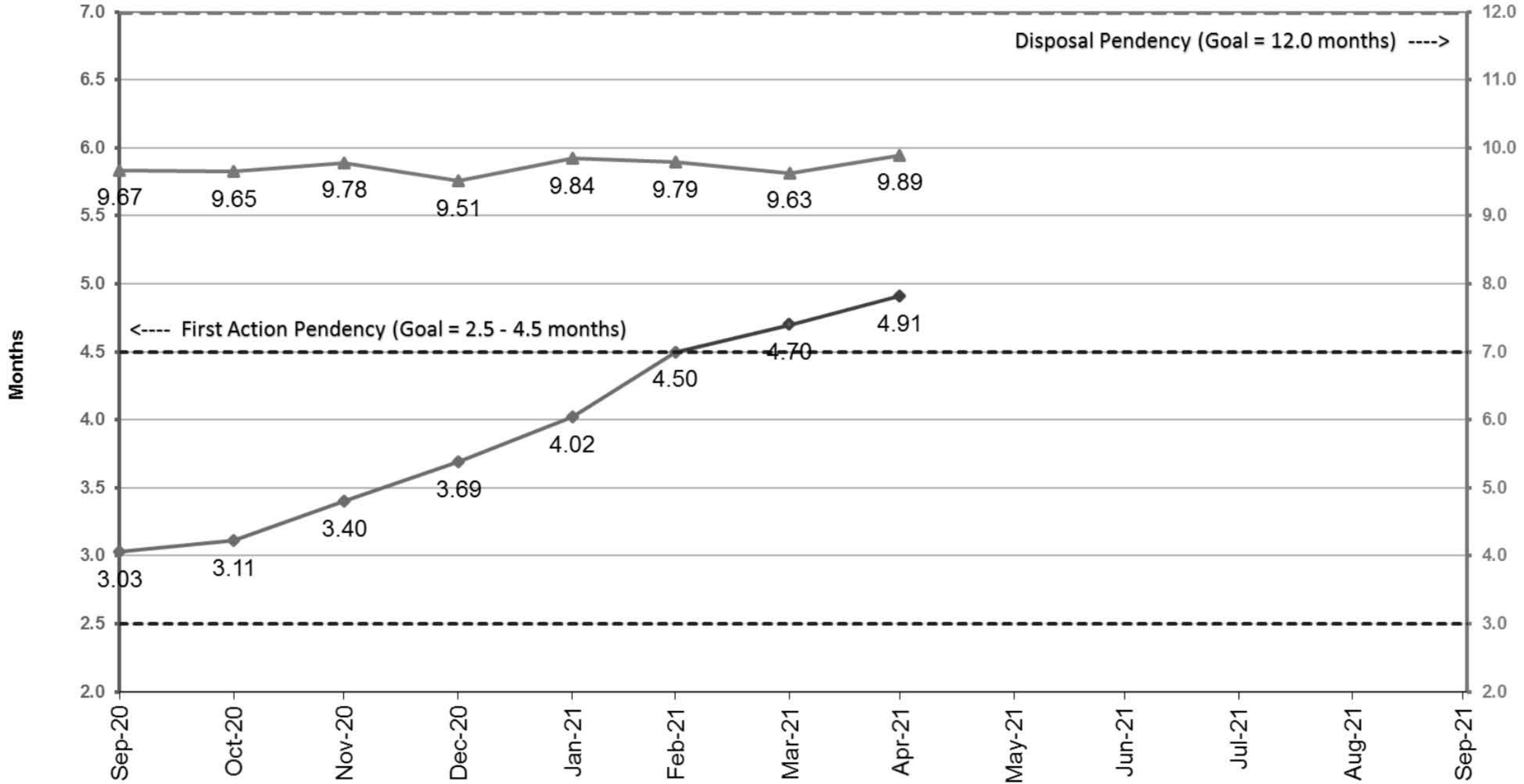
FY21 Projected Revenues FY21 Trademark Revenues FY21 Plan (\$436.8 million)

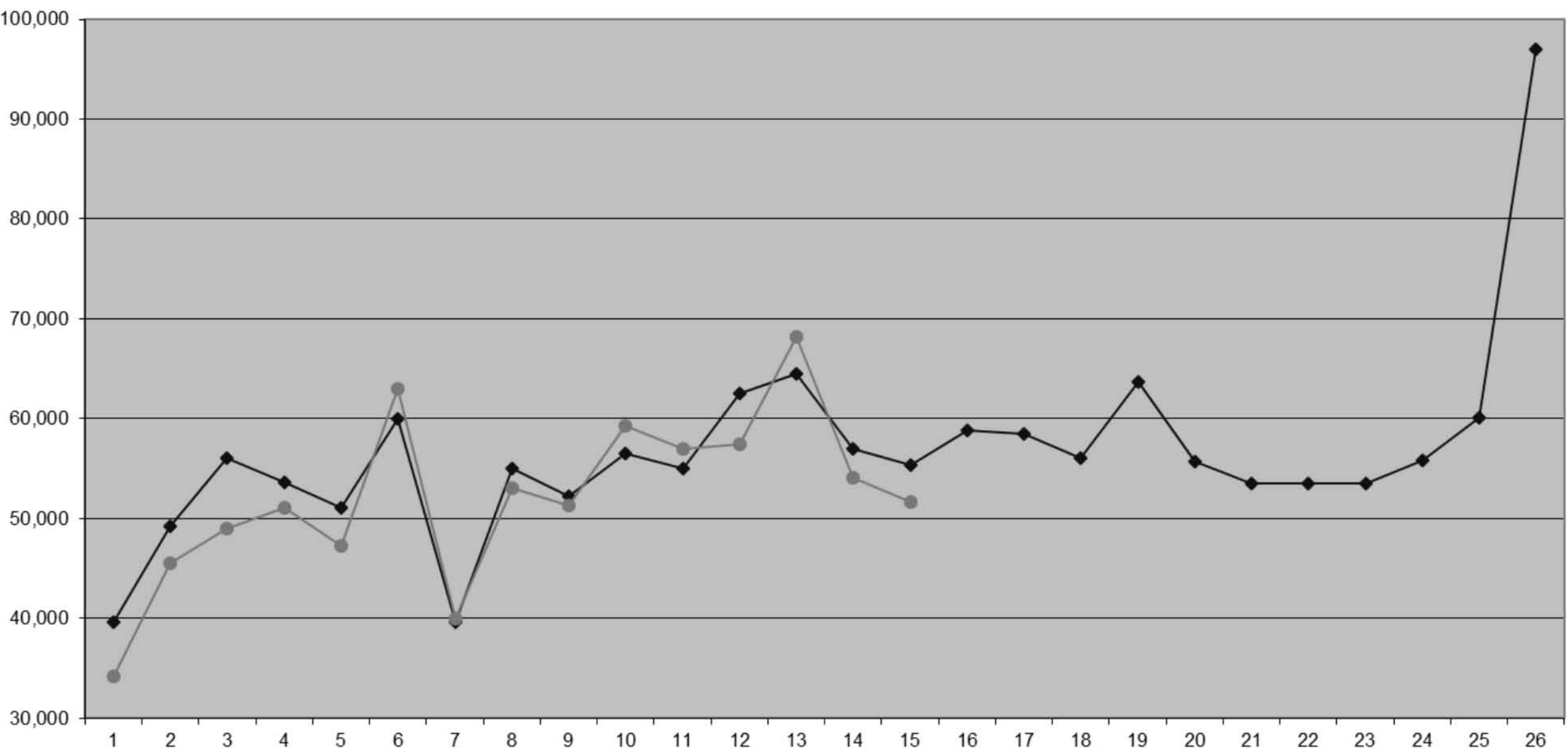
Unexamined Application Inventory (Classes)

413,534



FY21 Pendency

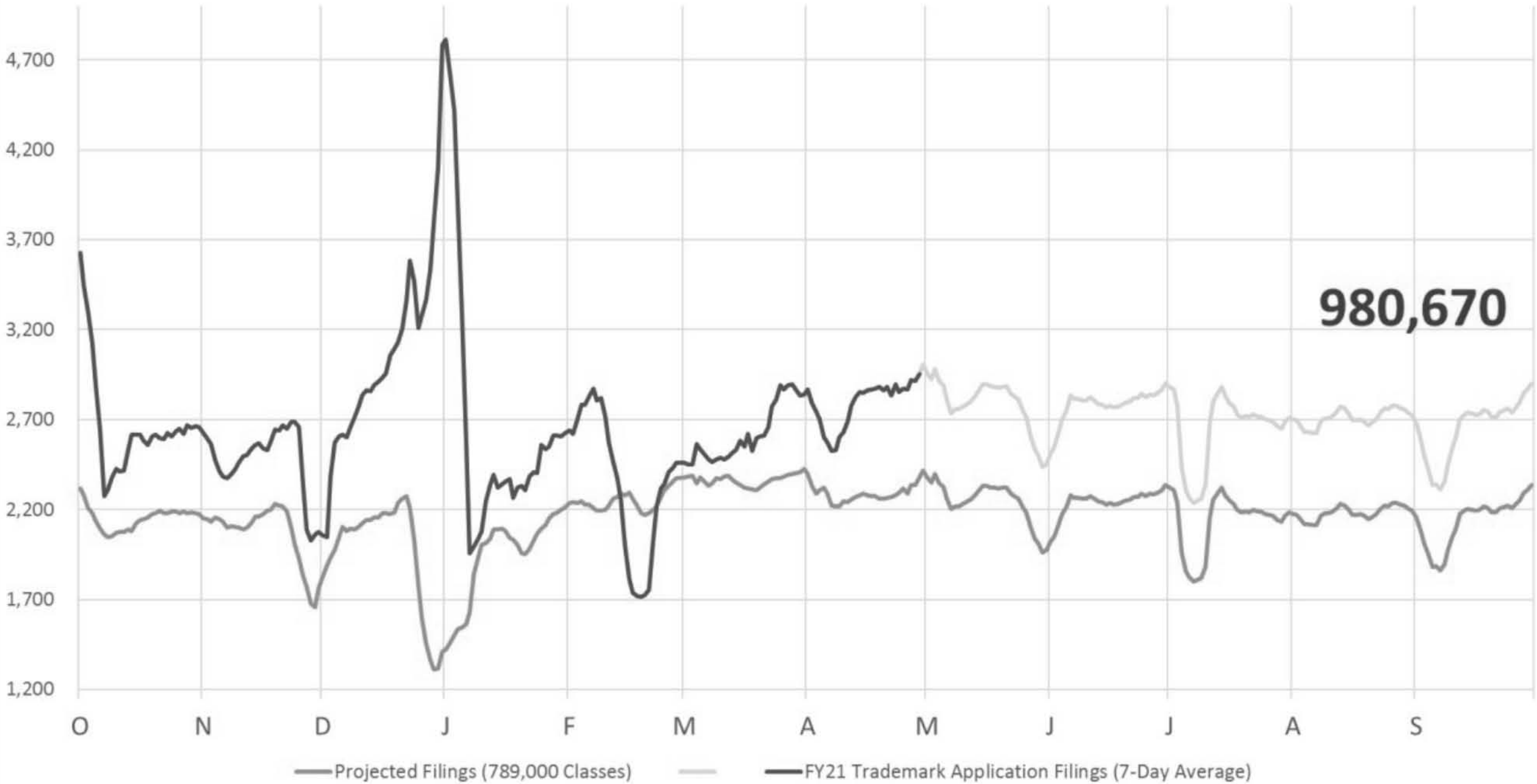




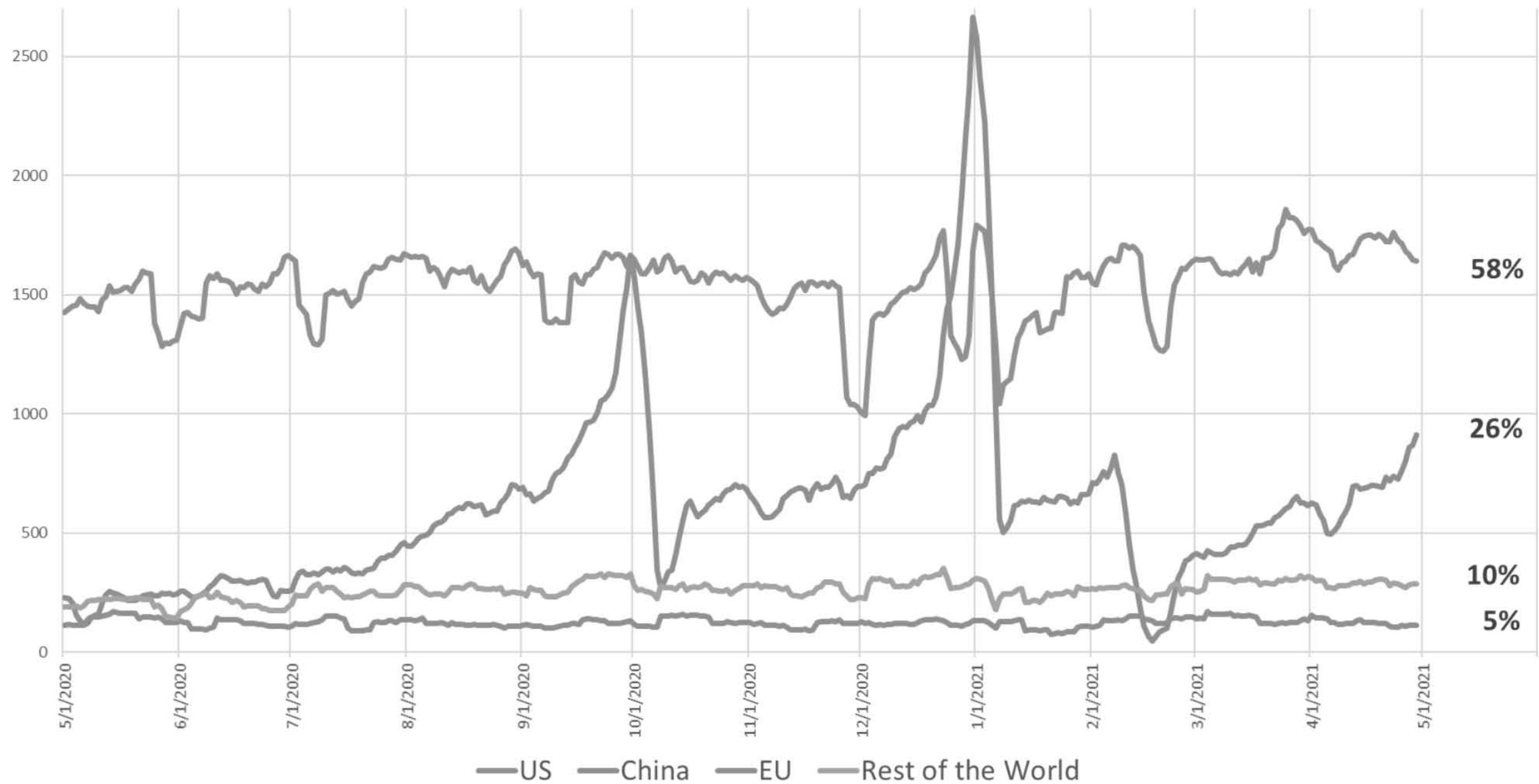
BDs



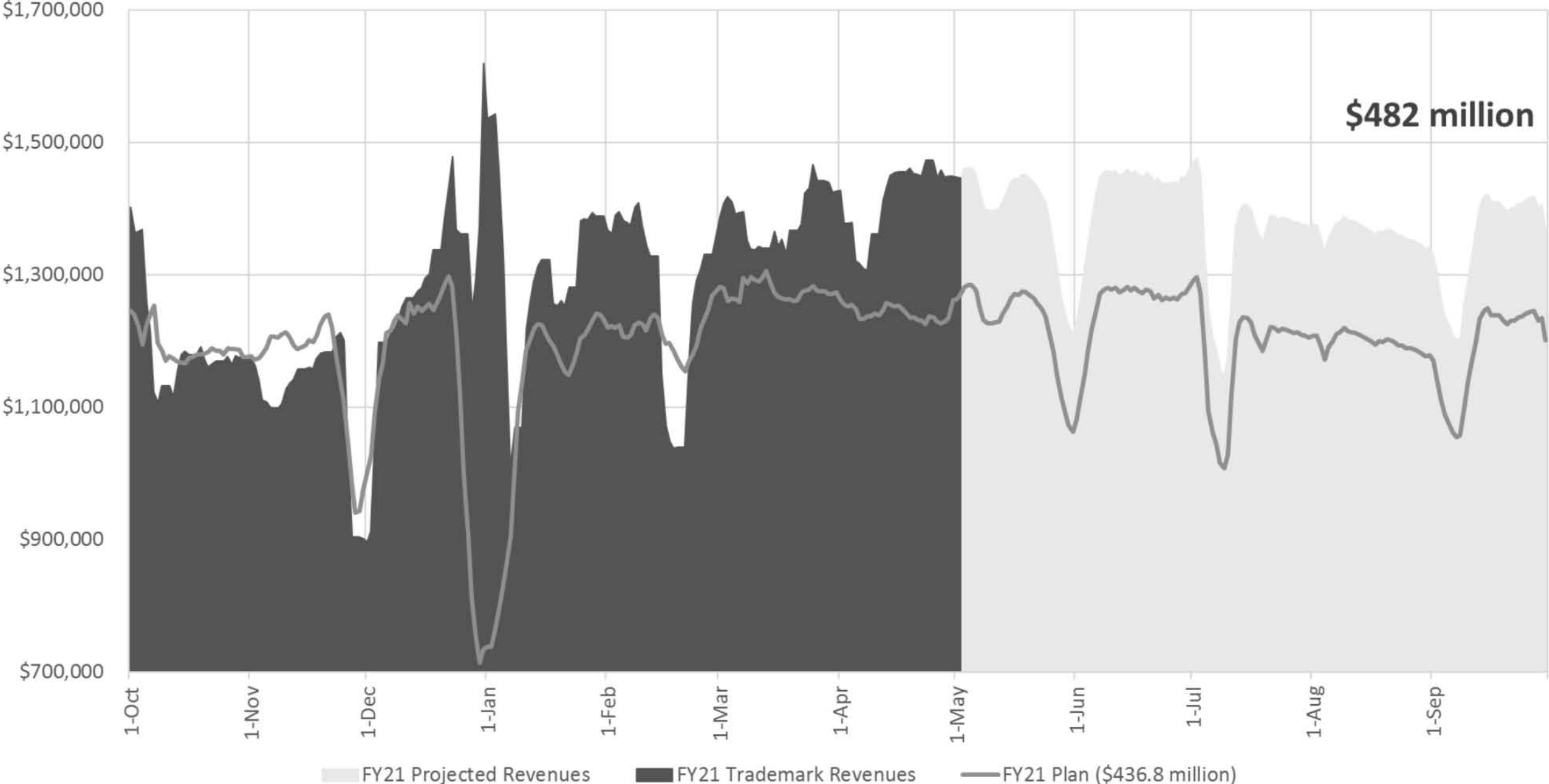
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World

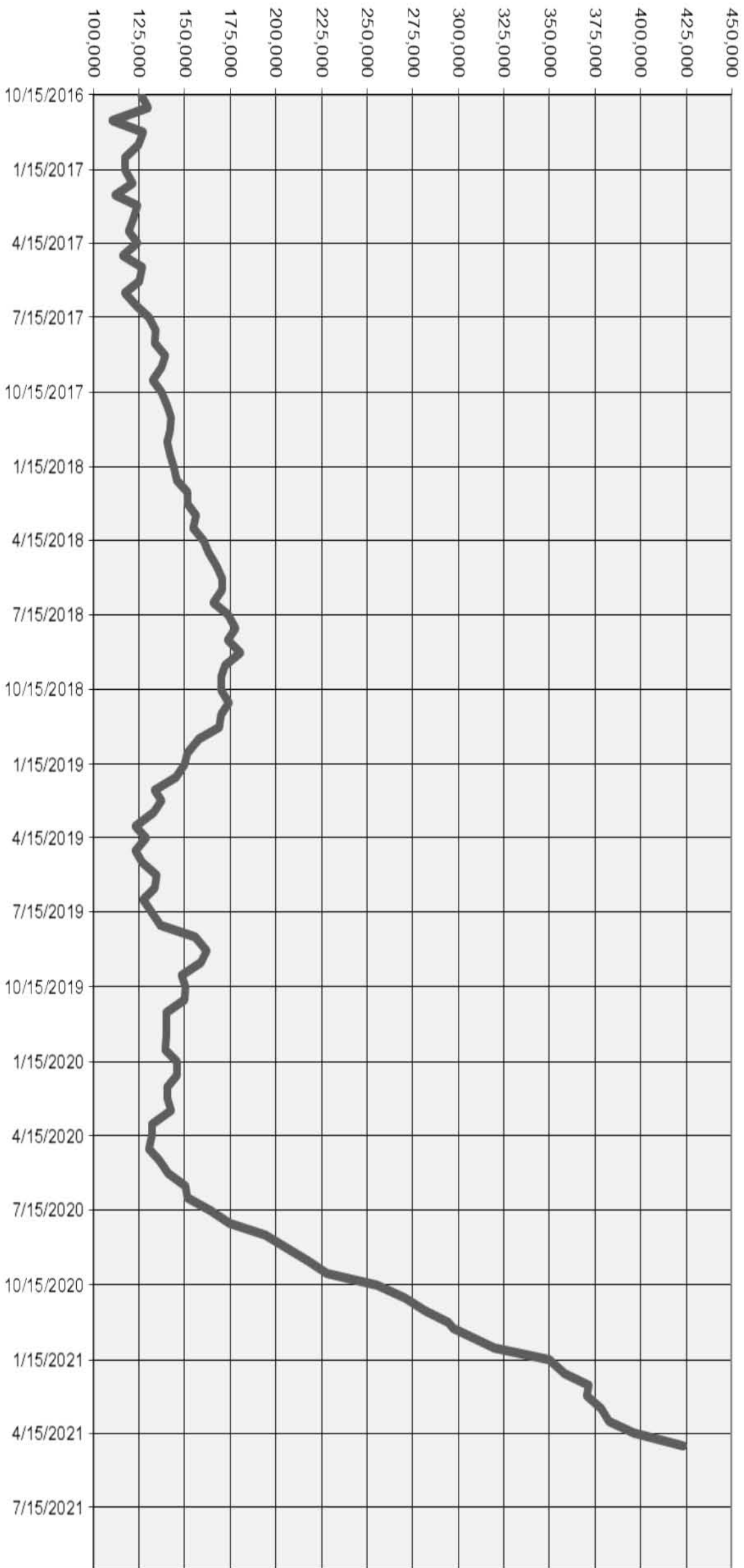


FY 2021 Daily TM Revenues

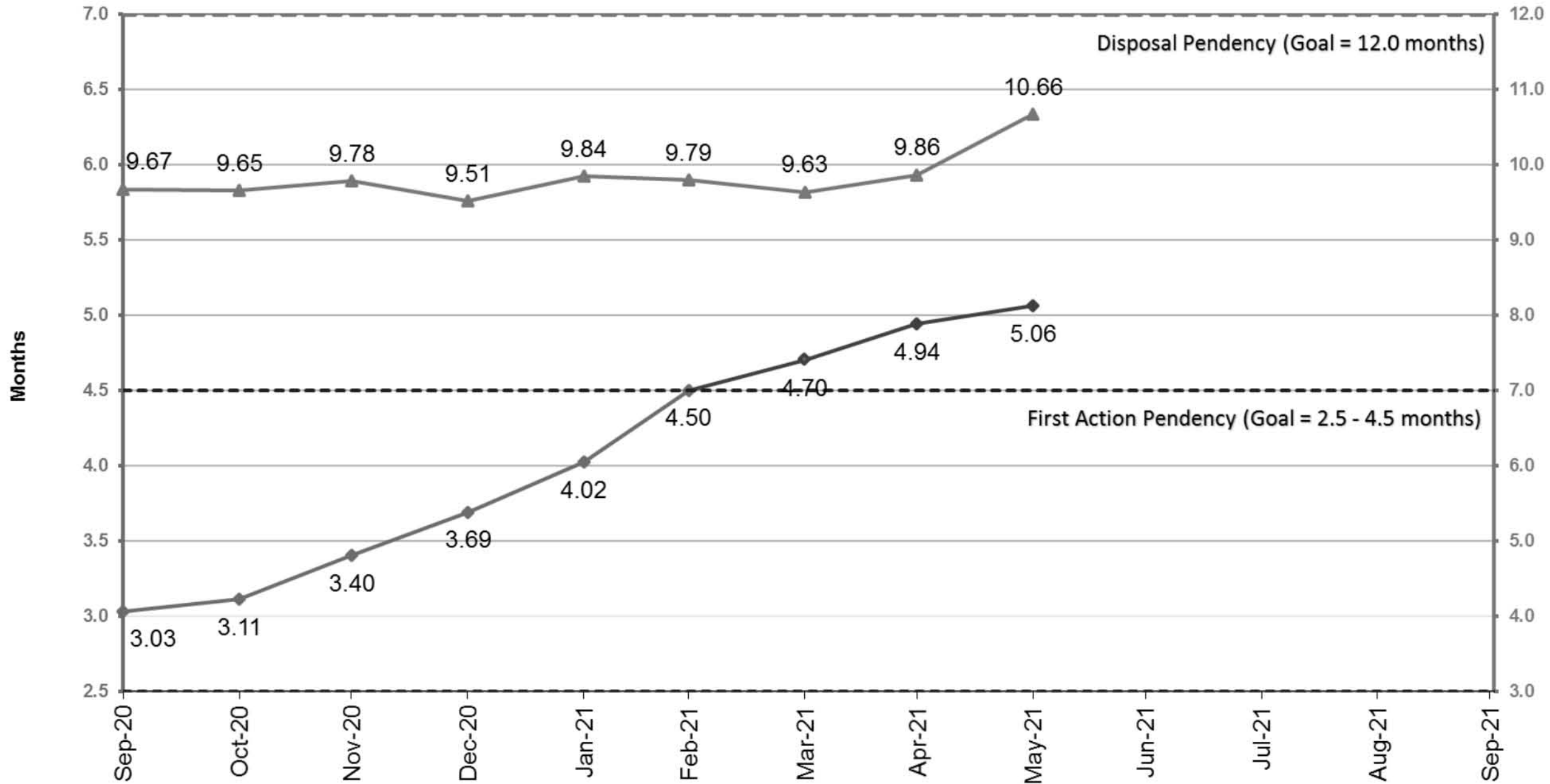


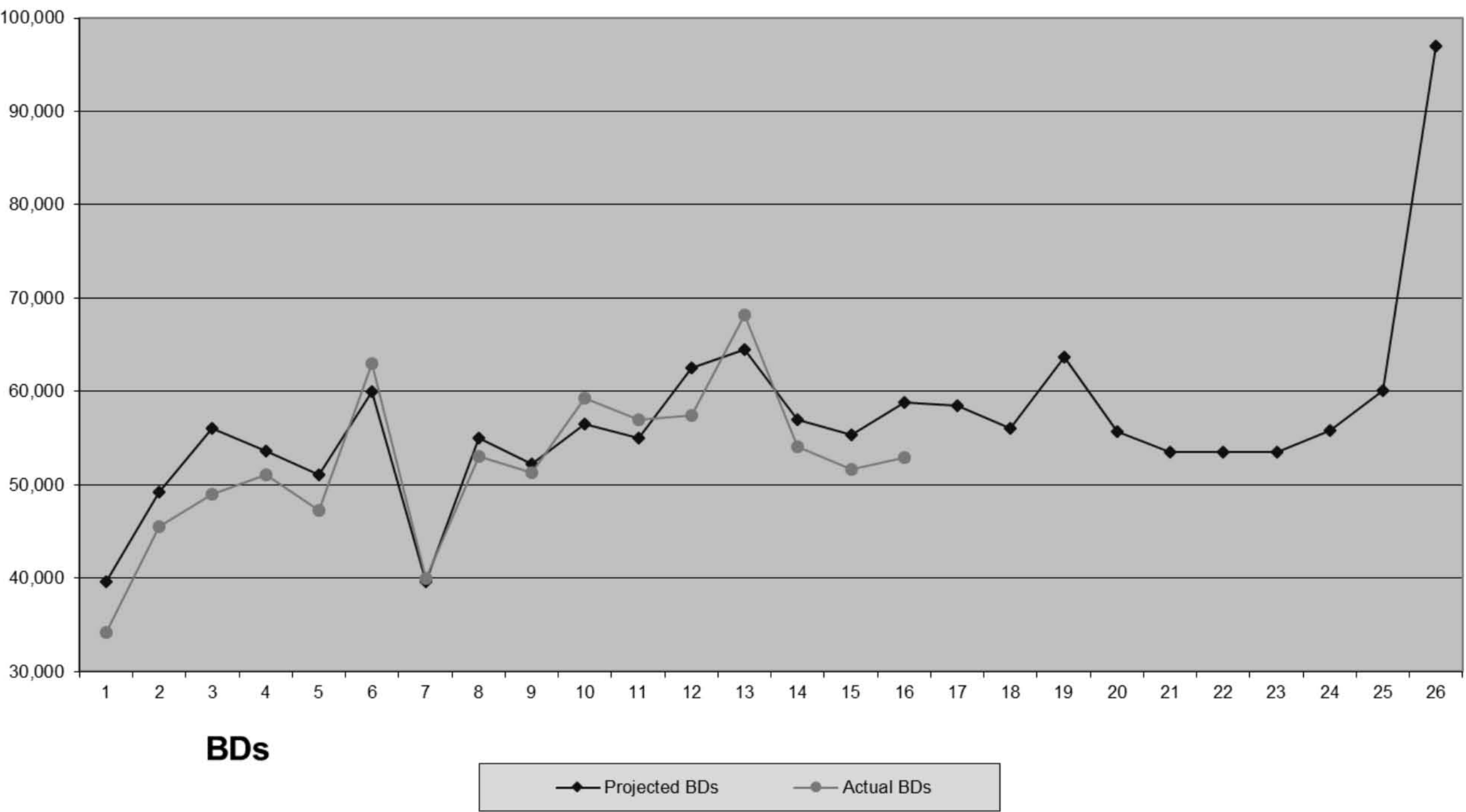
Unexamined Application Inventory (Classes)

423,160

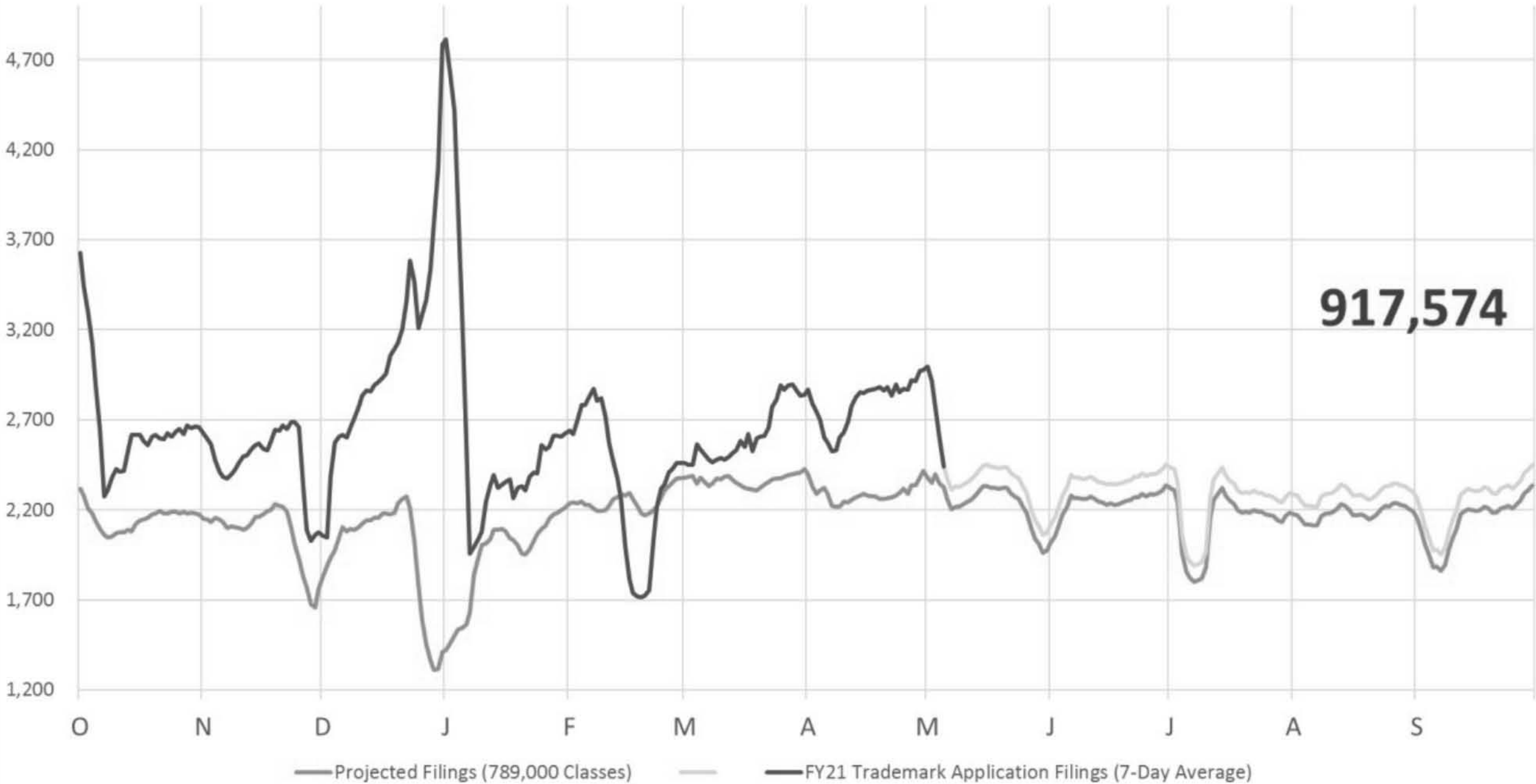


FY21 Pendency

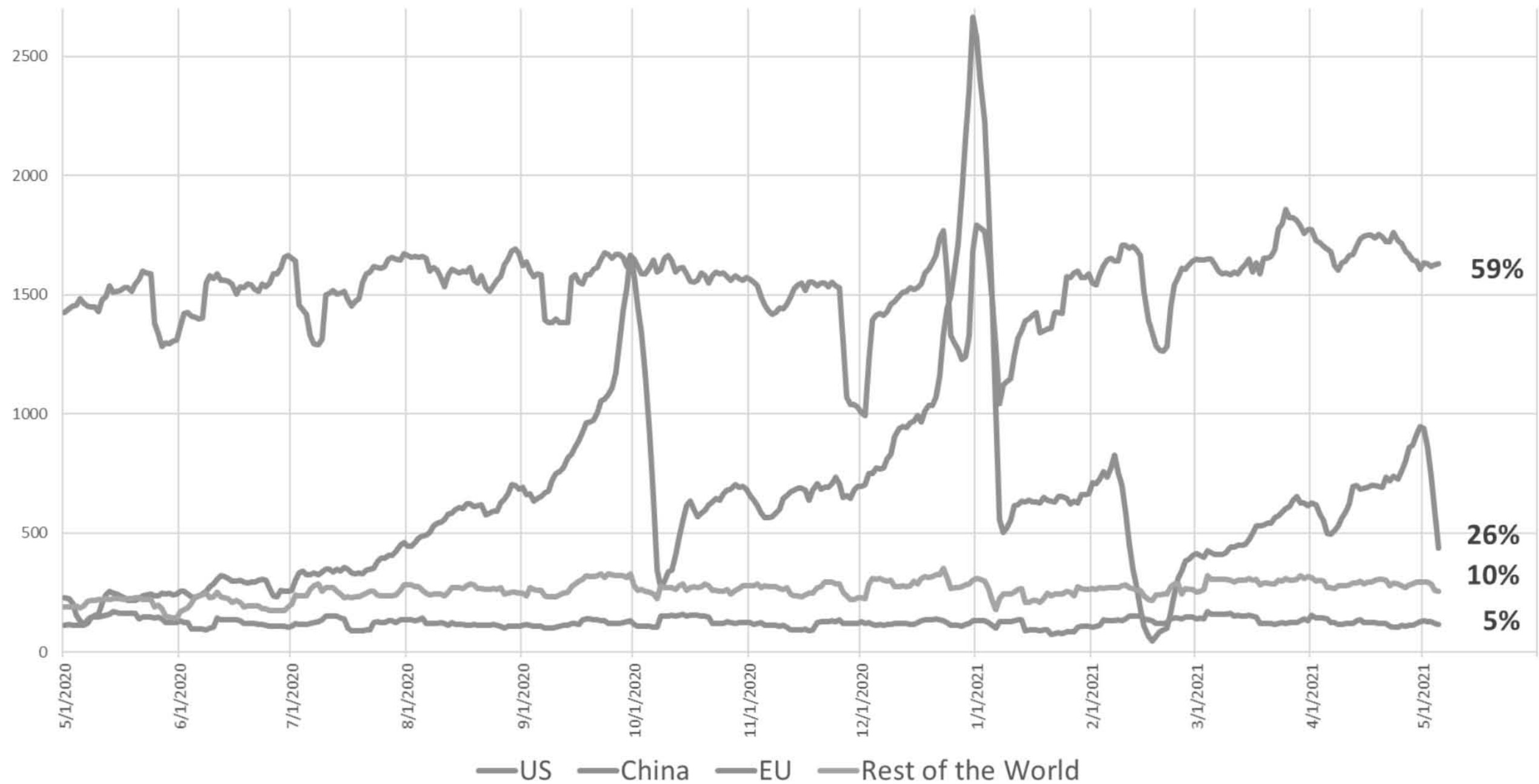




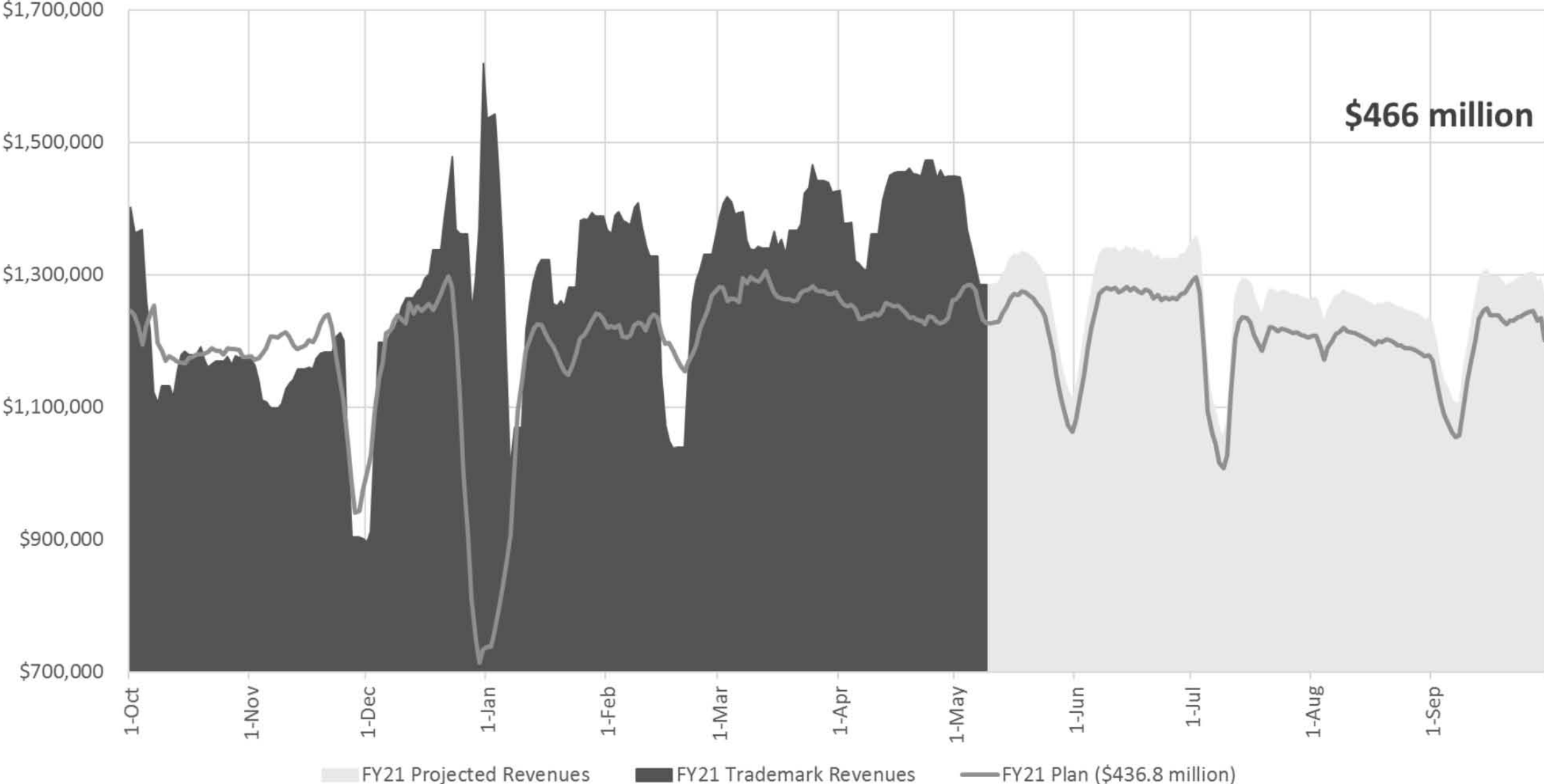
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



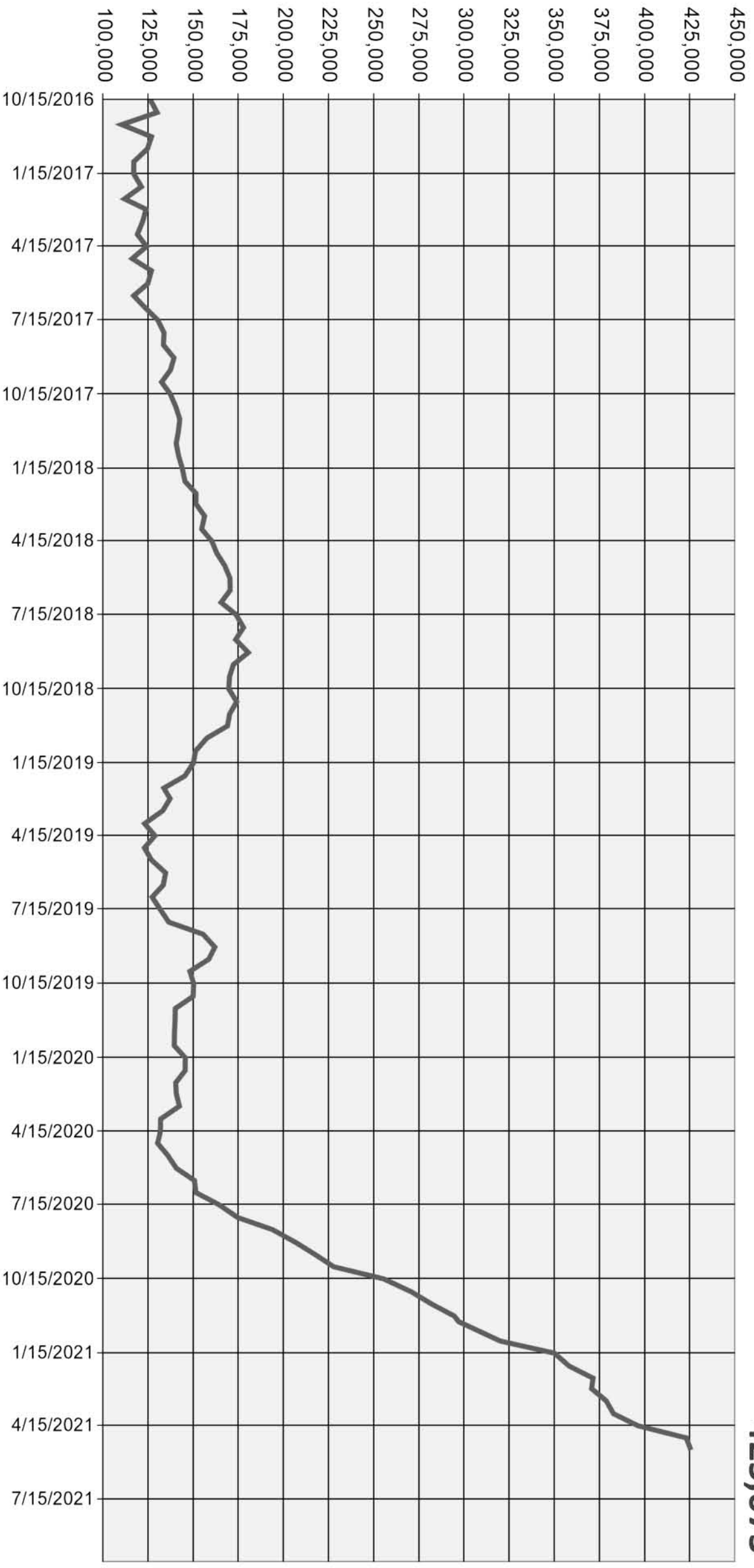
USPTO Application Filing Origins: US, China, EU and the Rest of the World



FY 2021 Daily TM Revenues

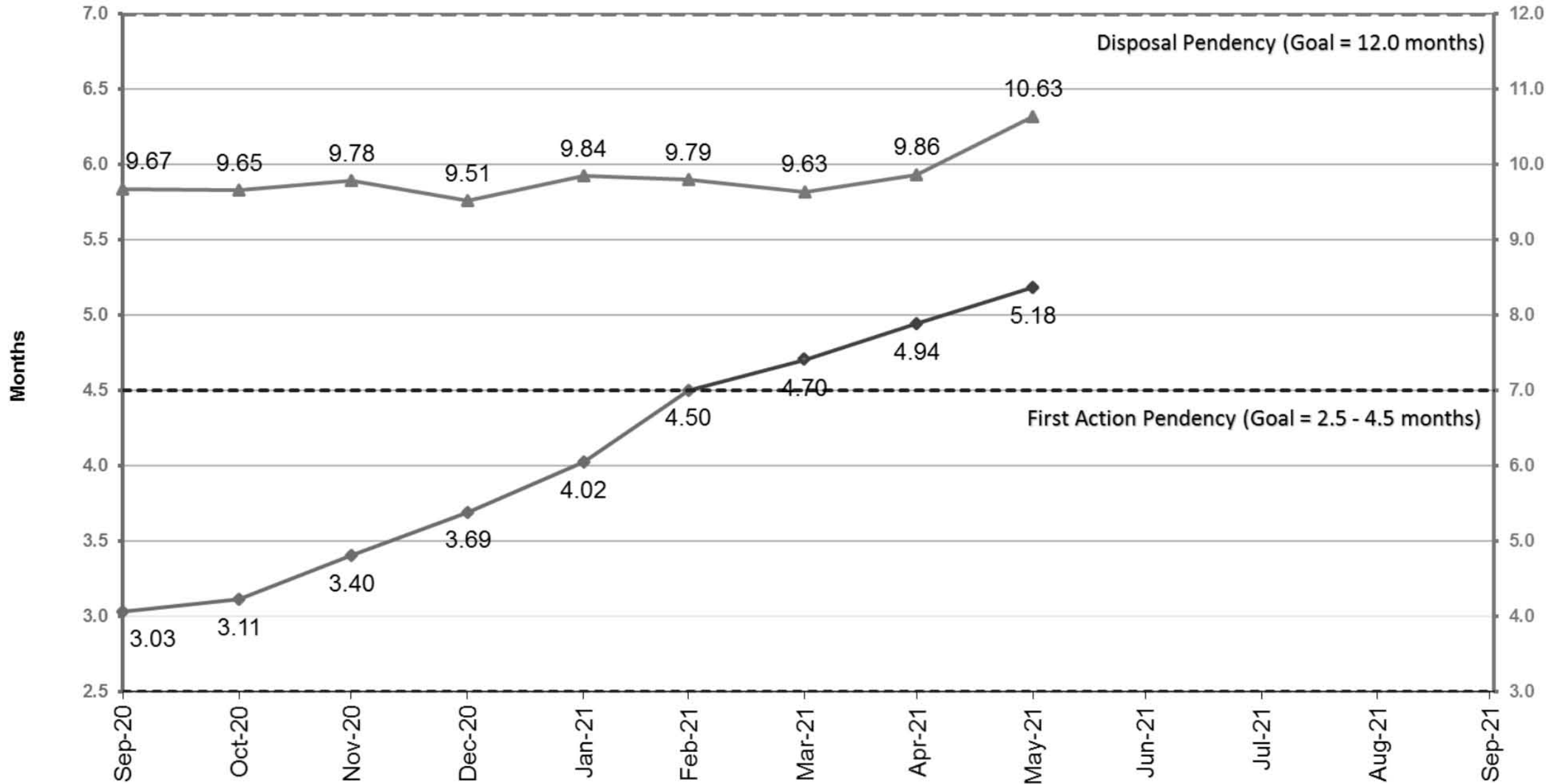


Unexamined Application Inventory (Classes)

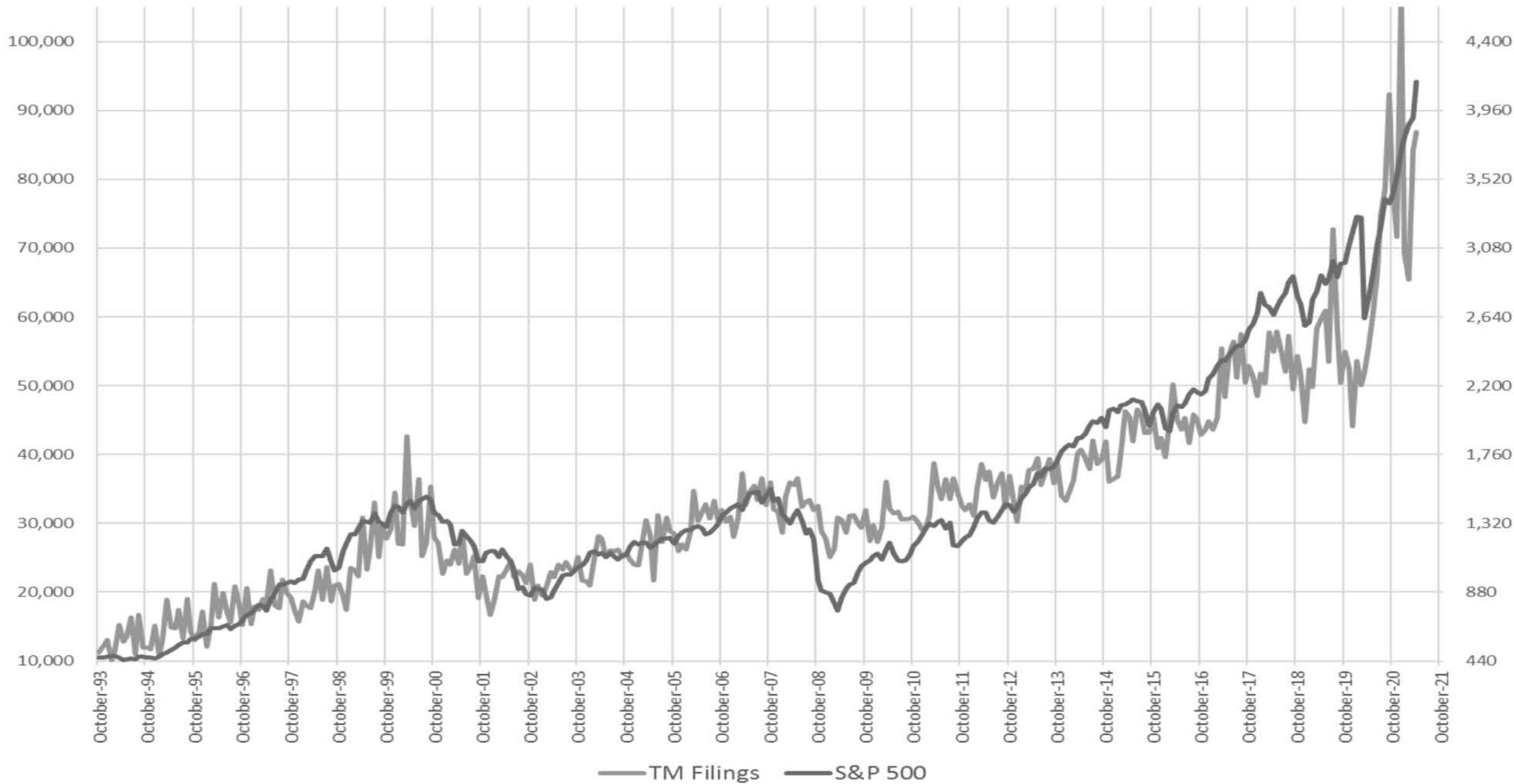


425,673

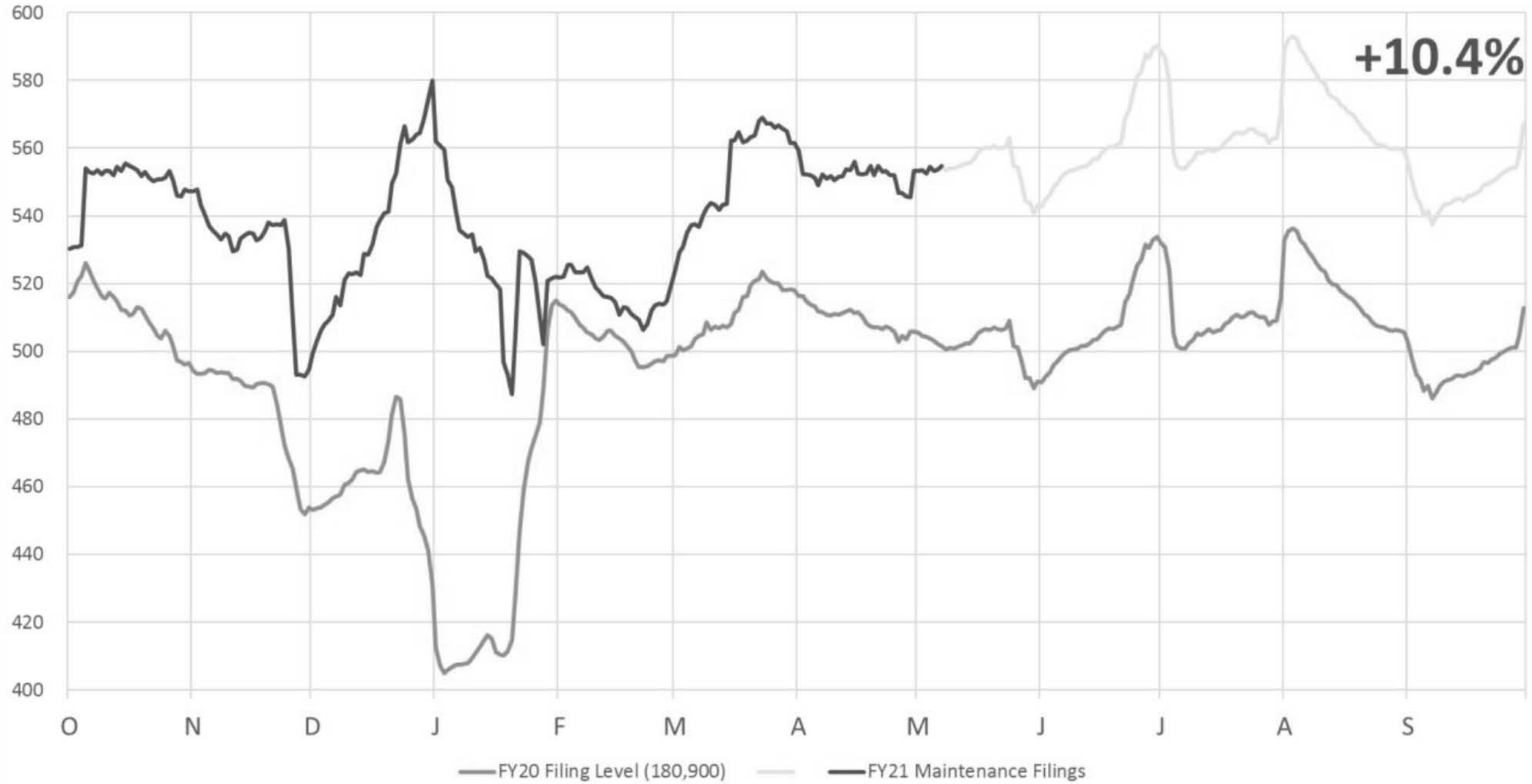
FY21 Pendency



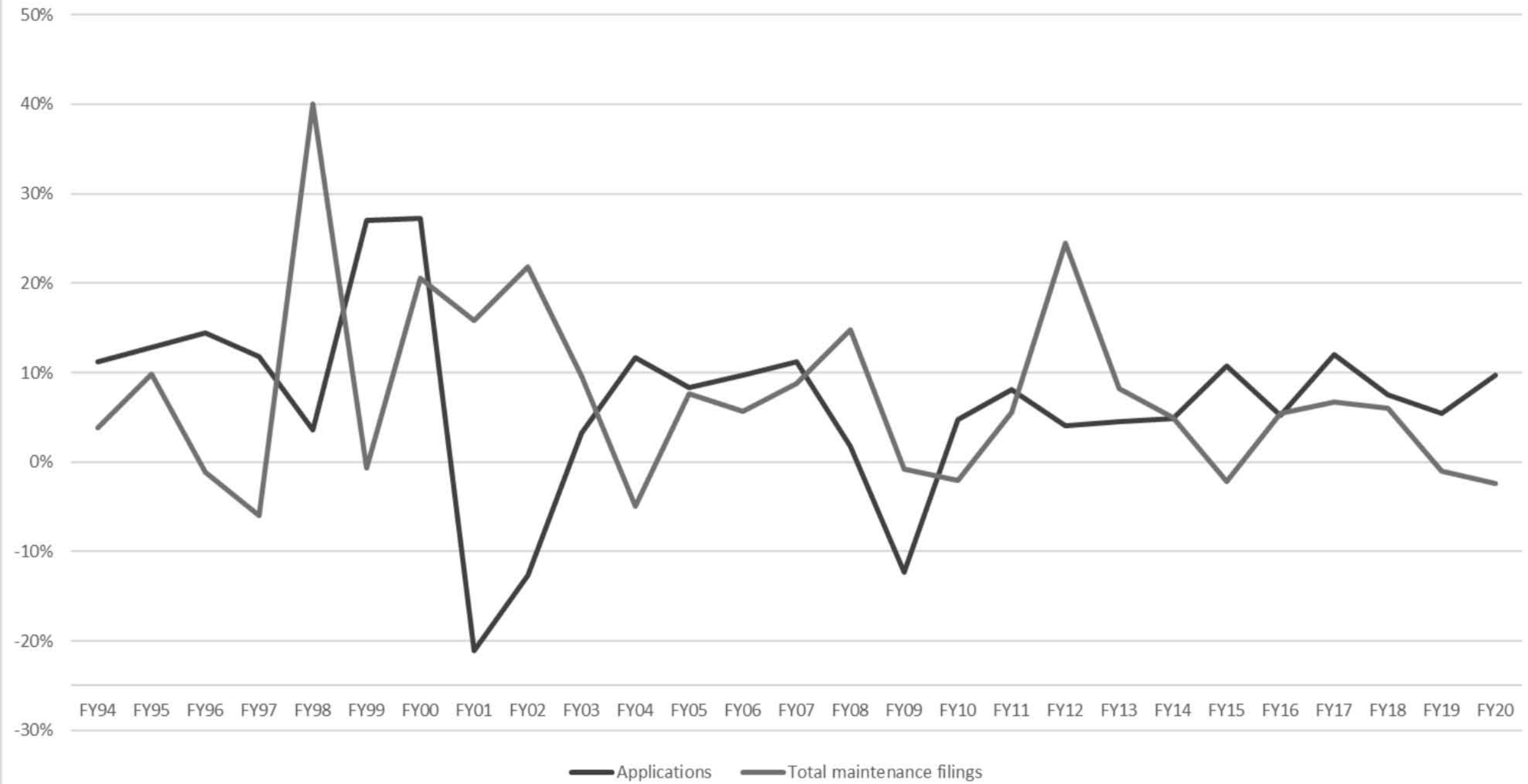
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



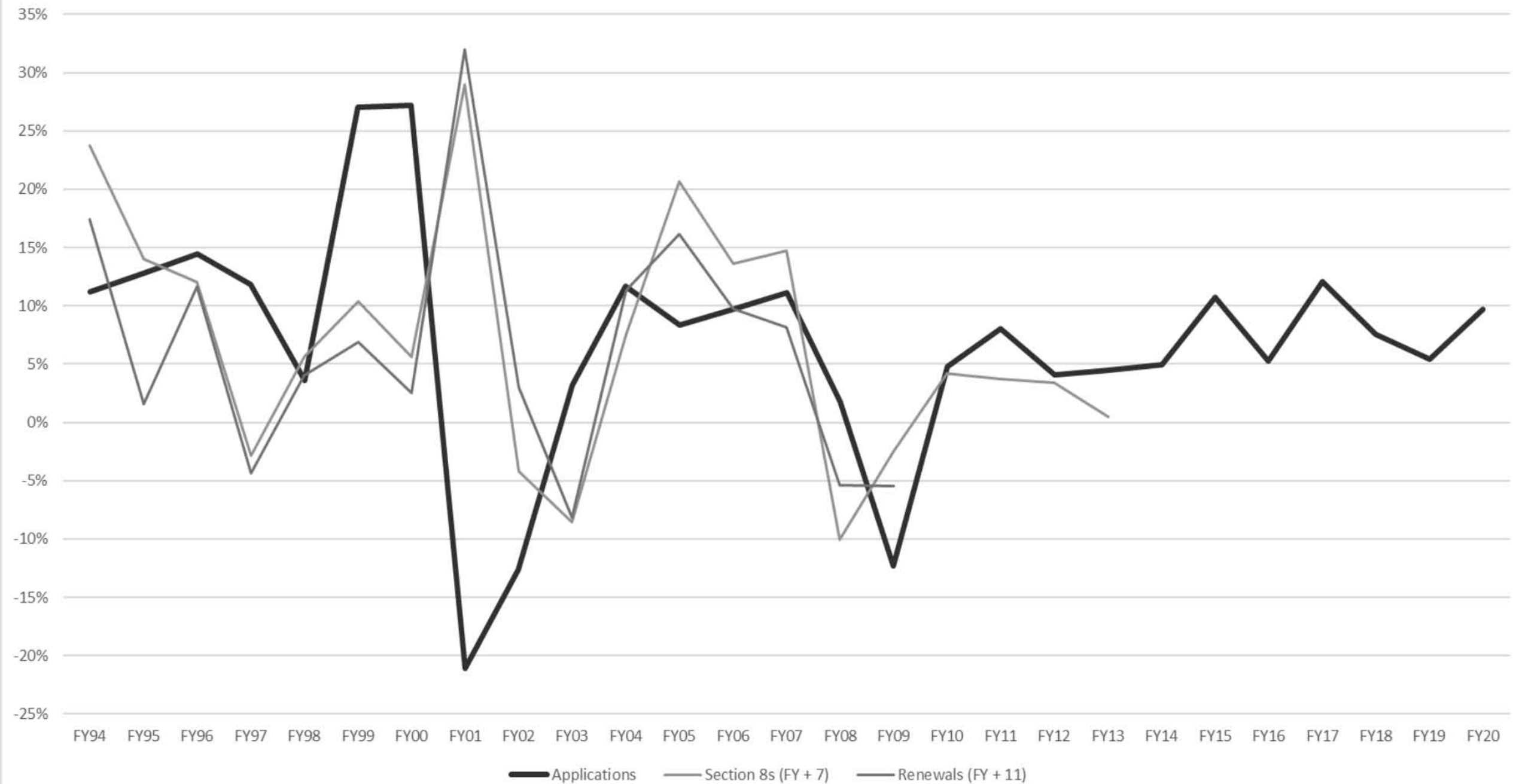
FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)

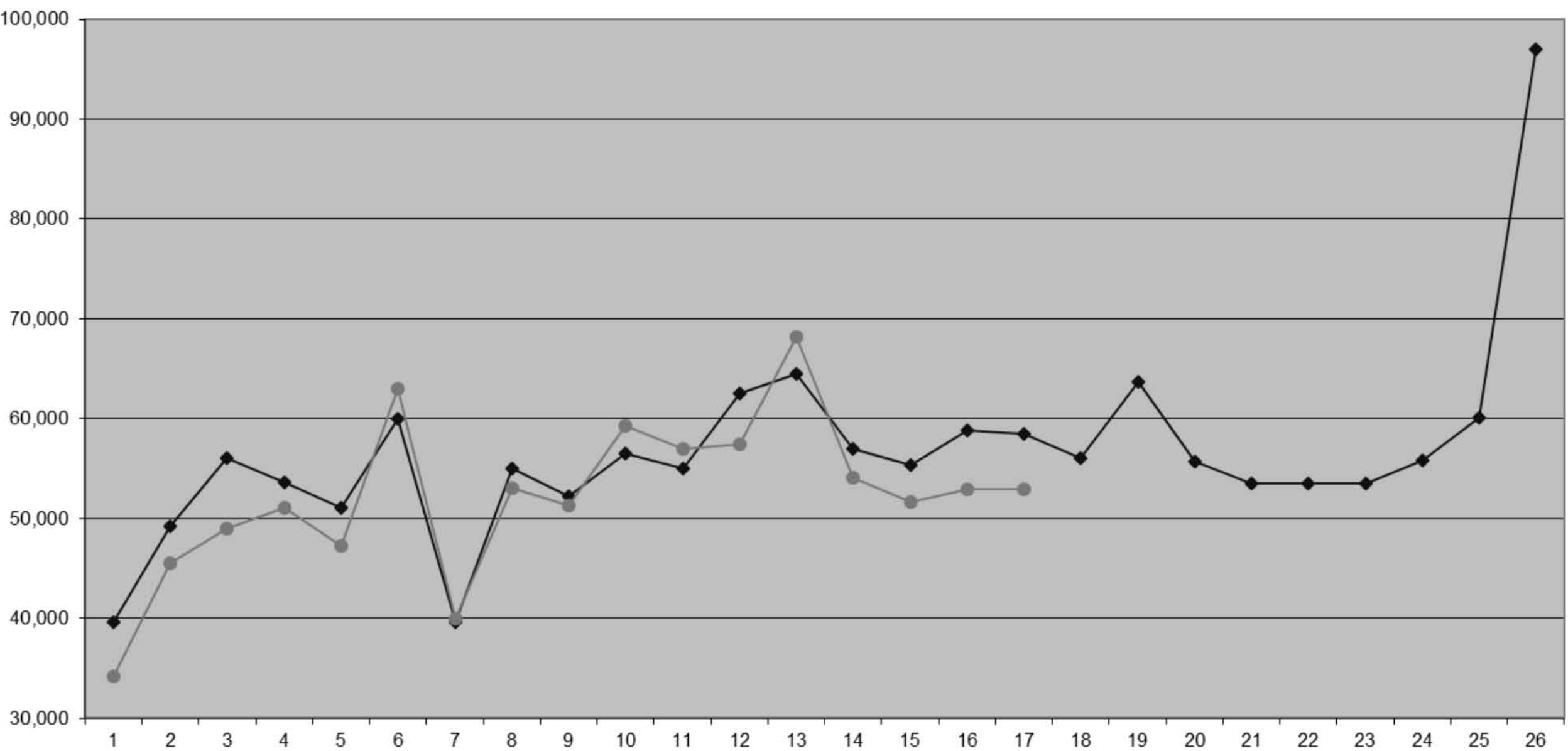


Trademark Application and Maintenance Filing Annual Growth - FY94 to FY20



Trademark Applications Compared with Timeshifted Section 8s and Renewals

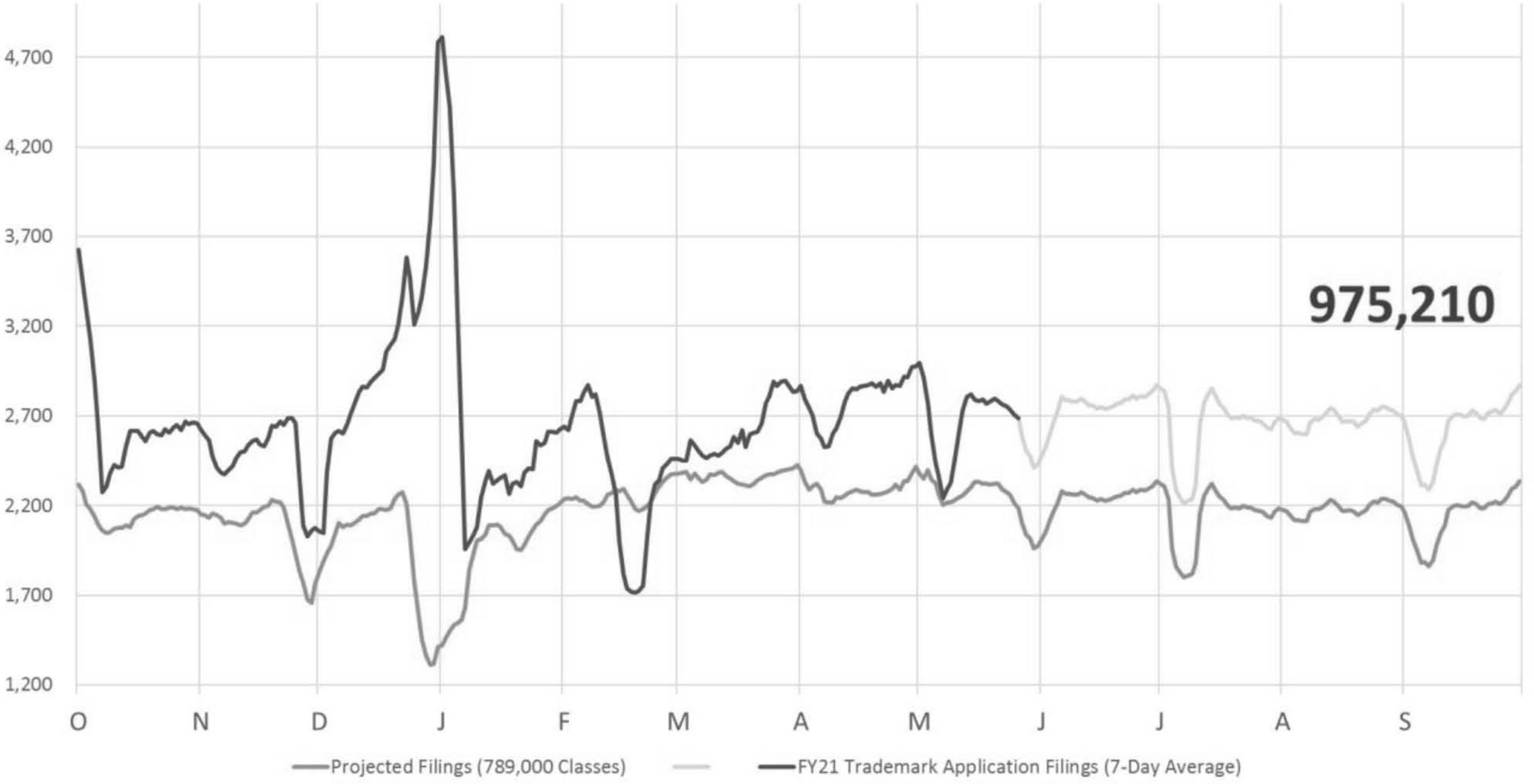




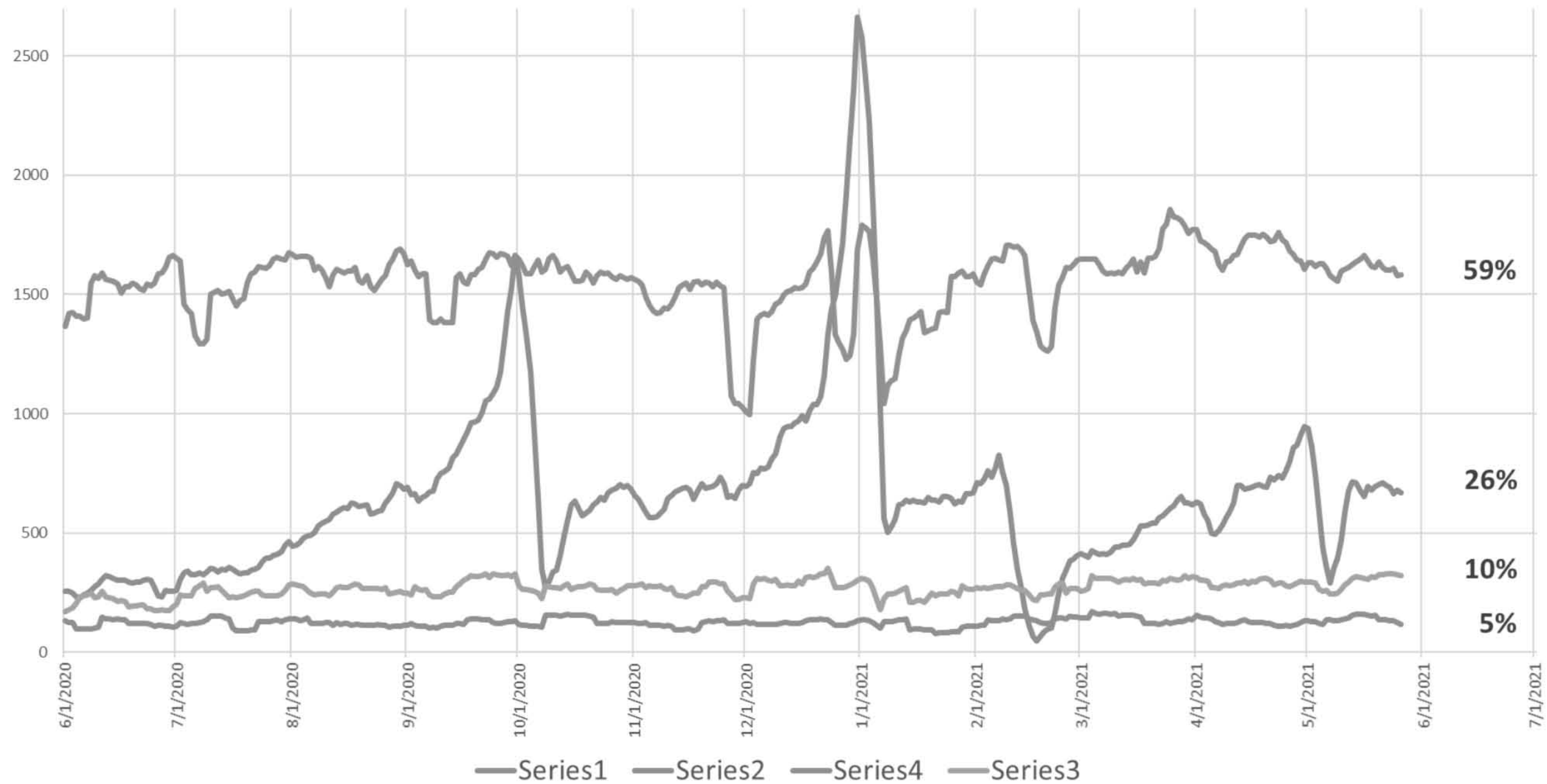
BDs



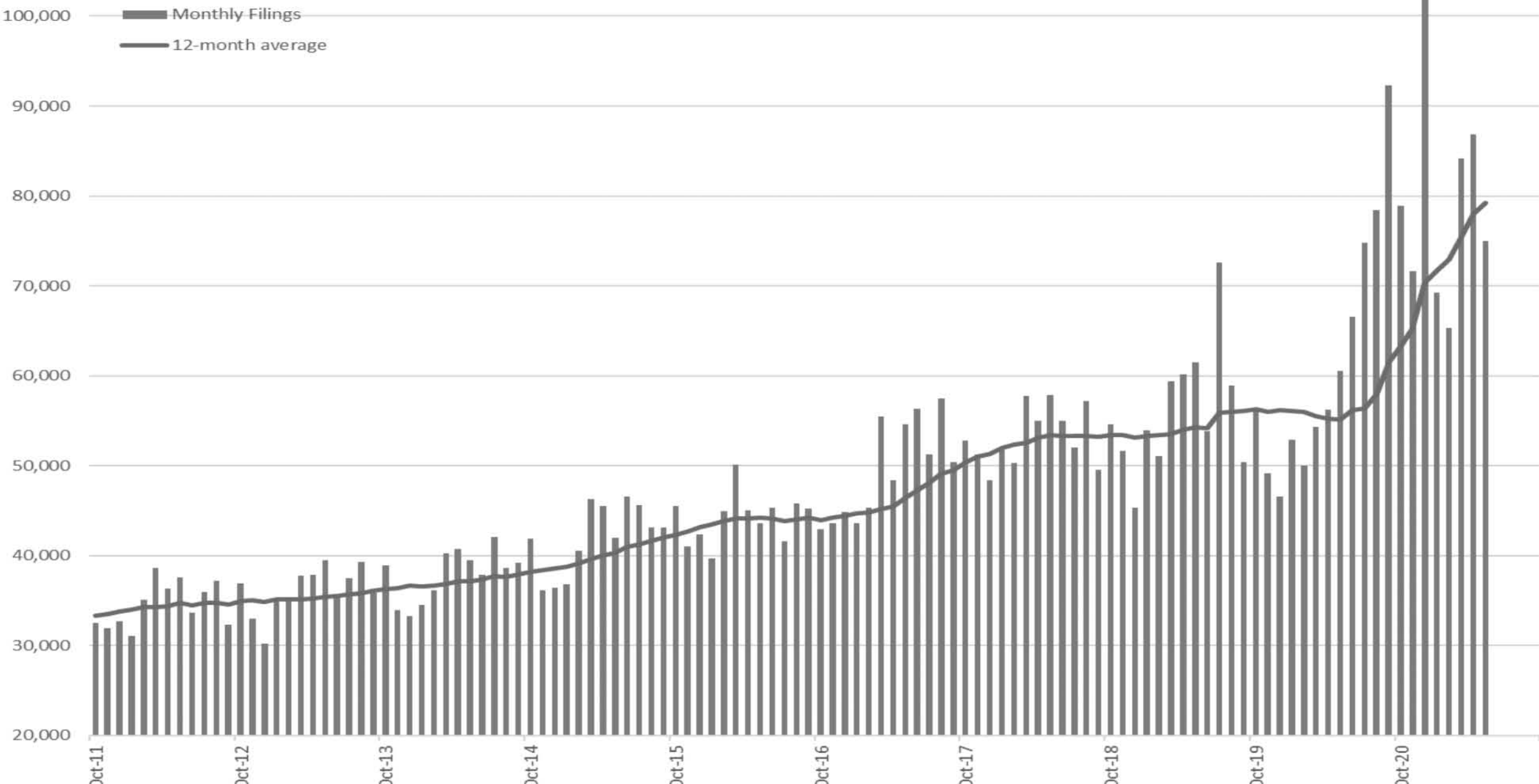
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World

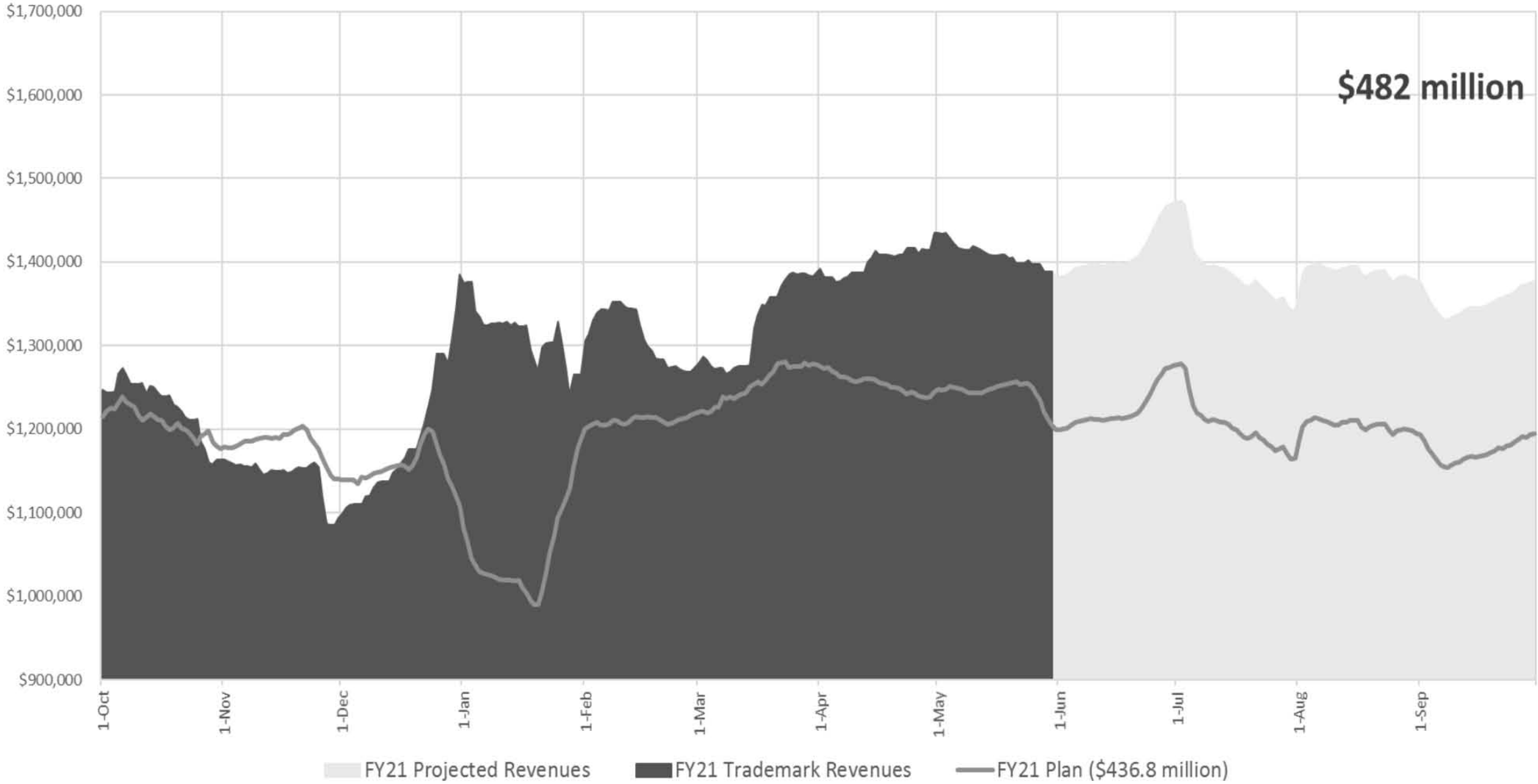


Monthly Application Filings (Classes) Since FY 2012



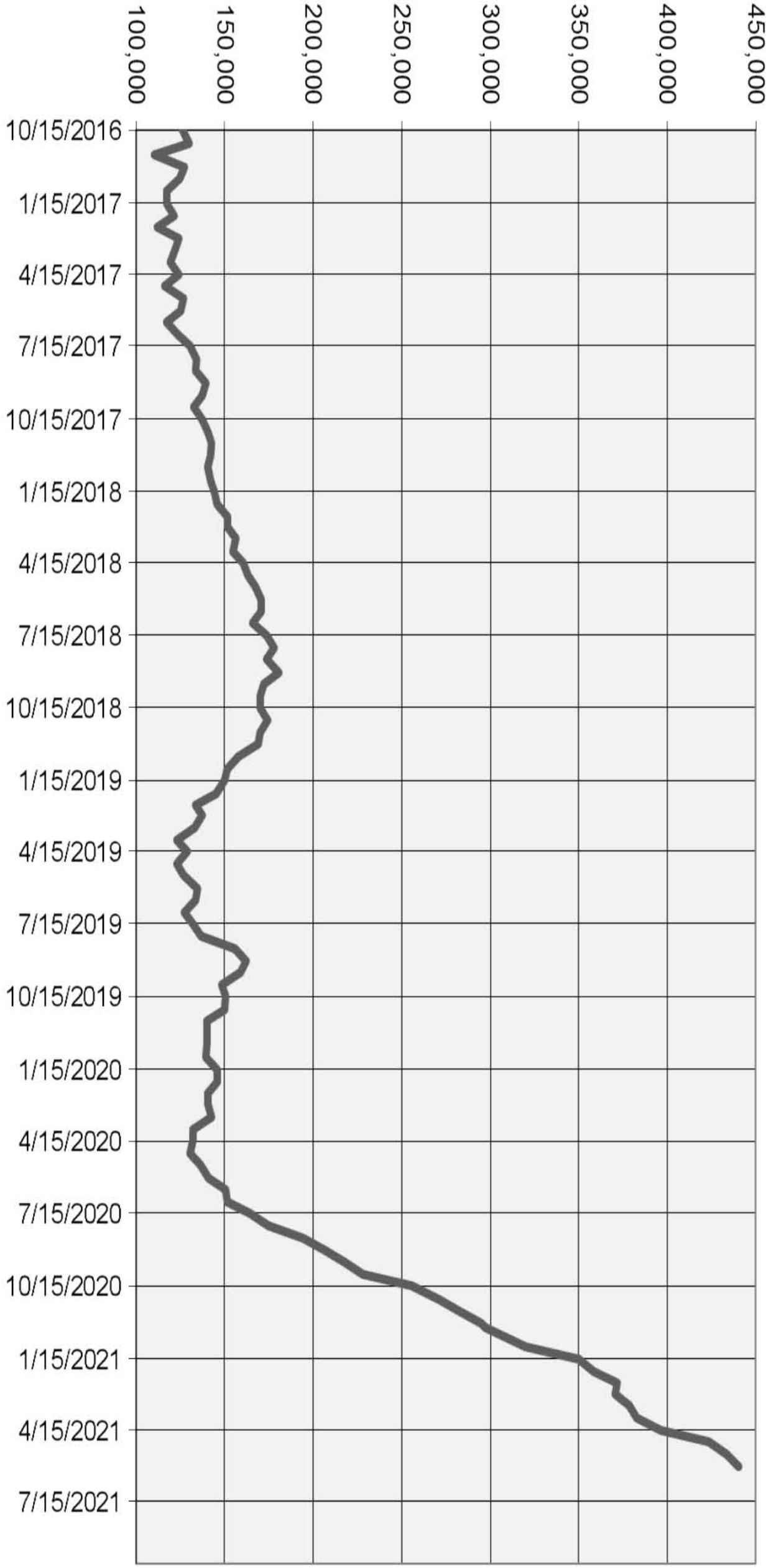
FY 2021 Daily TM Revenues

\$482 million



Unexamined Application Inventory (Classes)

440,443

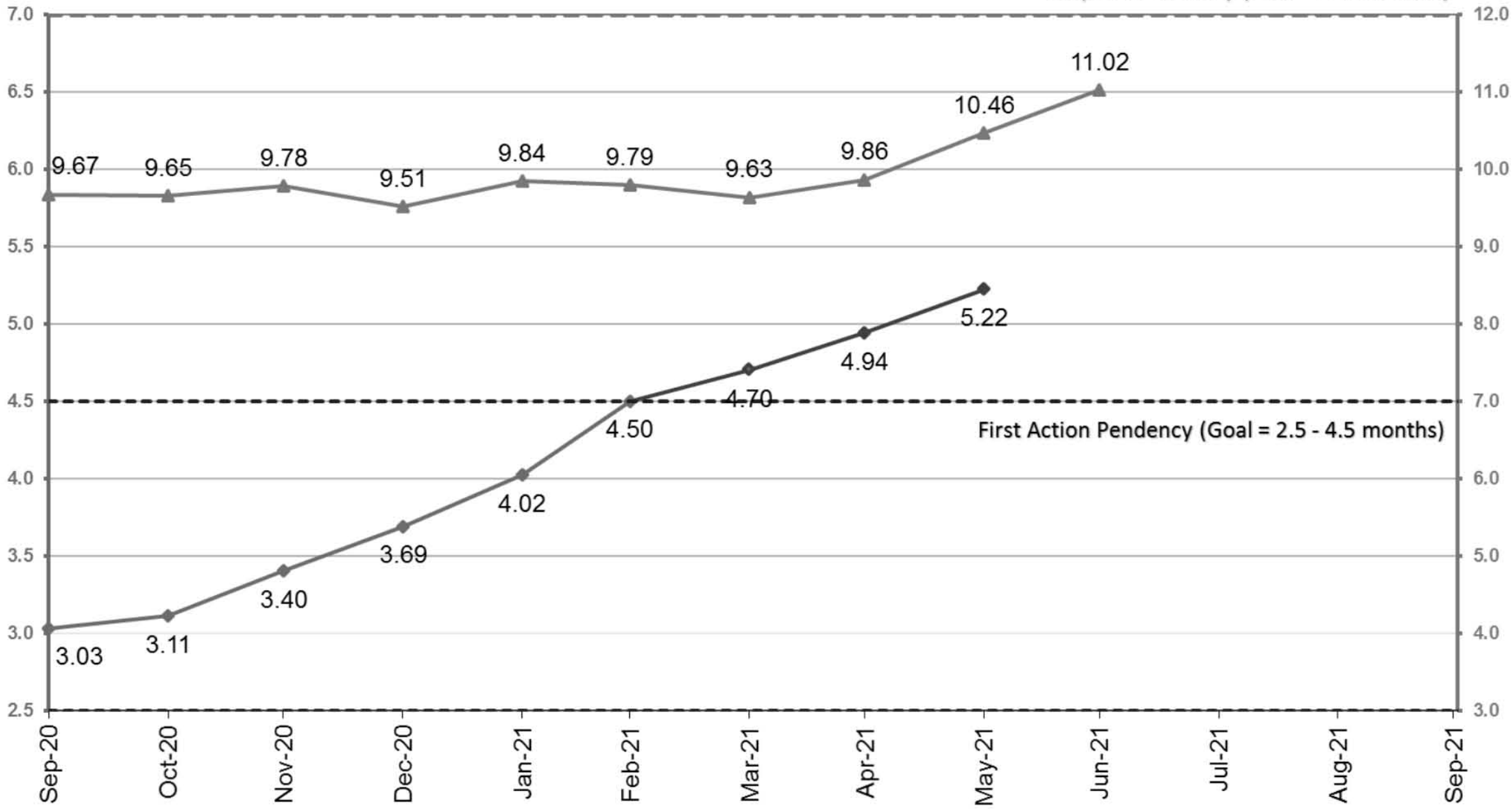


FY21 Pendency

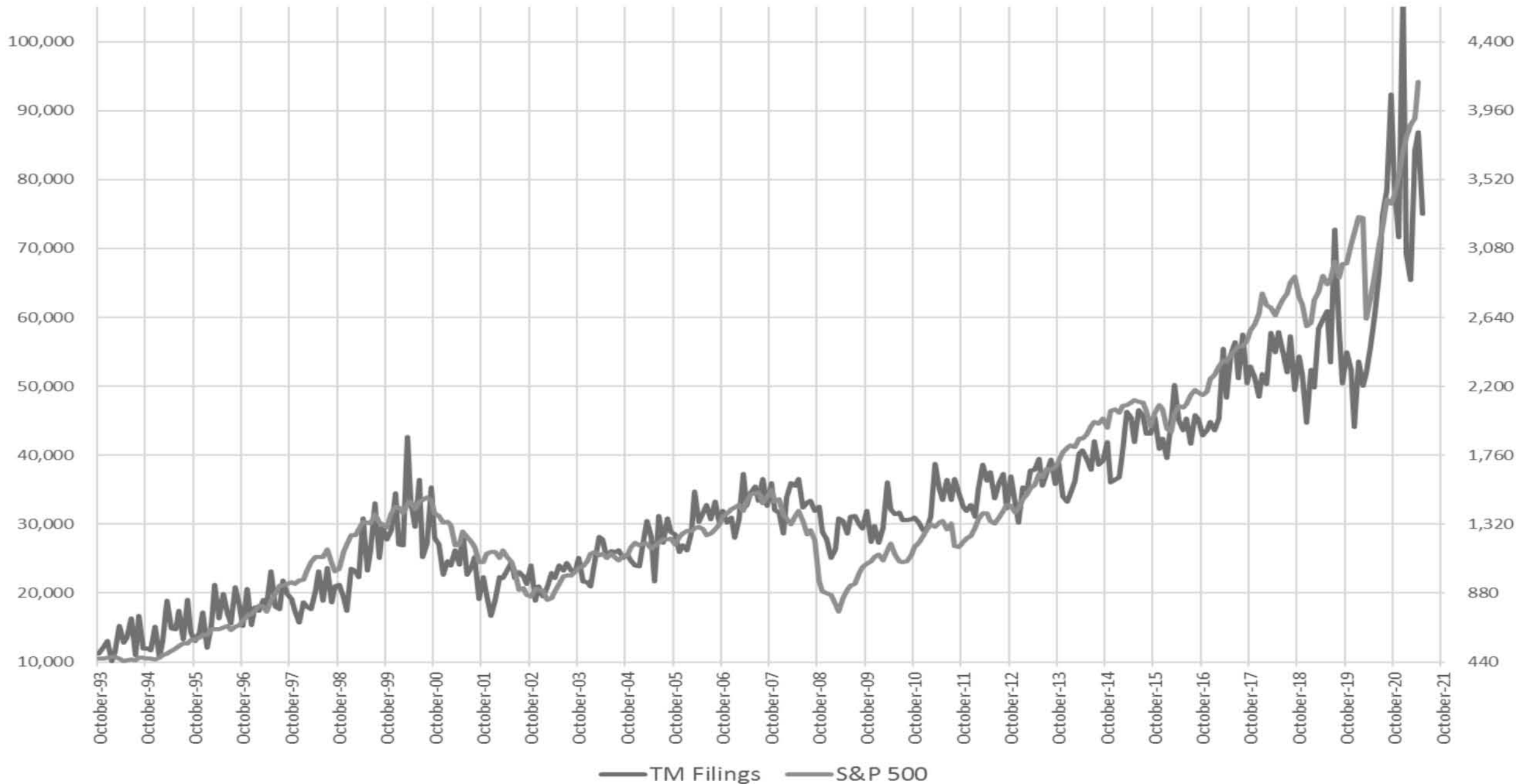
Disposal Pendency (Goal = 12.0 months)

Months

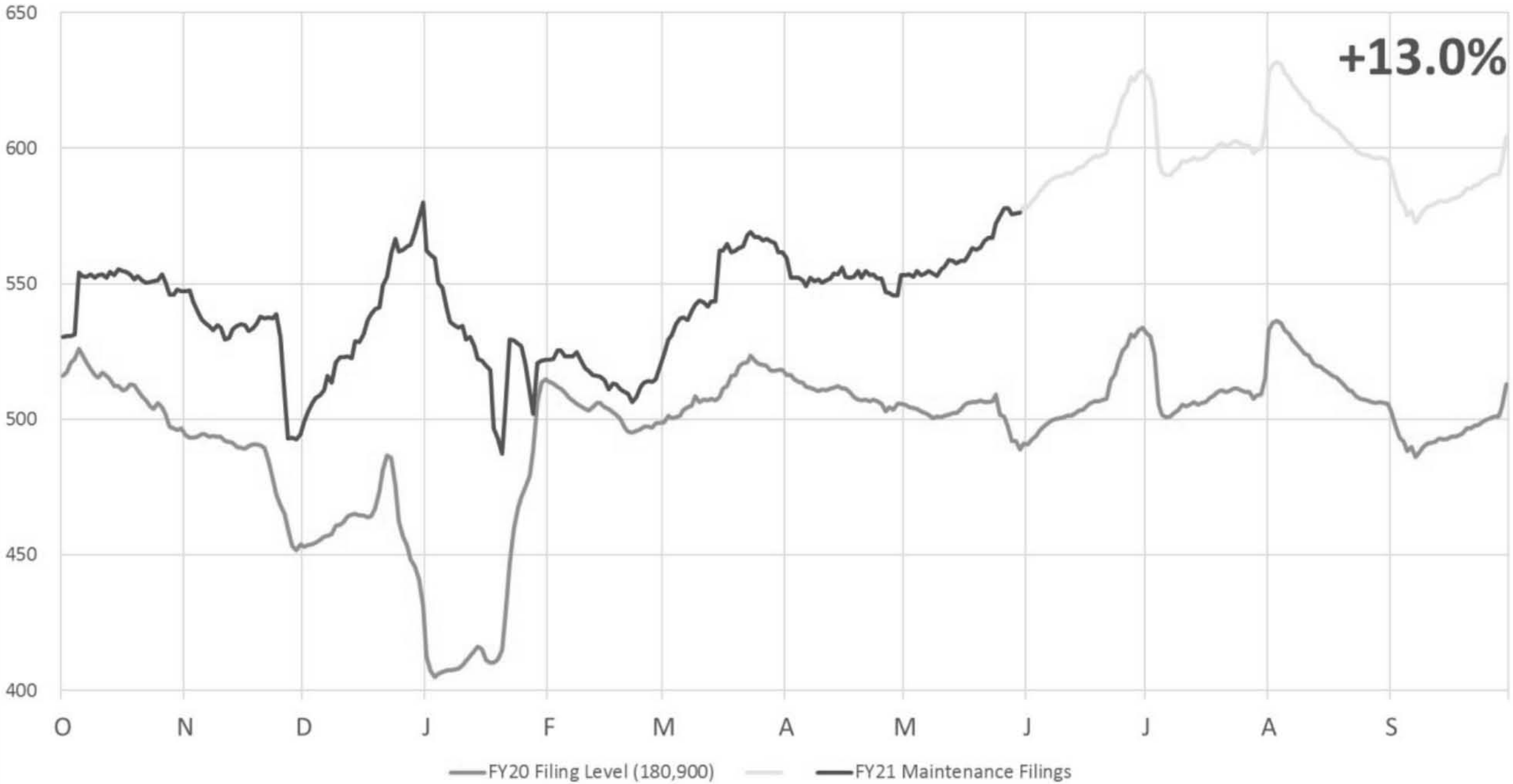
First Action Pendency (Goal = 2.5 - 4.5 months)



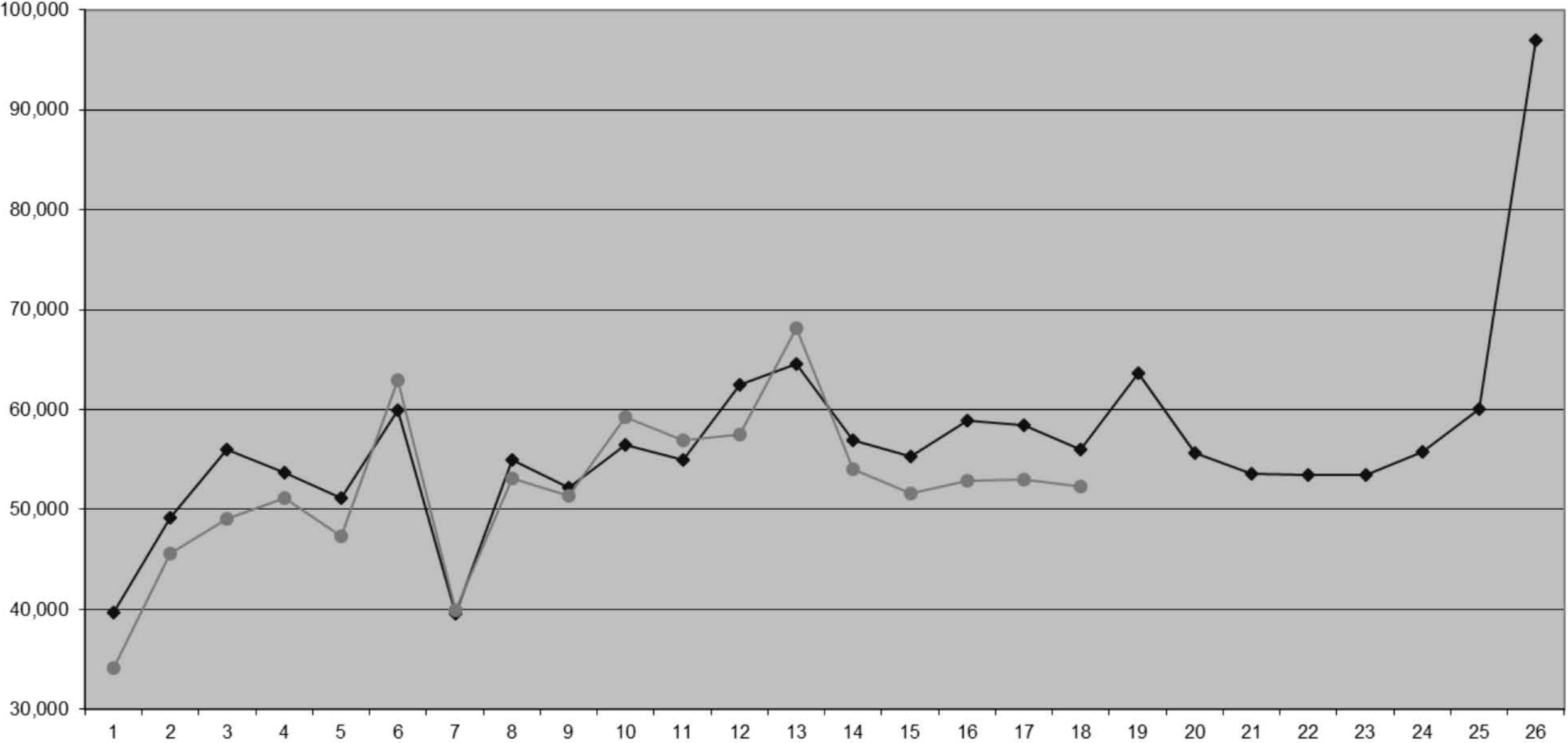
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



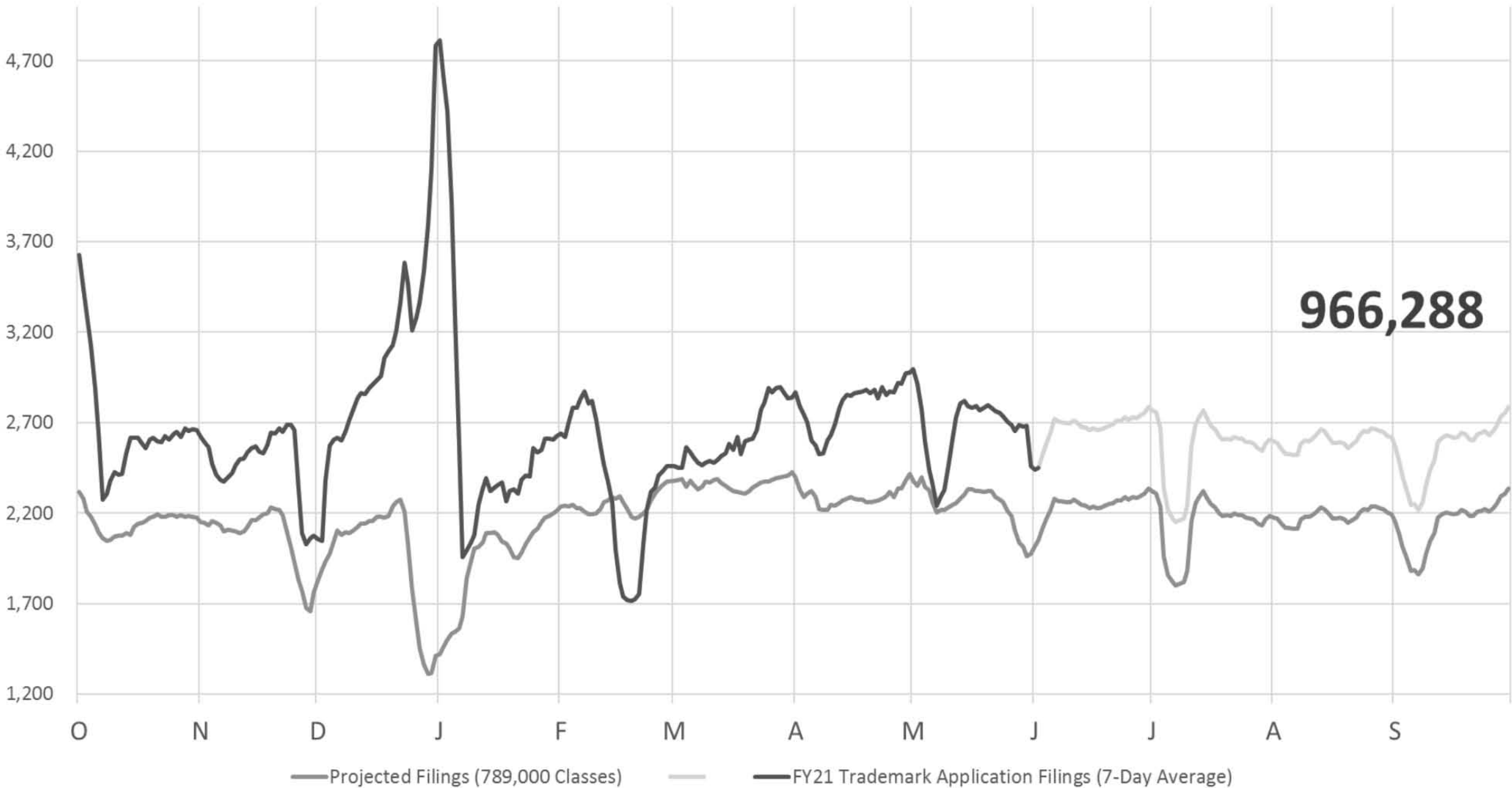
FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)



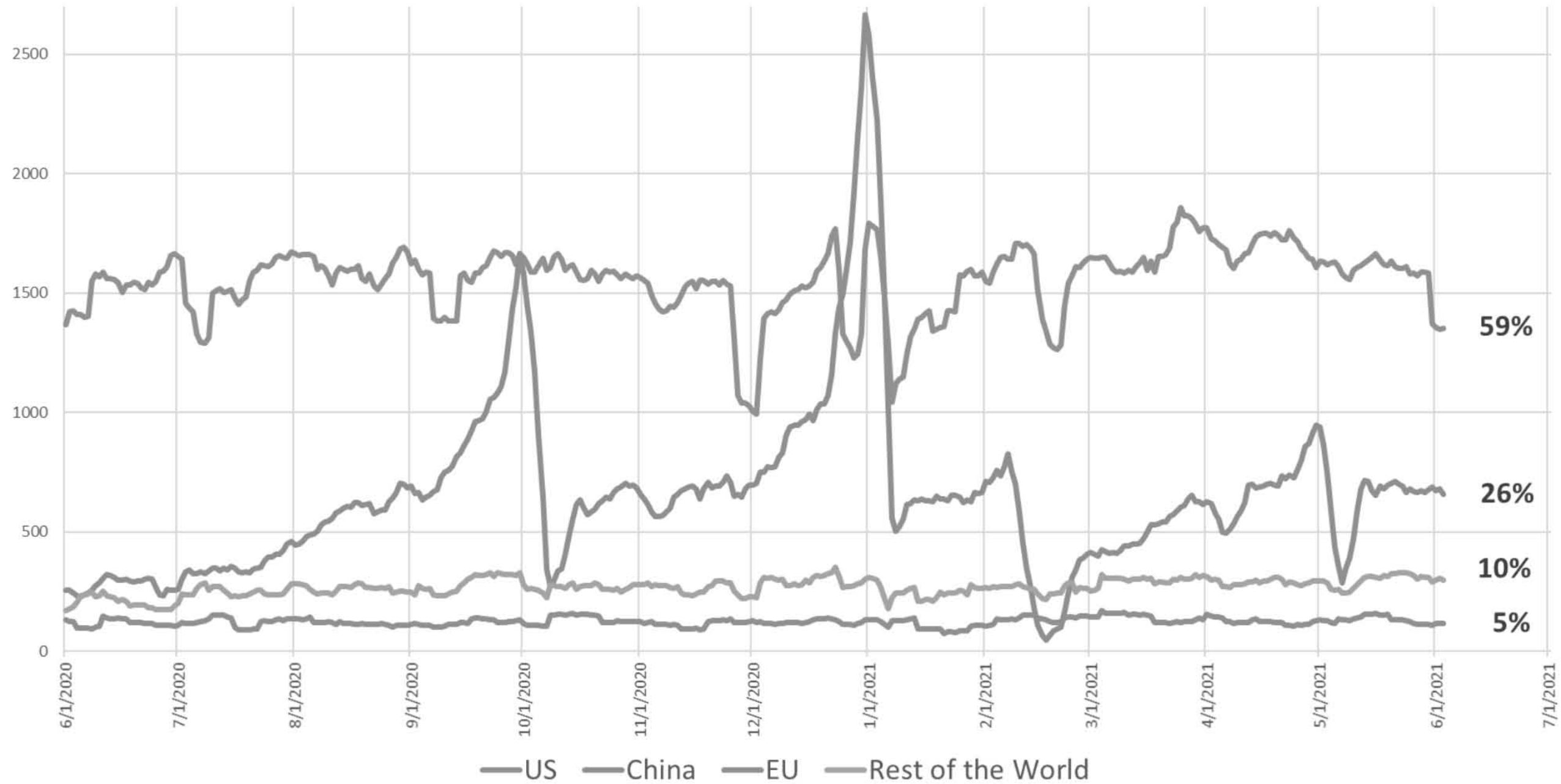
BDs



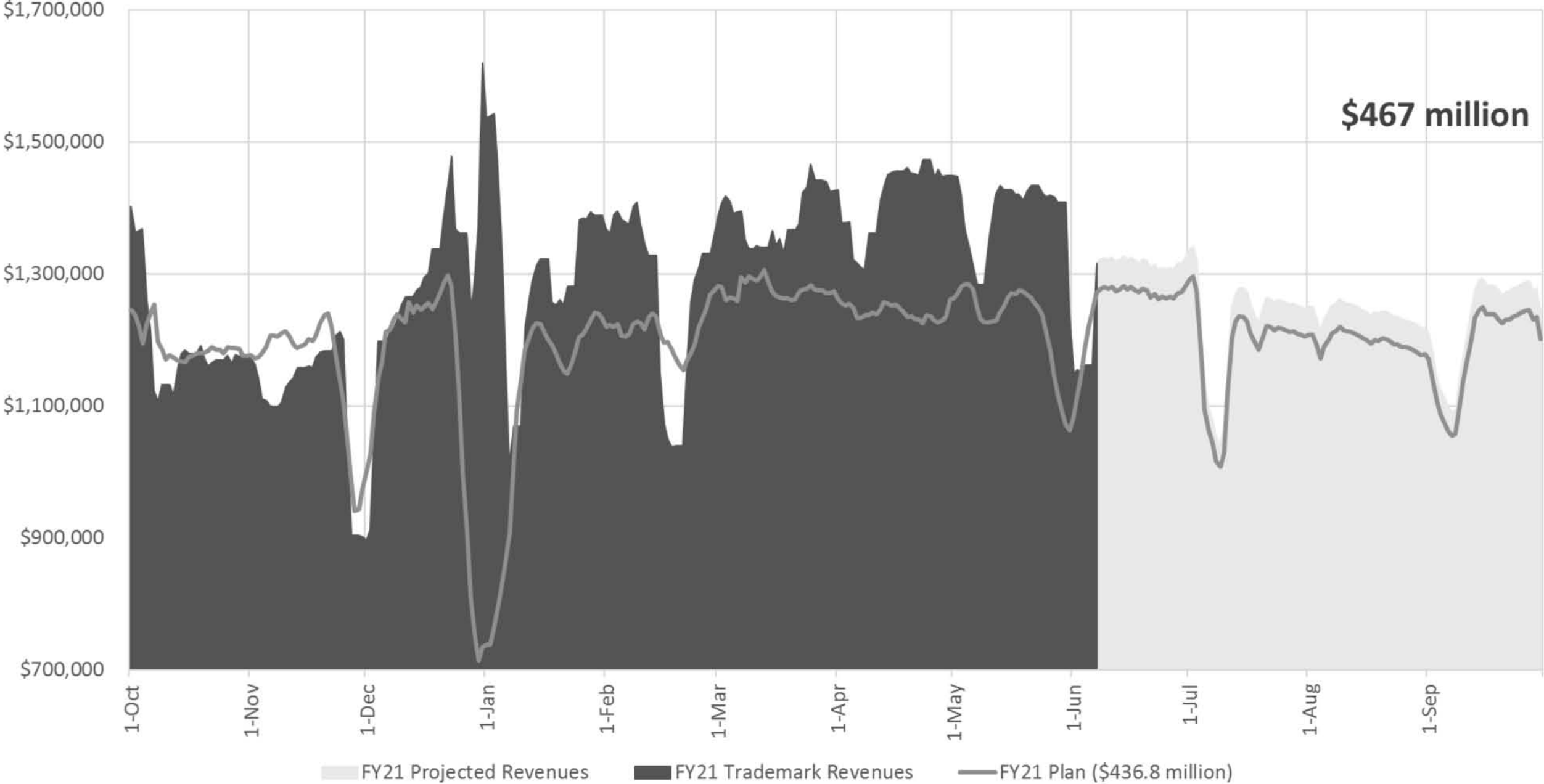
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



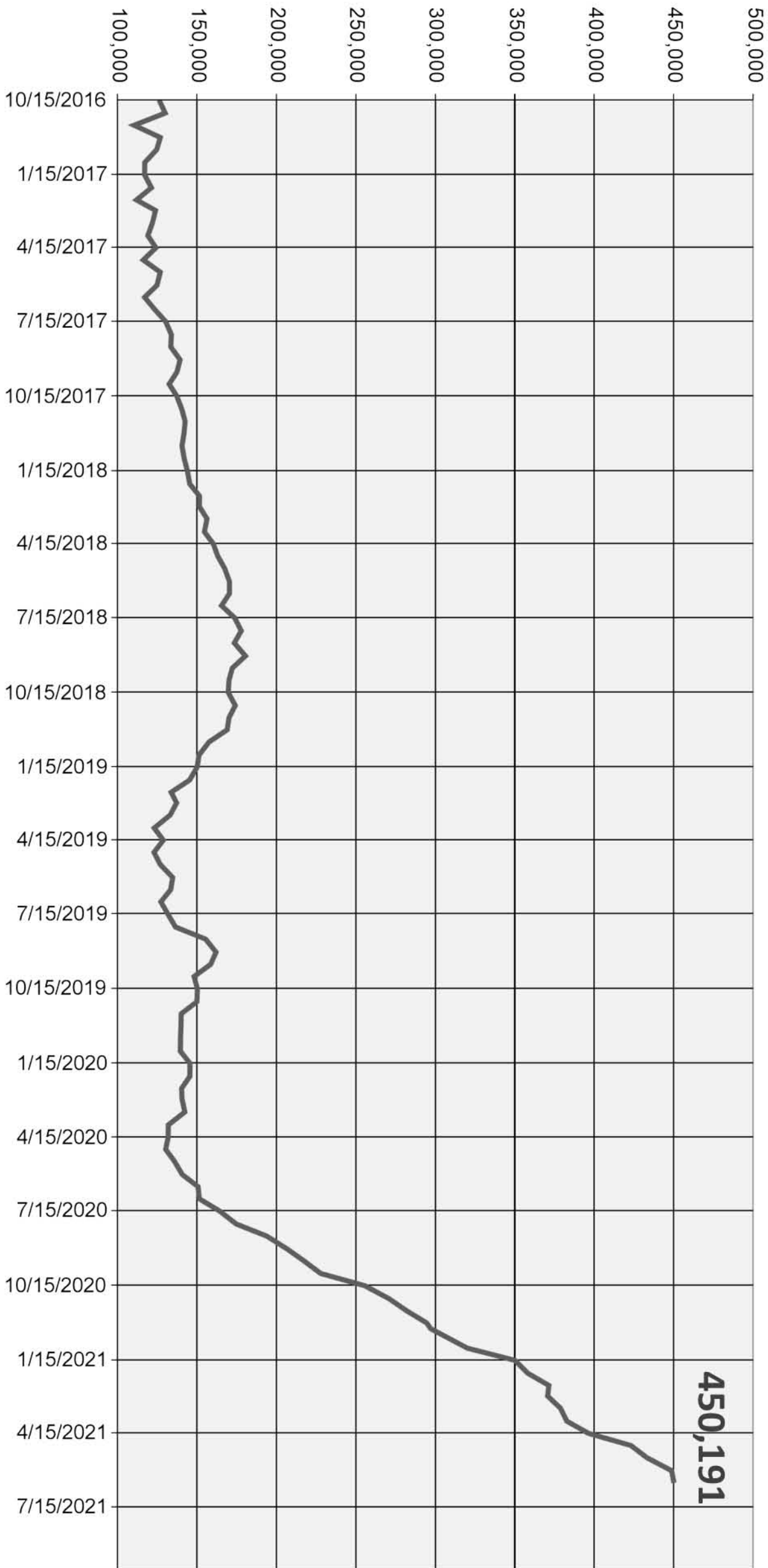
USPTO Application Filing Origins: US, China, EU and the Rest of the World



FY 2021 Daily TM Revenues



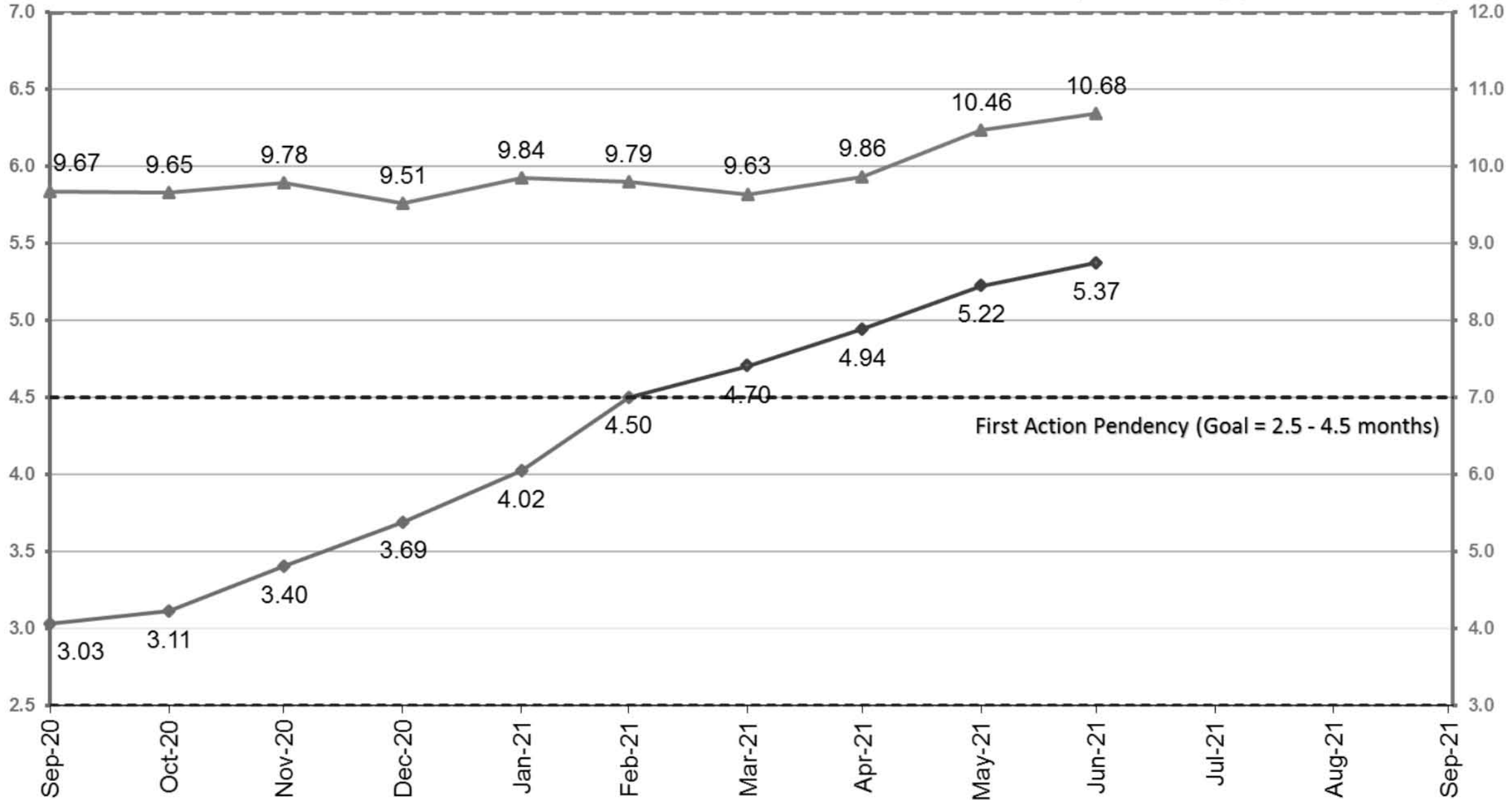
Unexamined Application Inventory (Classes)



FY21 Pendency

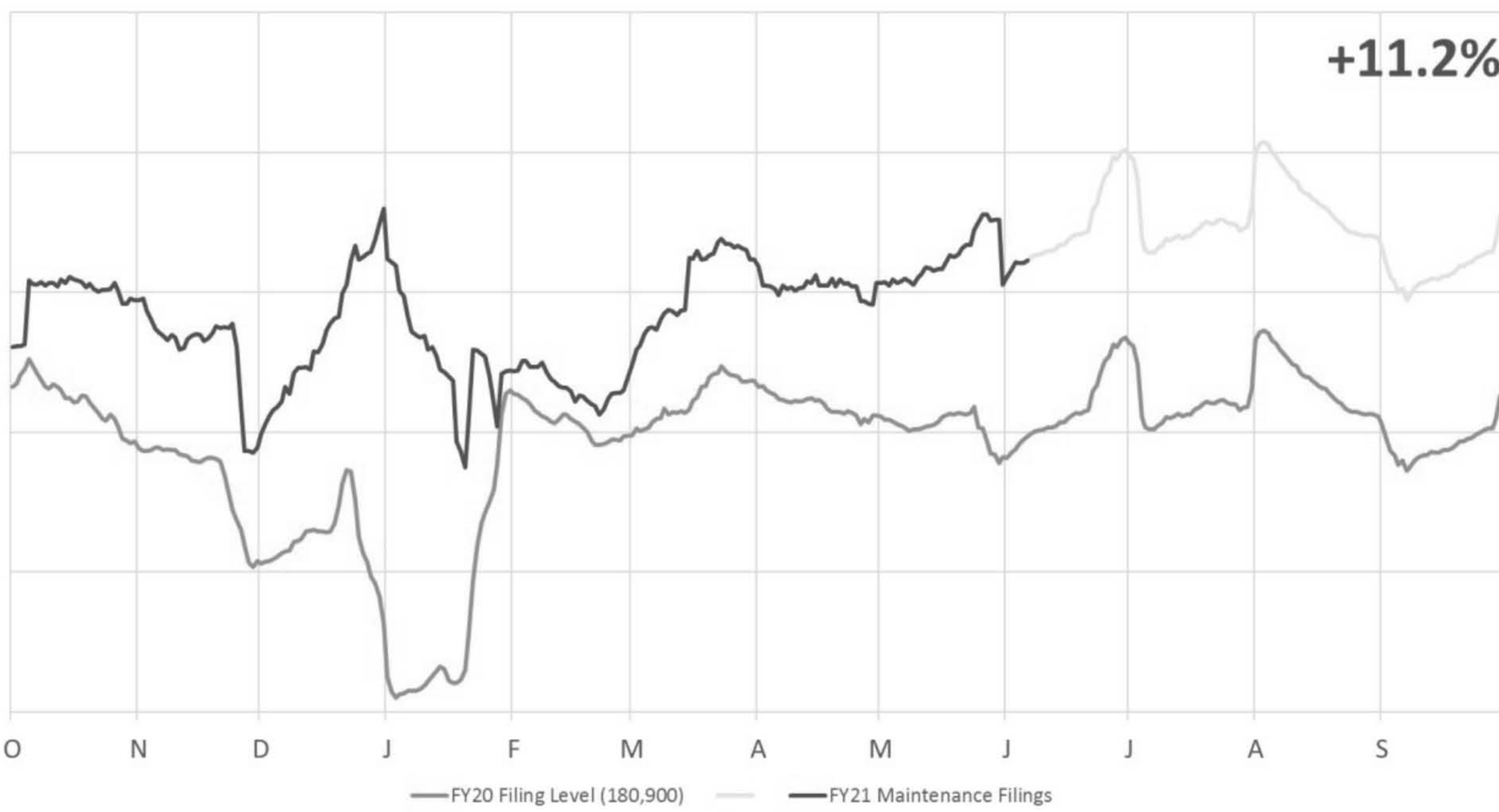
Disposal Pendency (Goal = 12.0 months)

Months

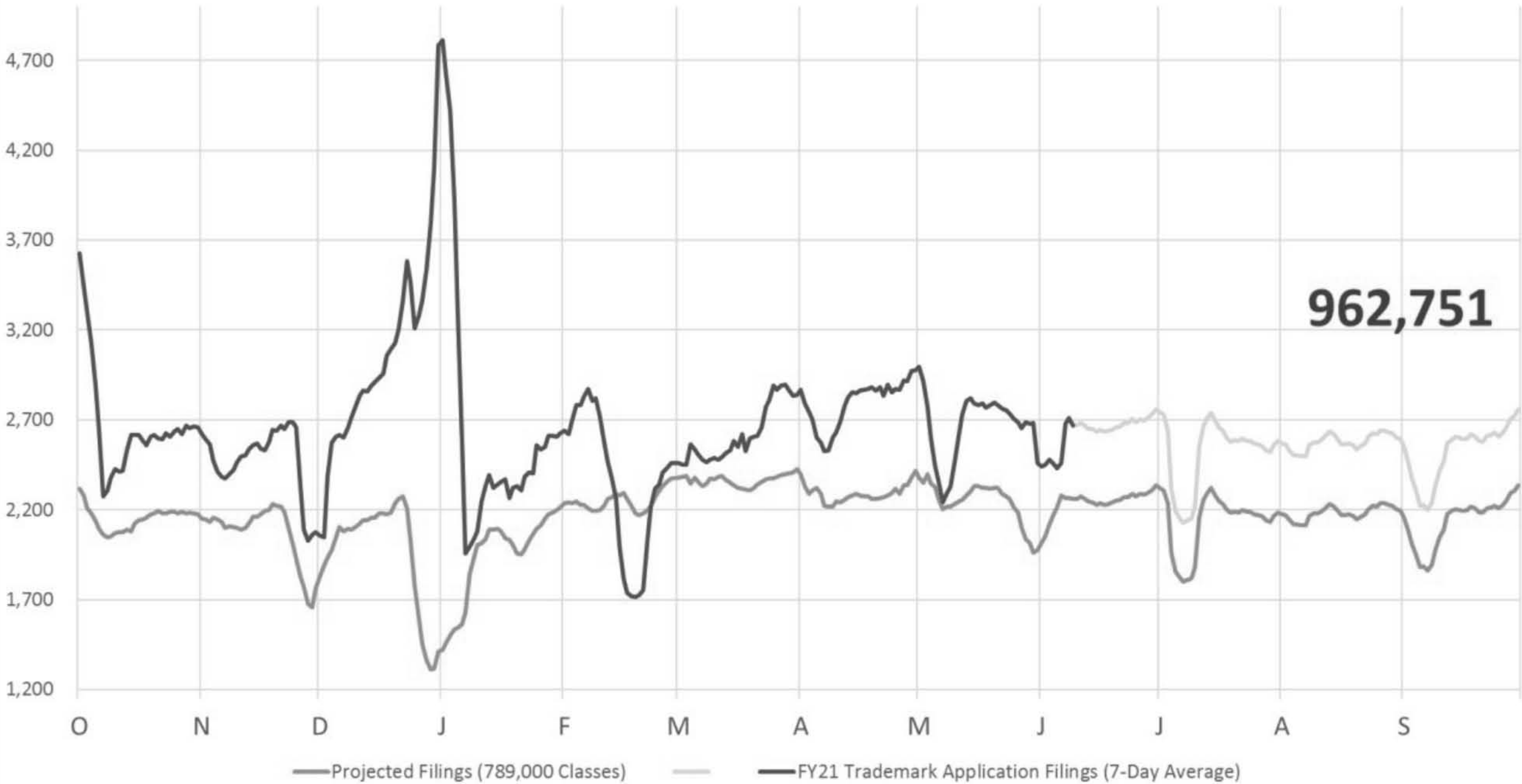


FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)

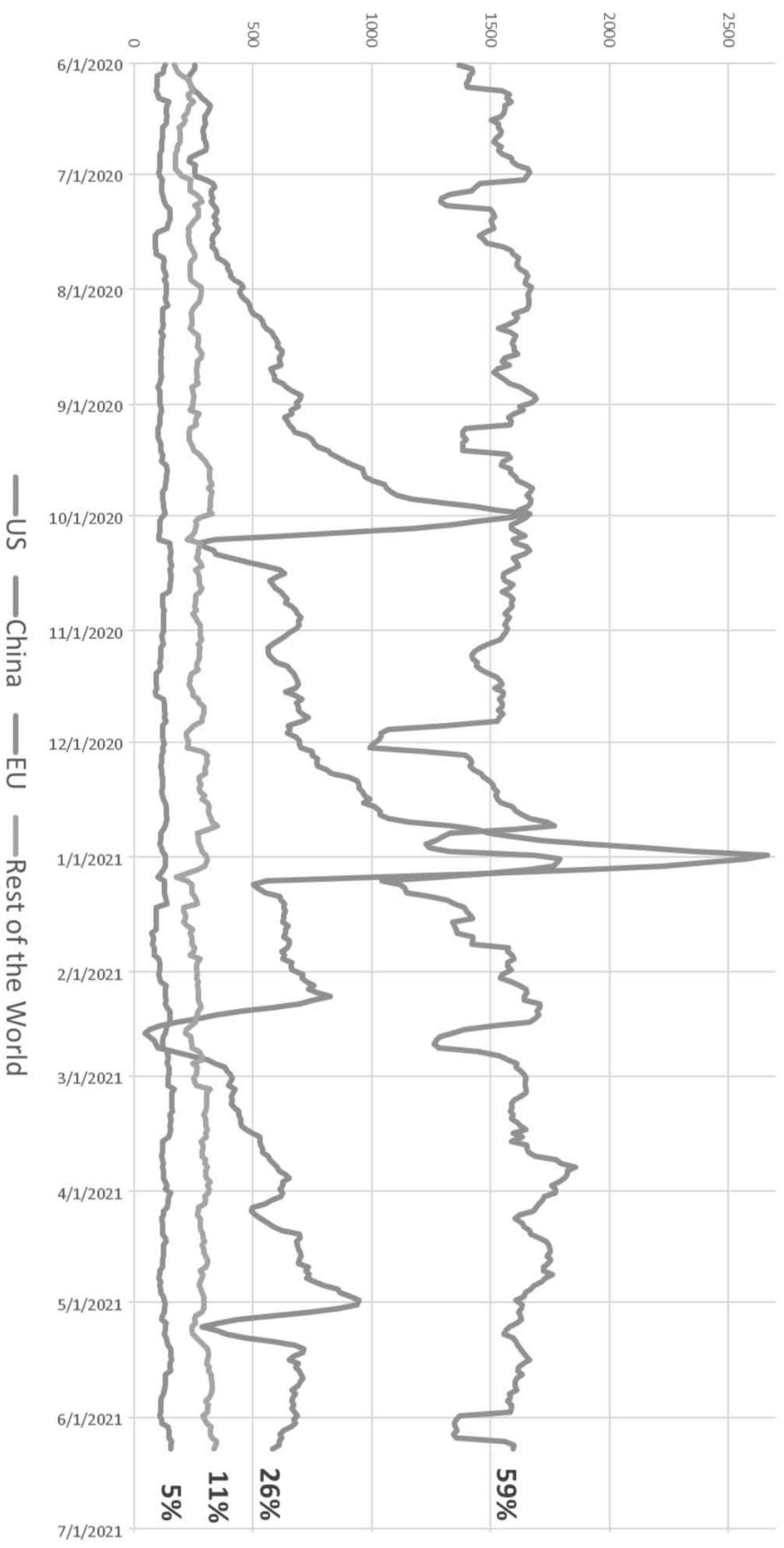
+11.2%



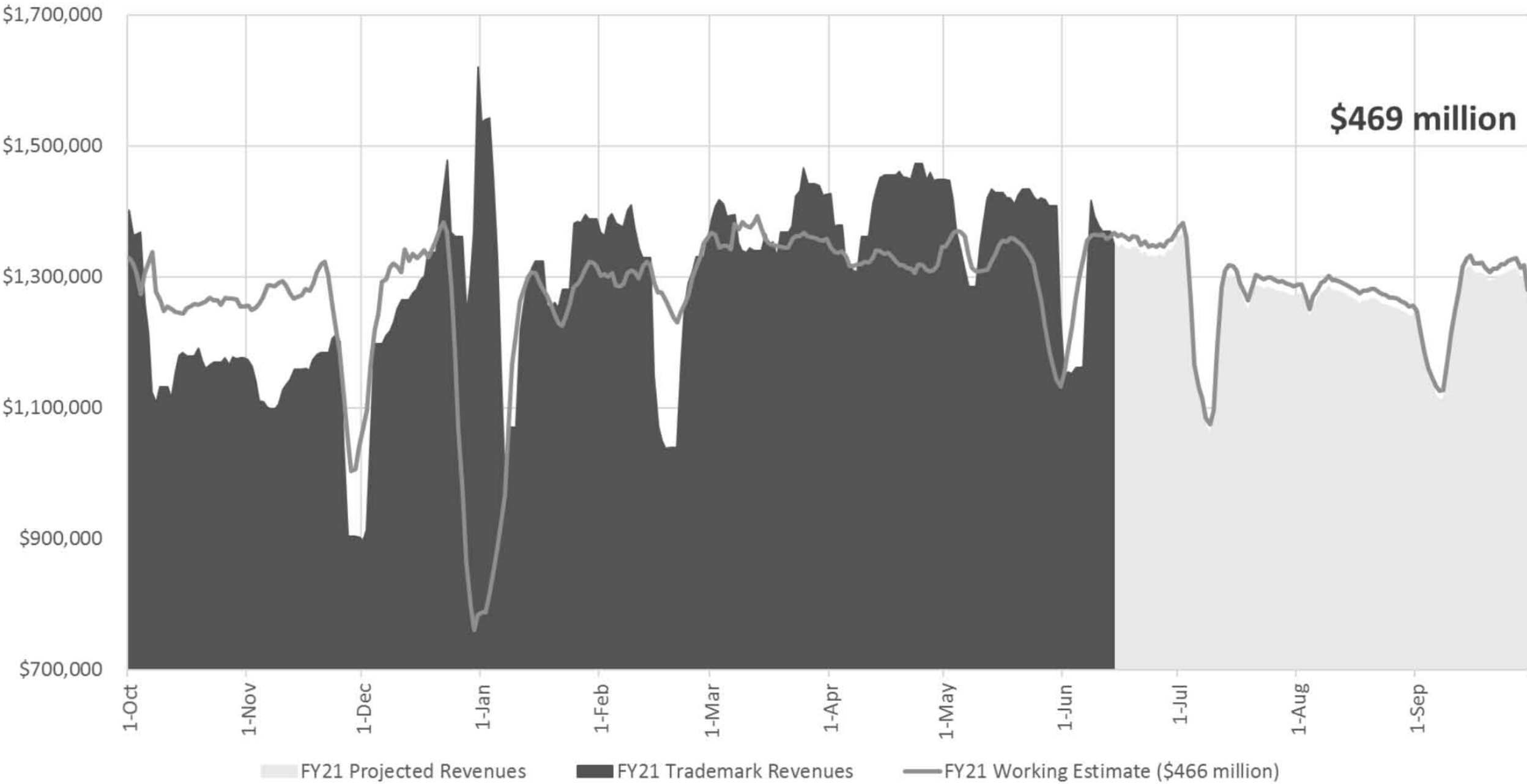
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



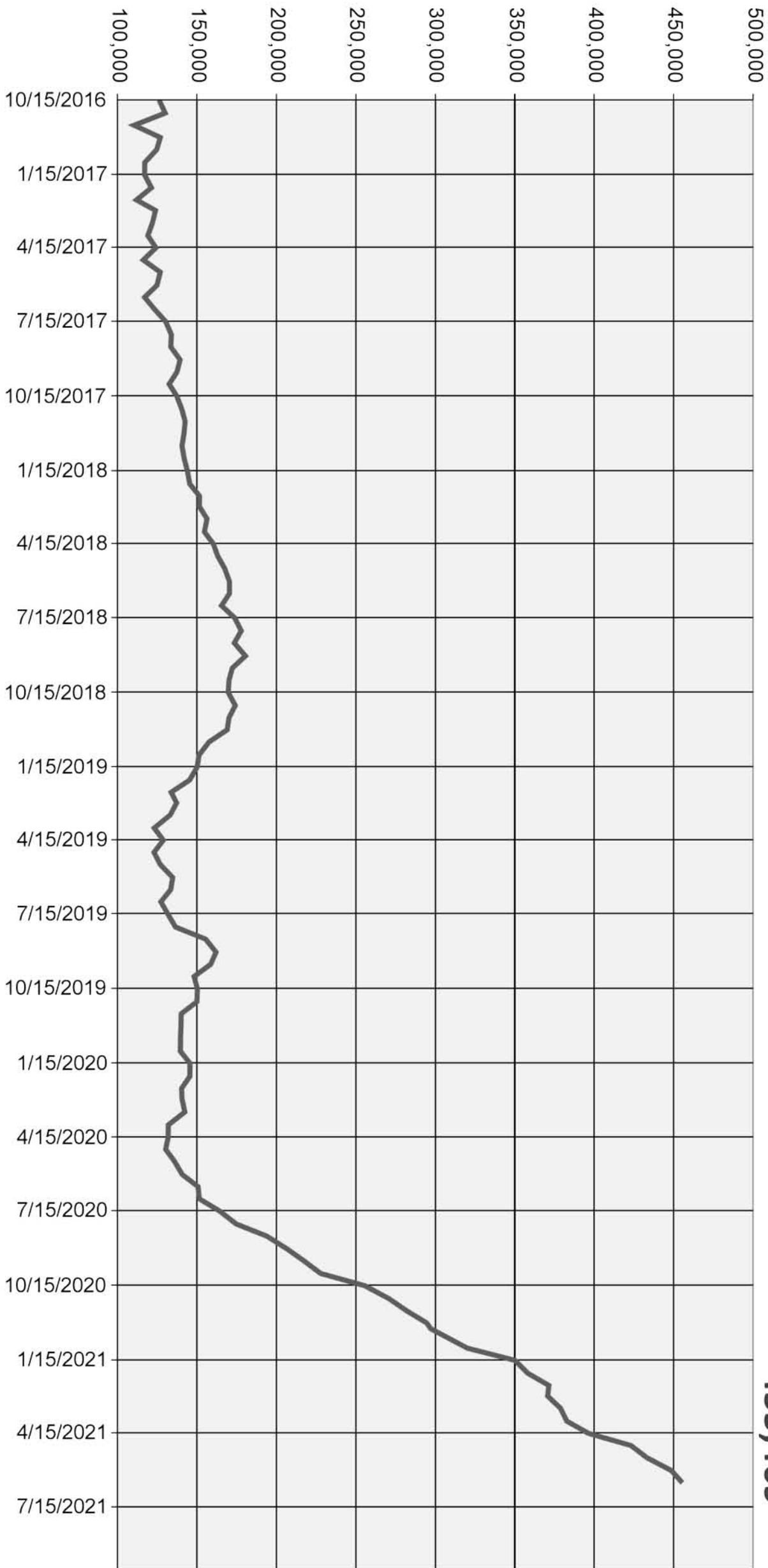
USPTO Application Filing Origins: US, China, EU and the Rest of the World



FY 2021 Daily TM Revenues



Unexamined Application Inventory (Classes)

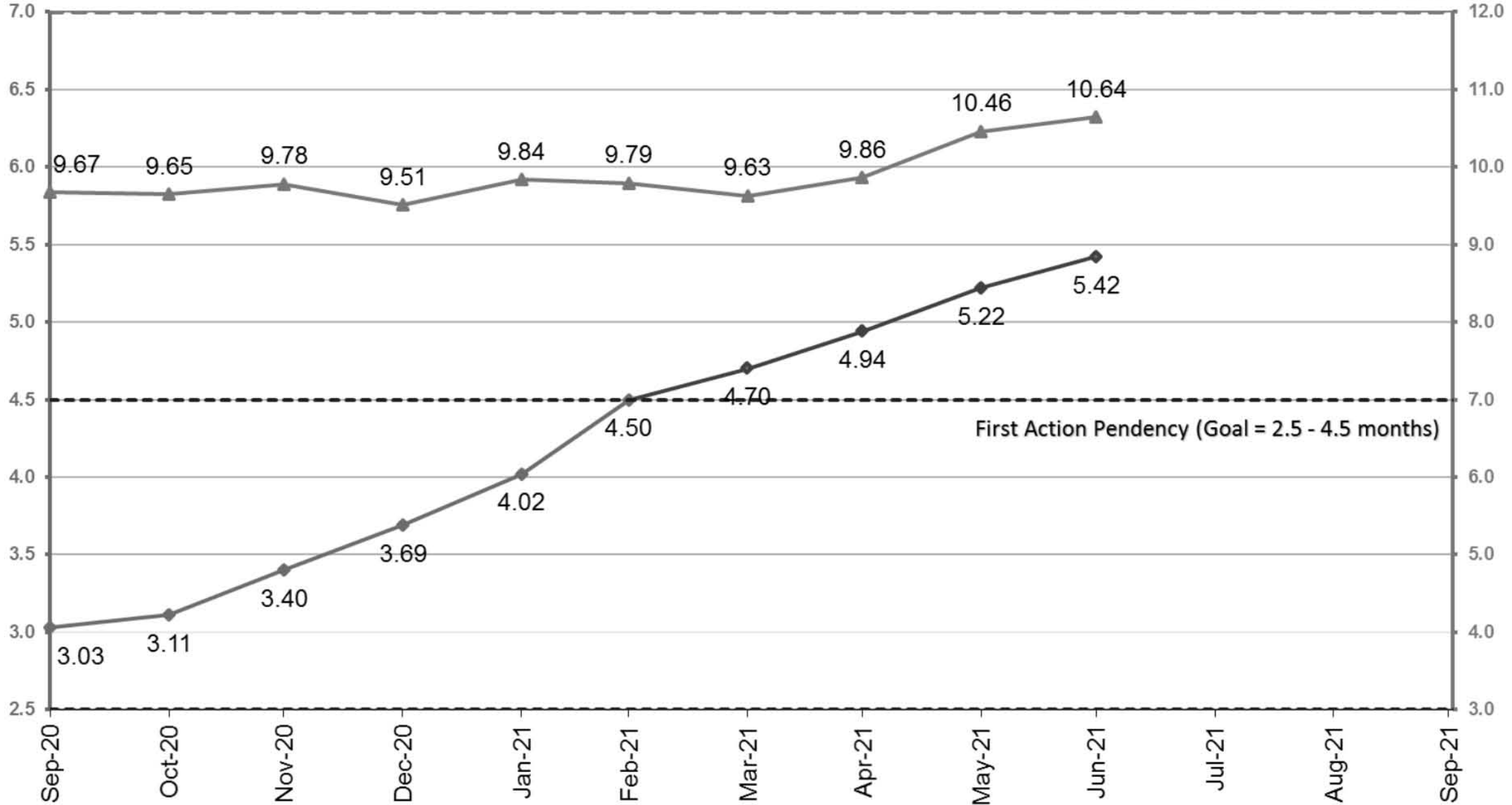


455,469

FY21 Pendency

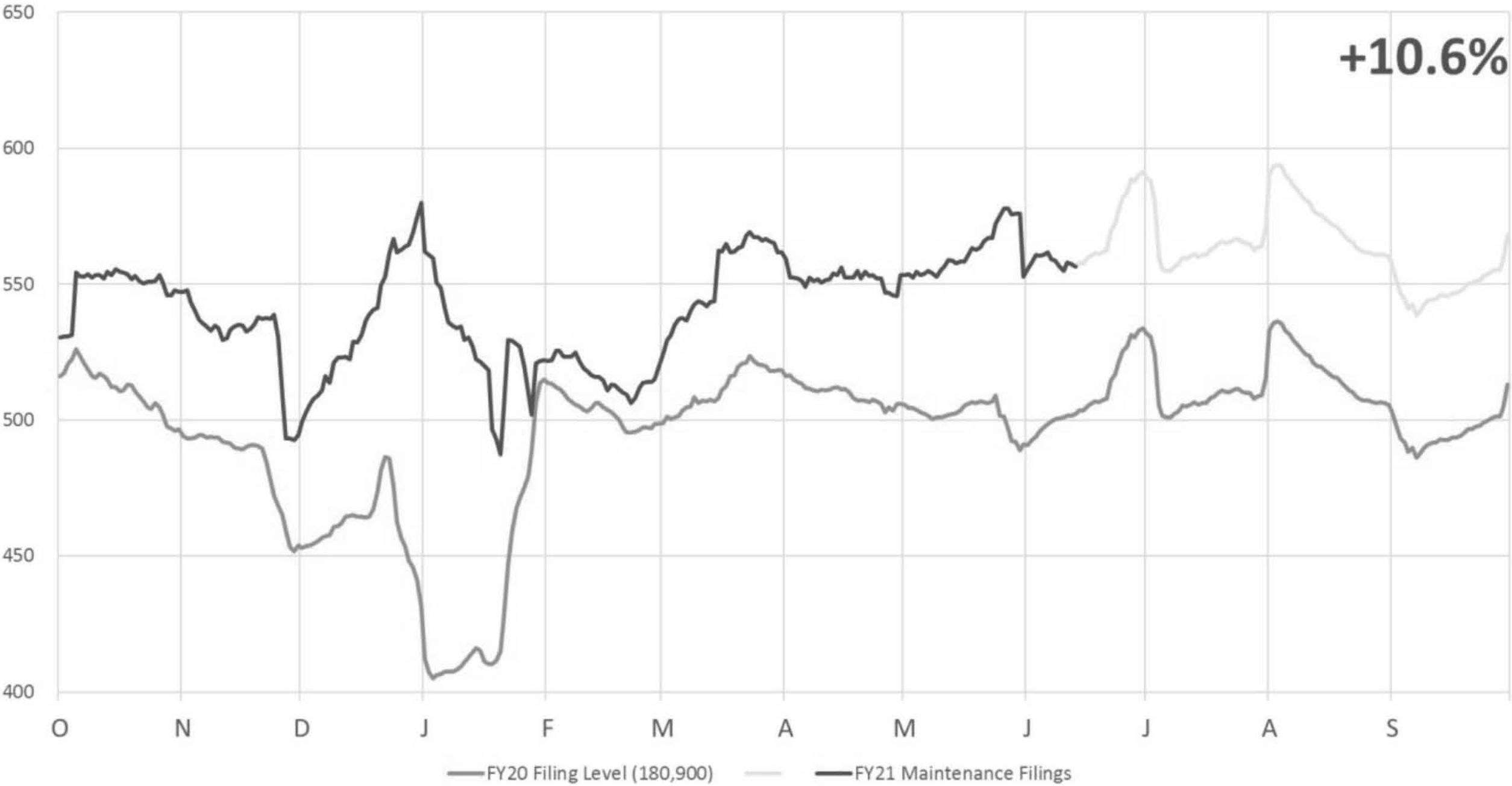
Disposal Pendency (Goal = 12.0 months)

Months

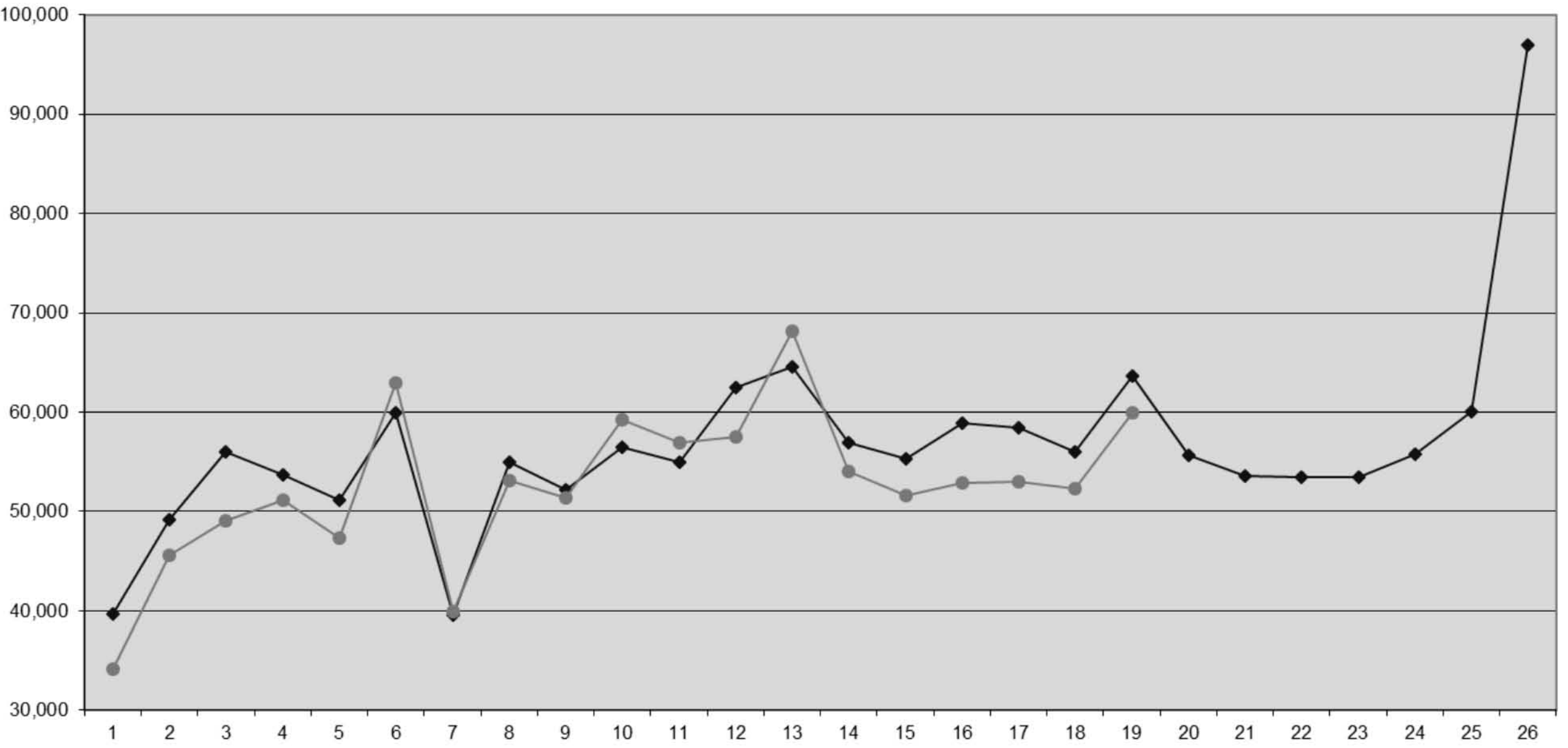


FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)

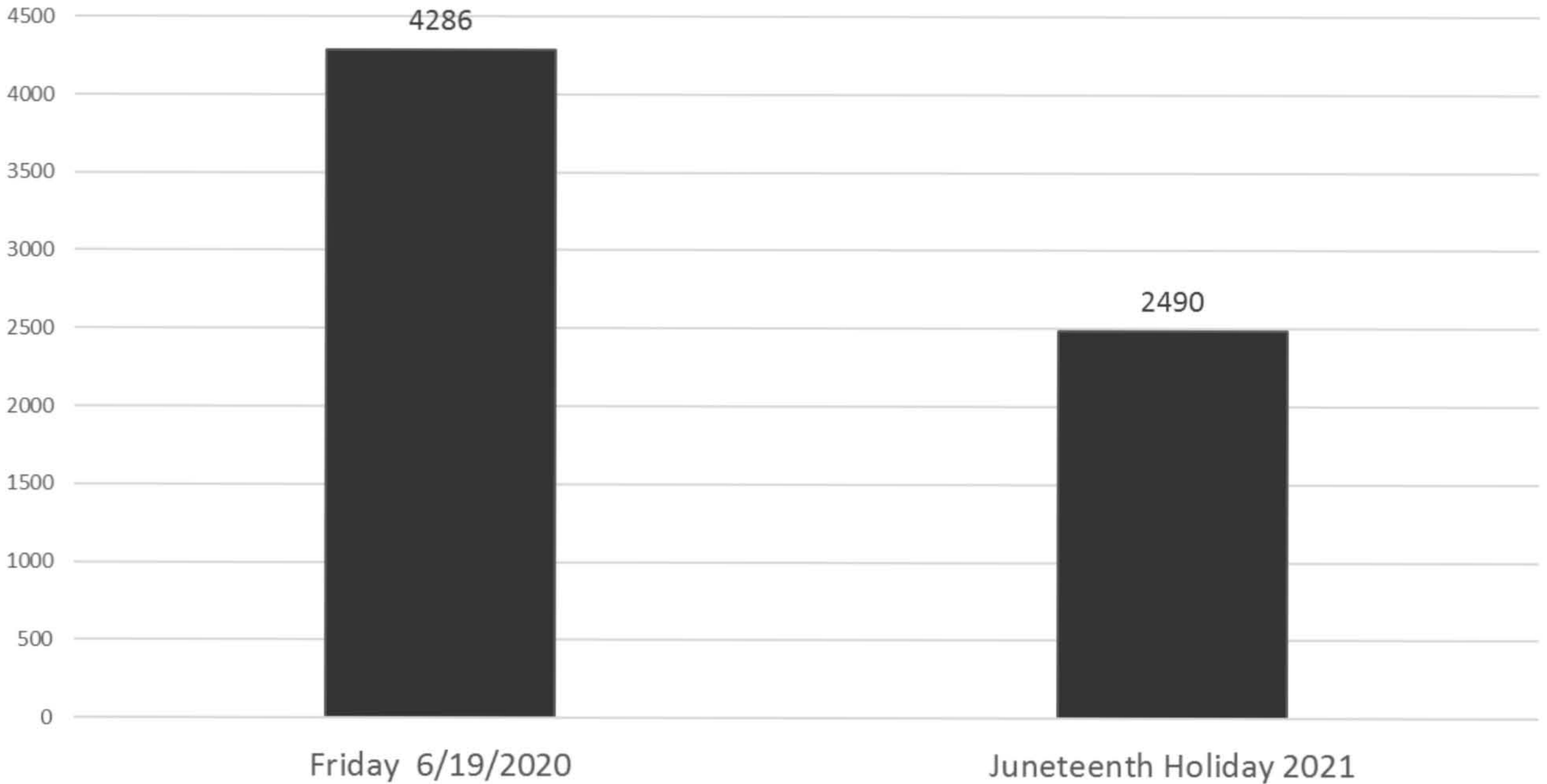
+10.6%



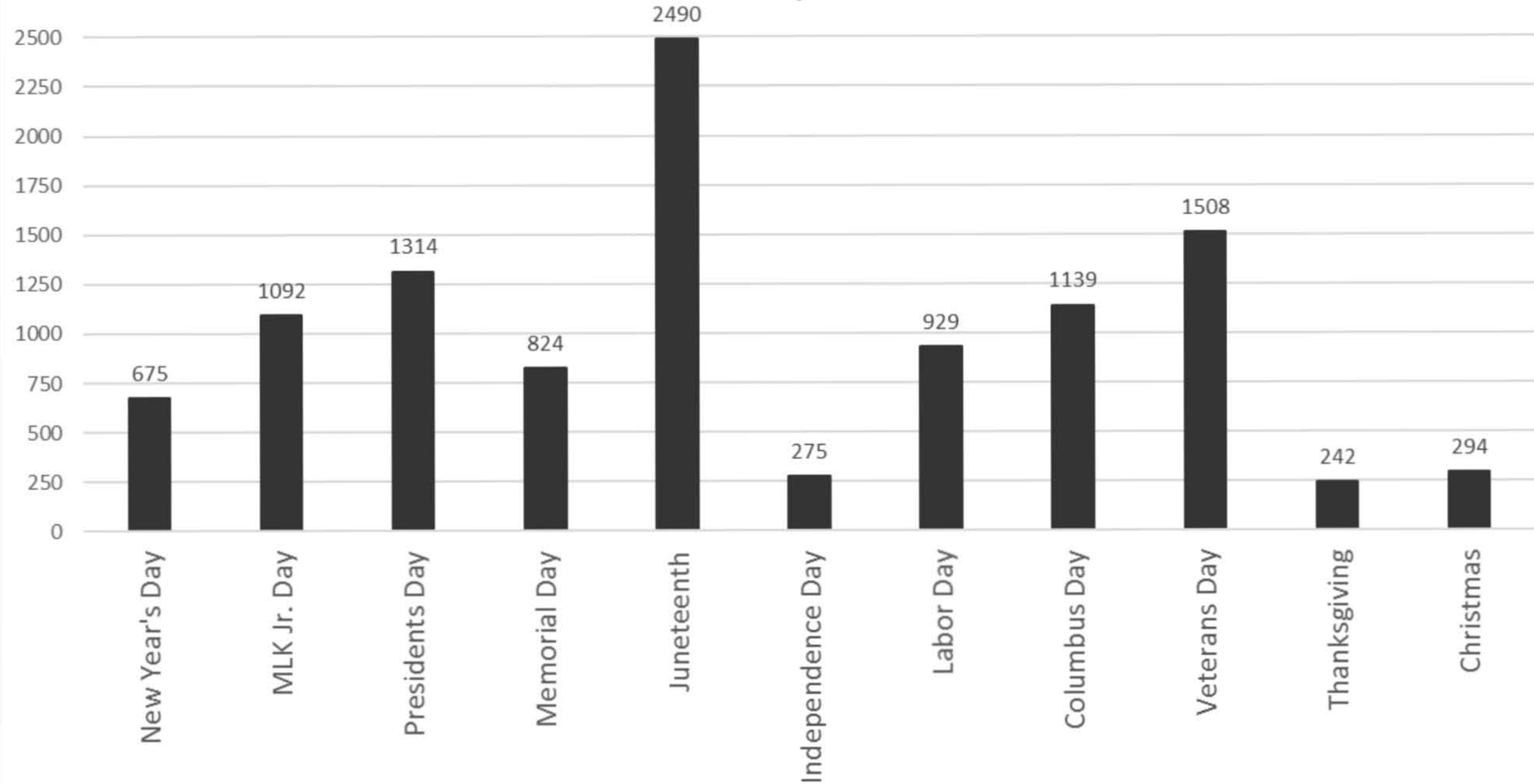
BDs



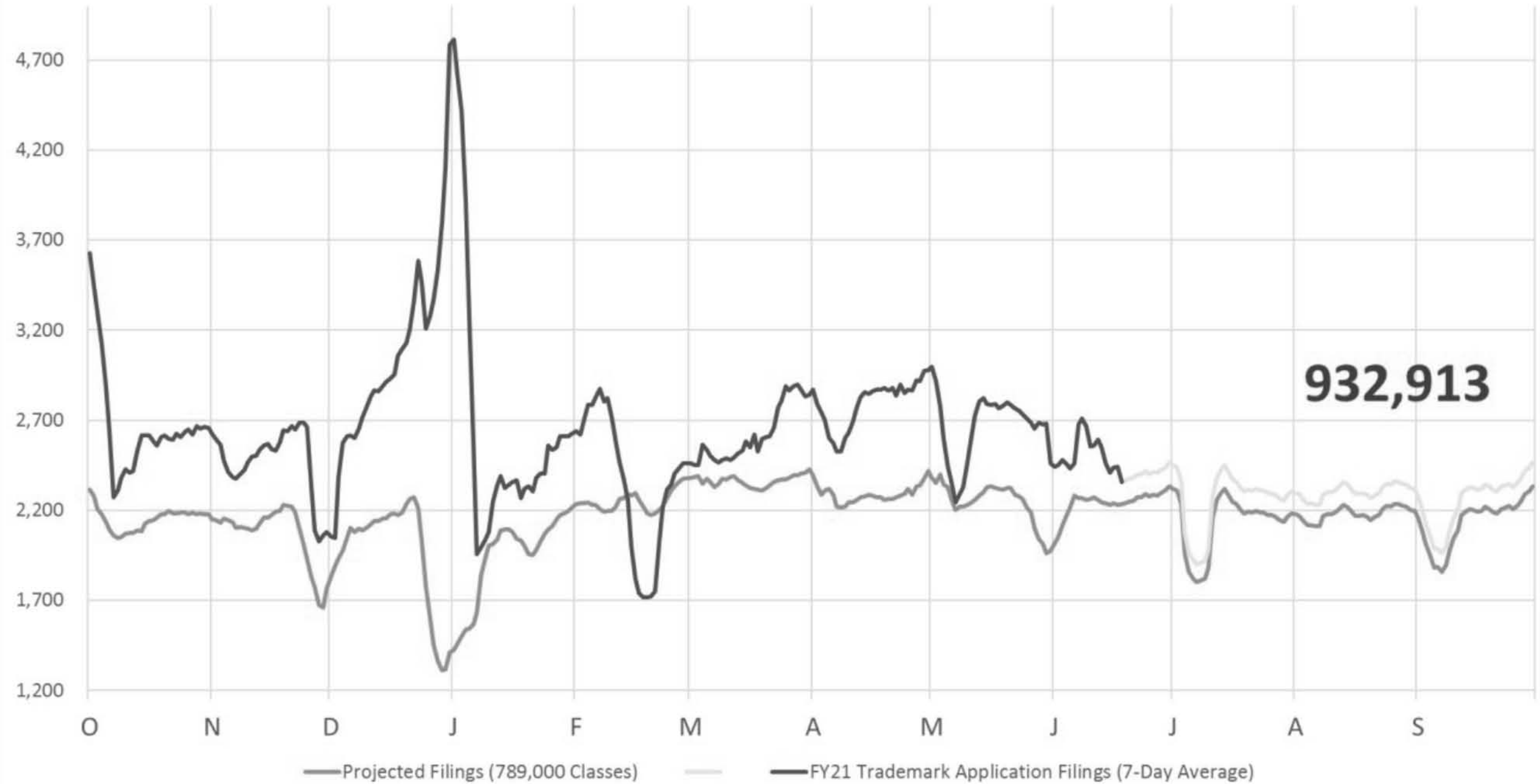
BDs: Juneteenth 2020 vs. 2021



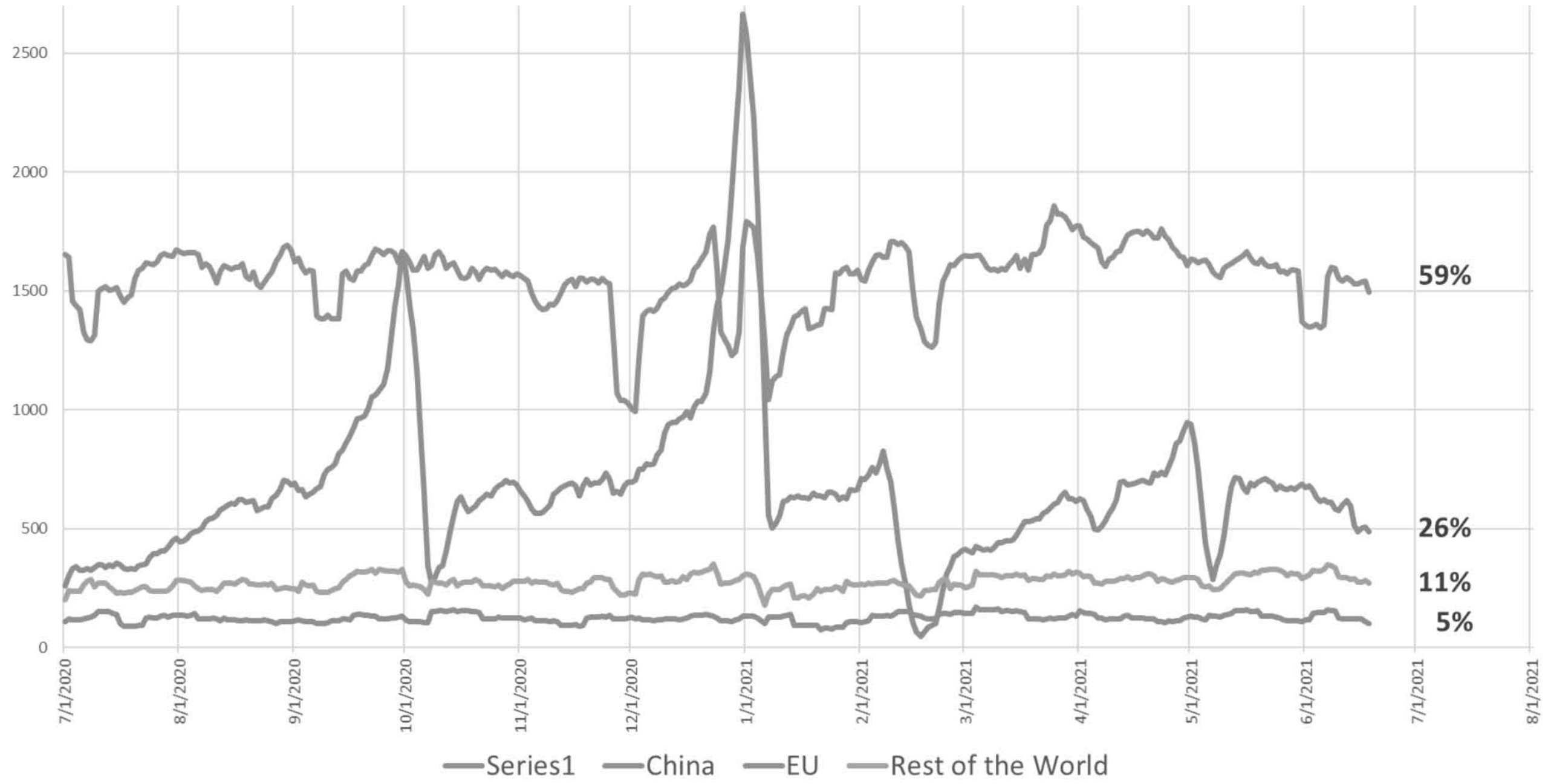
Holiday BDs



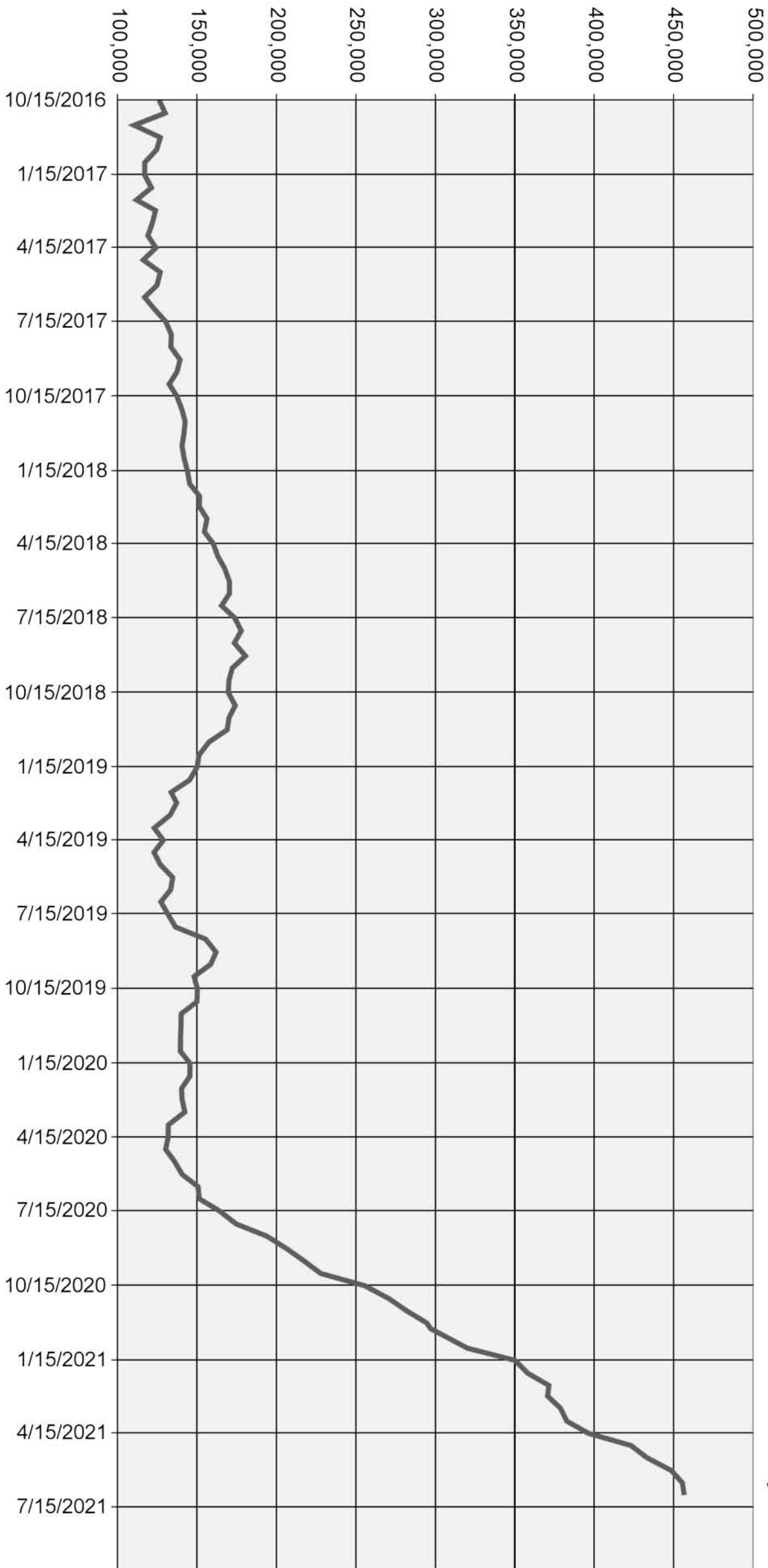
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



Unexamined Application Inventory (Classes)

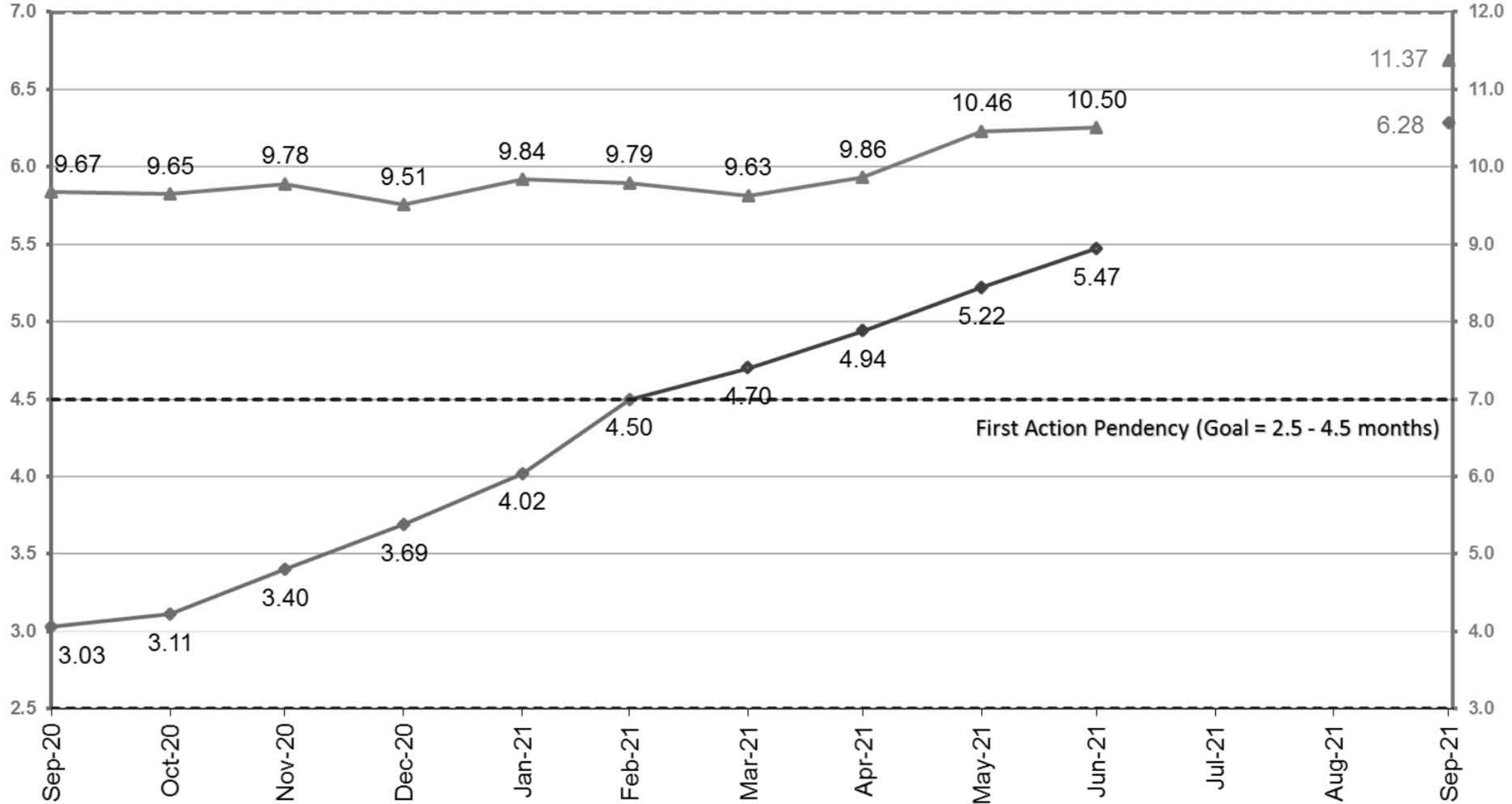


456,643

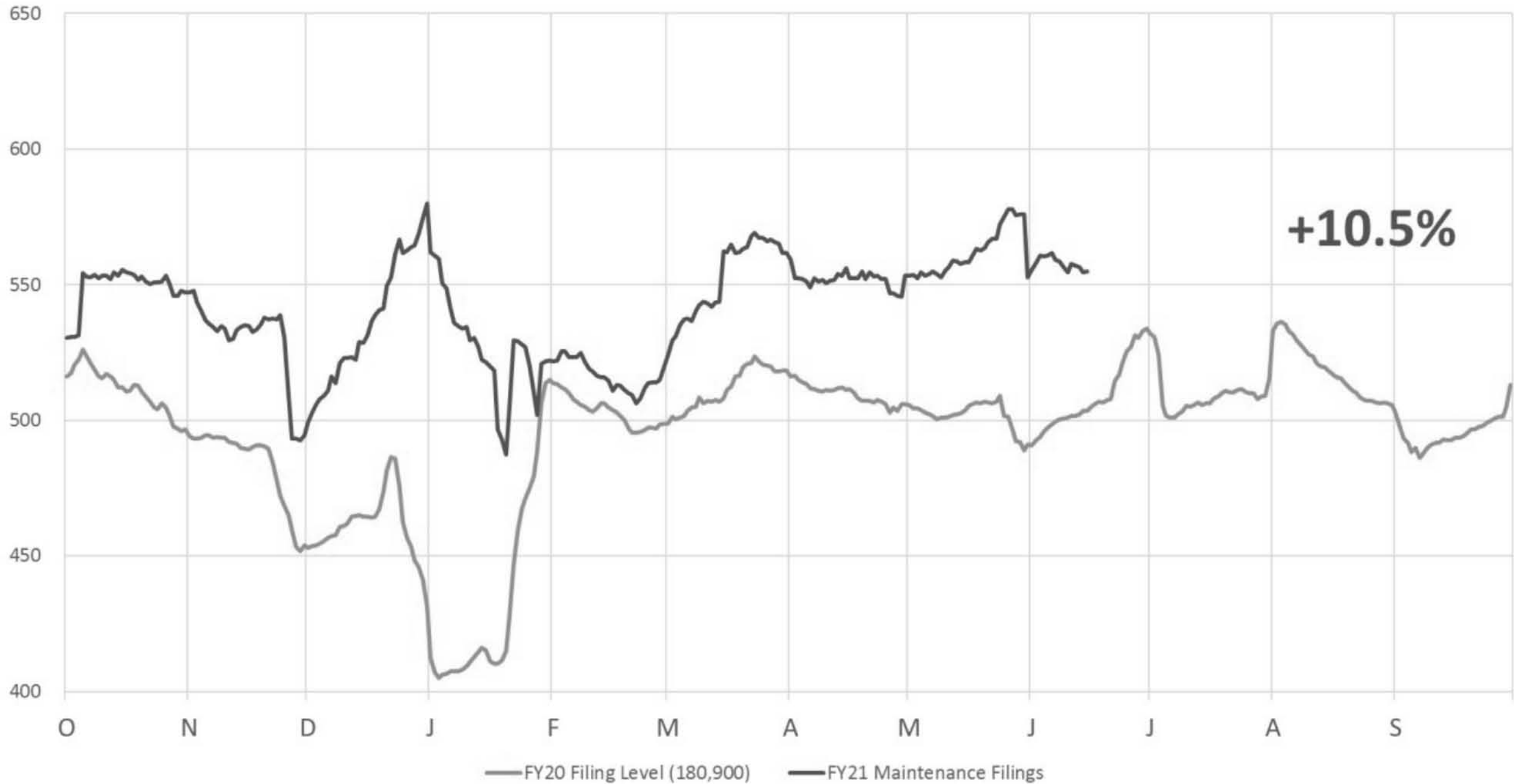
FY21 Pendency

Disposal Pendency (Goal = 12.0 months)

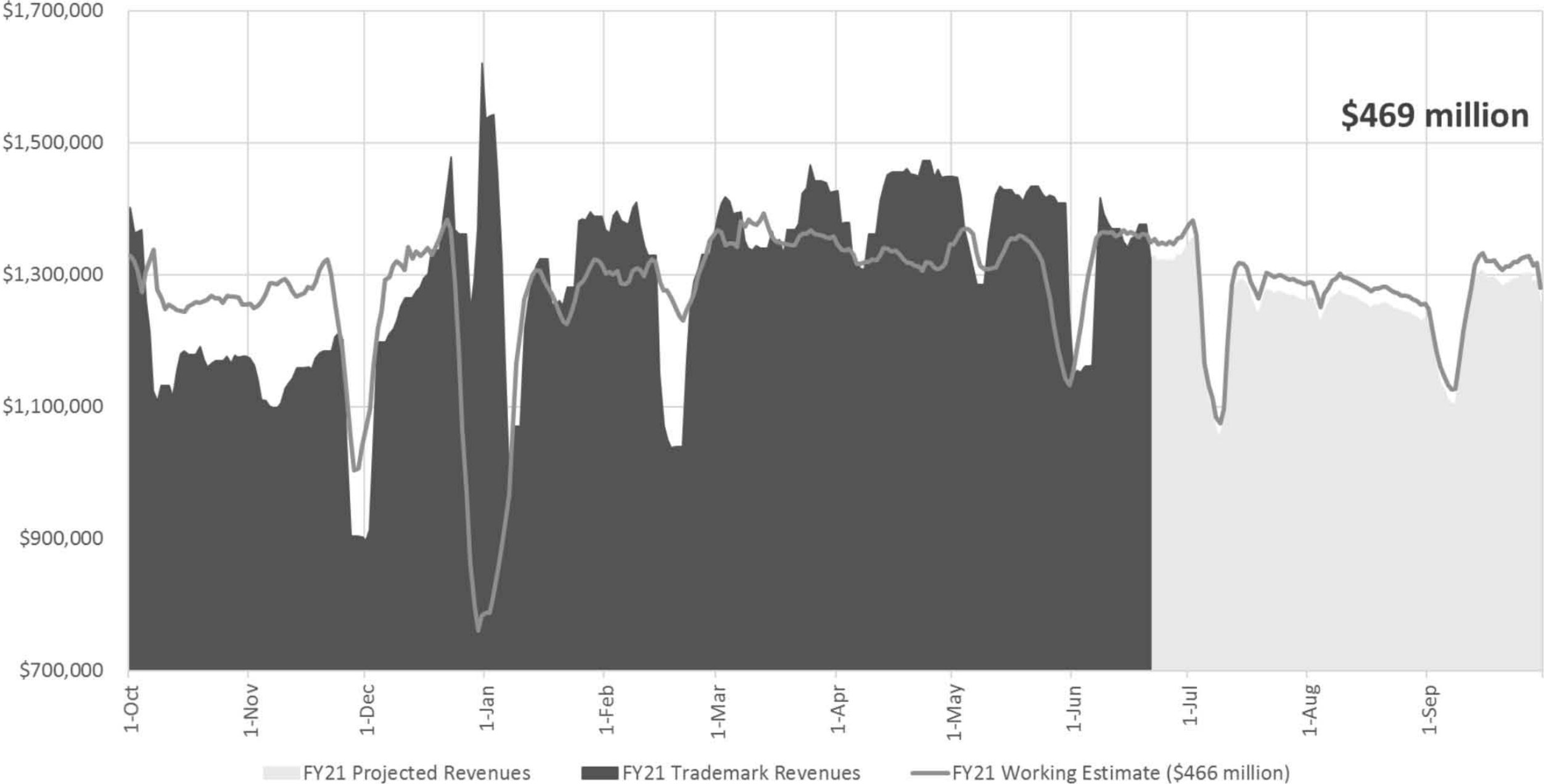
Months



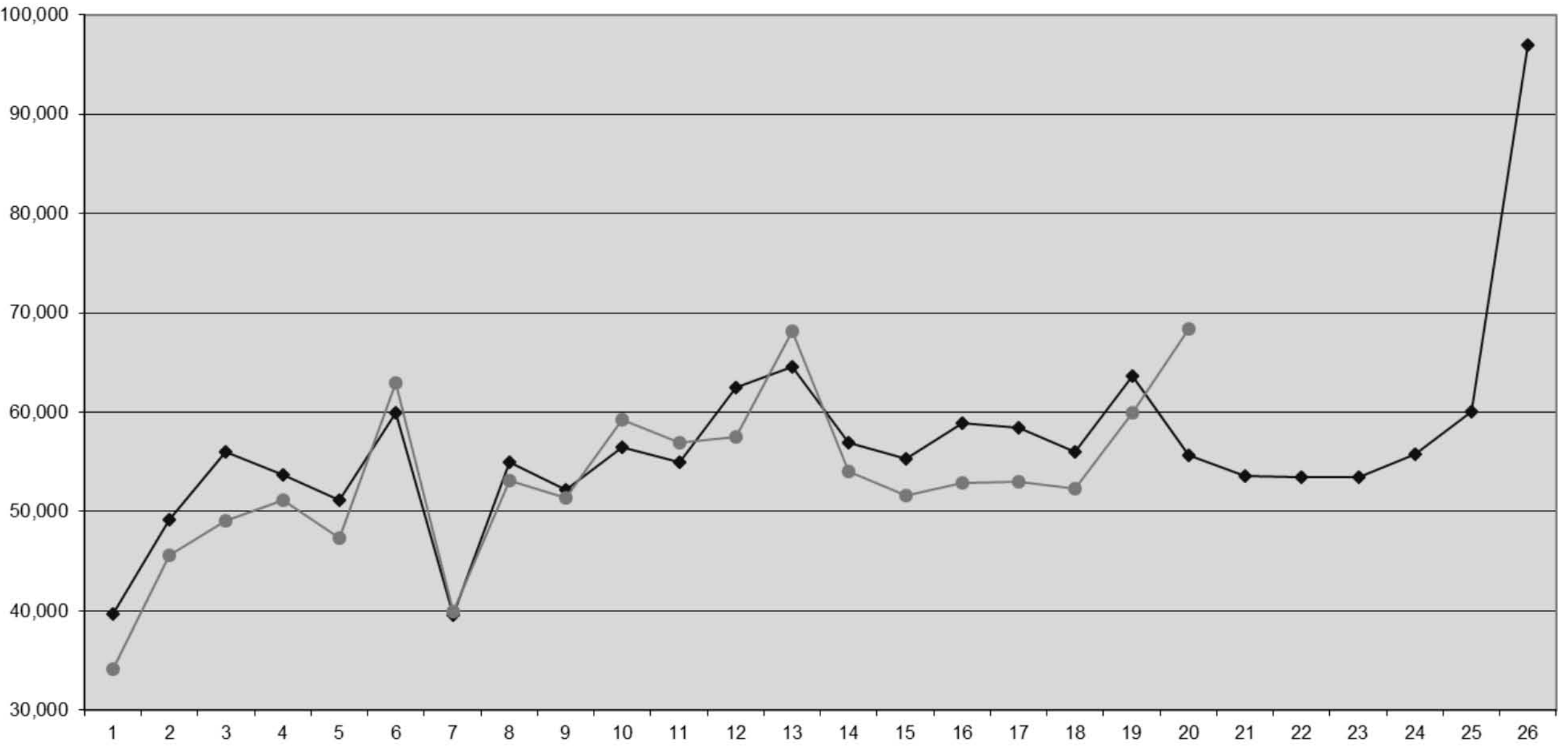
FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)



FY 2021 Daily TM Revenues

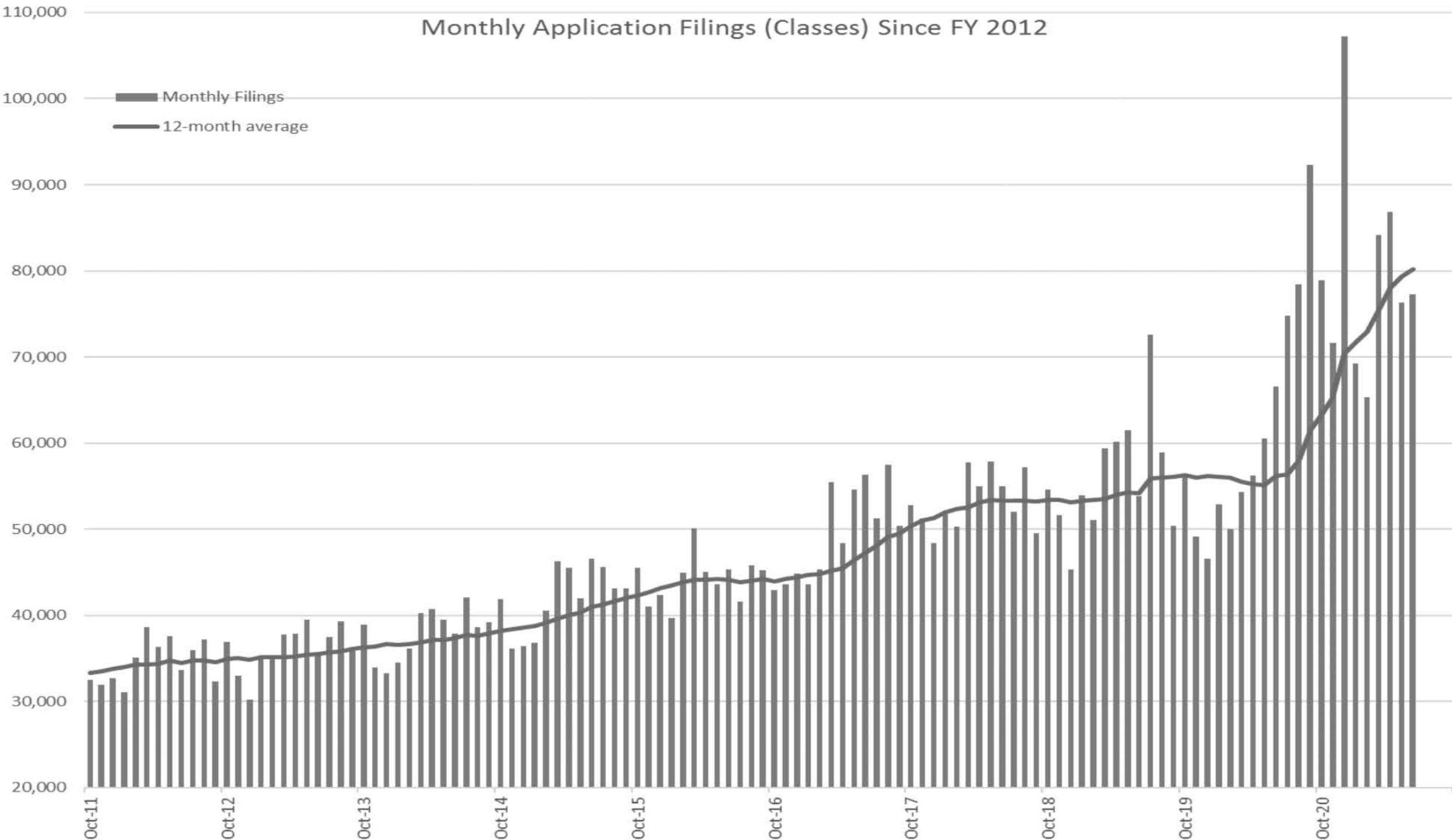


BDs

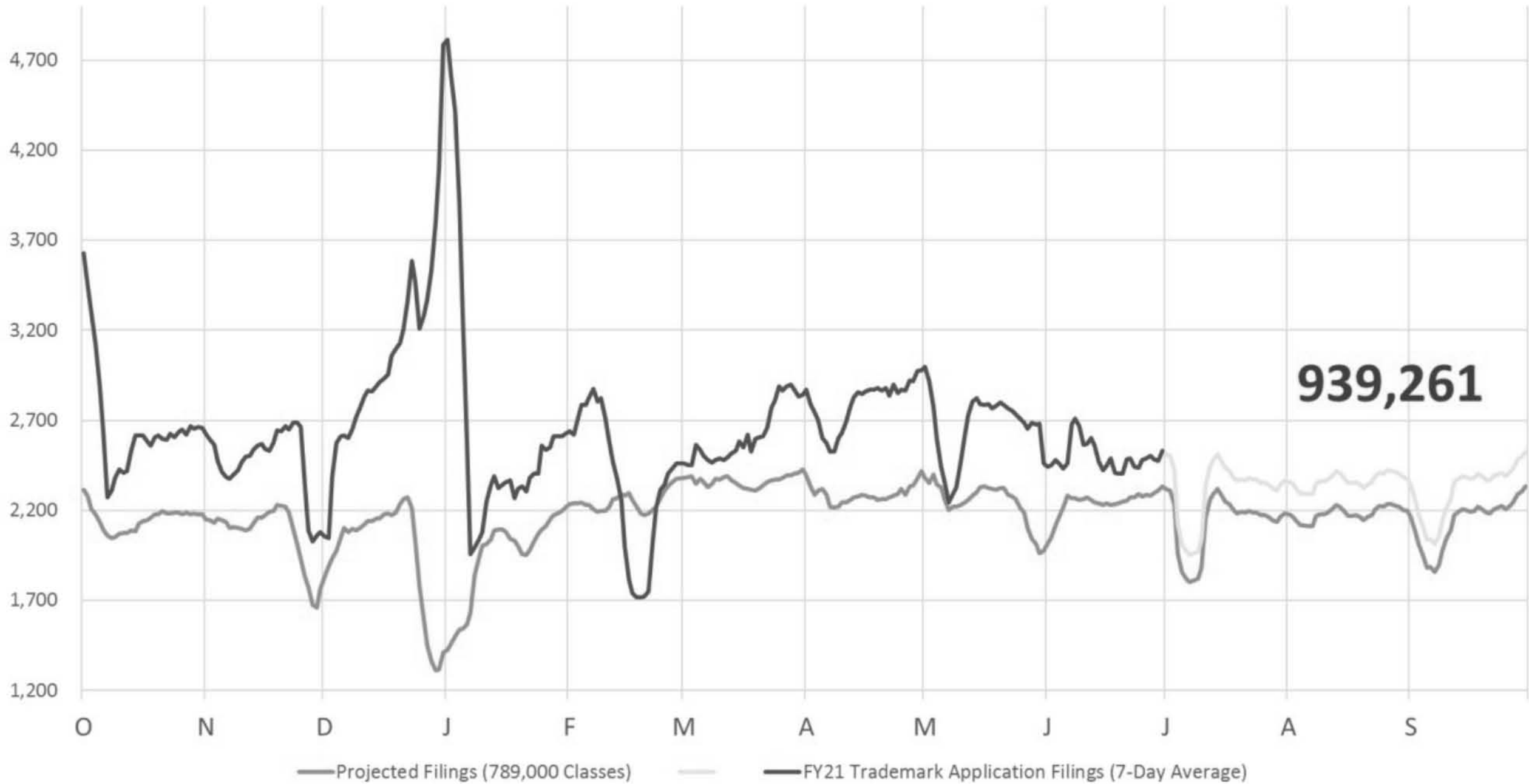


Monthly Application Filings (Classes) Since FY 2012

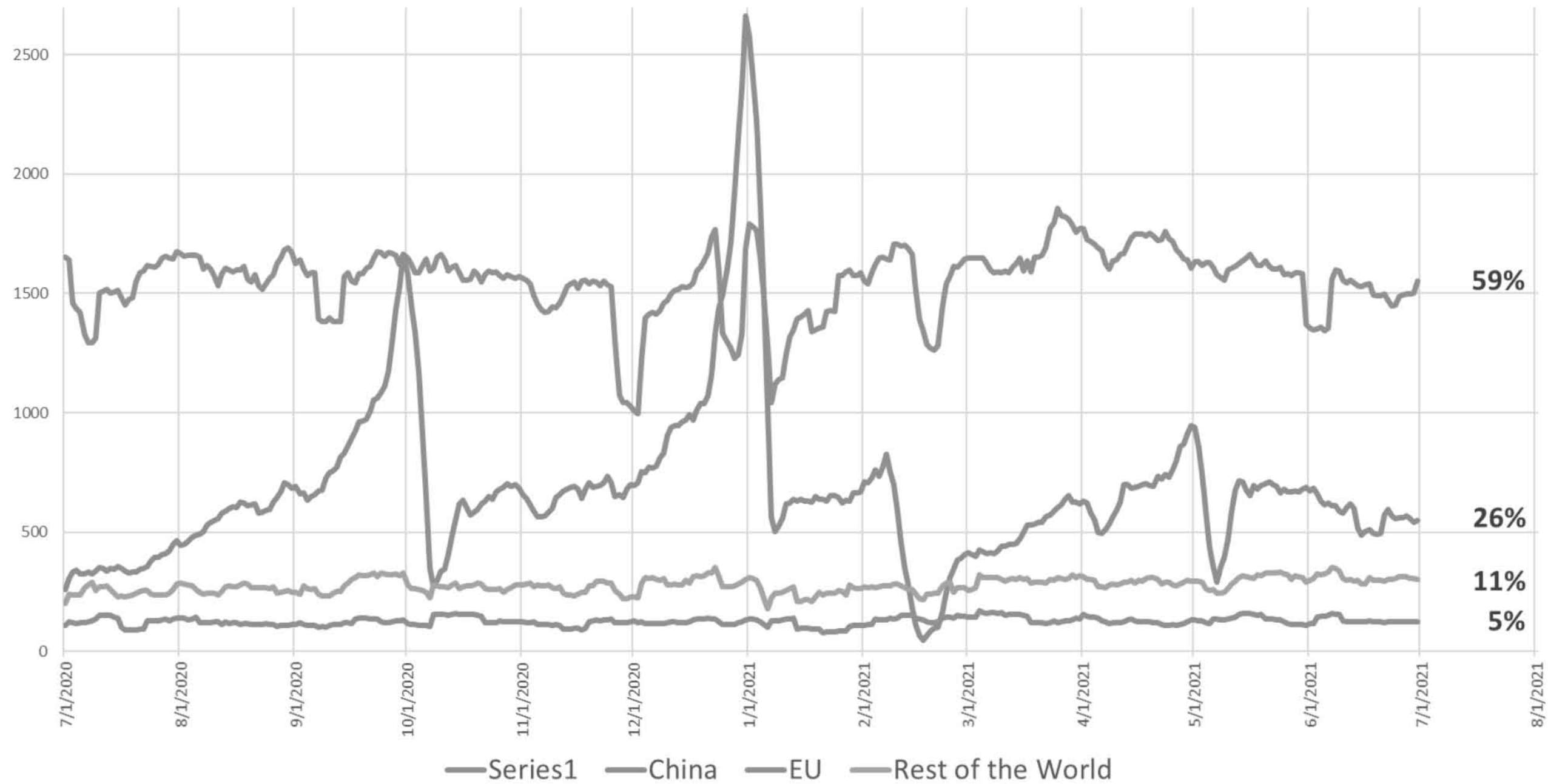
Monthly Filings
12-month average



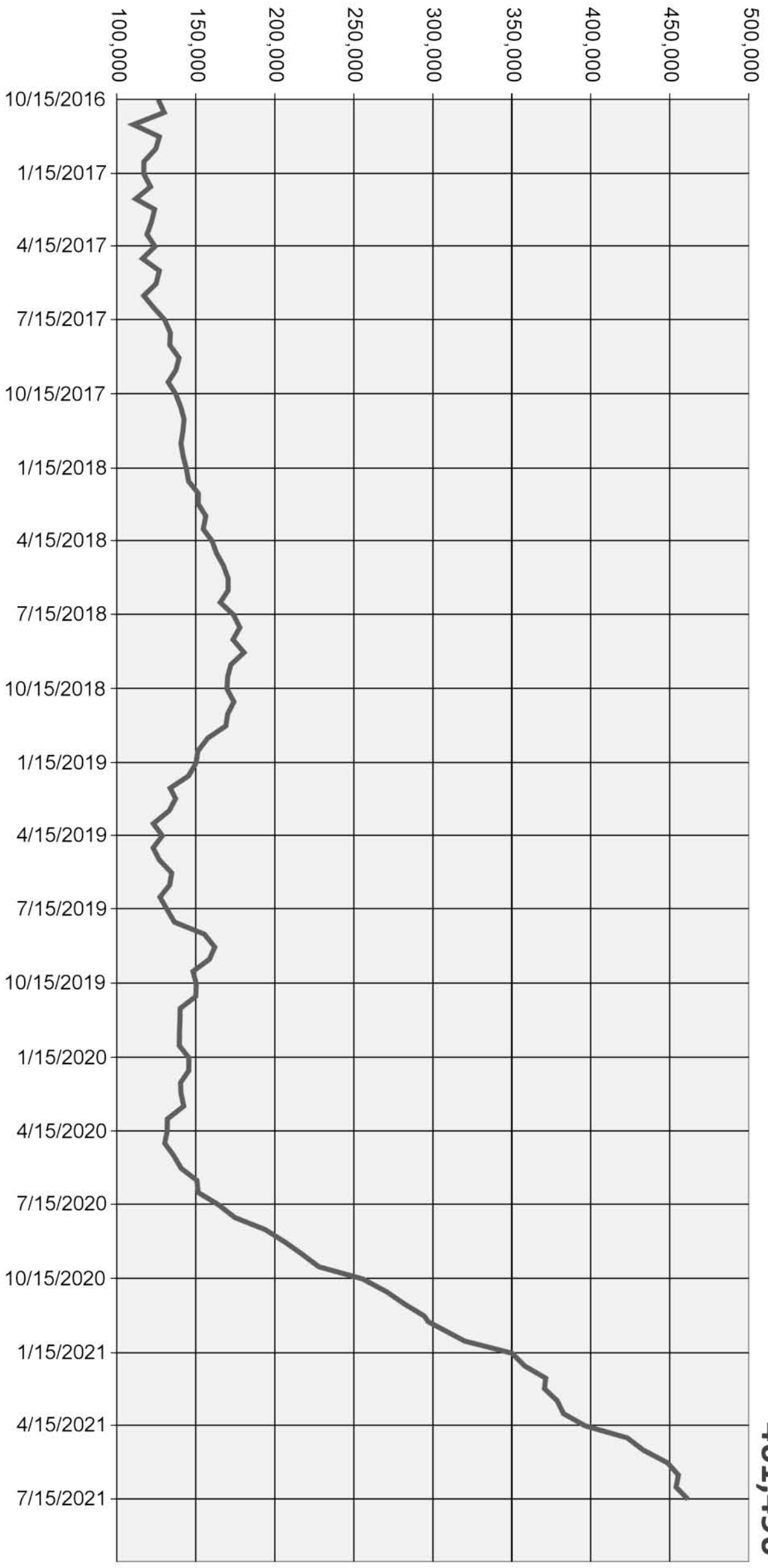
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



Unexamined Application Inventory (Classes)

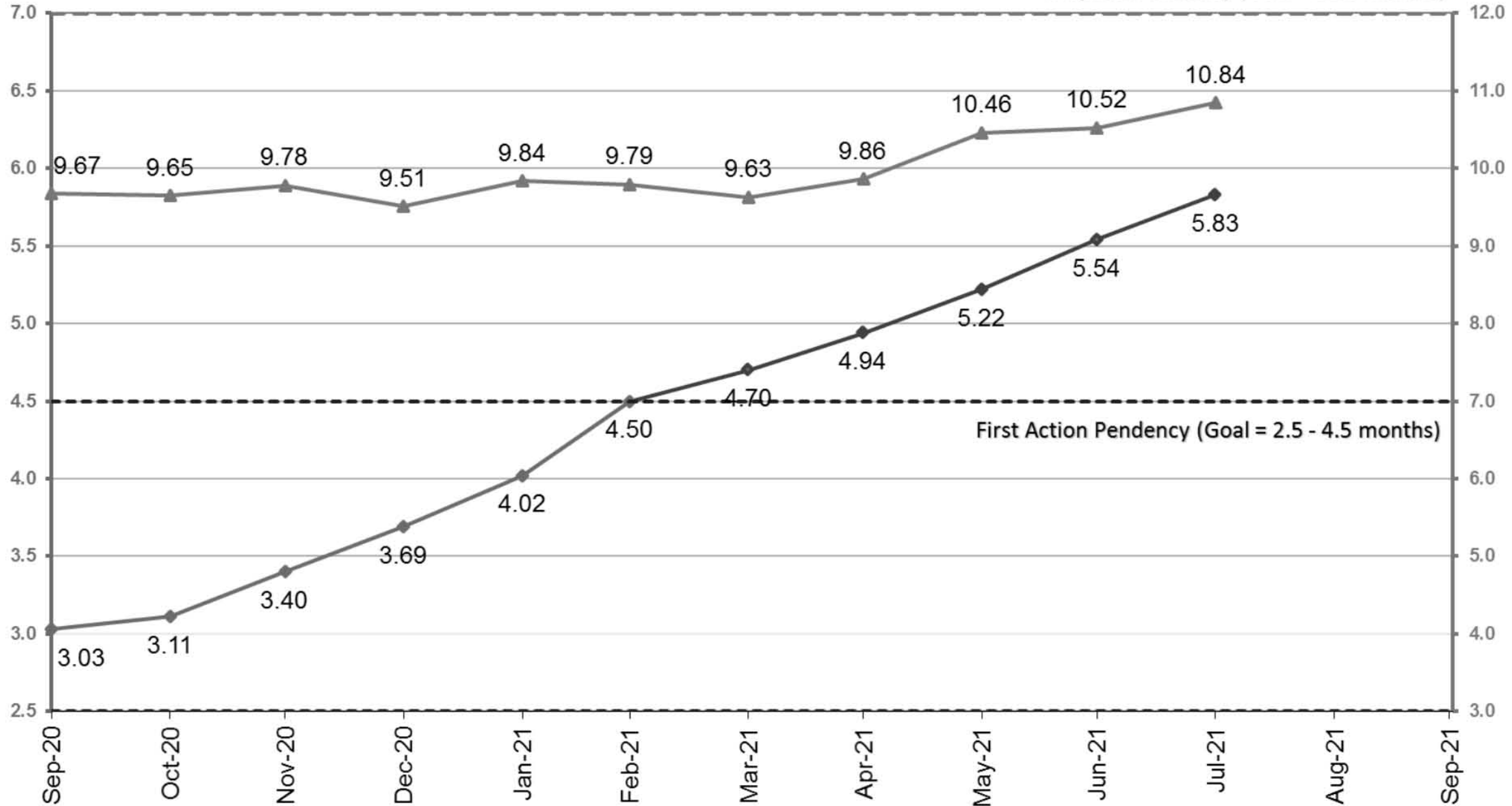


461,496

FY21 Pendency

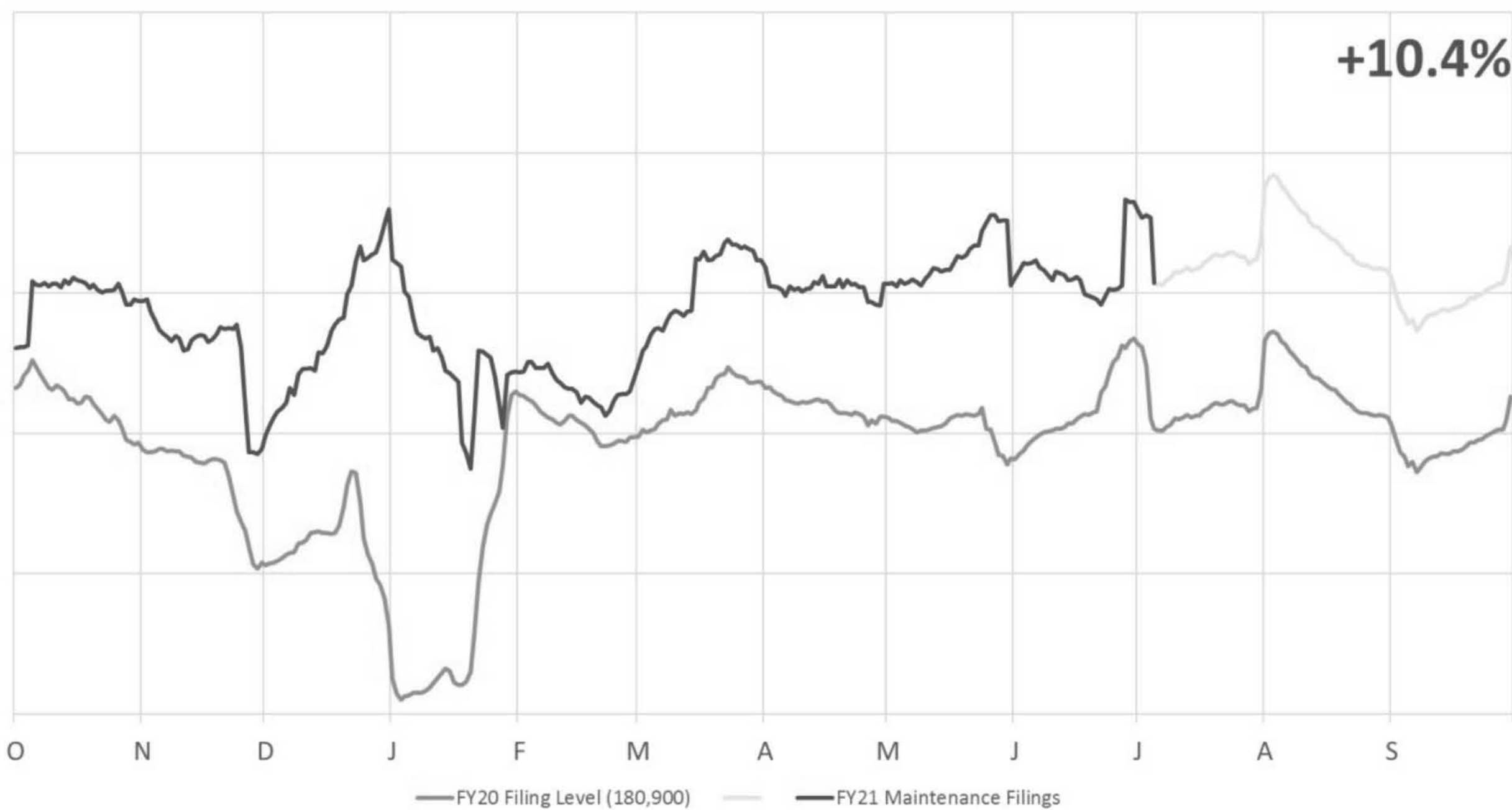
Disposal Pendency (Goal = 12.0 months)

Months

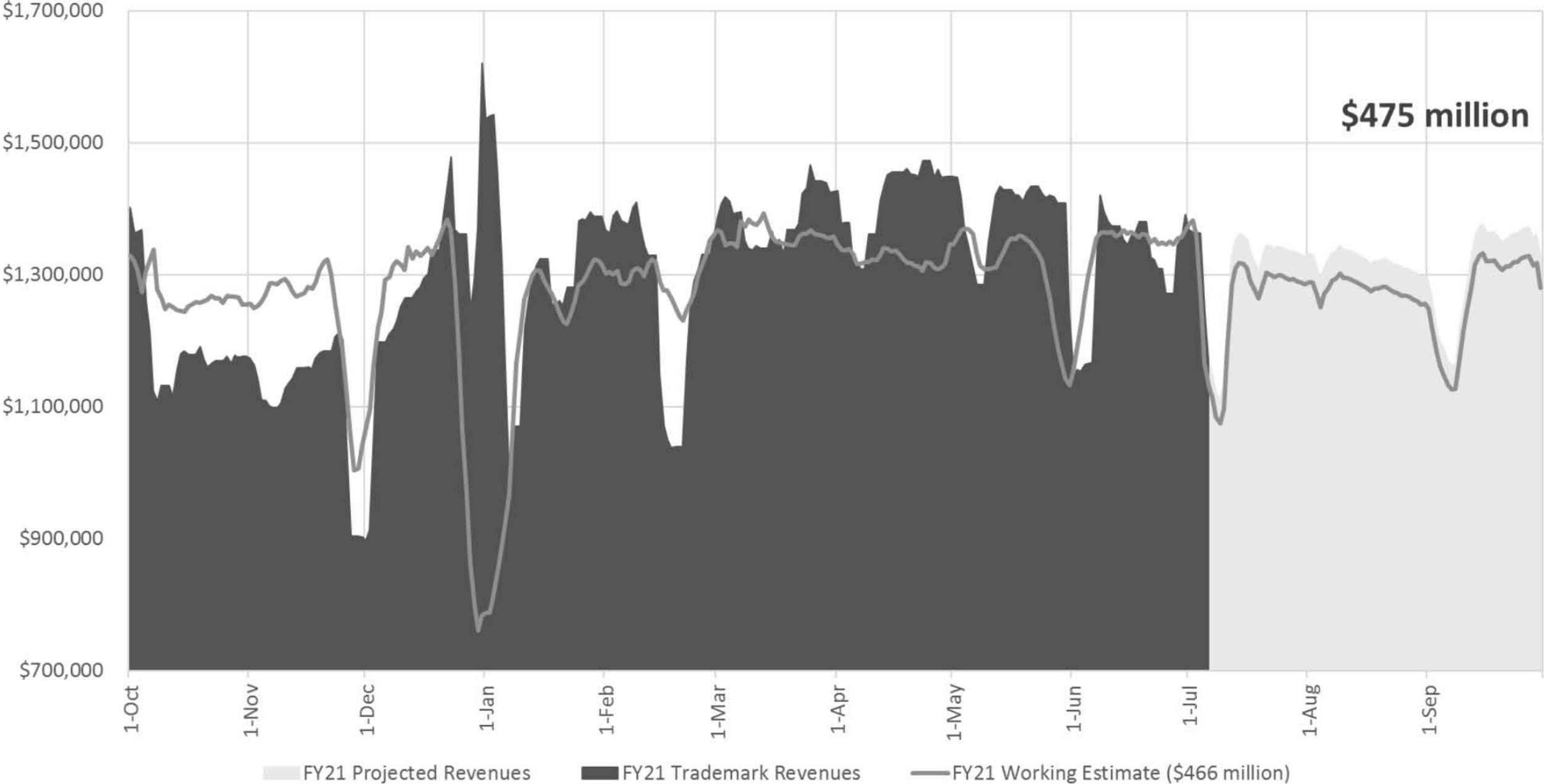


FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)

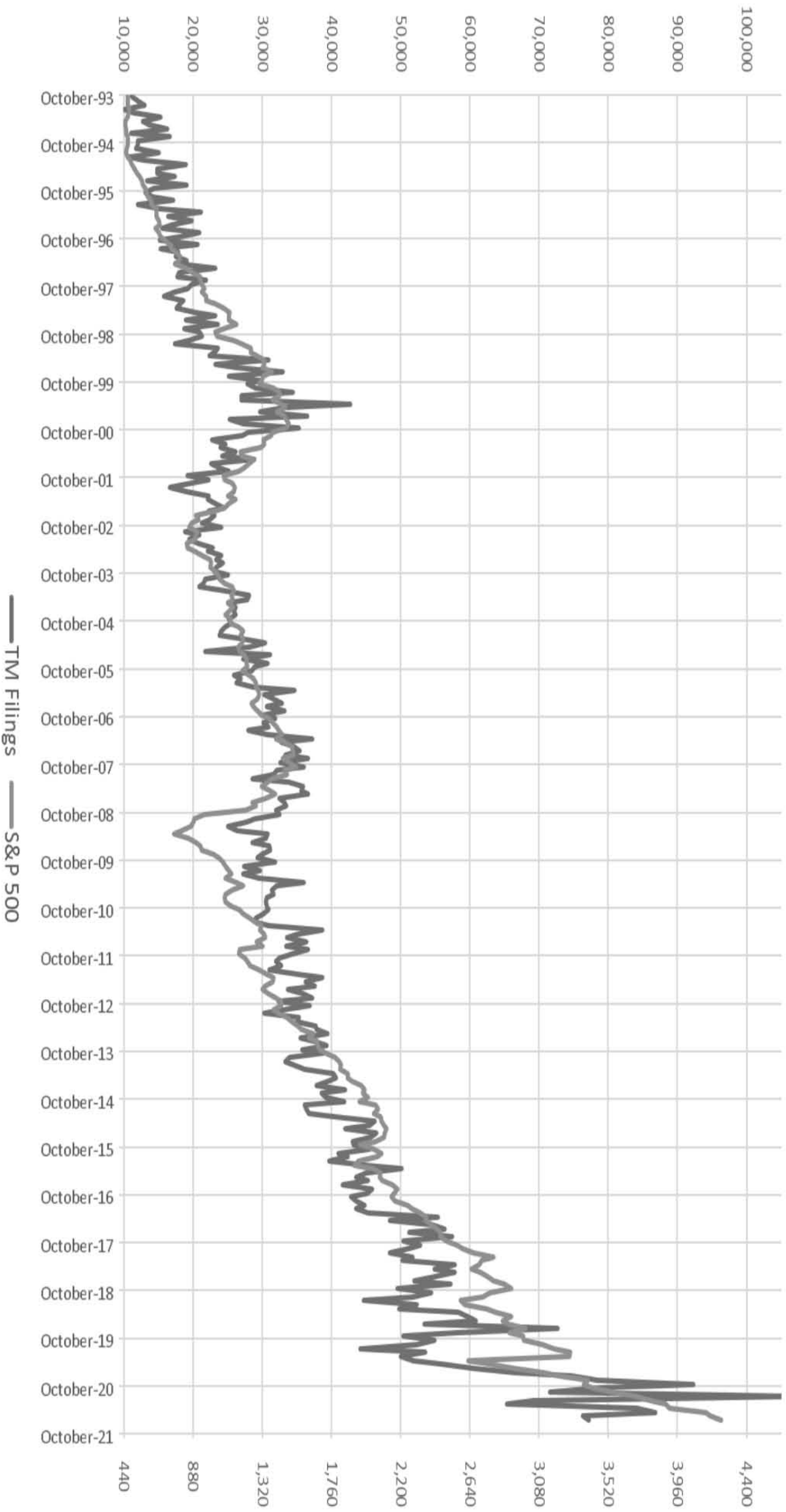
+10.4%



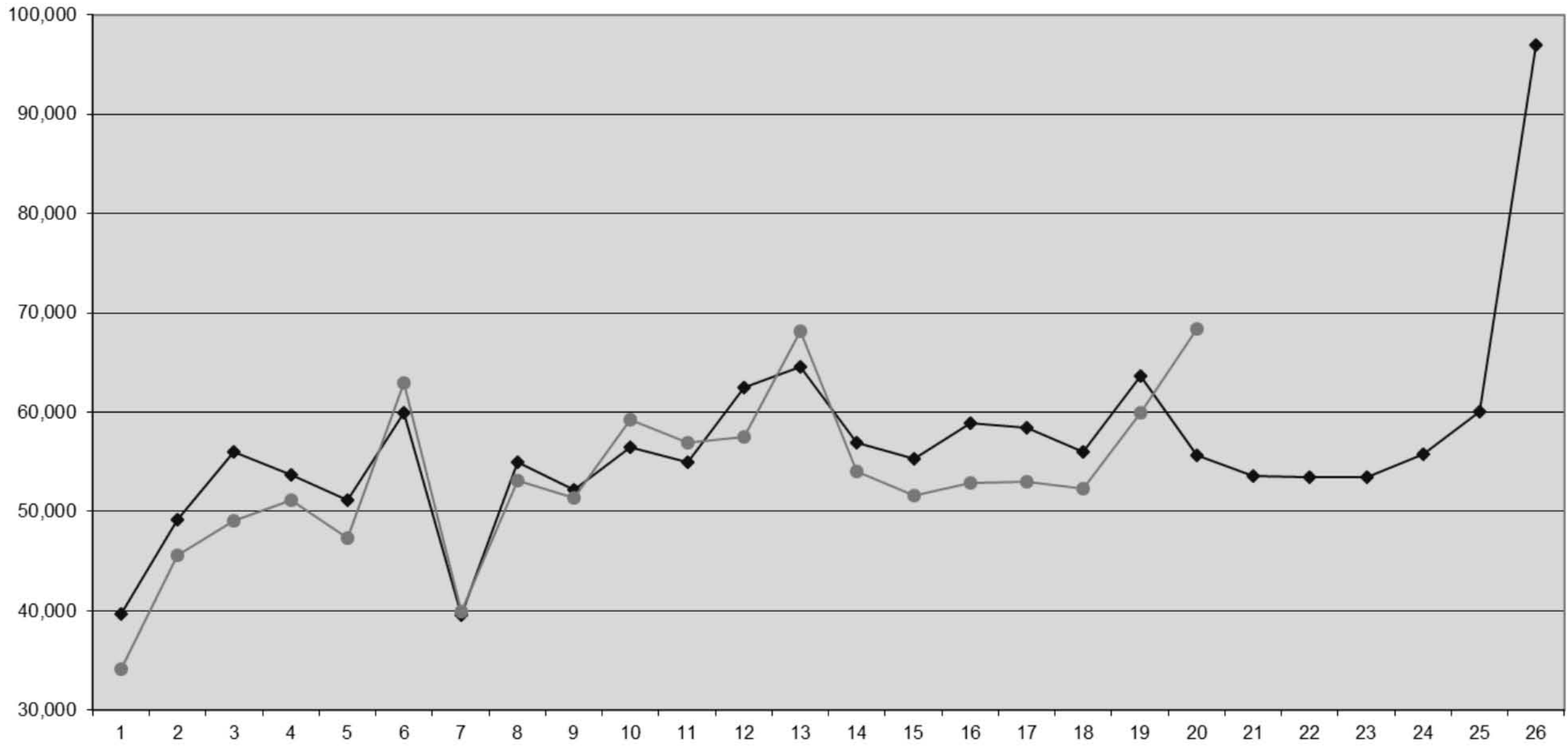
FY 2021 Daily TM Revenues



Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price

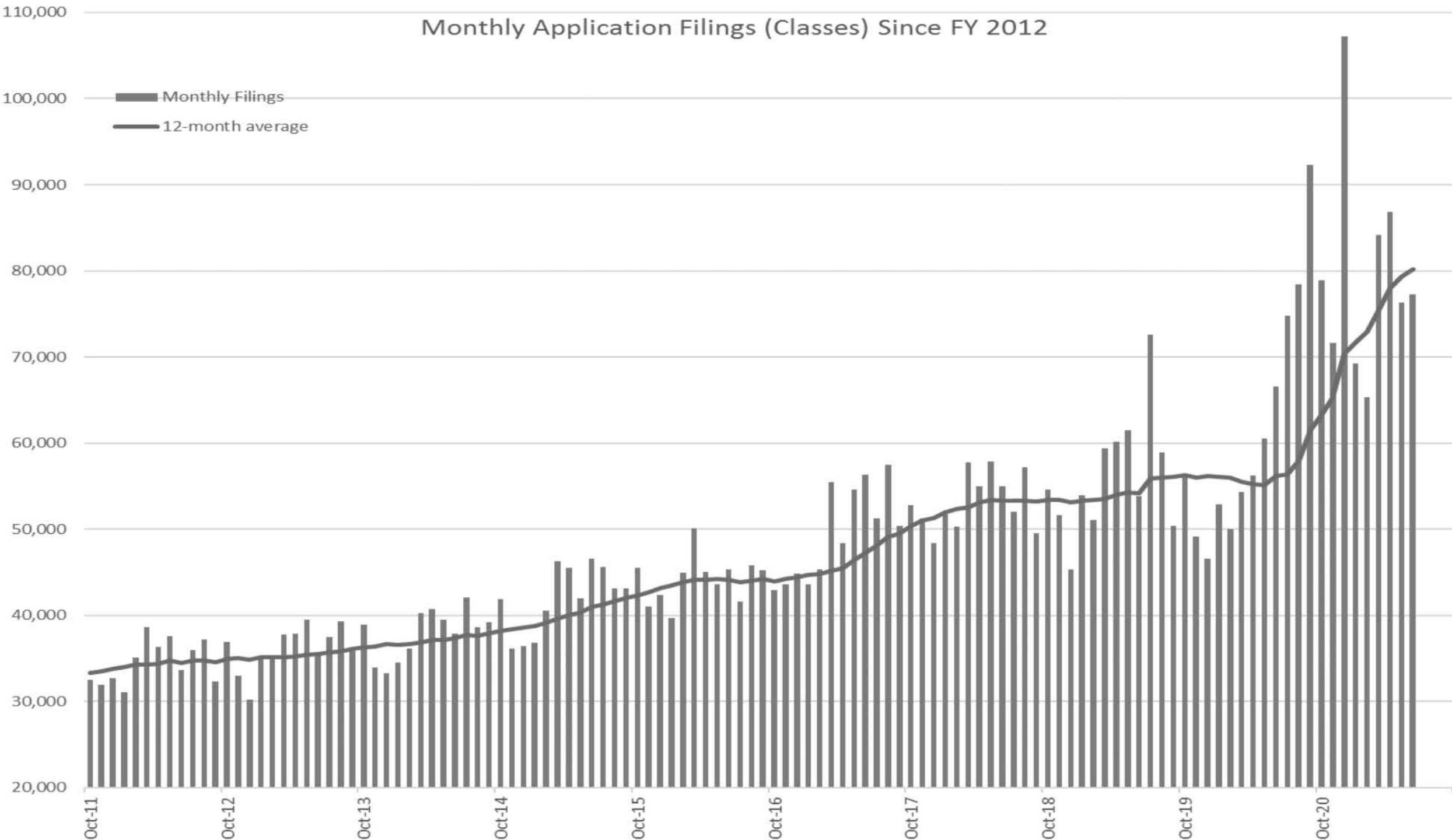


BDs



Monthly Application Filings (Classes) Since FY 2012

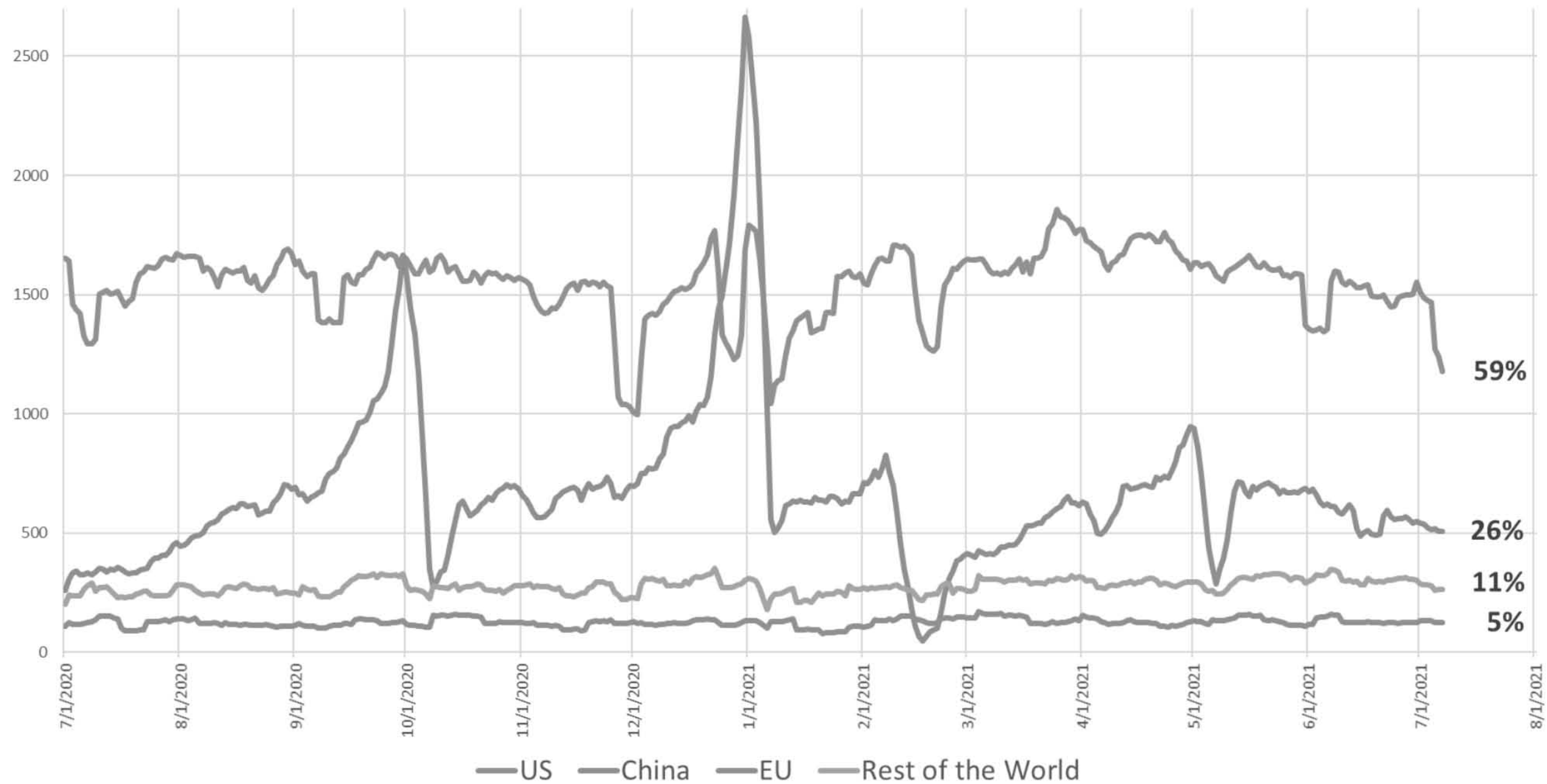
Monthly Filings
12-month average



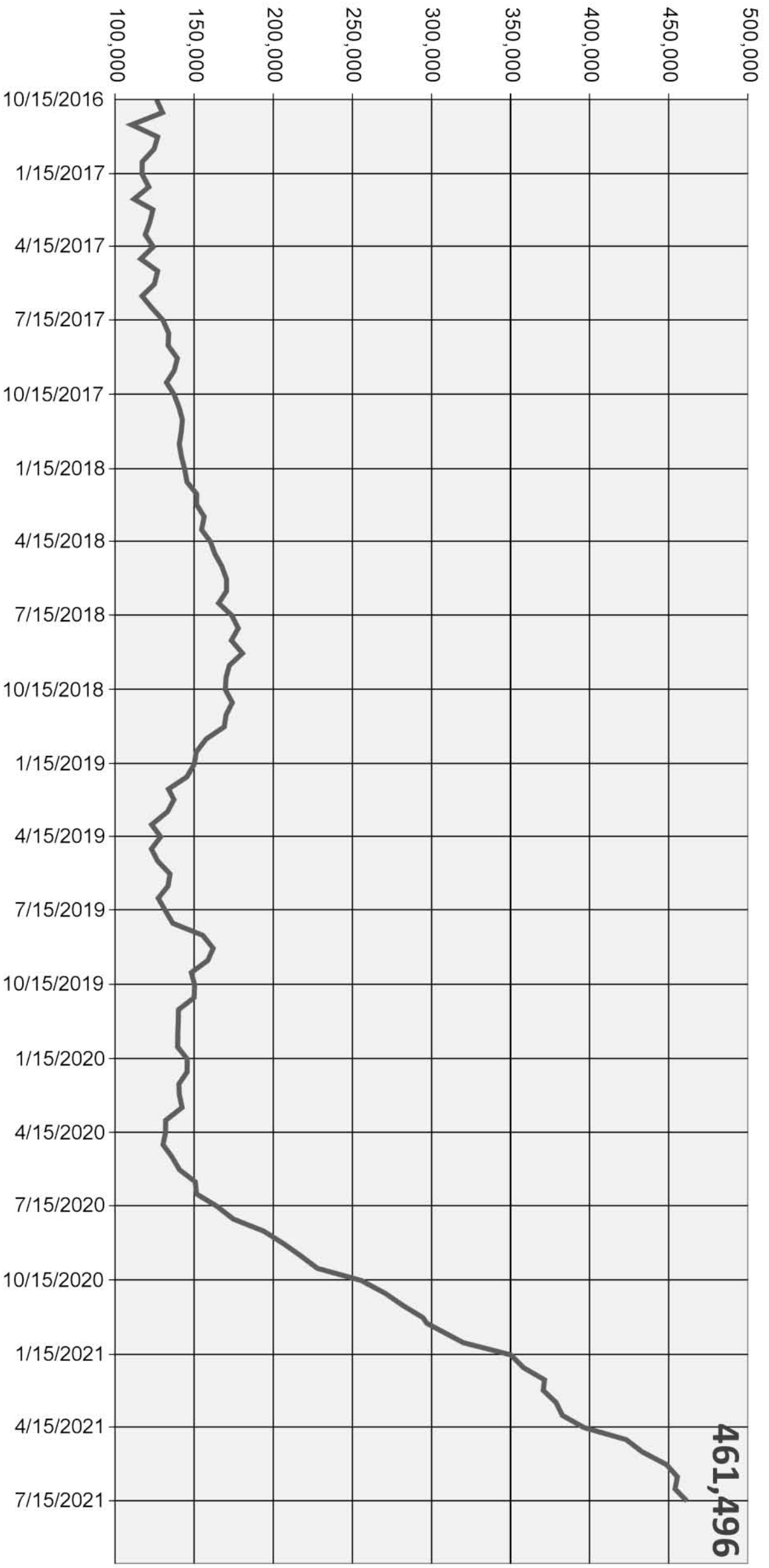
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



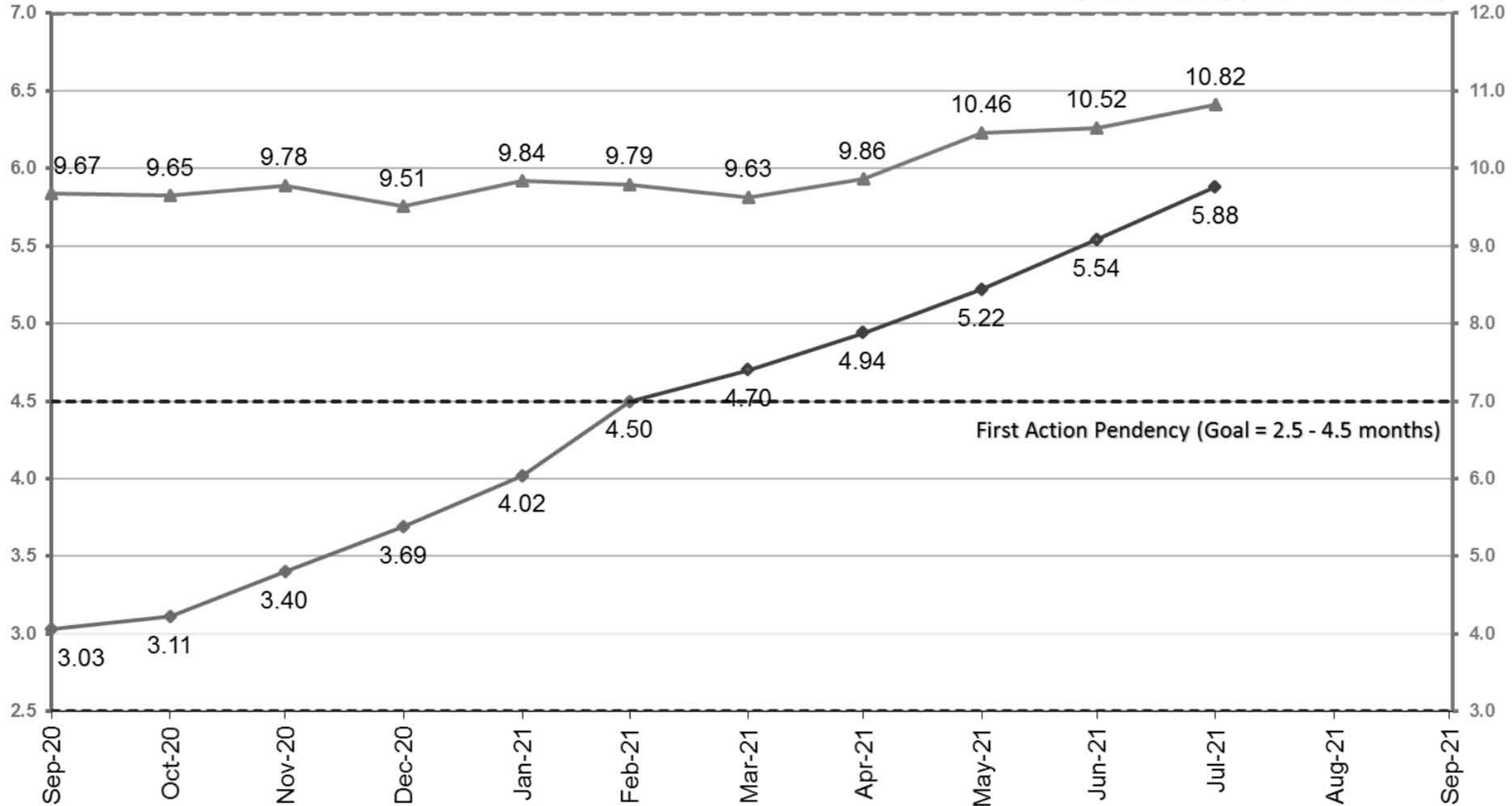
Unexamined Application Inventory (Classes)



FY21 Pendency

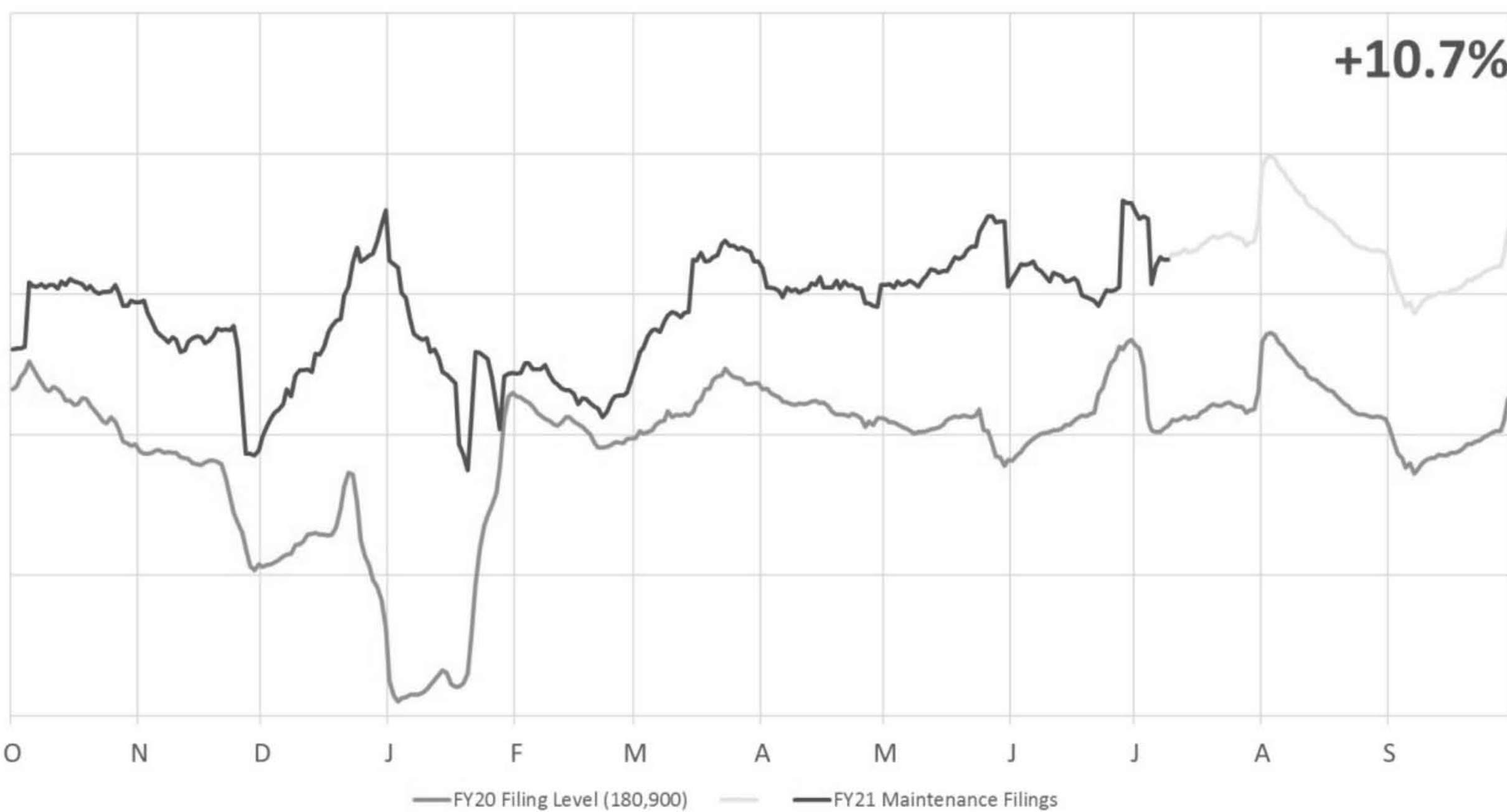
Disposal Pendency (Goal = 12.0 months)

Months

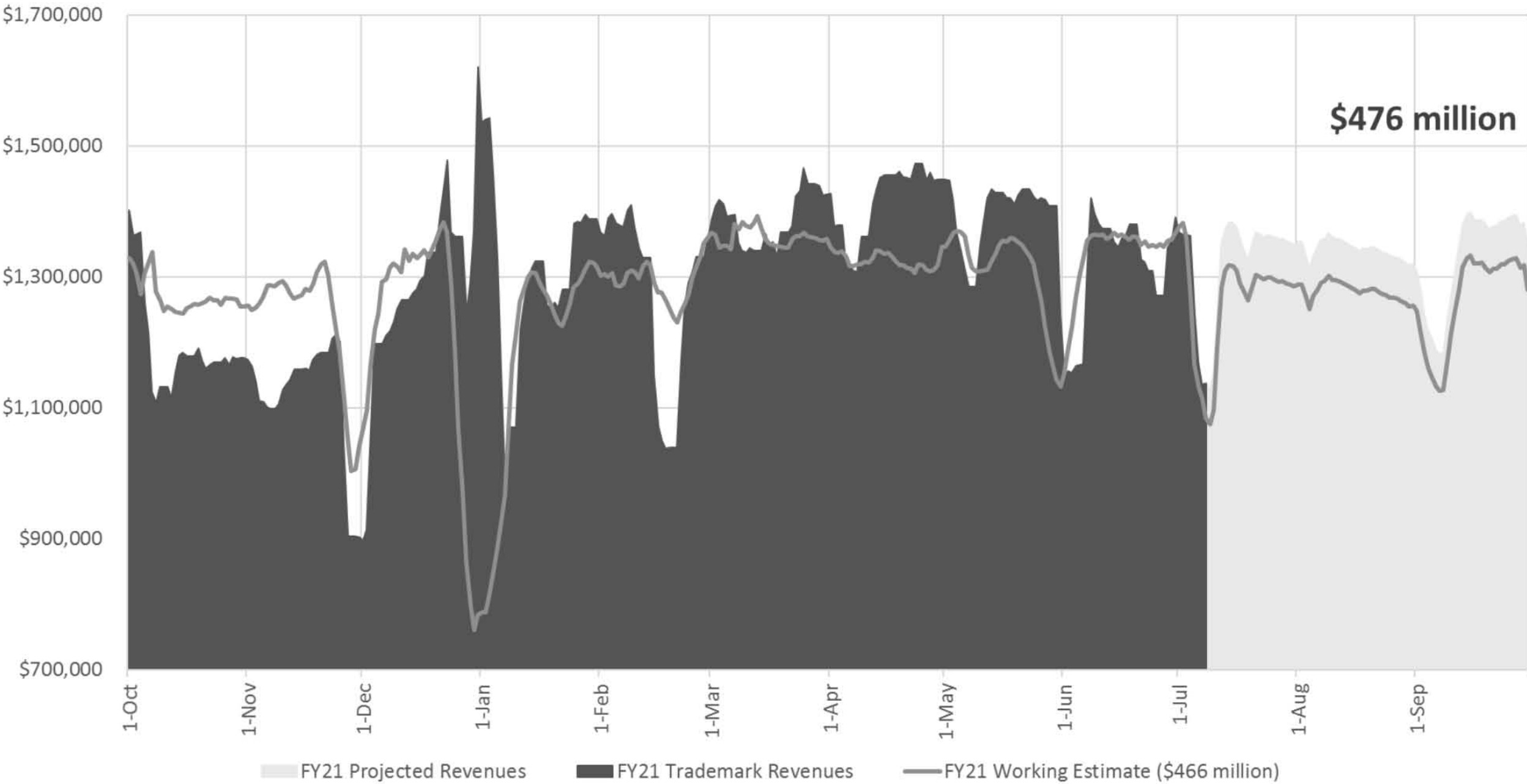


FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)

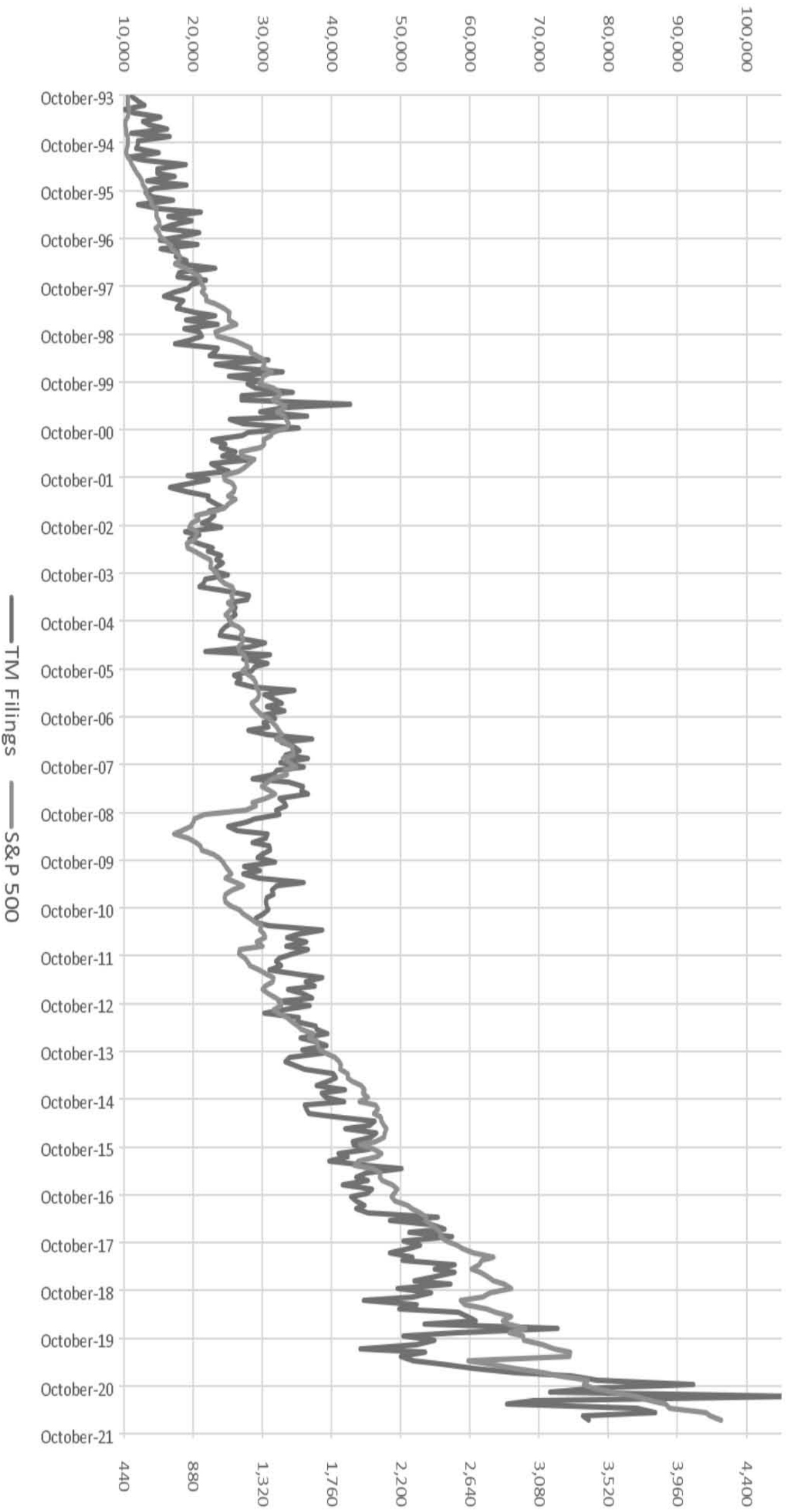
+10.7%



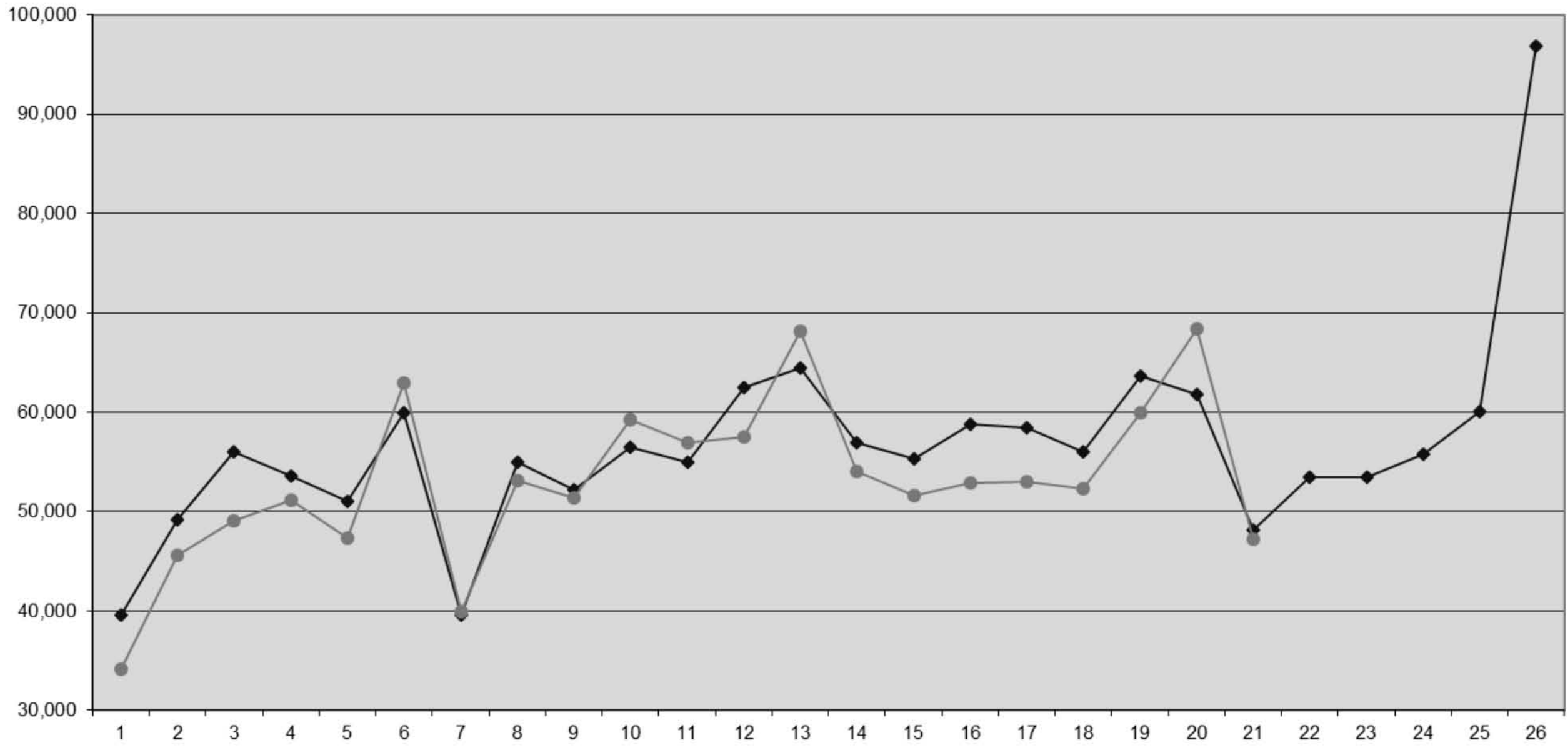
FY 2021 Daily TM Revenues



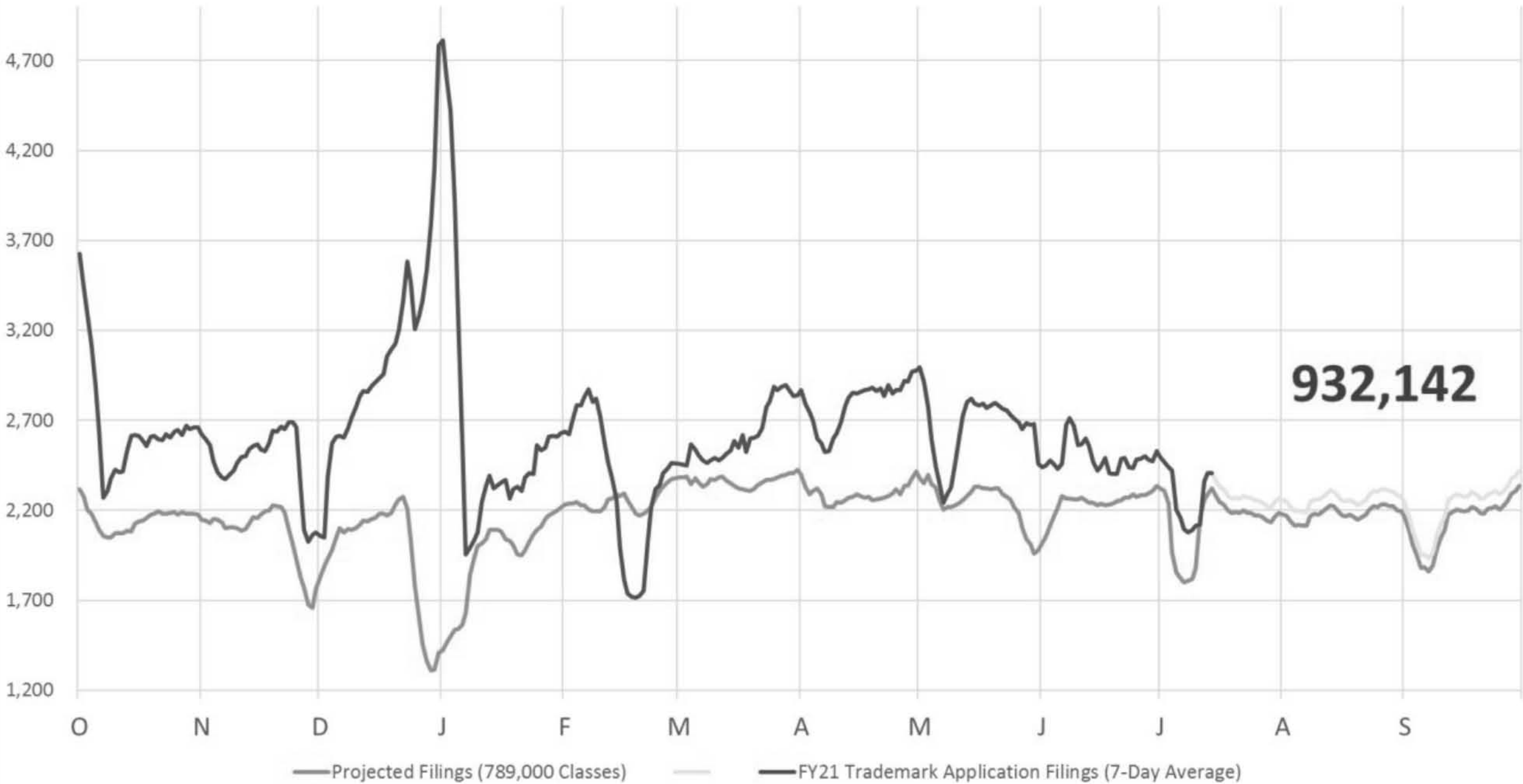
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



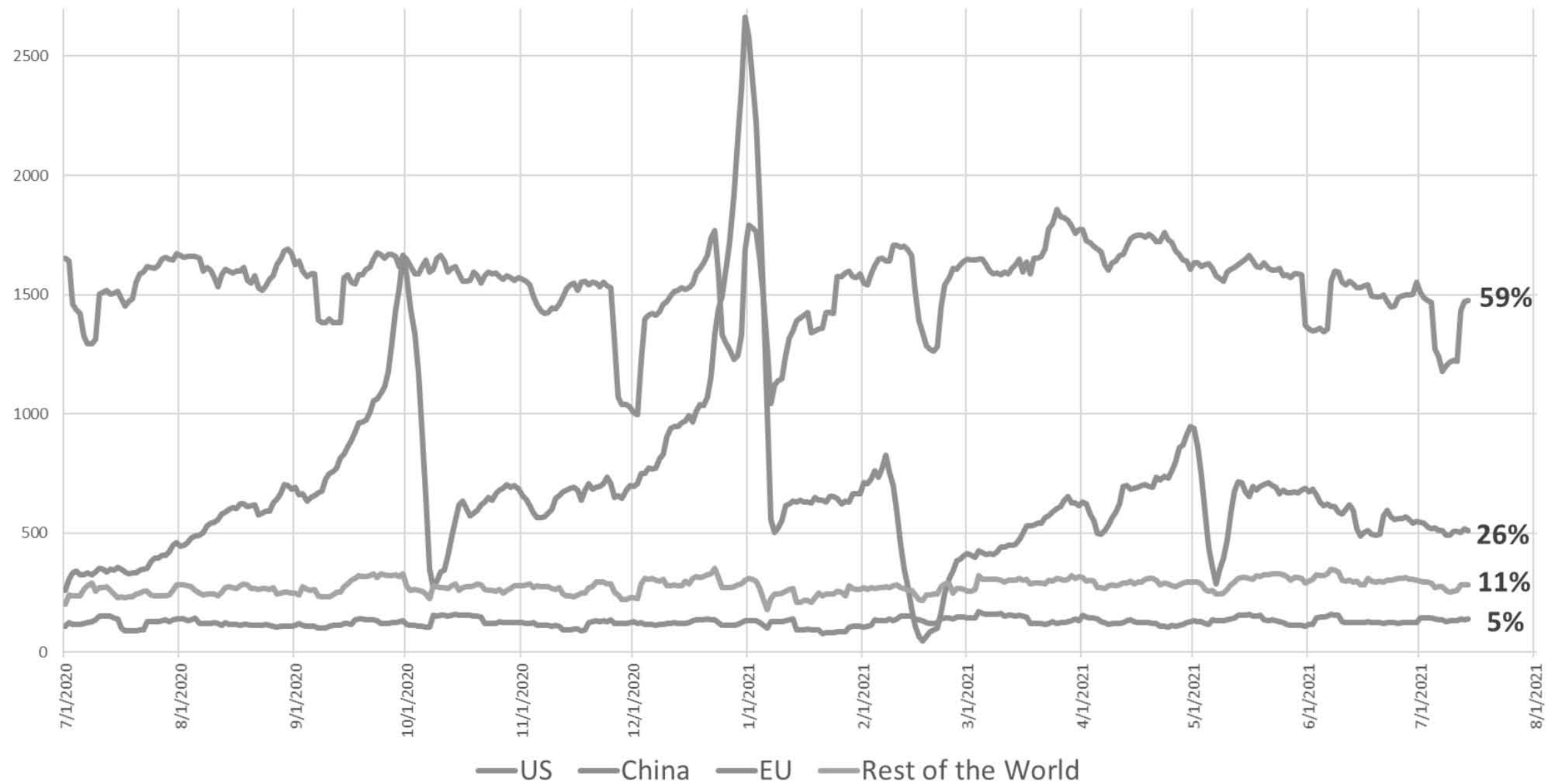
BDs



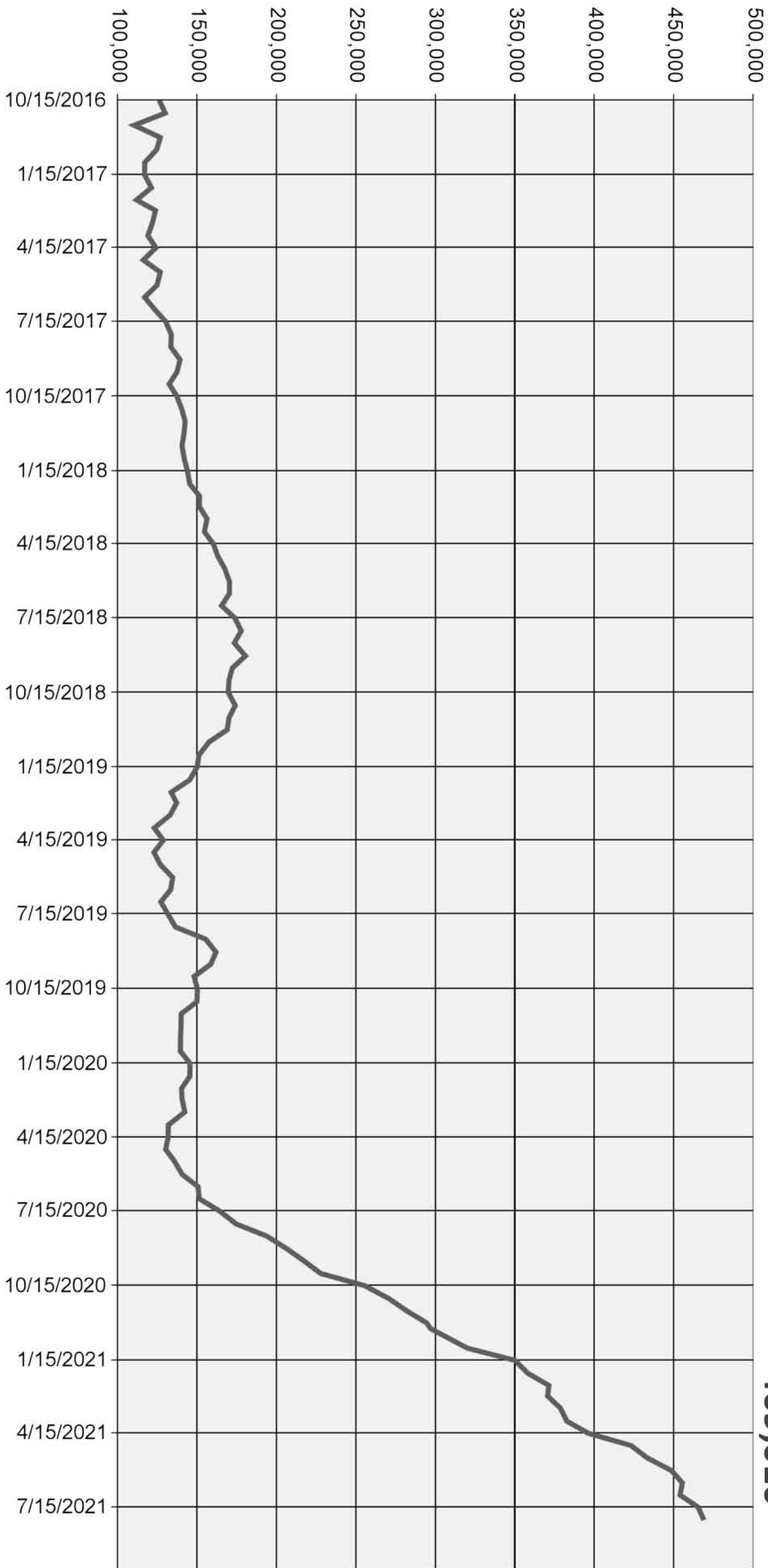
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



Unexamined Application Inventory (Classes)

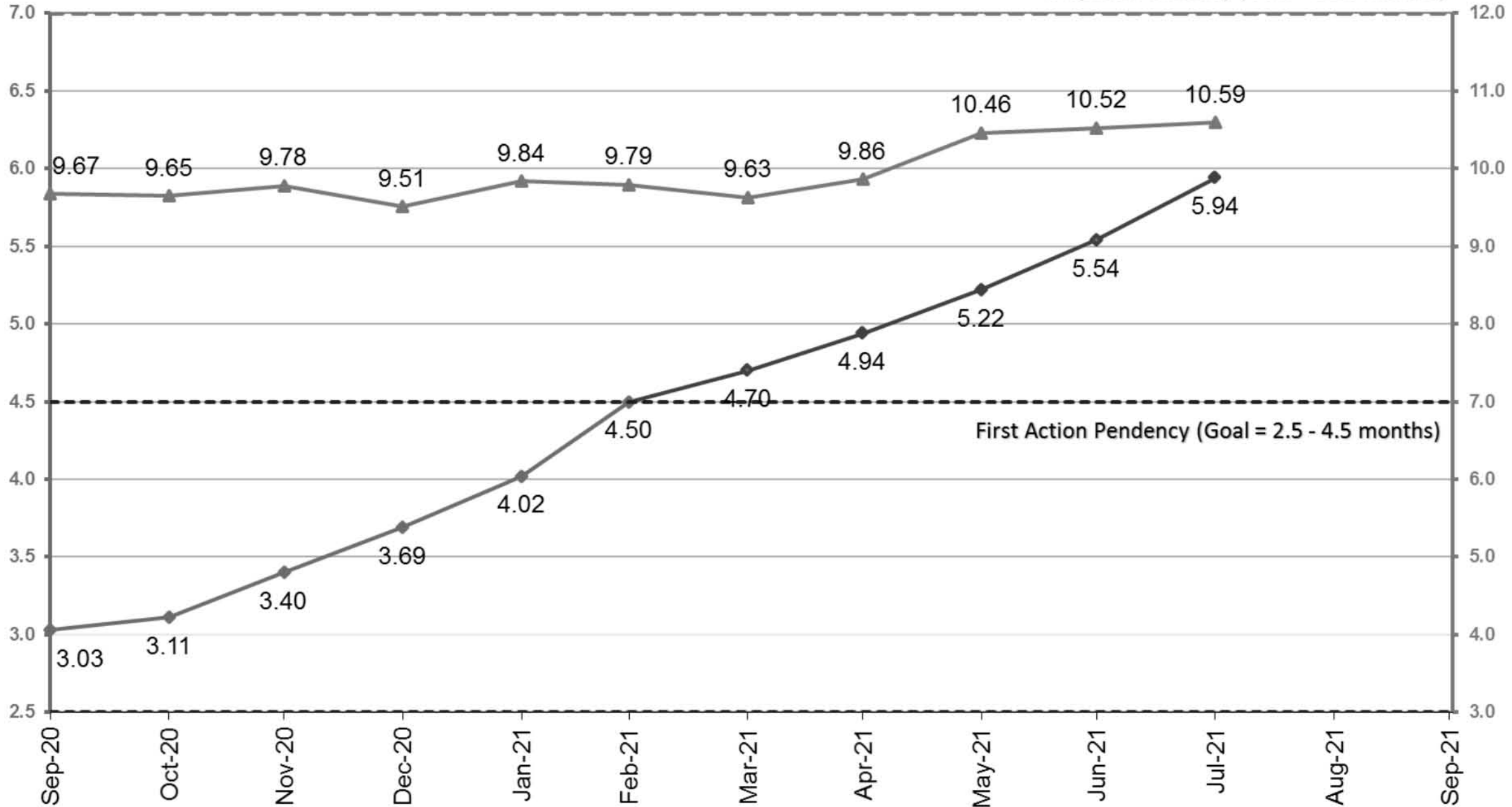


469,016

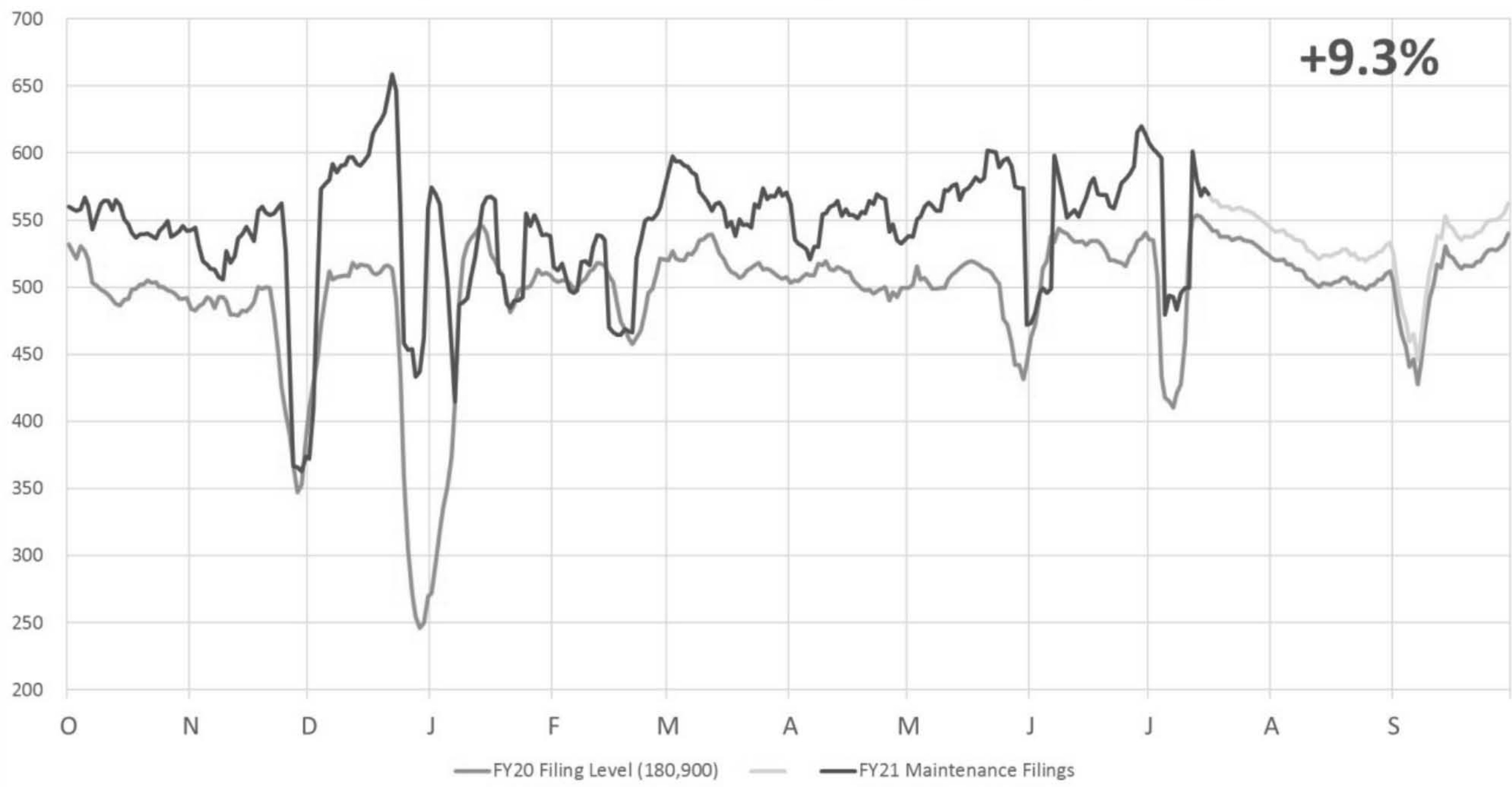
FY21 Pendency

Disposal Pendency (Goal = 12.0 months)

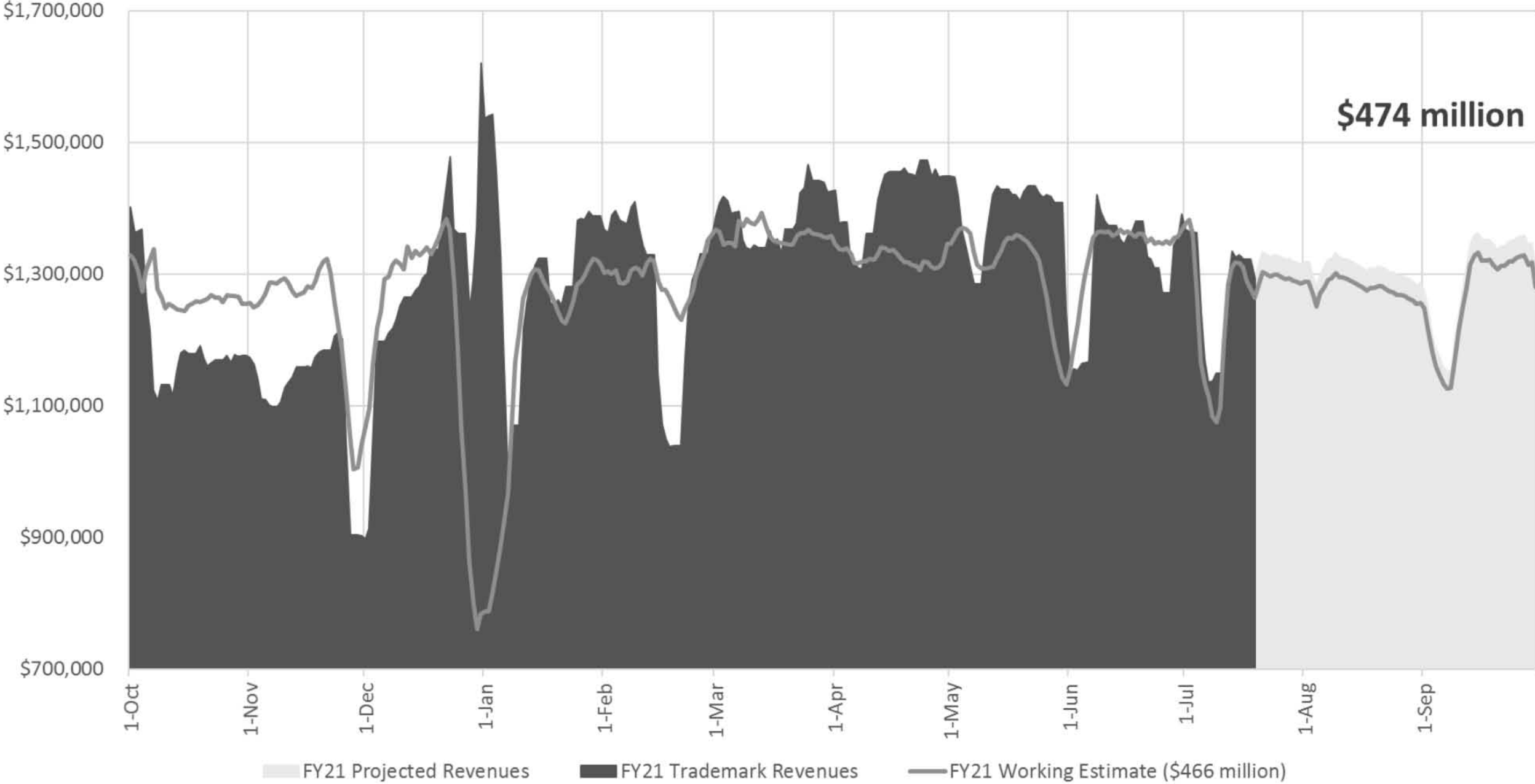
Months



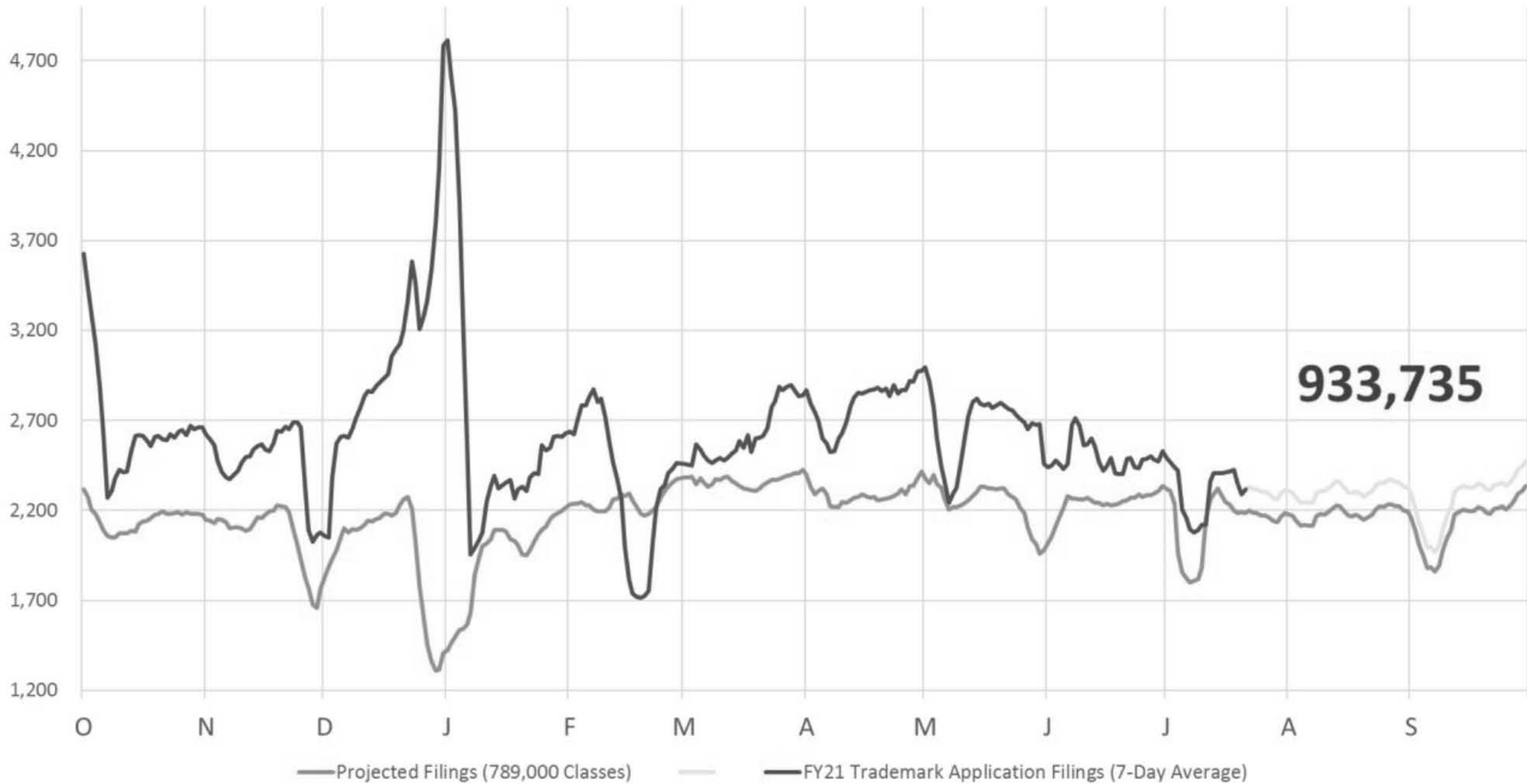
FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)



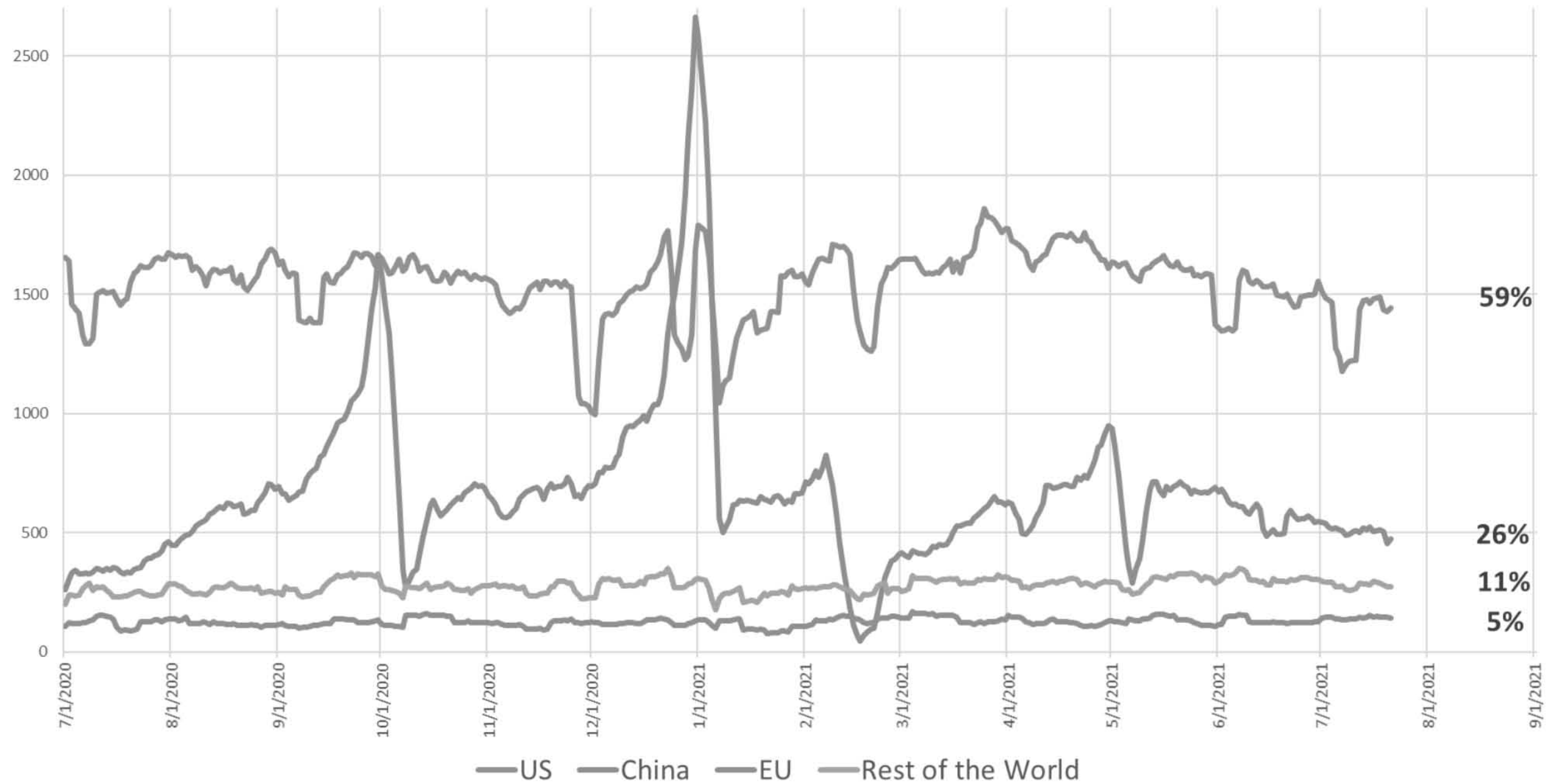
FY 2021 Daily TM Revenues



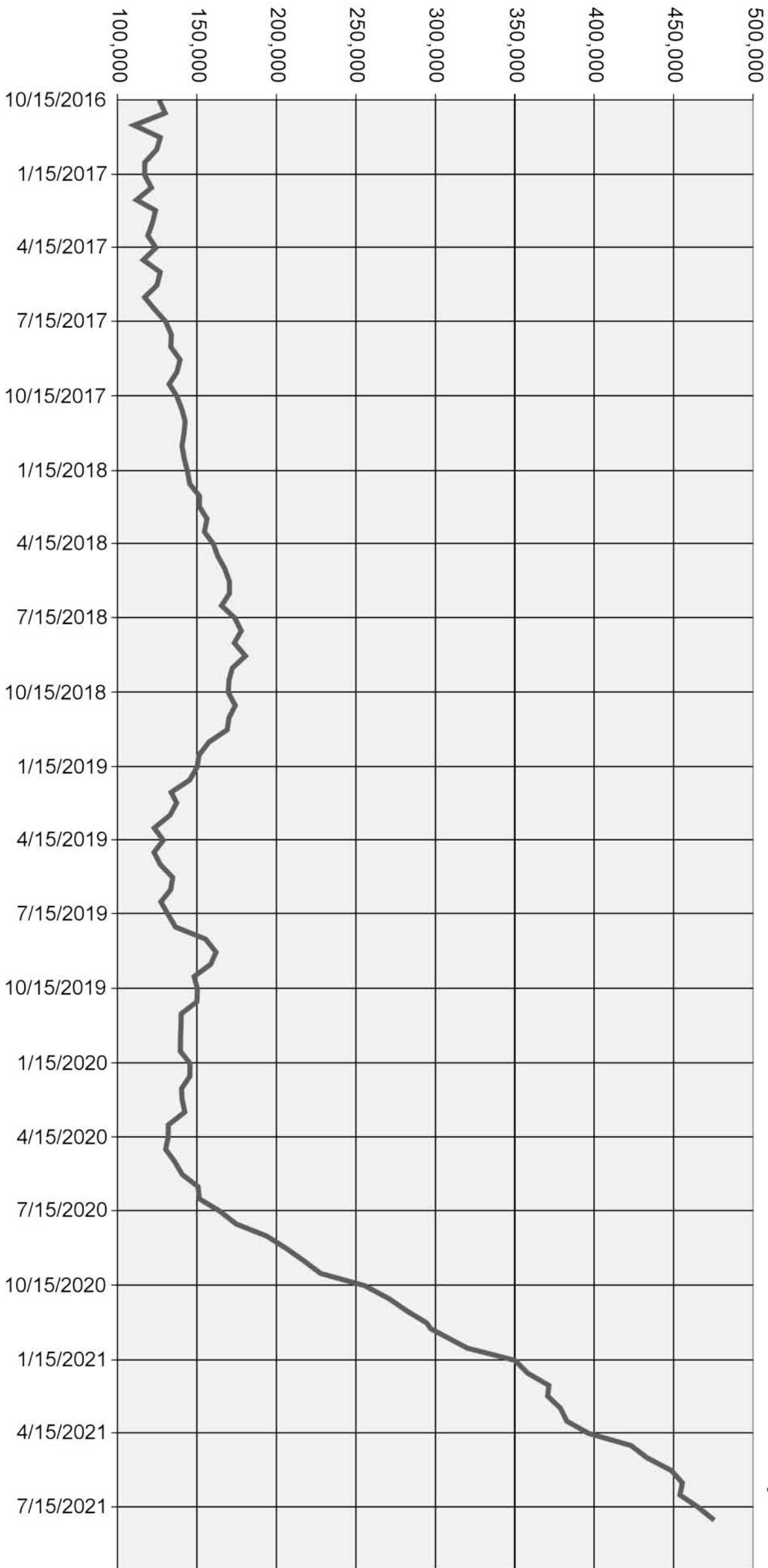
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



Unexamined Application Inventory (Classes)

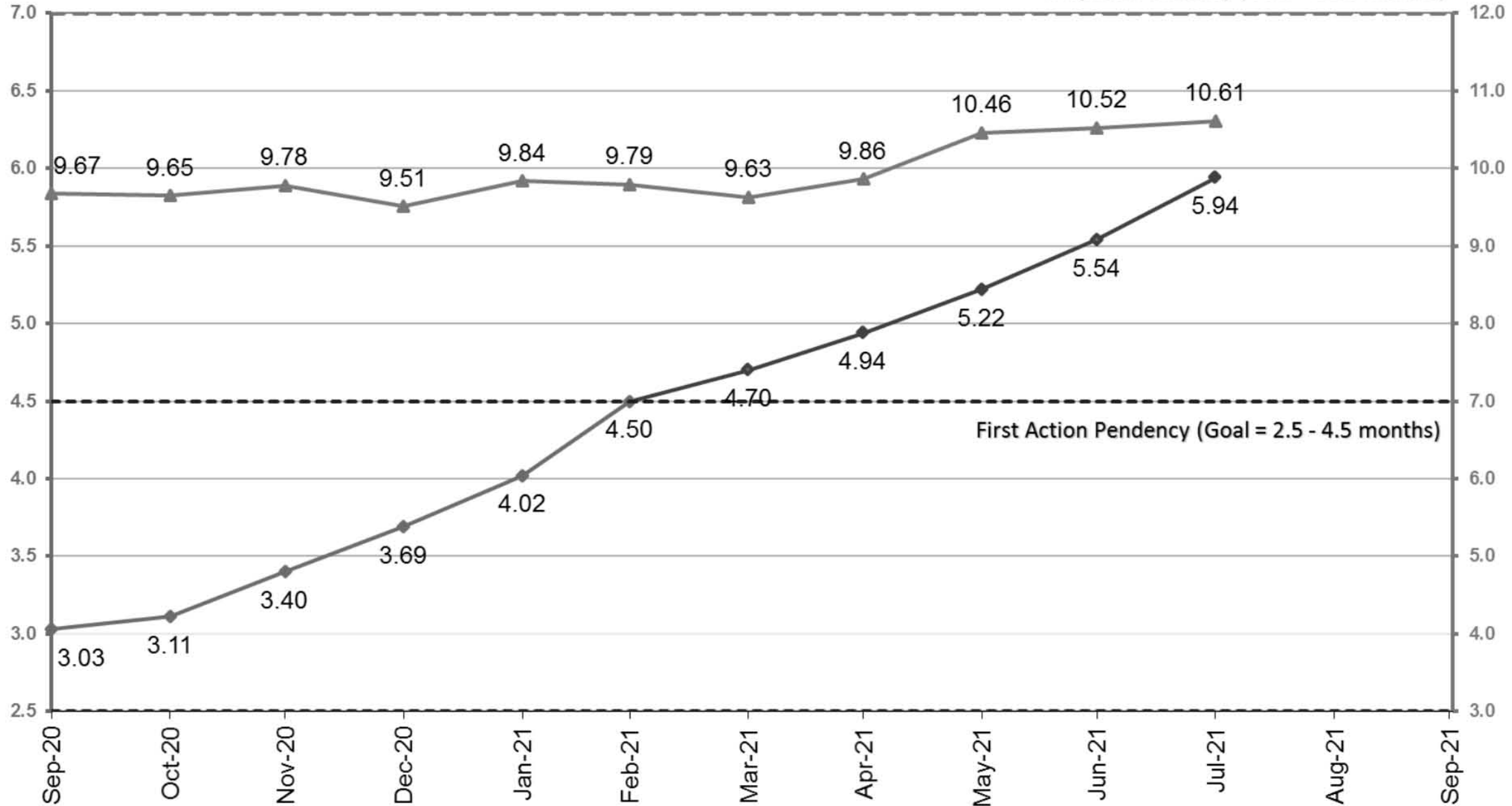


475,485

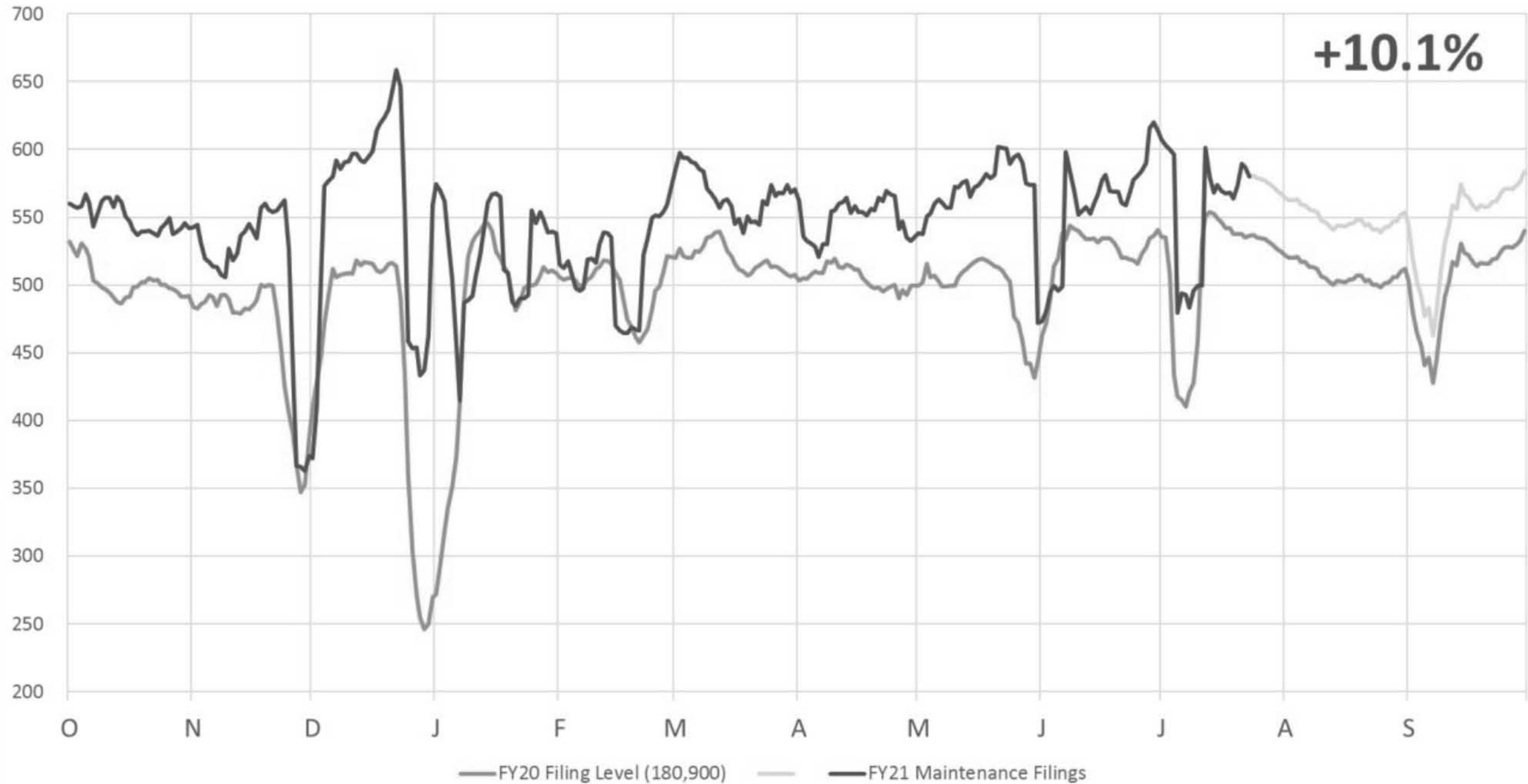
FY21 Pendency

Disposal Pendency (Goal = 12.0 months)

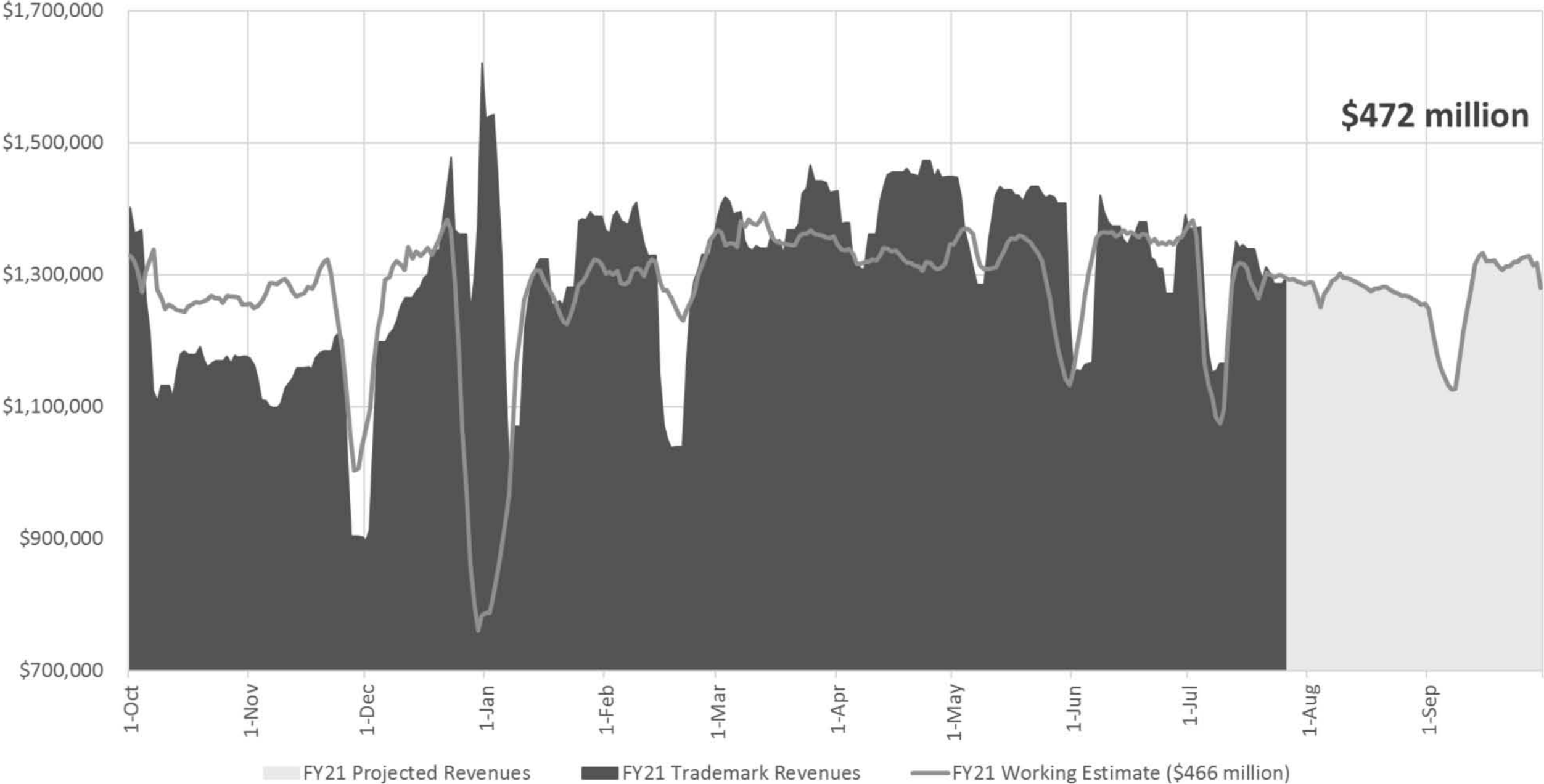
Months



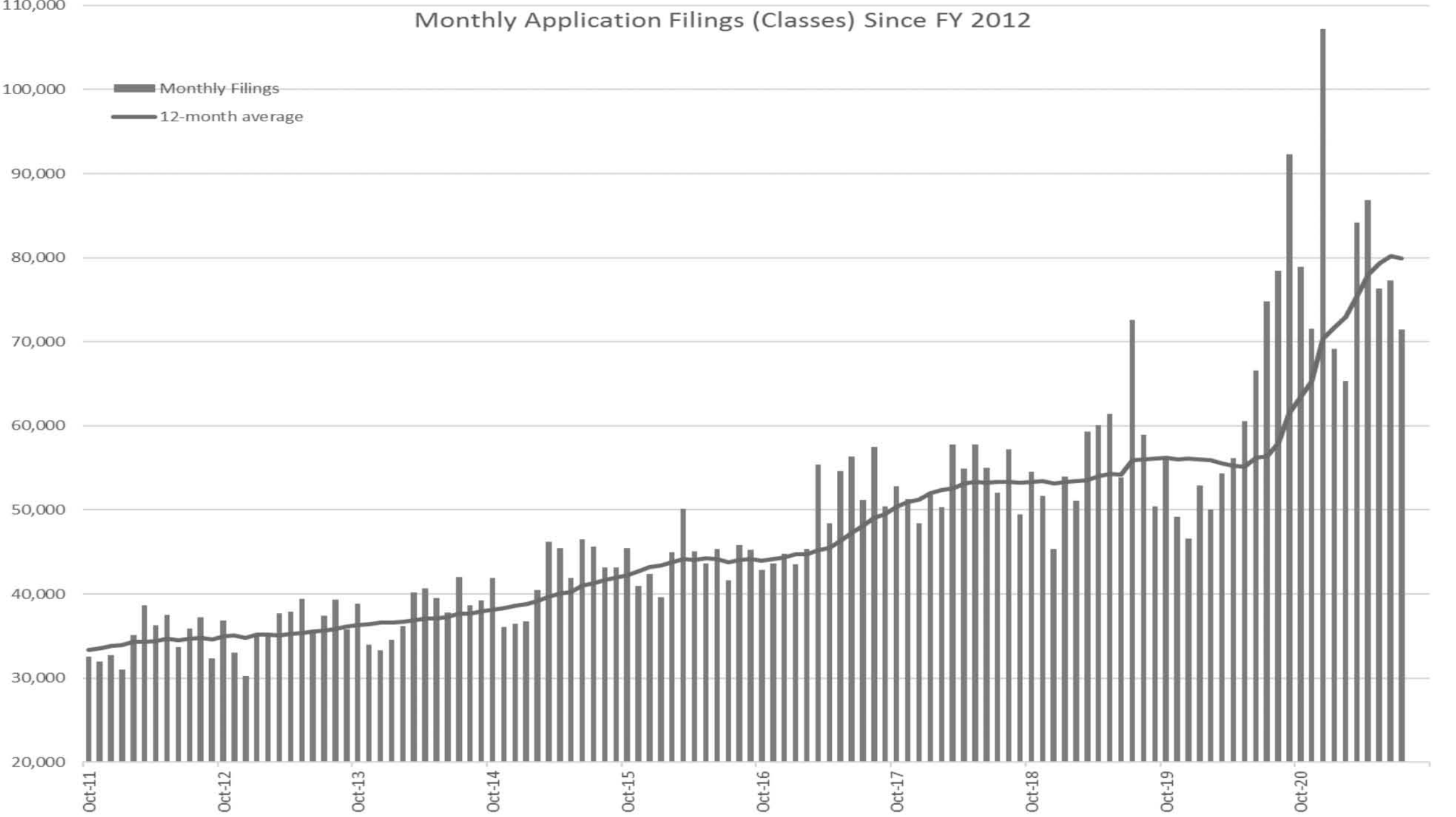
FY21 Daily Trademark Maintenance Filings Change from FY20 (All Filings)



FY 2021 Daily TM Revenues



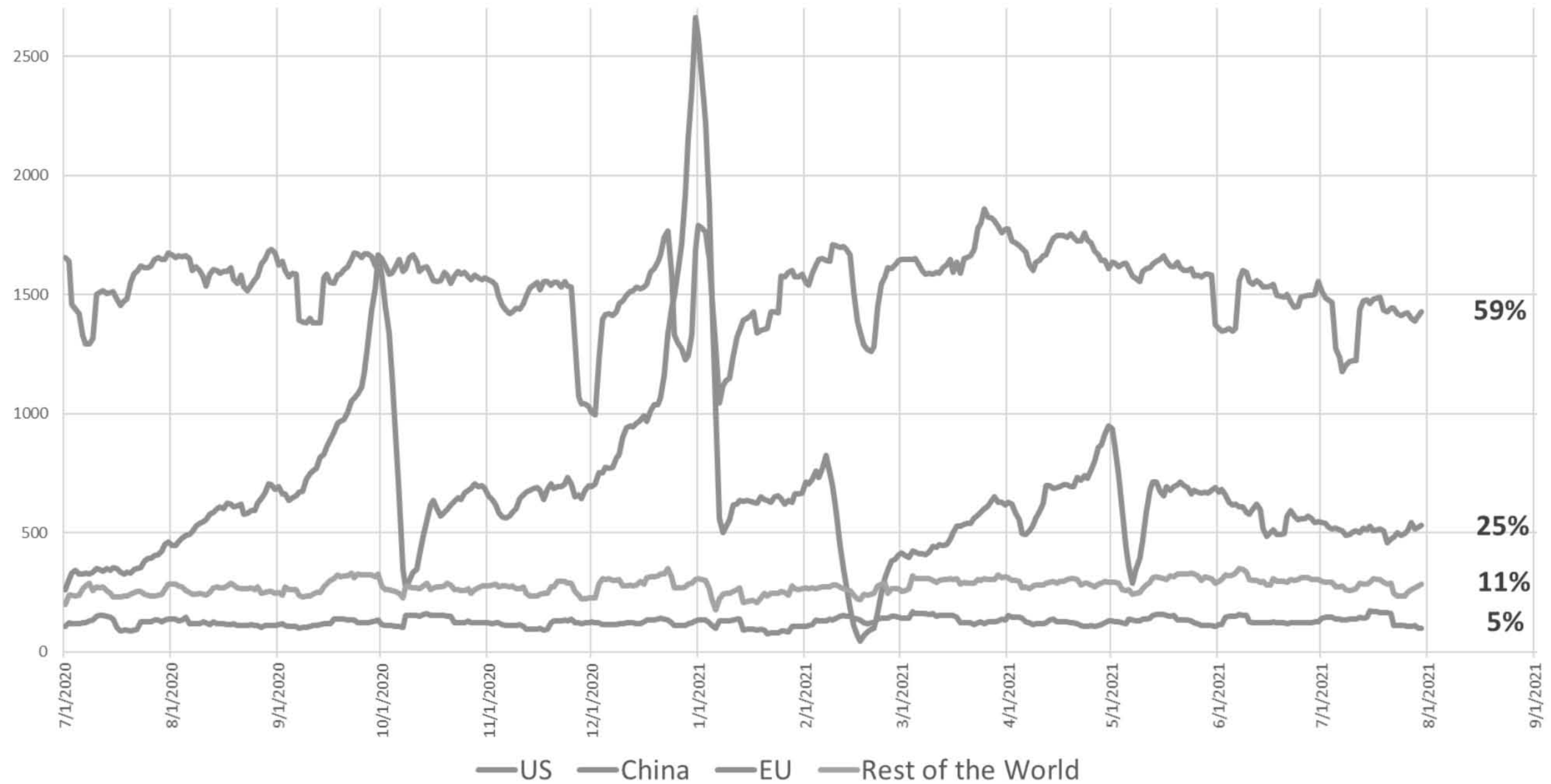
Monthly Application Filings (Classes) Since FY 2012



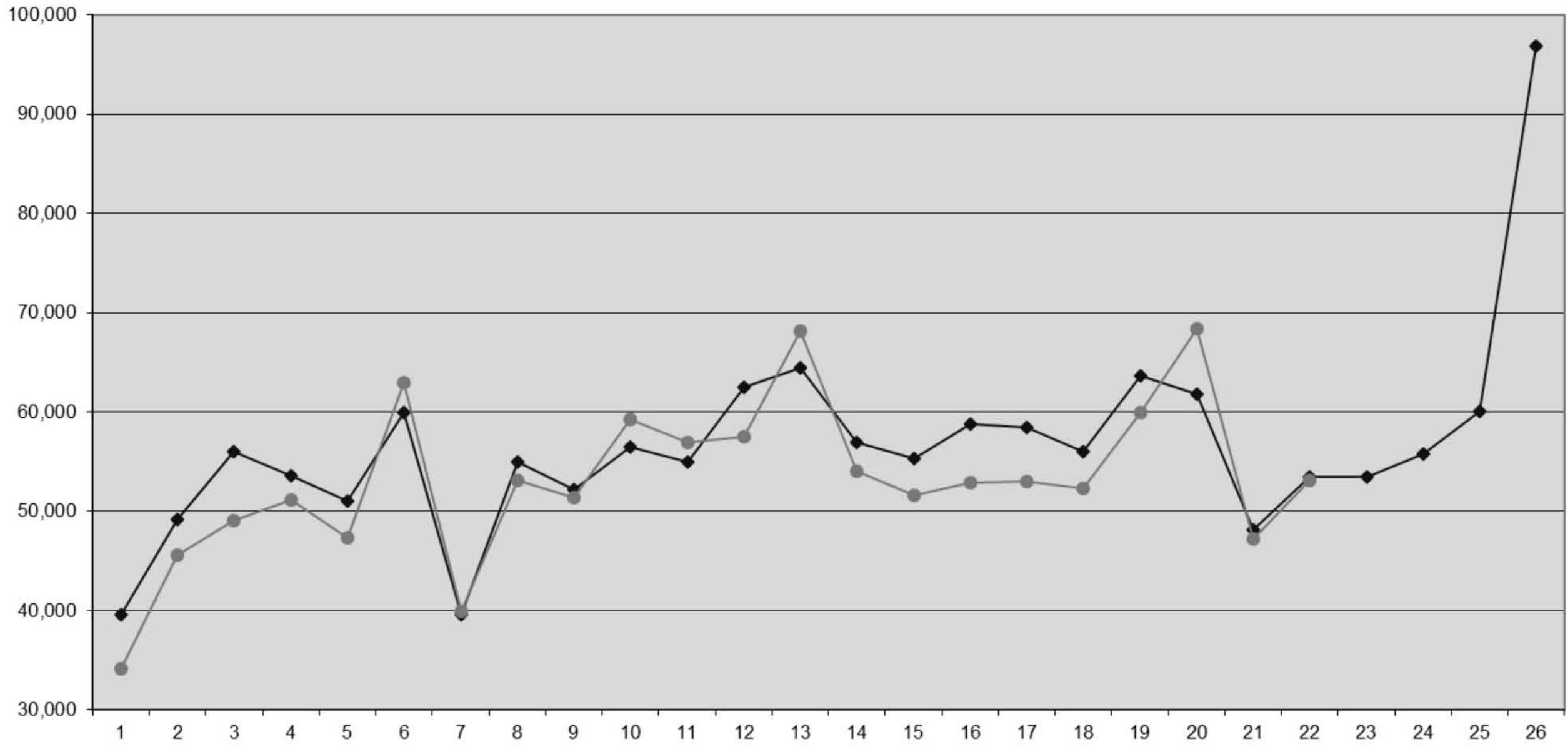
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



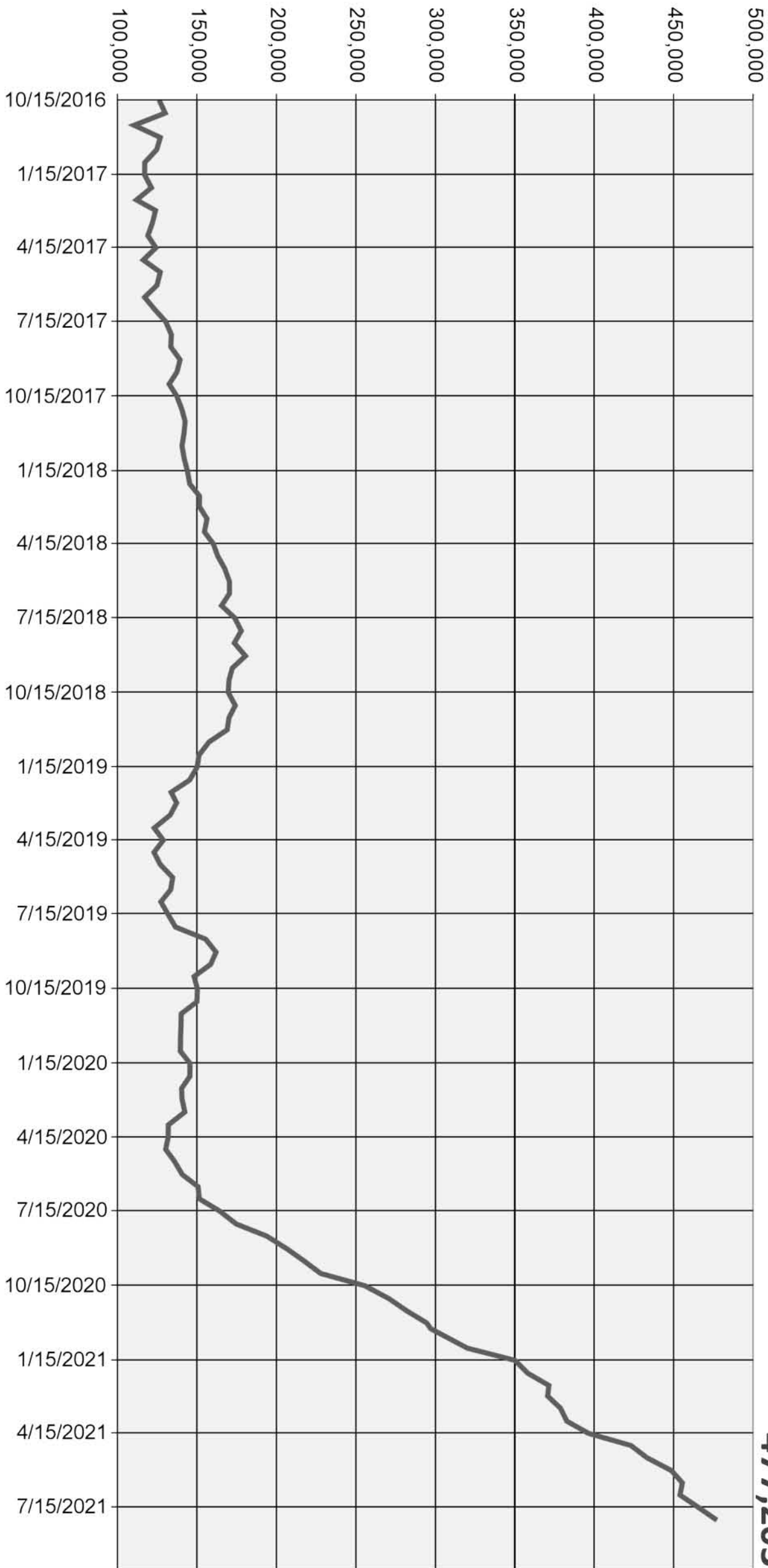
USPTO Application Filing Origins: US, China, EU and the Rest of the World



BDs

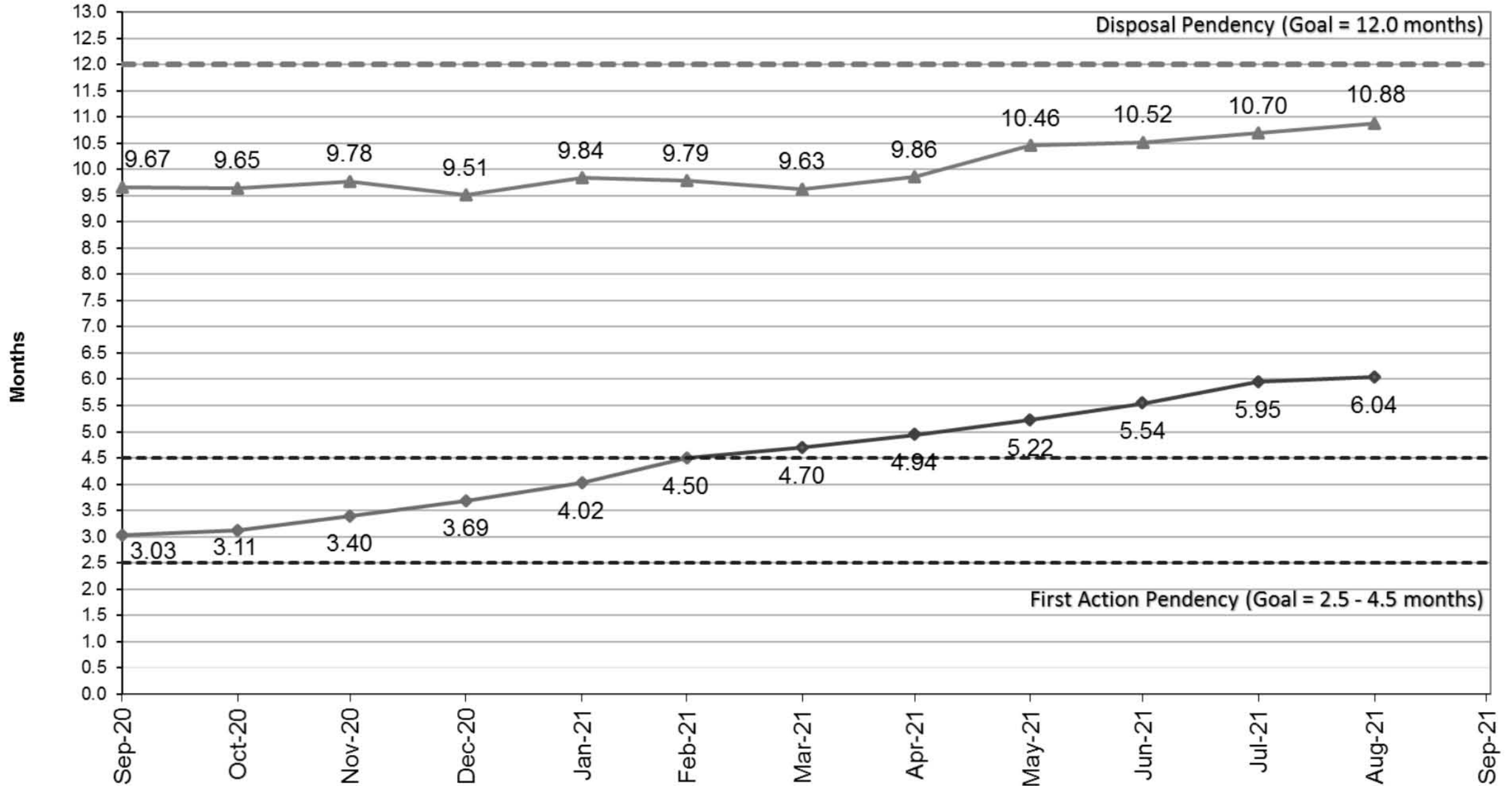


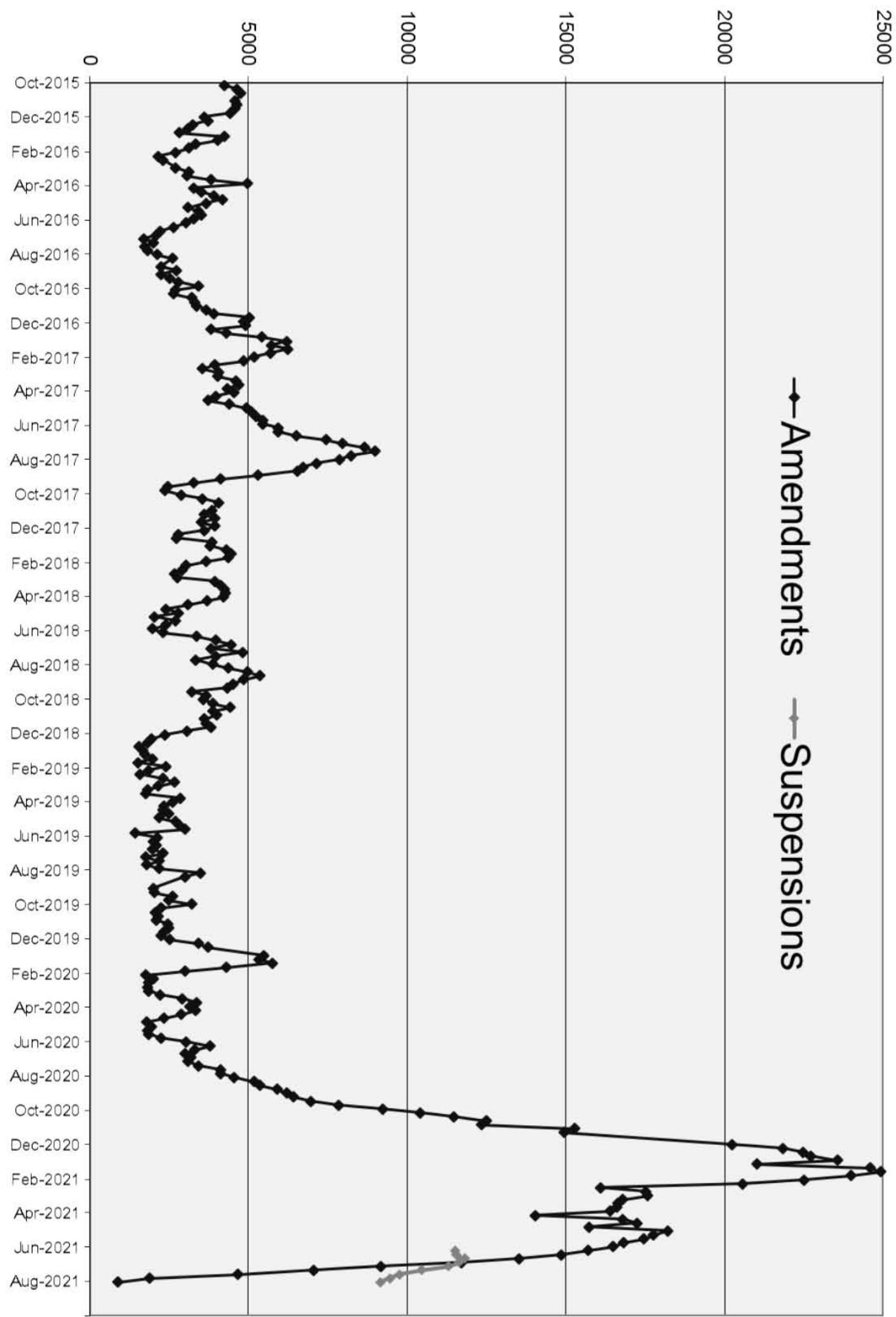
Unexamined Application Inventory (Classes)



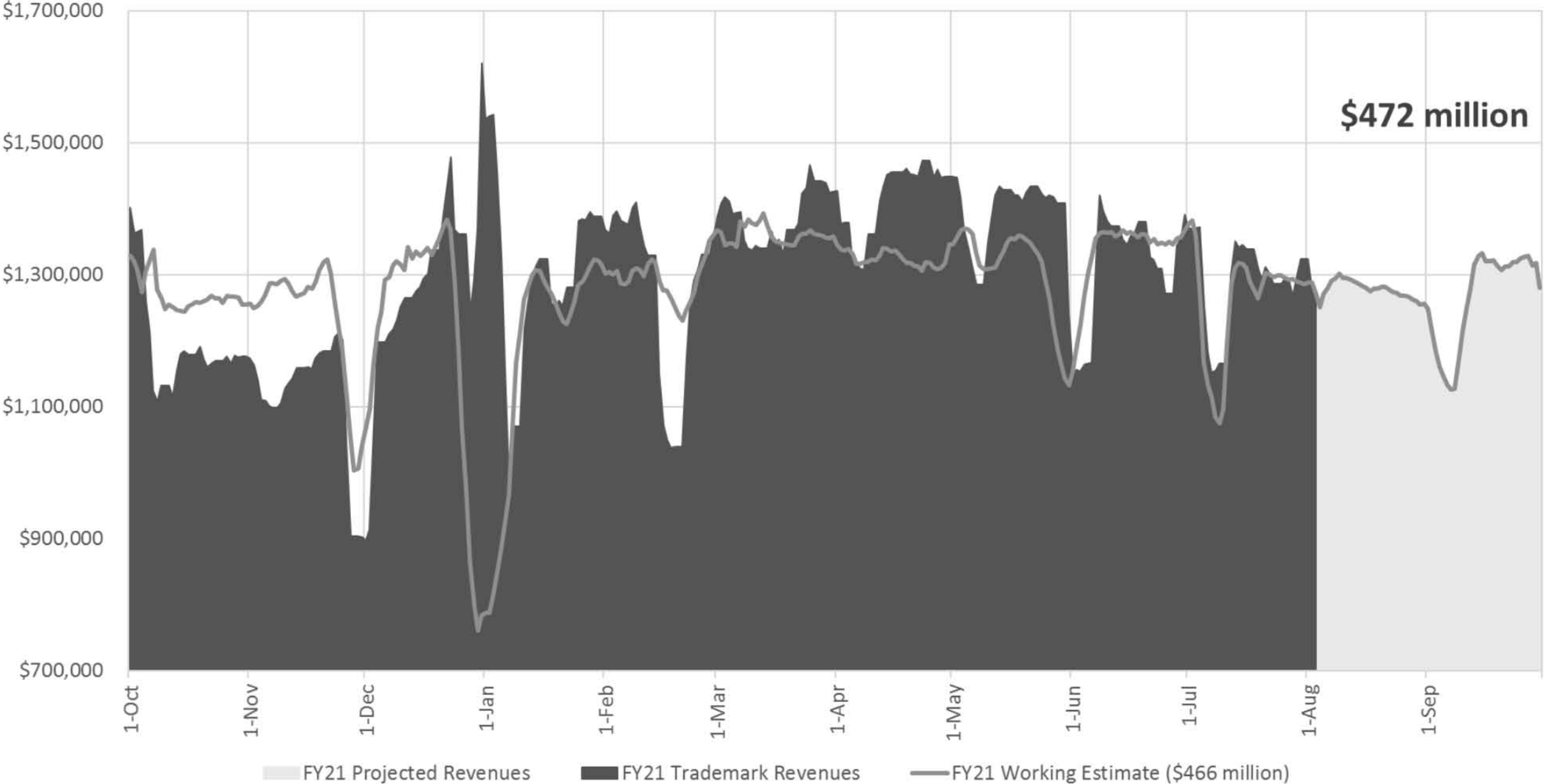
477,203

FY21 Pendency

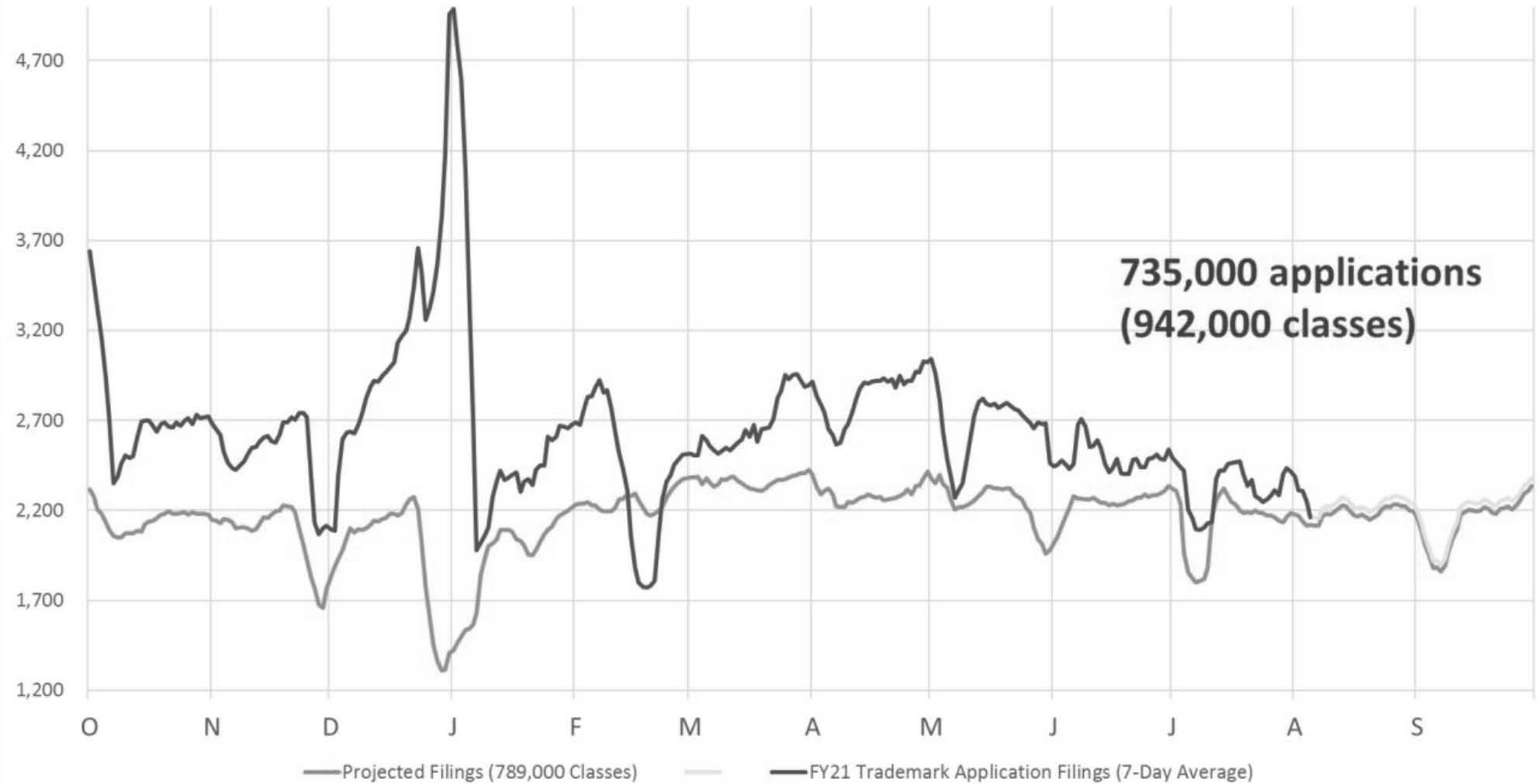




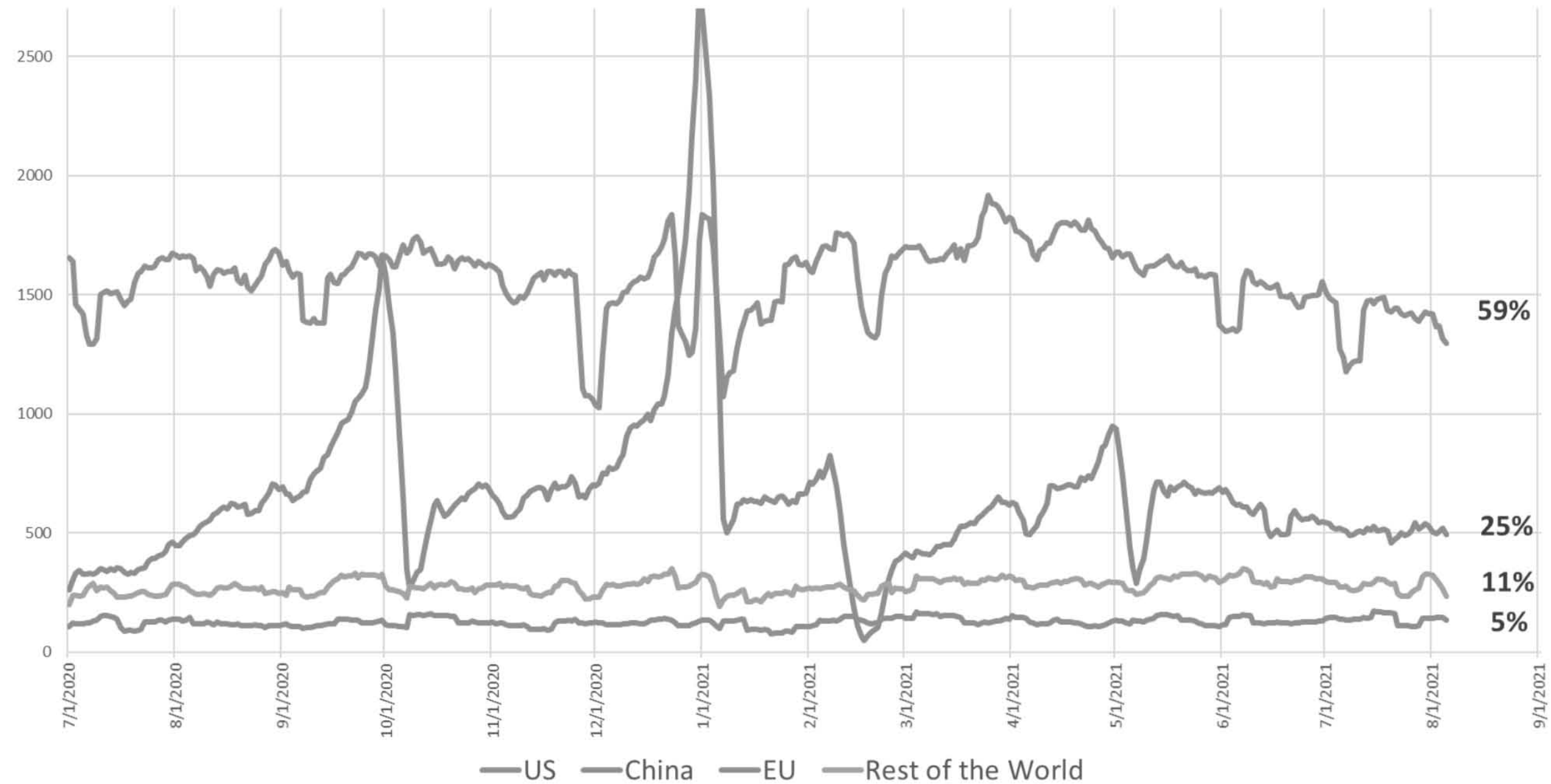
FY 2021 Daily TM Revenues



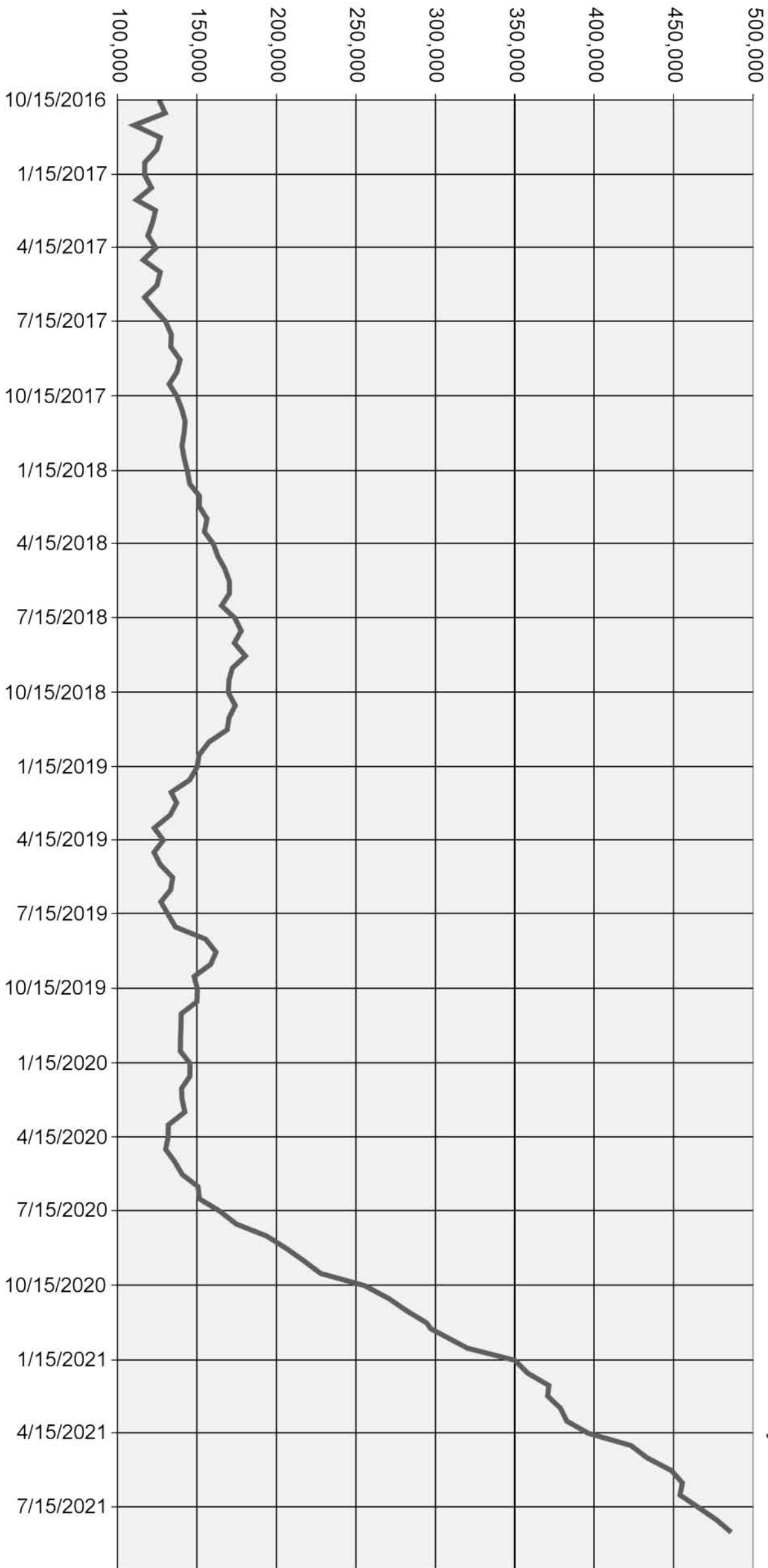
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World

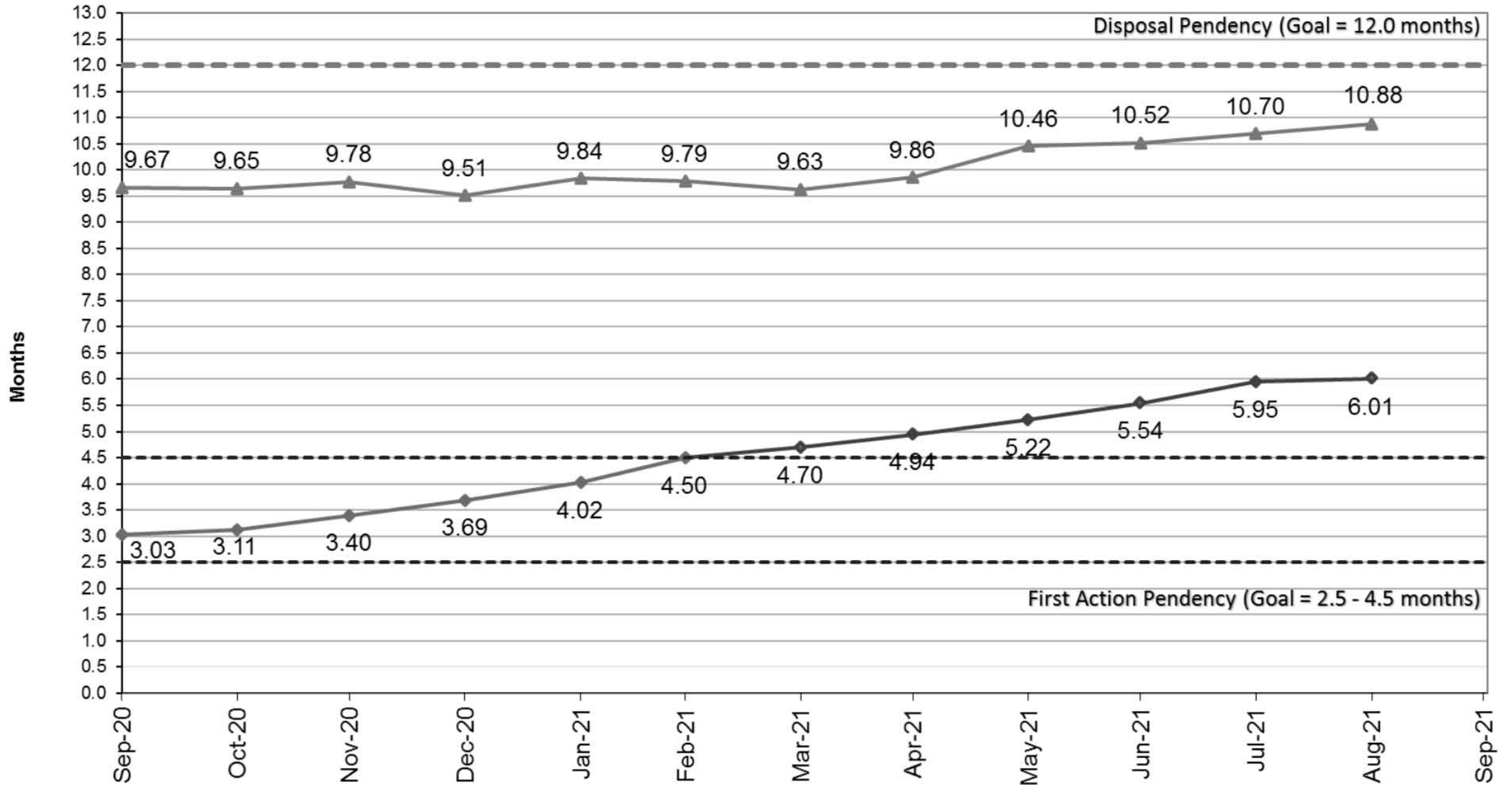


Unexamined Application Inventory (Classes)

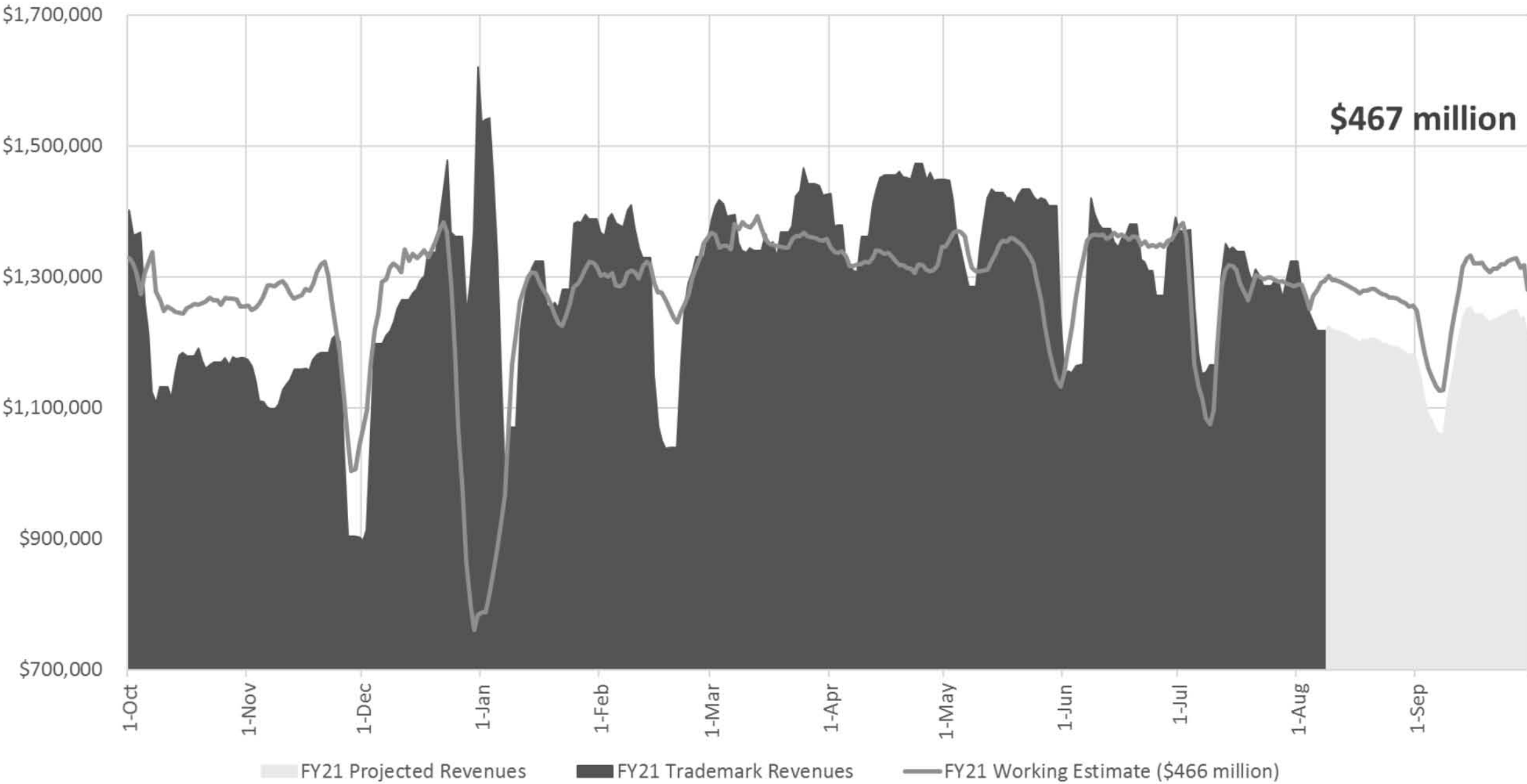


486,188

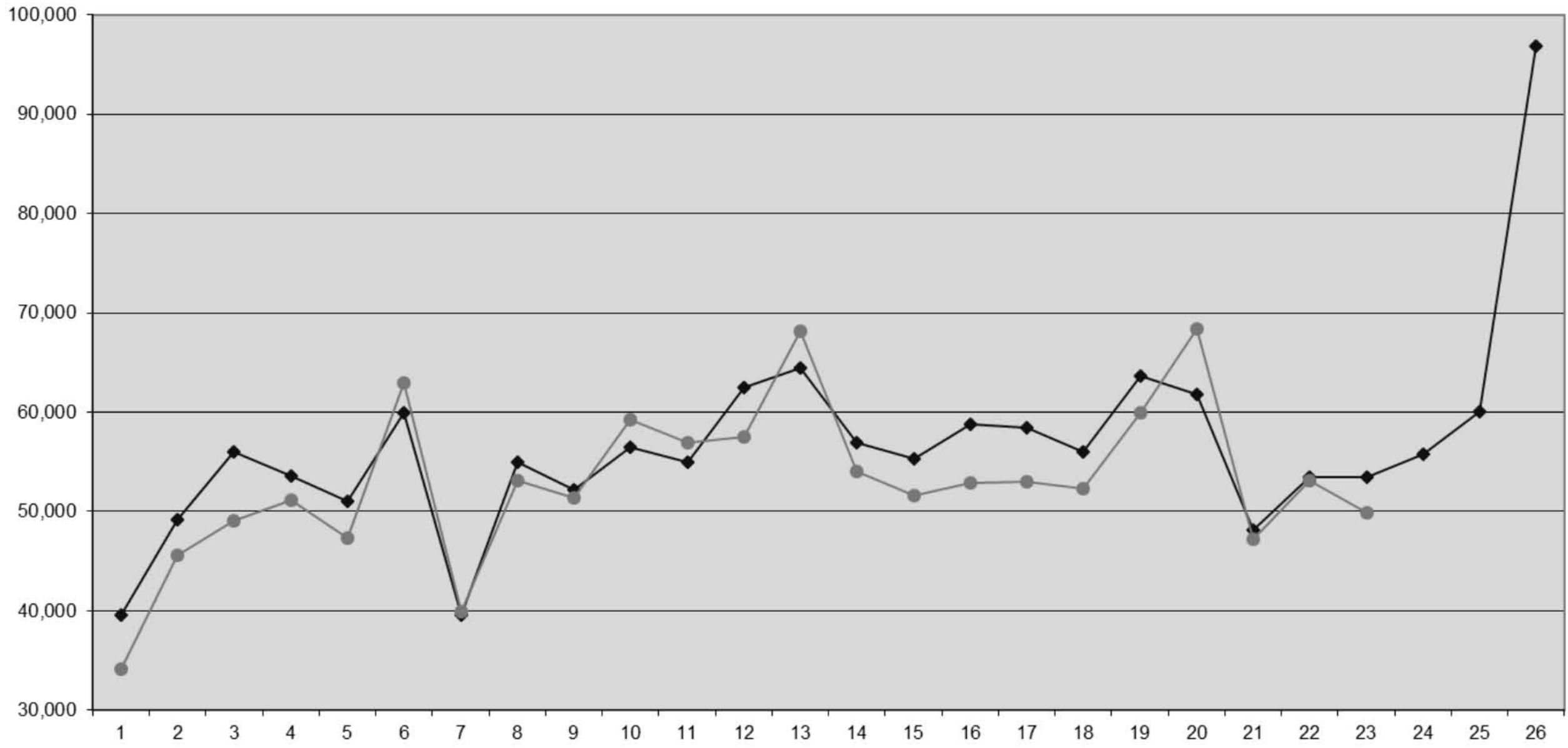
FY21 Pendency



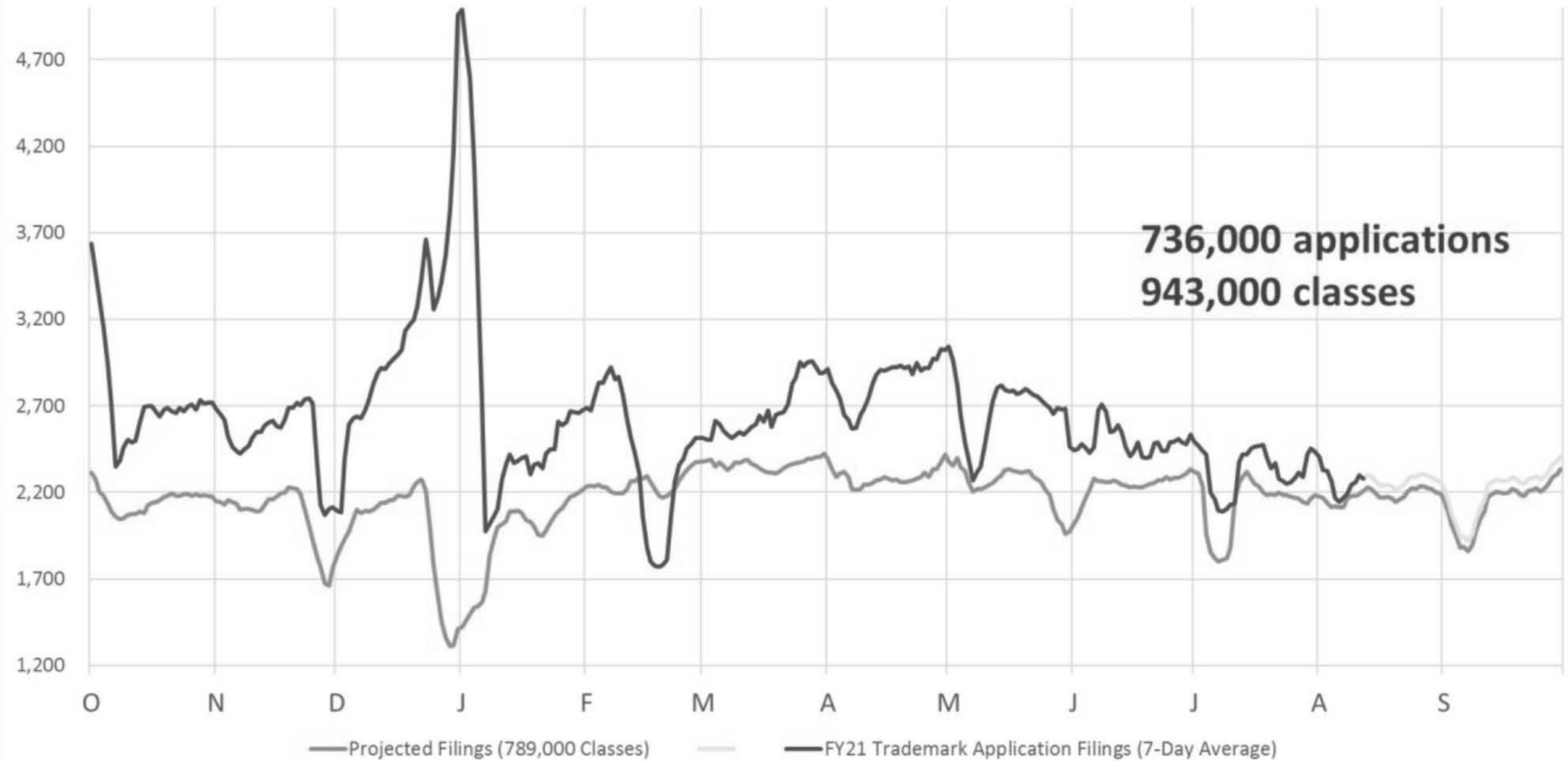
FY 2021 Daily TM Revenues



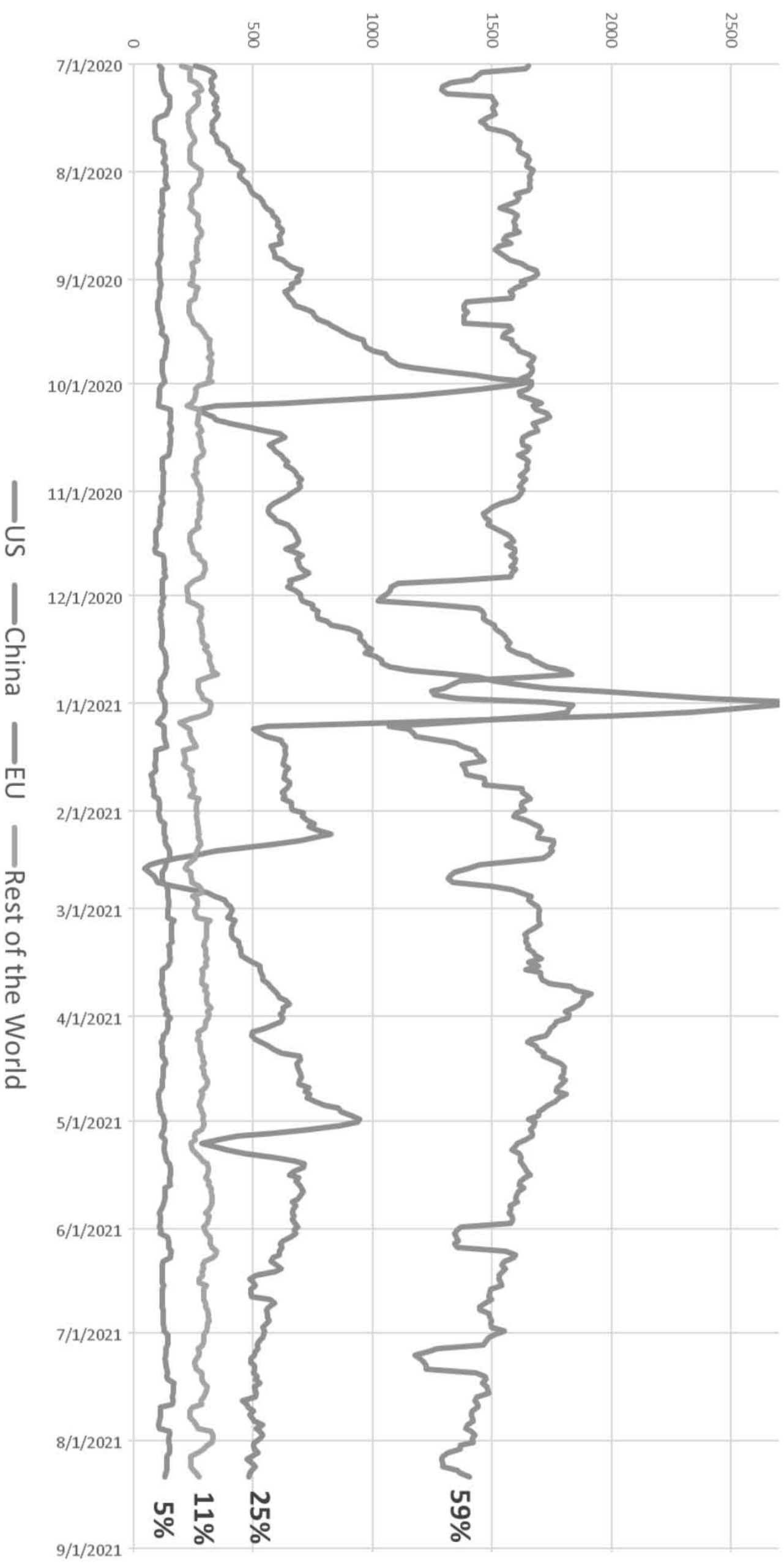
BDs



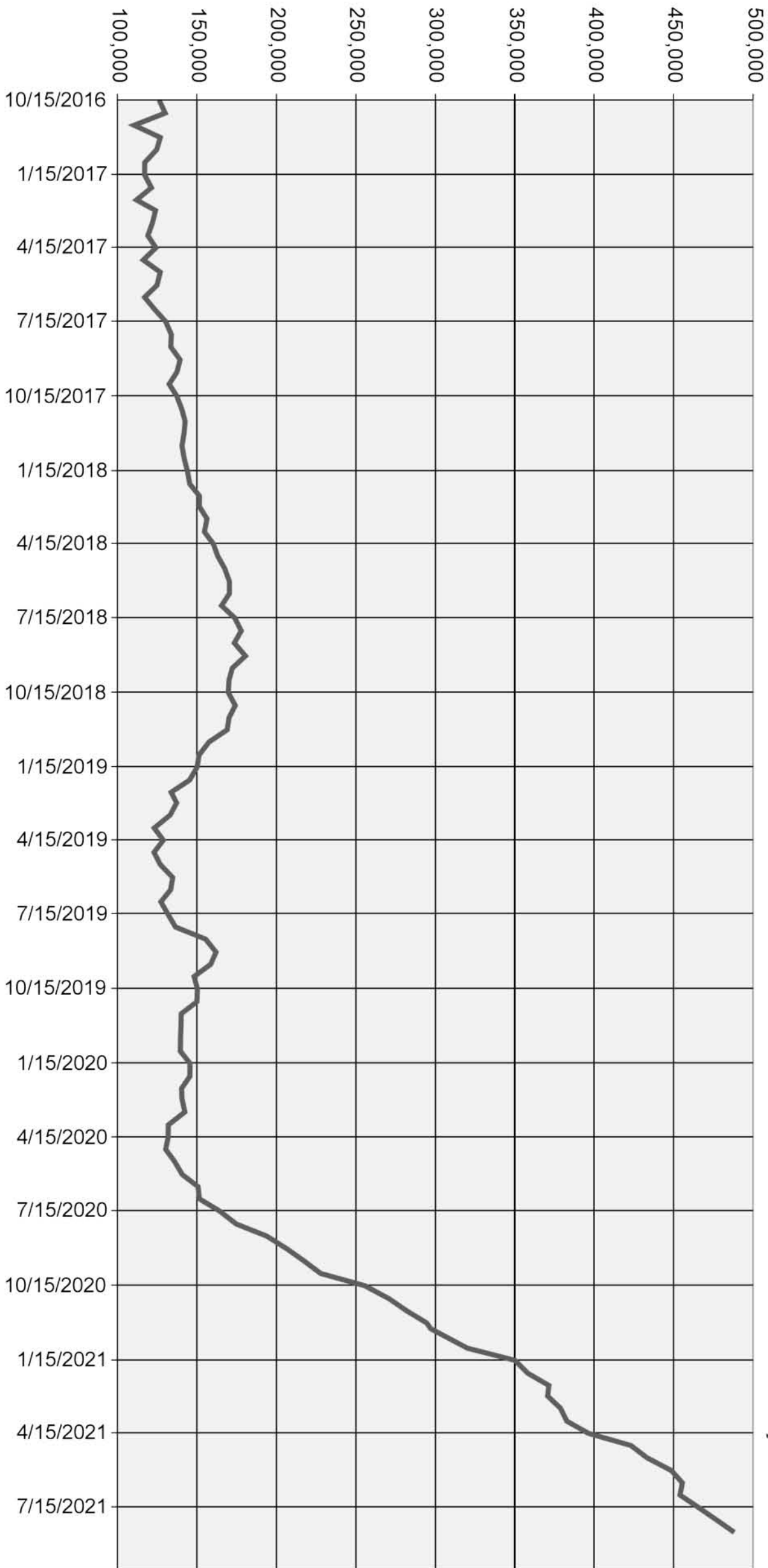
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World

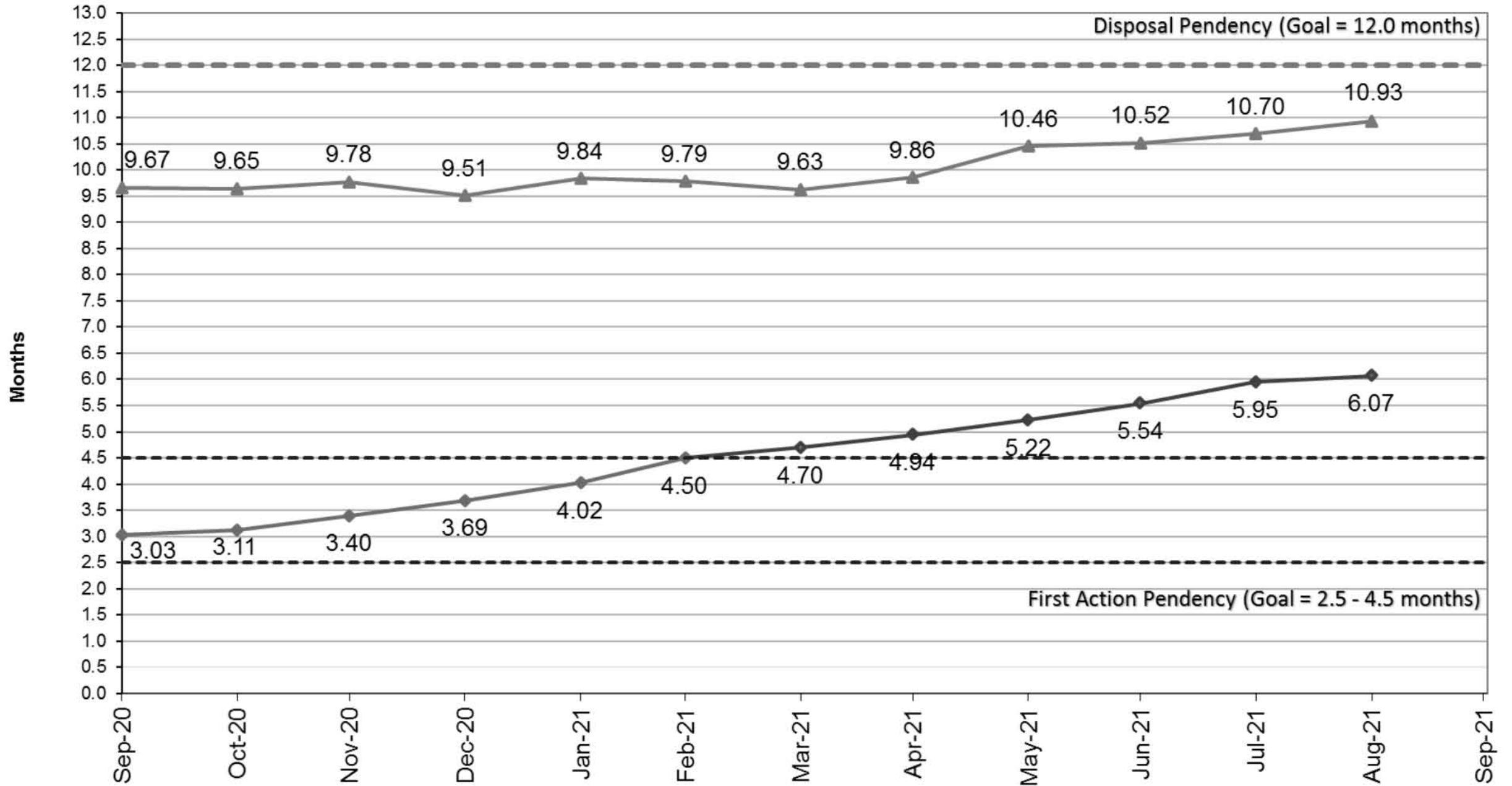


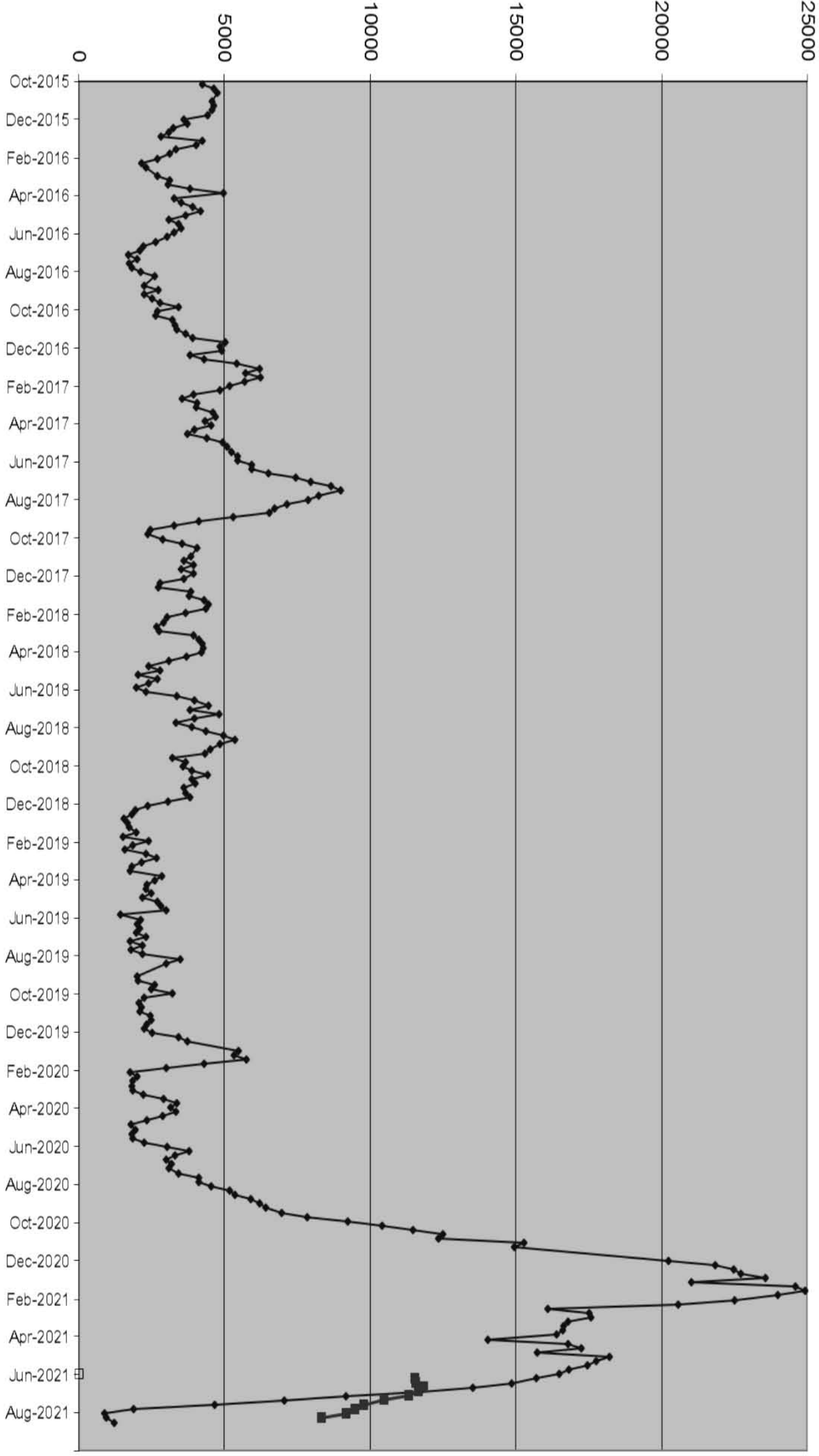
Unexamined Application Inventory (Classes)



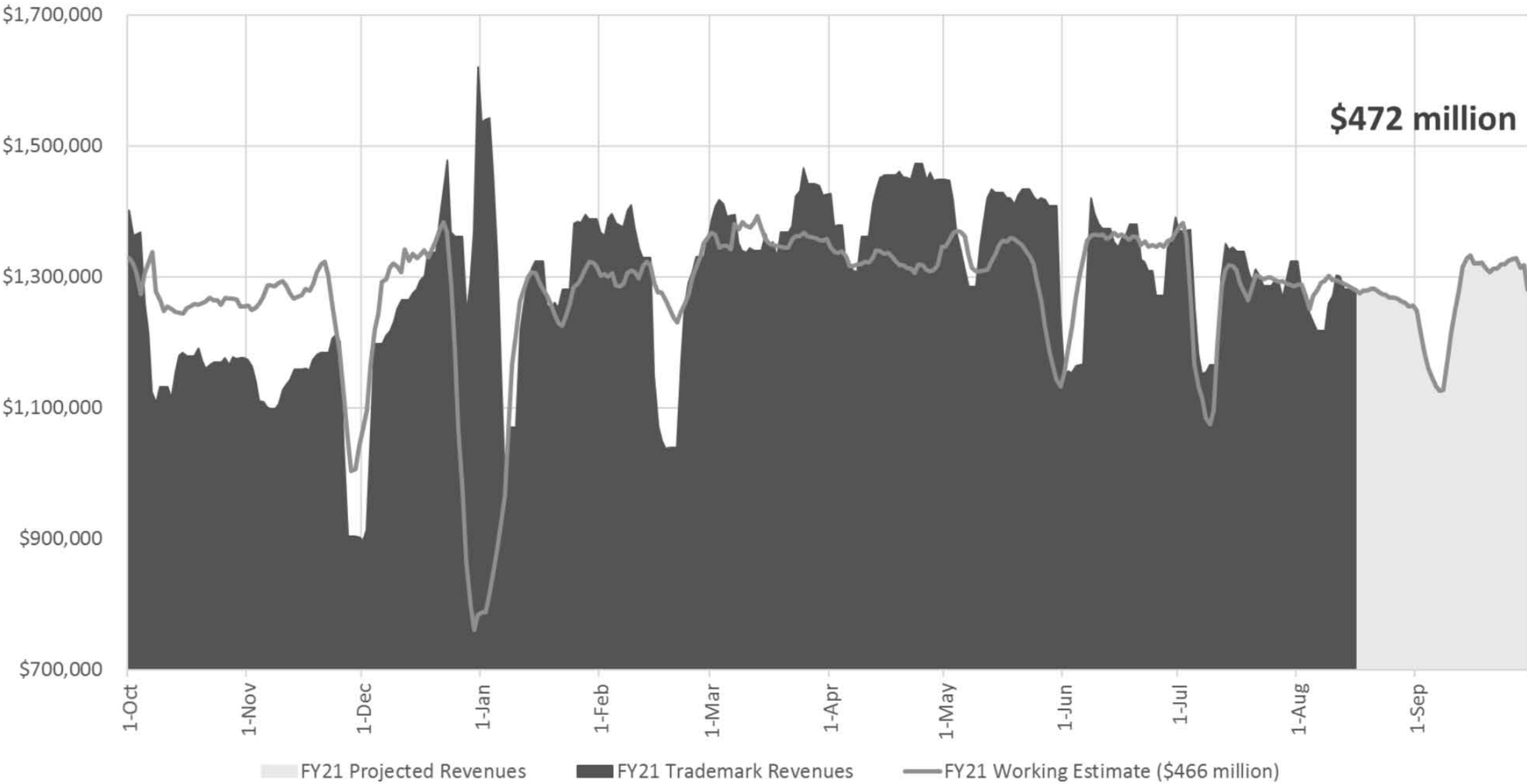
488,125

FY21 Pendency

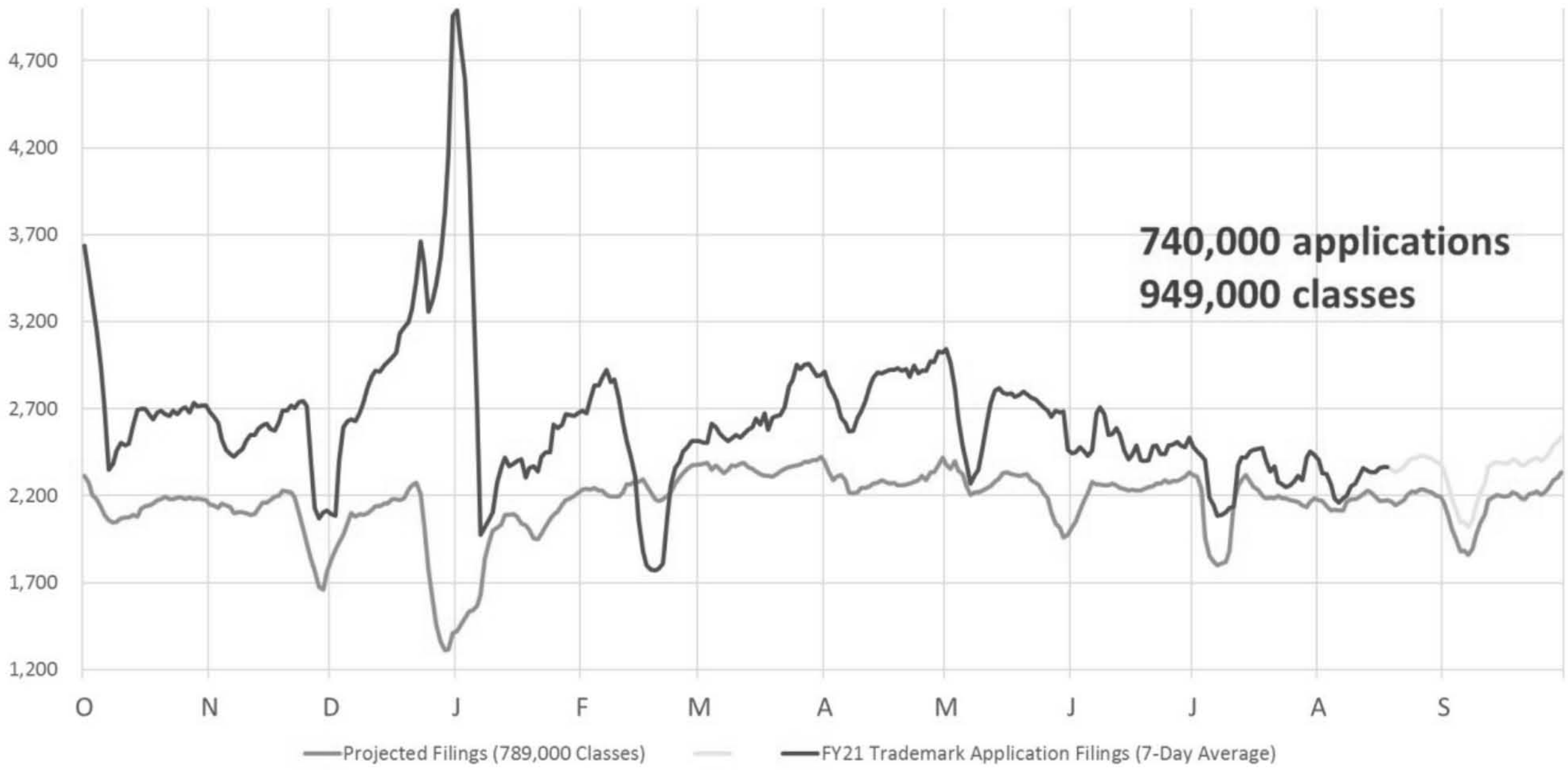




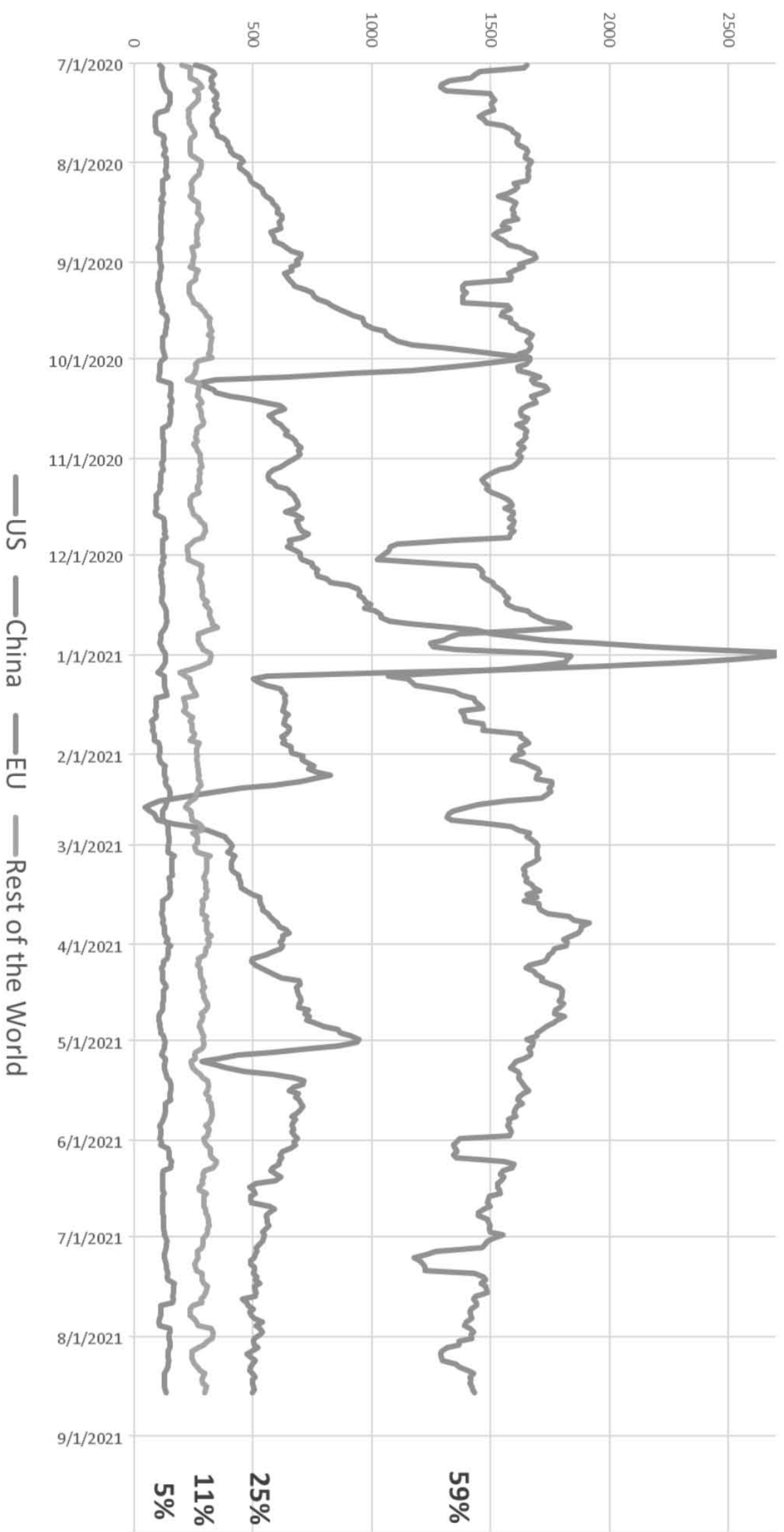
FY 2021 Daily TM Revenues



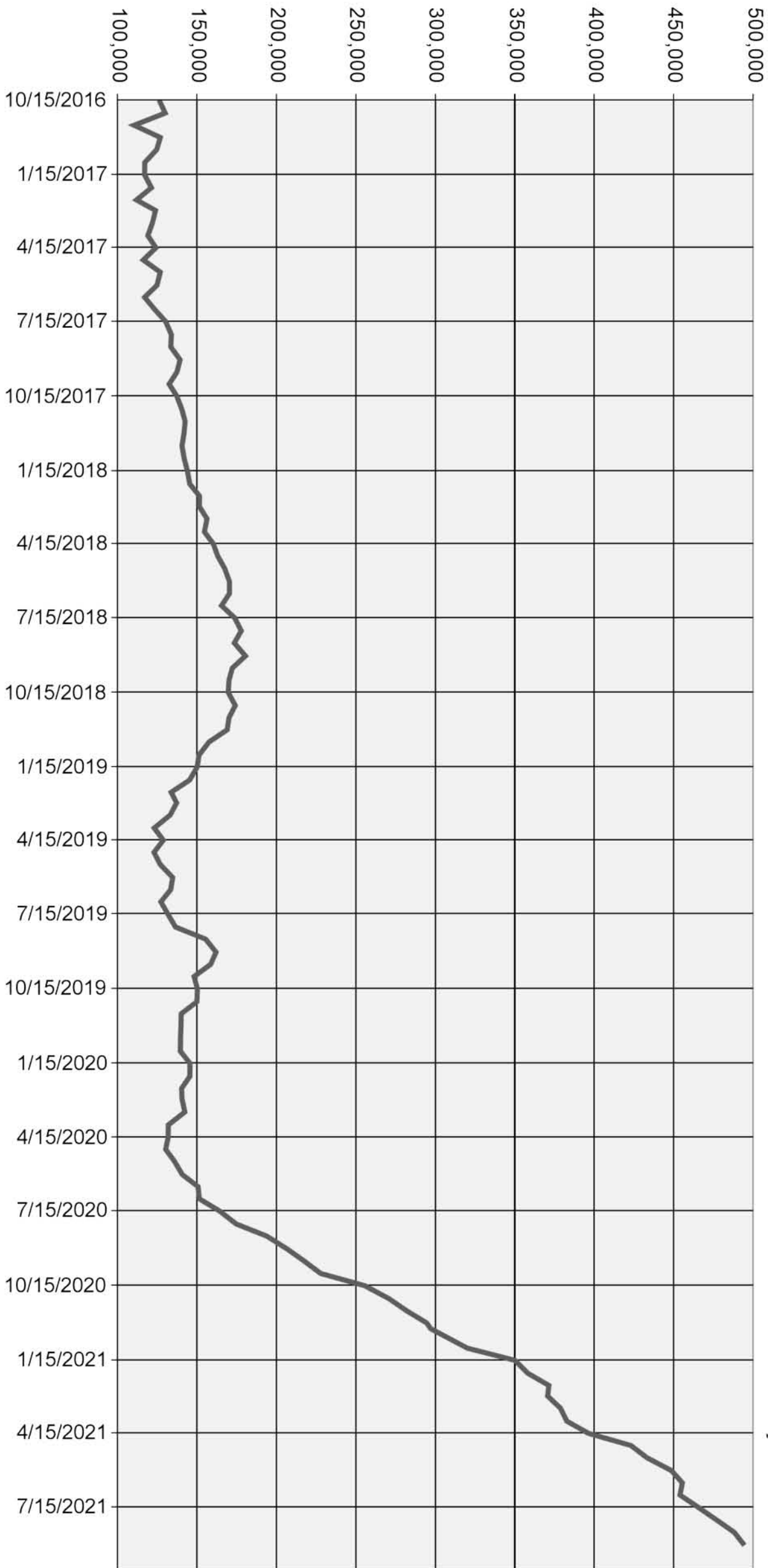
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World

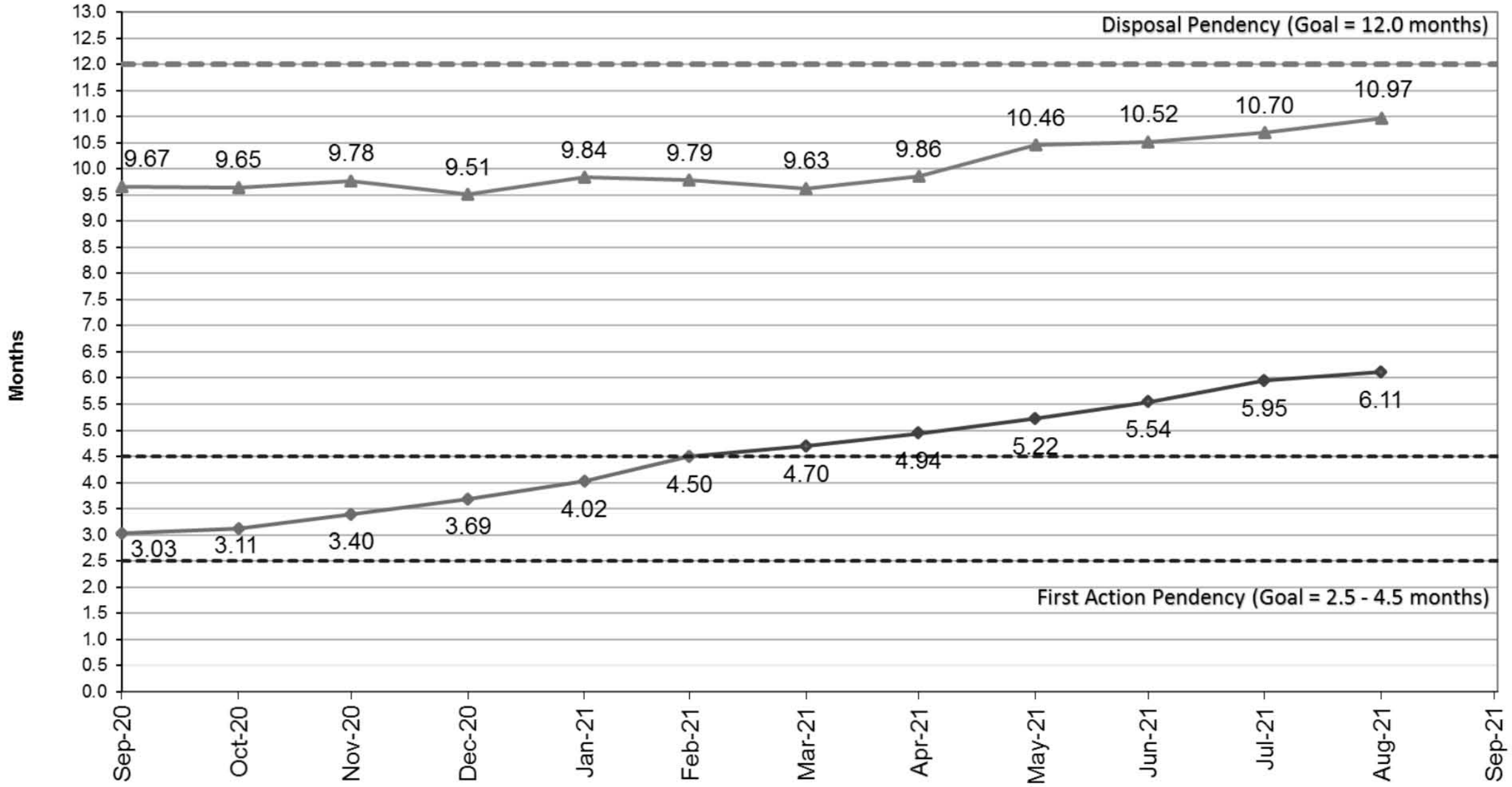


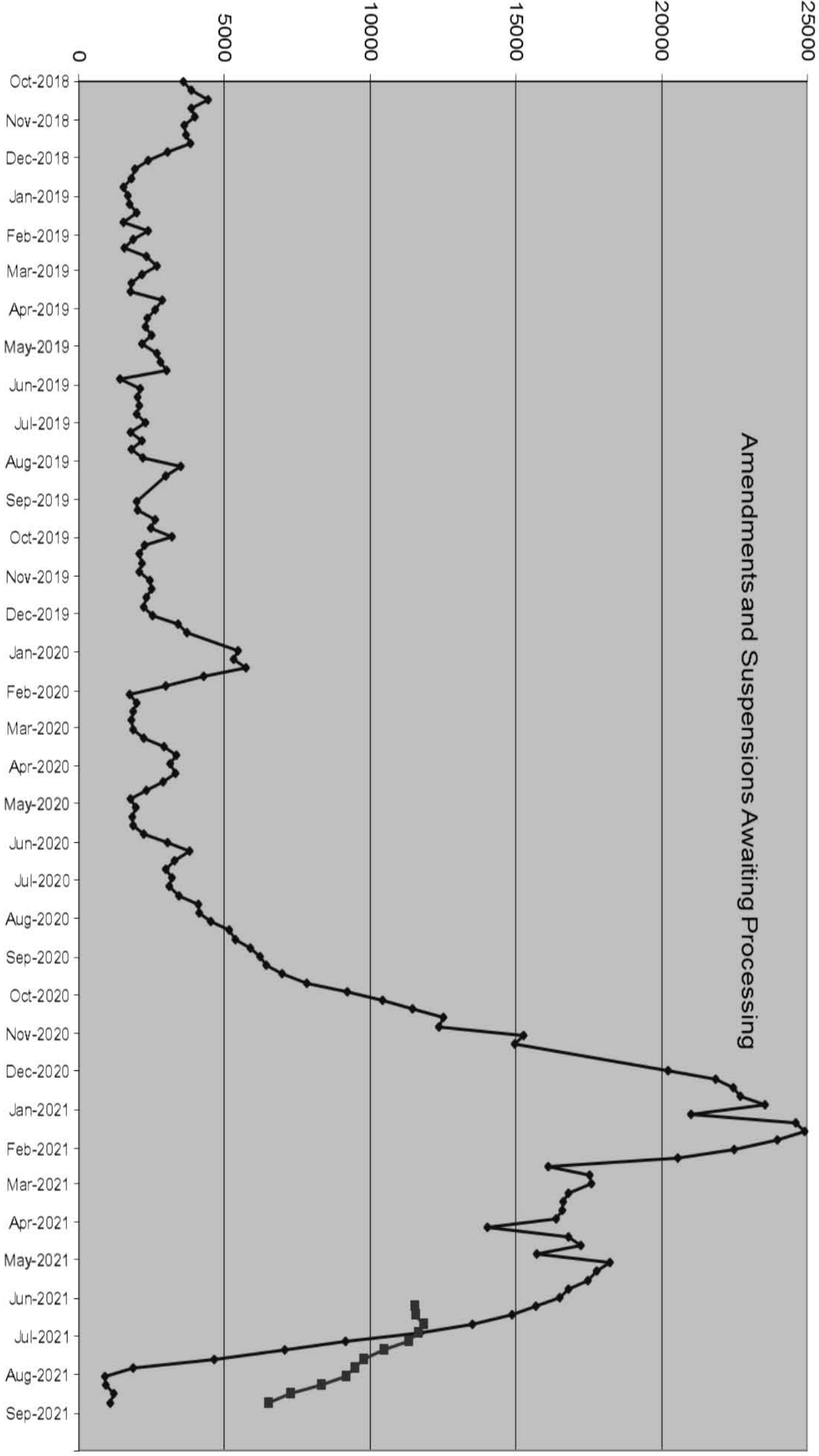
Unexamined Application Inventory (Classes)



494,496

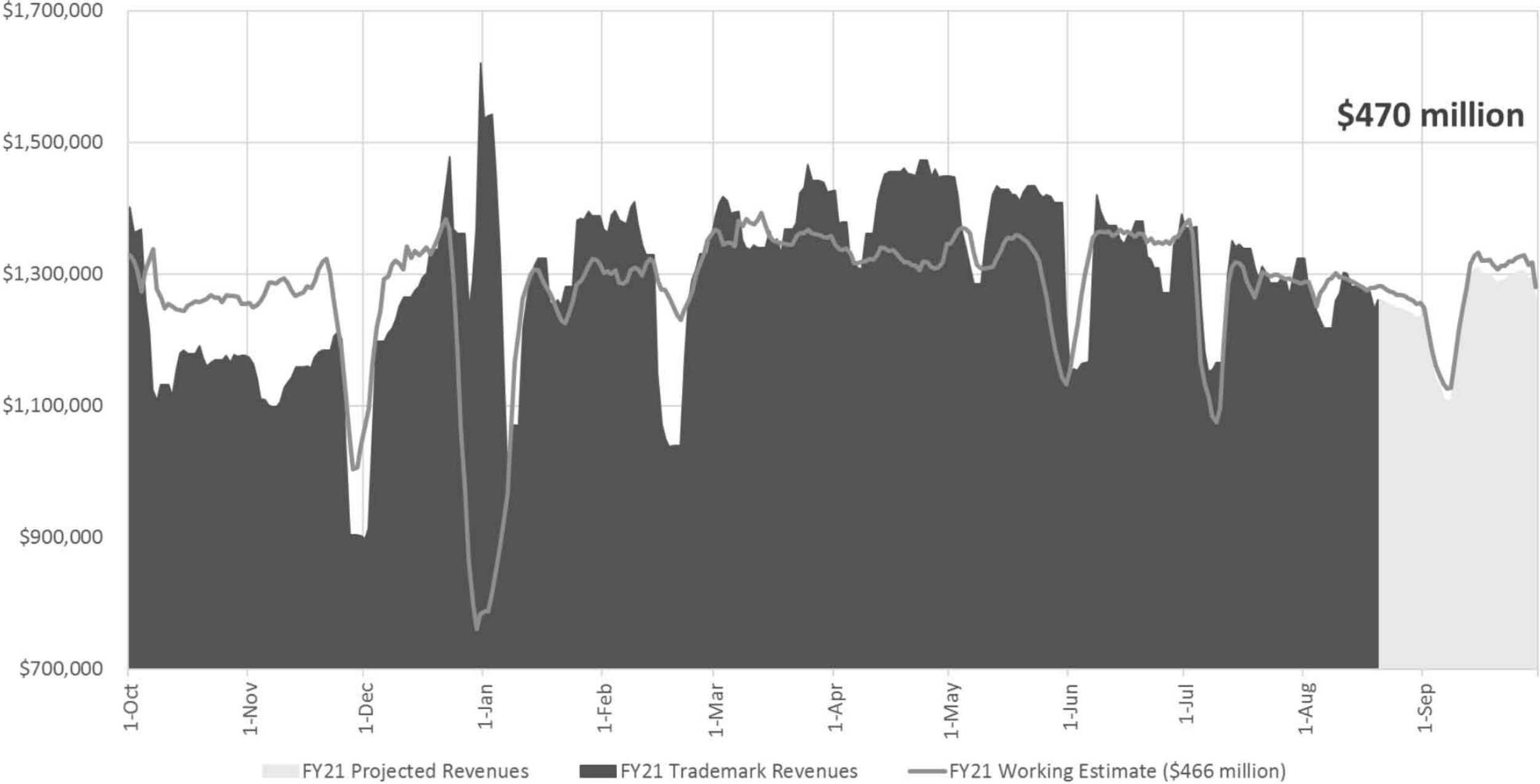
FY21 Pendency



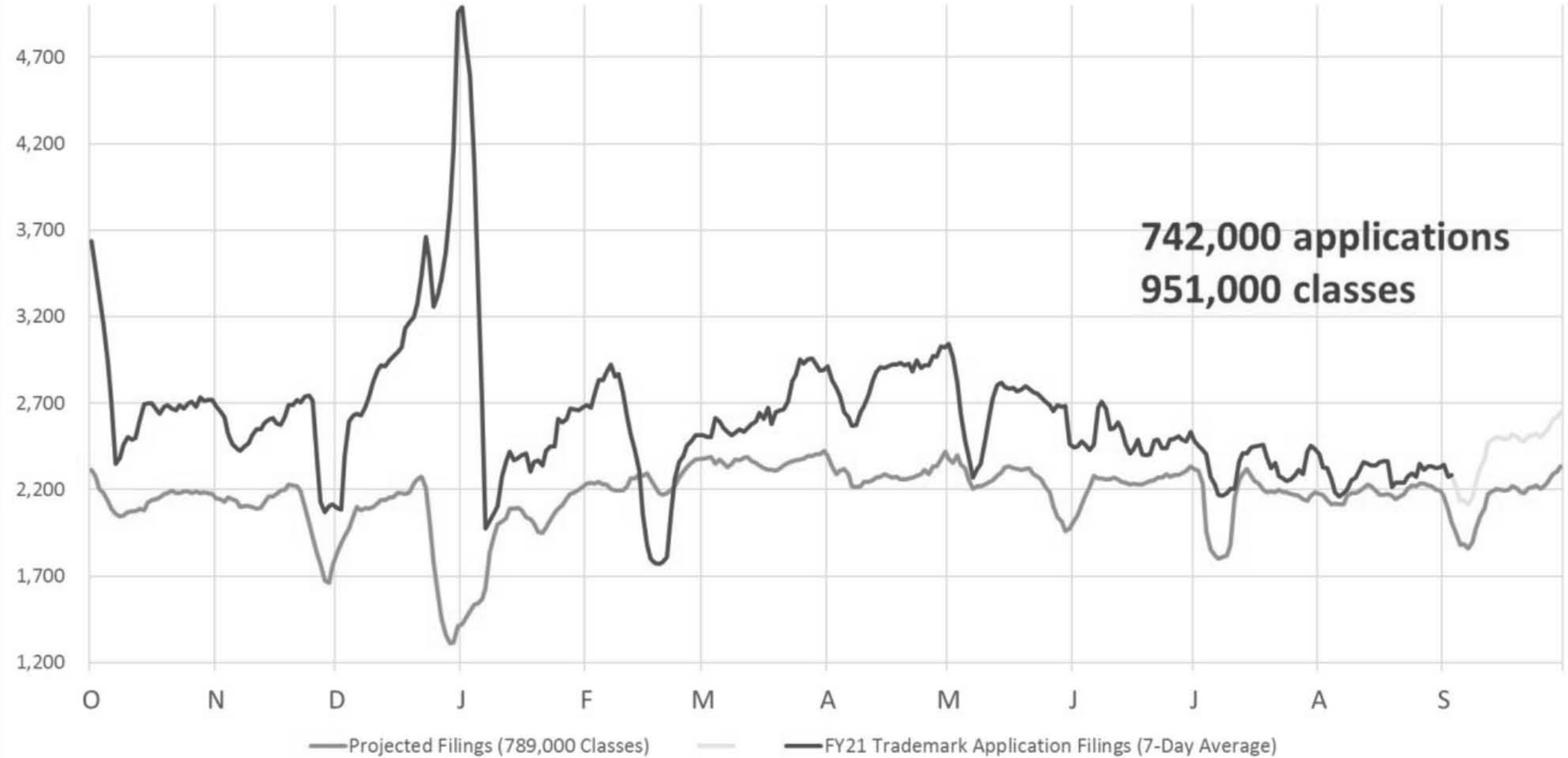


Amendments and Suspensions Awaiting Processing

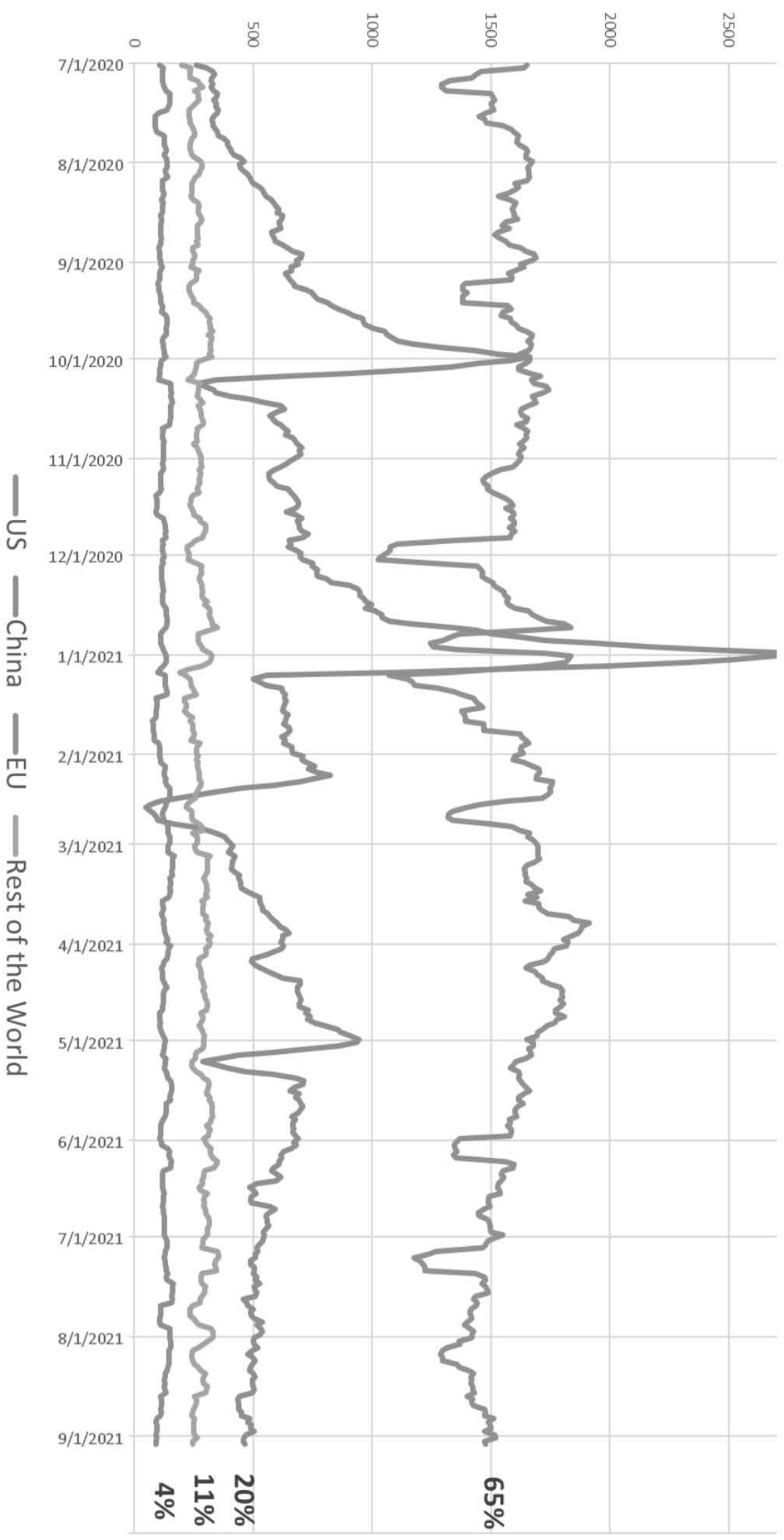
FY 2021 Daily TM Revenues



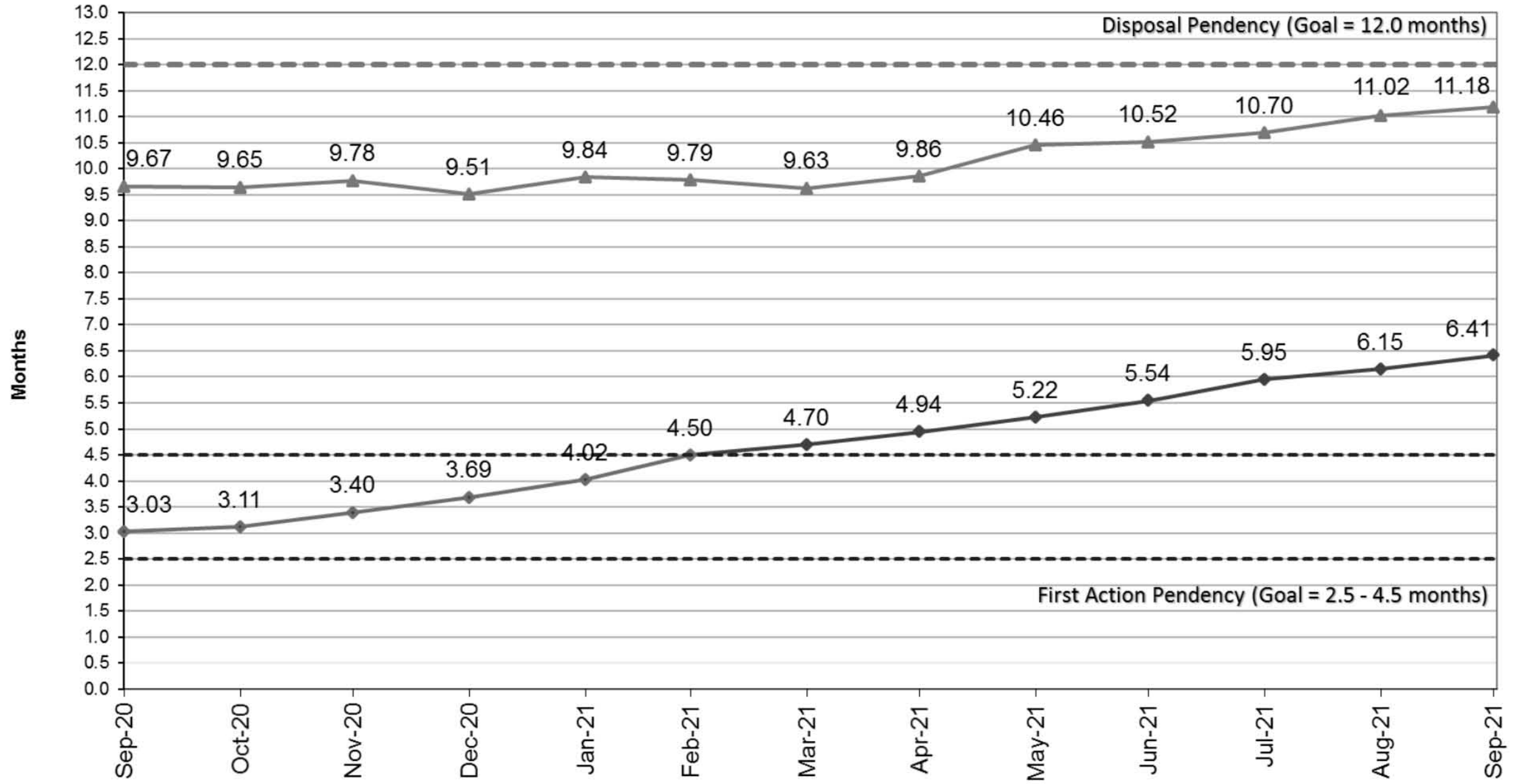
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)



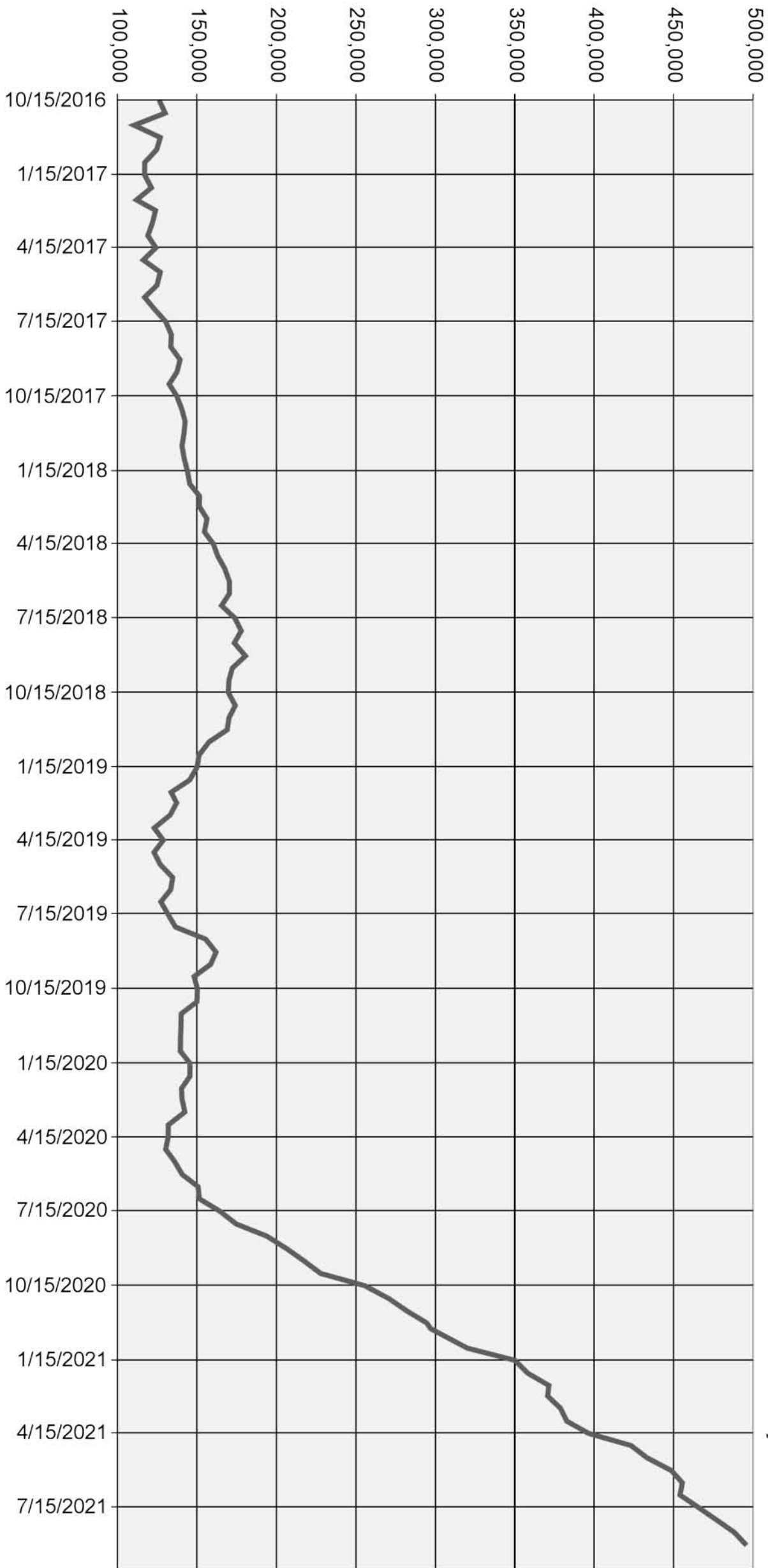
USPTO Application Filing Origins: US, China, EU and the Rest of the World



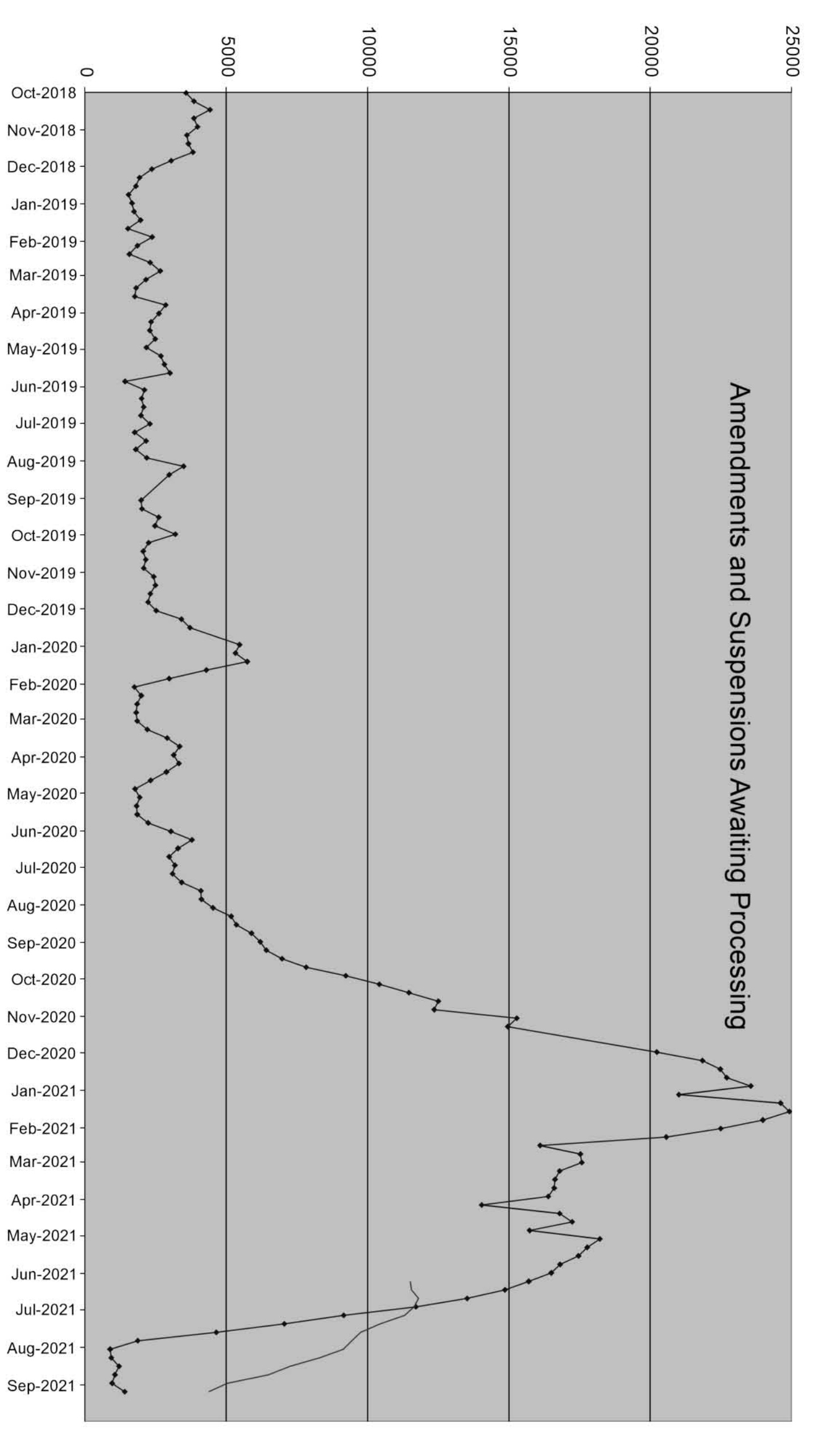
FY21 Pendency



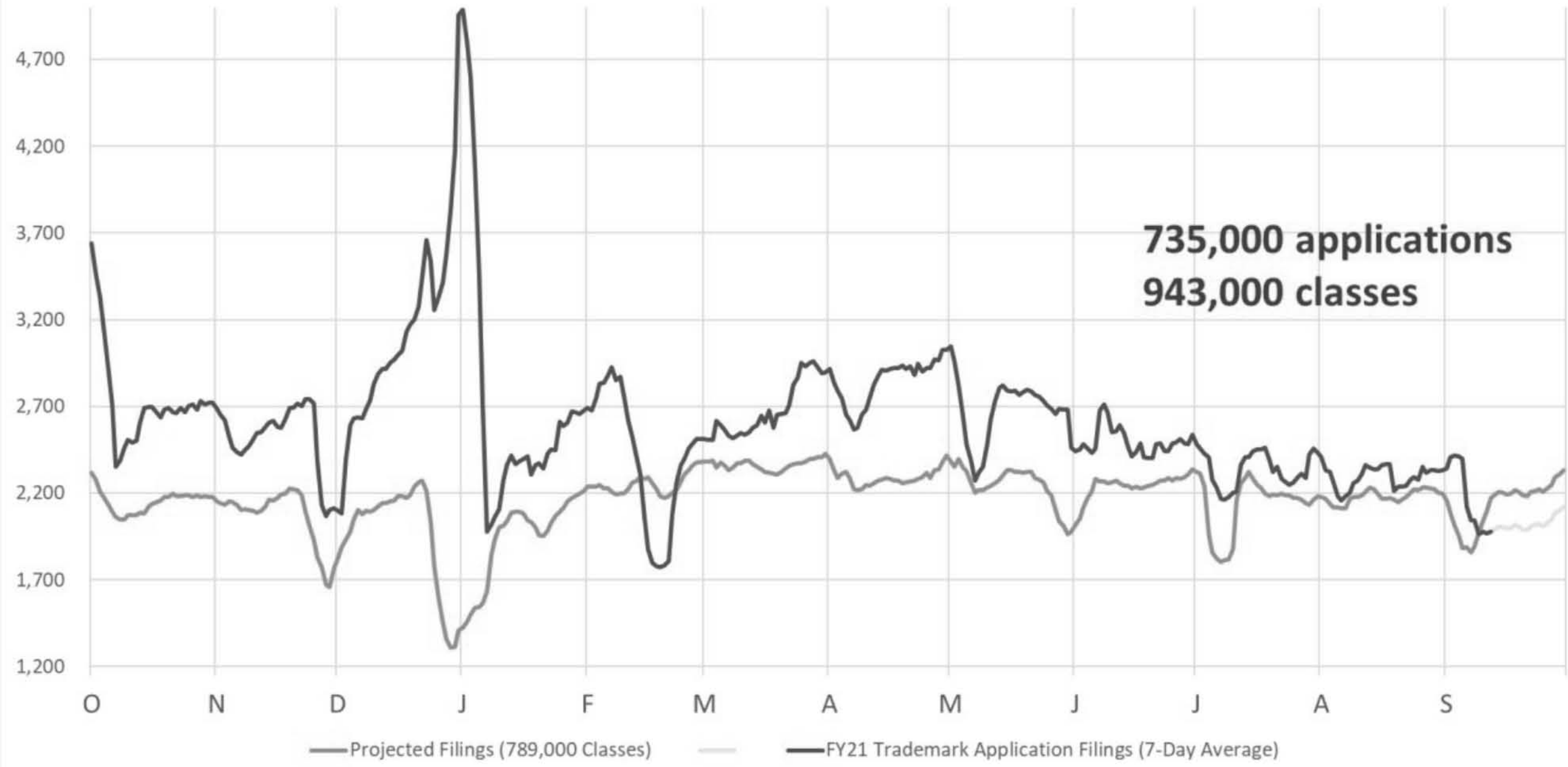
Unexamined Application Inventory (Classes)



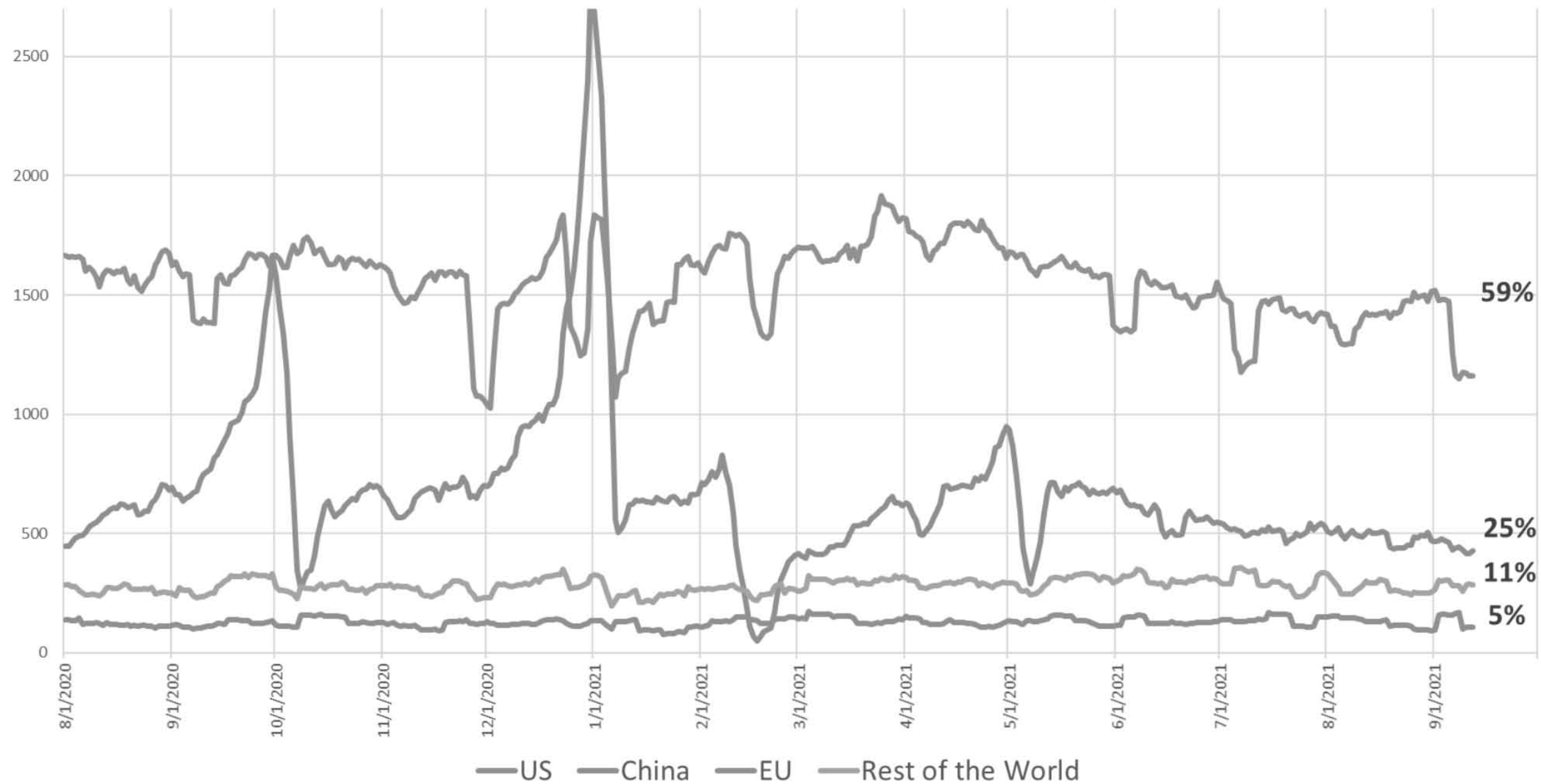
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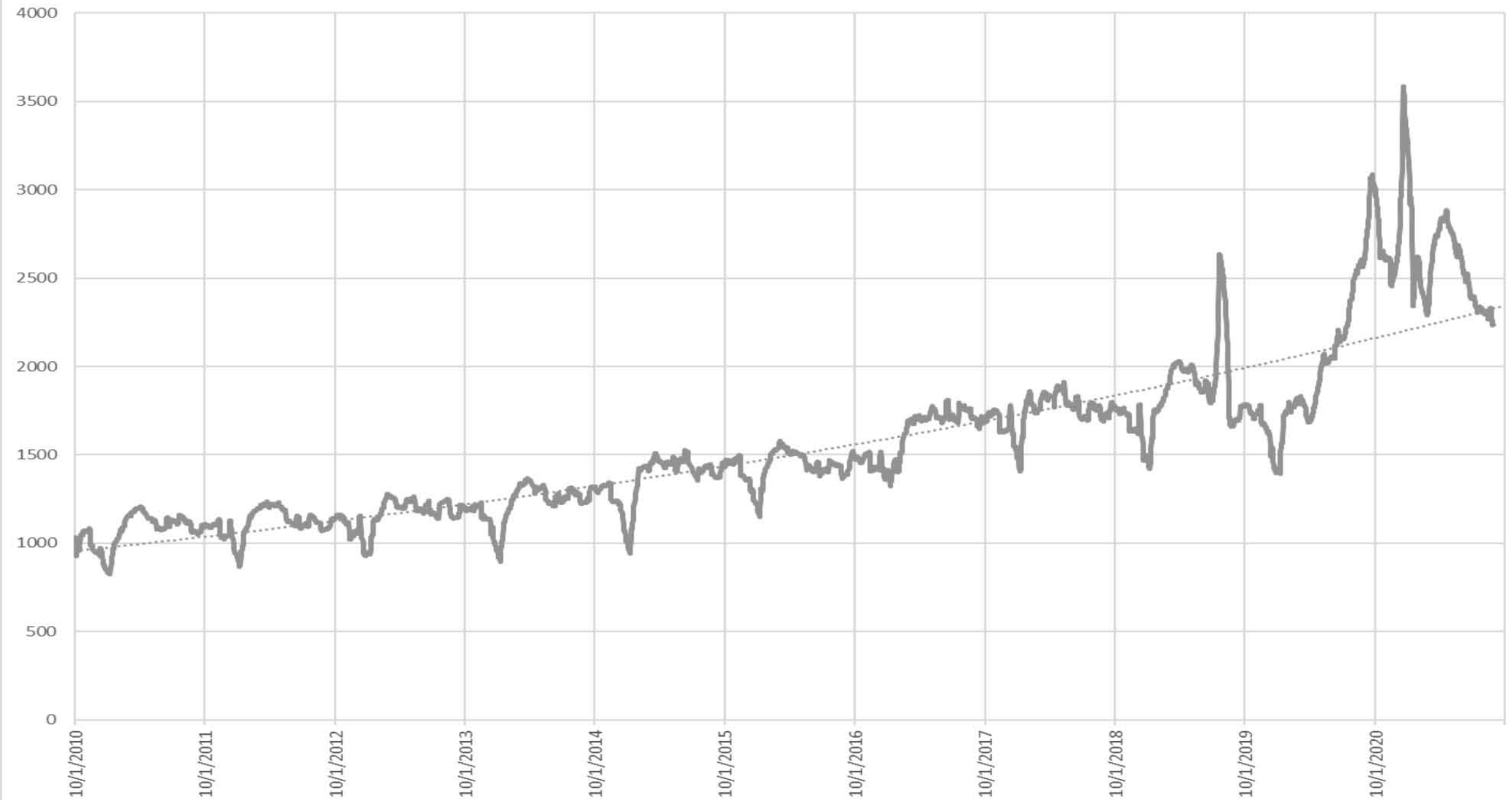
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)



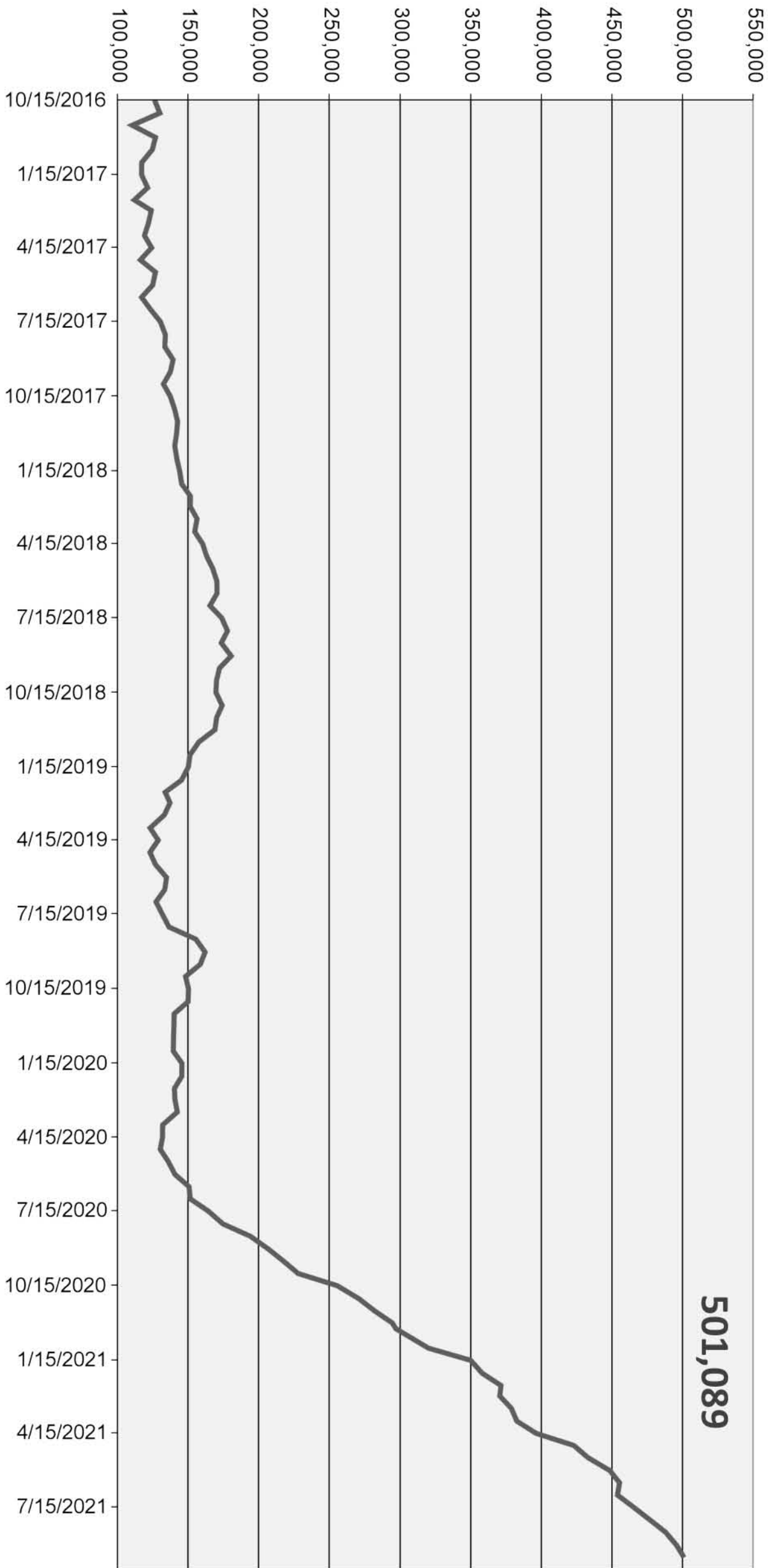
USPTO Application Filing Origins: US, China, EU and the Rest of the World



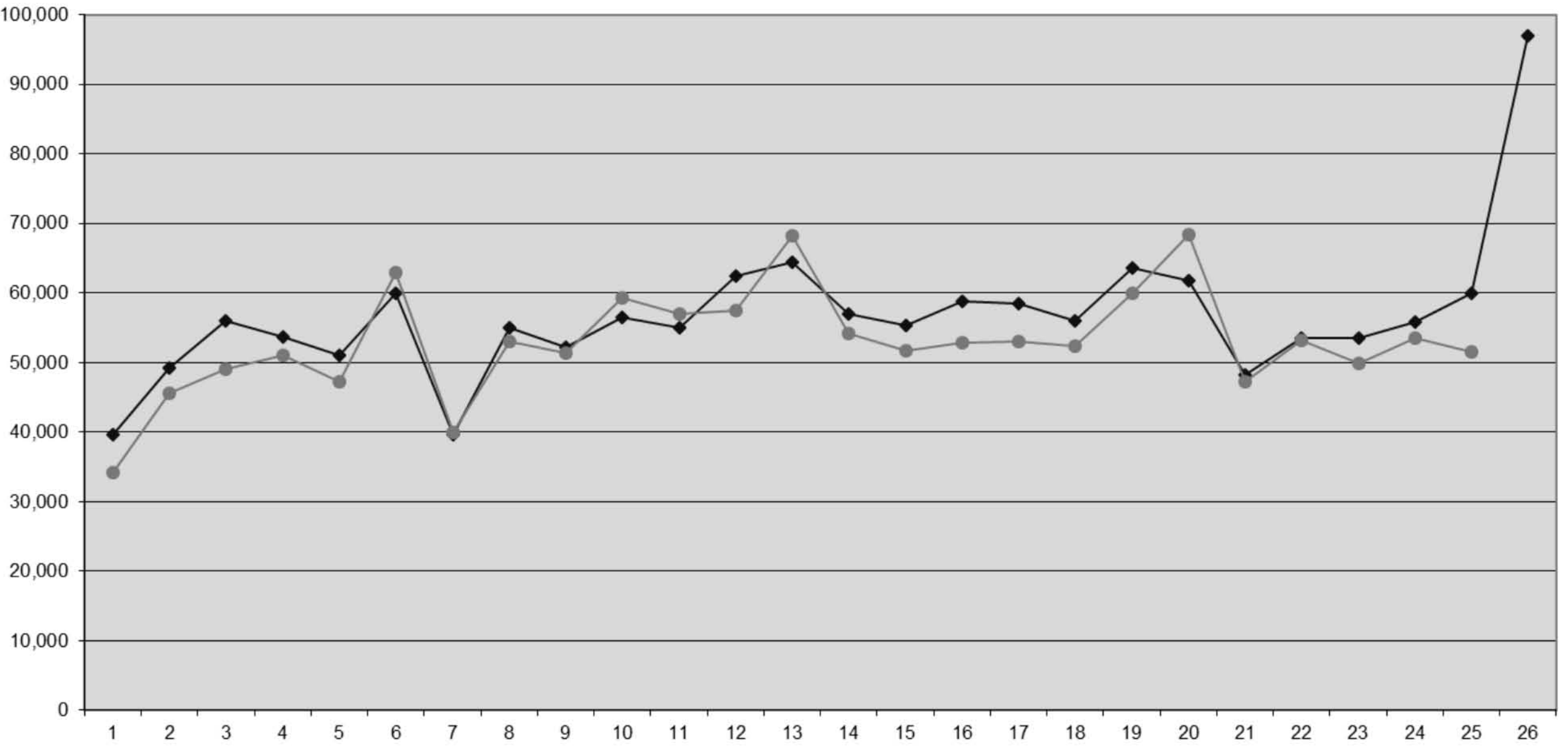
Trademark Filings - 28-day average FY11-FY21



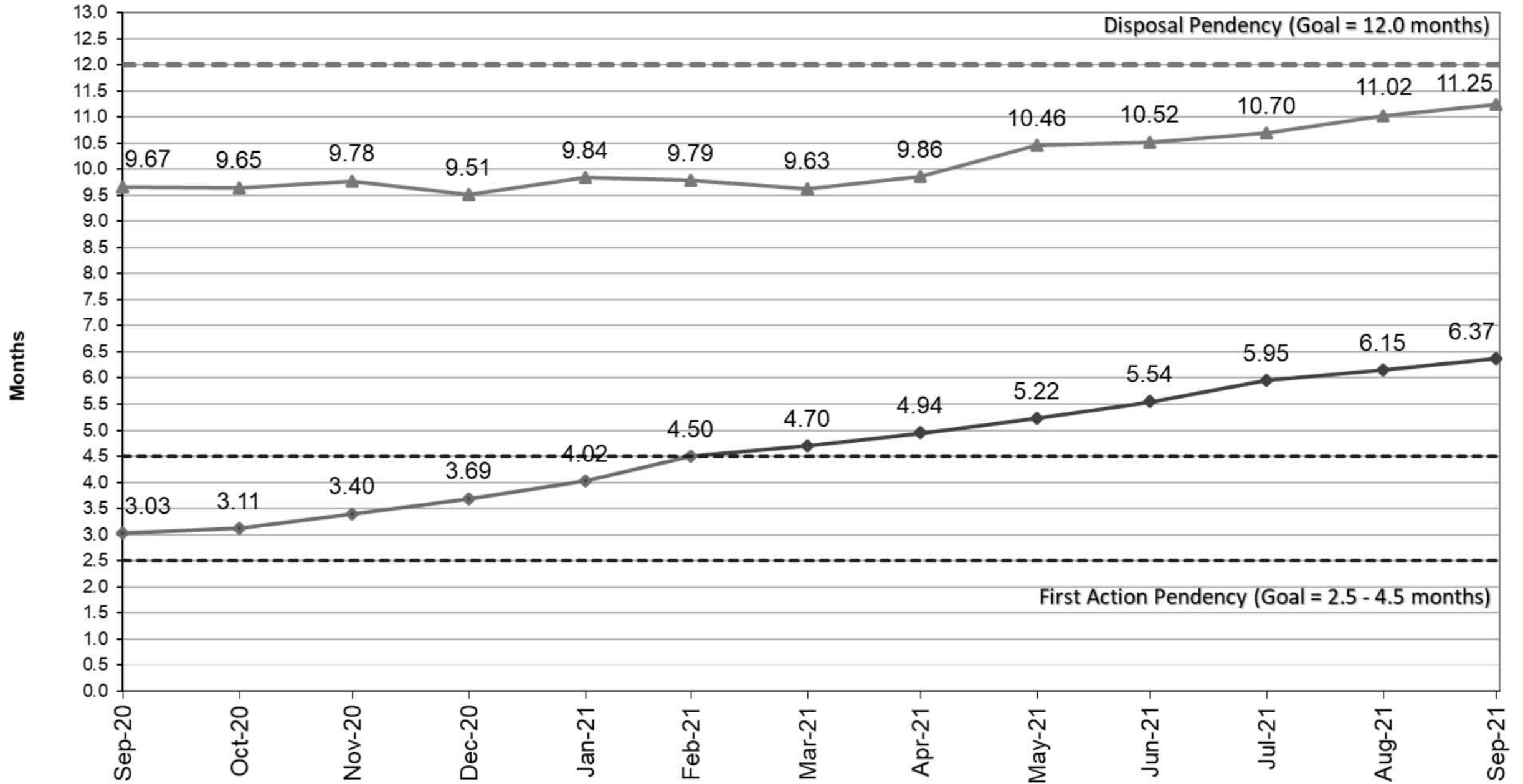
Unexamined Application Inventory (Classes)



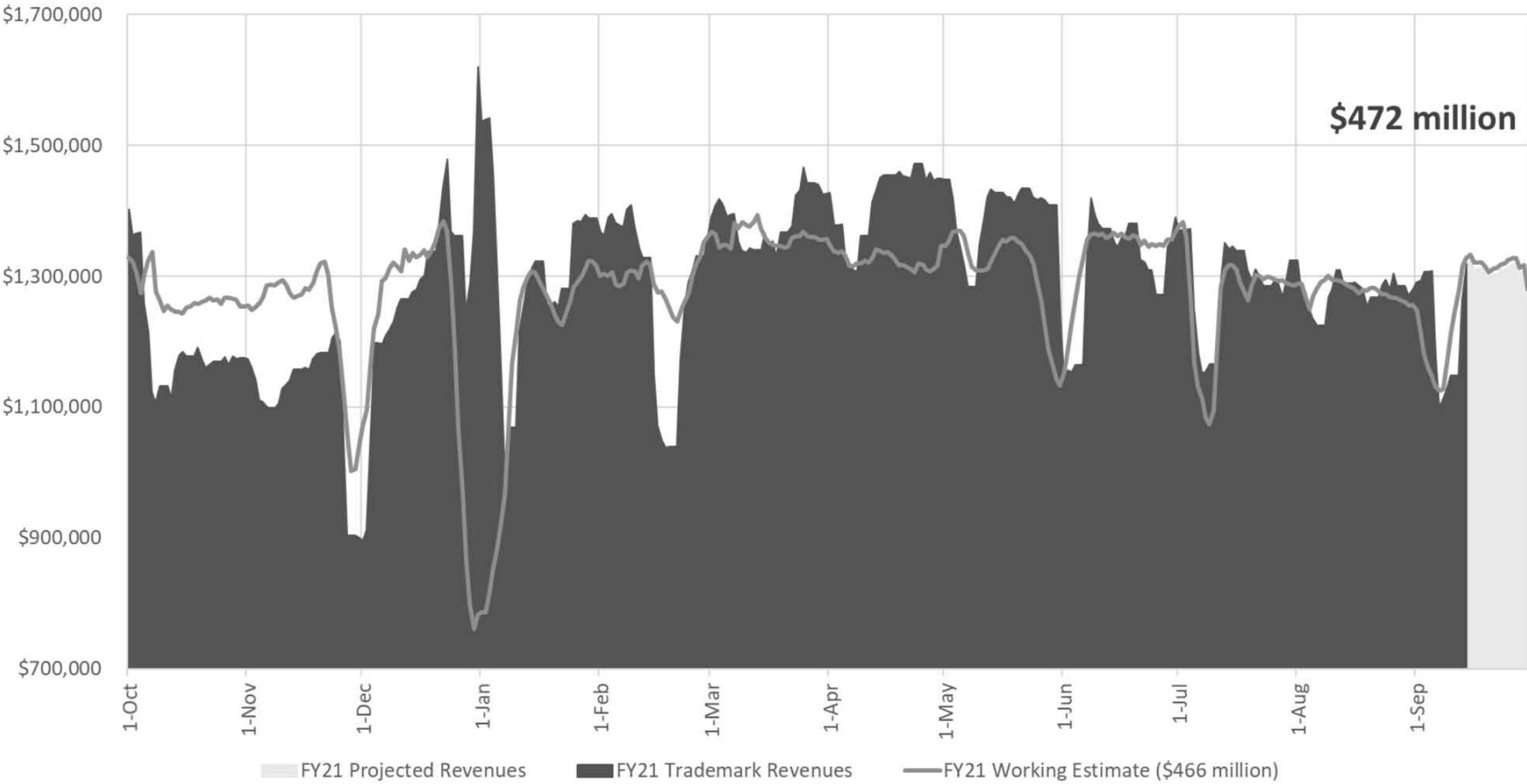
BDs



FY21 Pendency

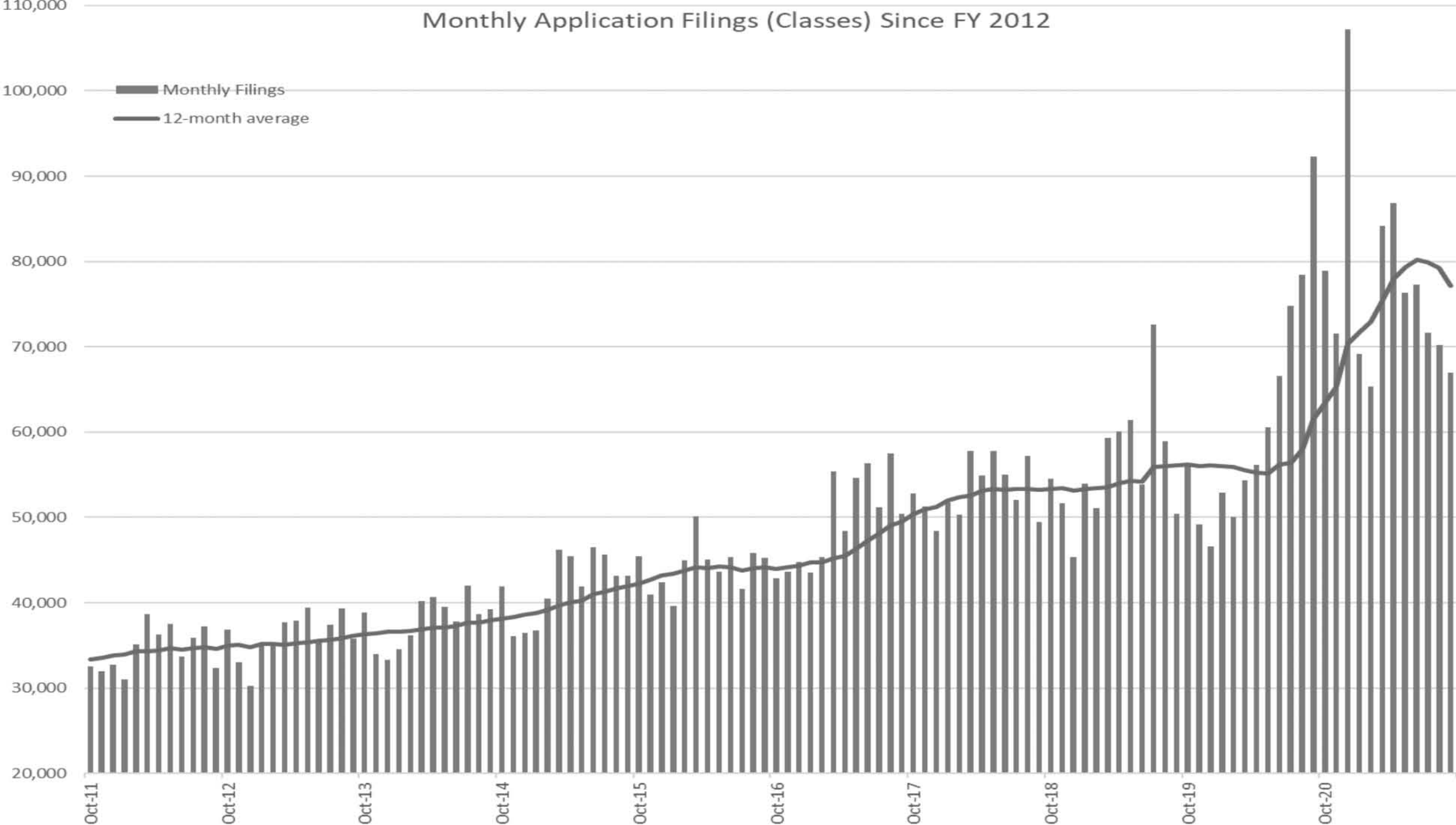


FY 2021 Daily TM Revenues

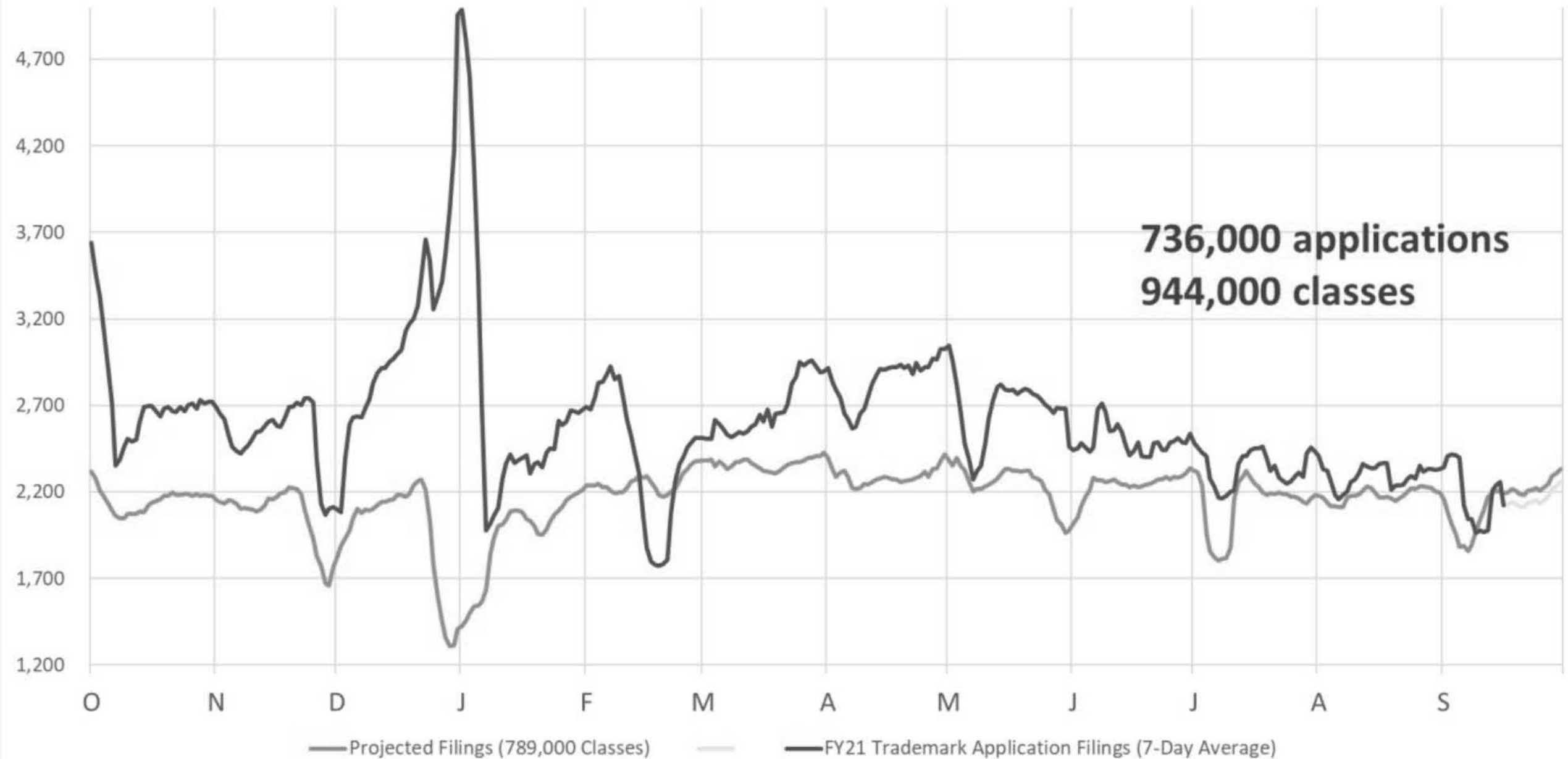


Monthly Application Filings (Classes) Since FY 2012

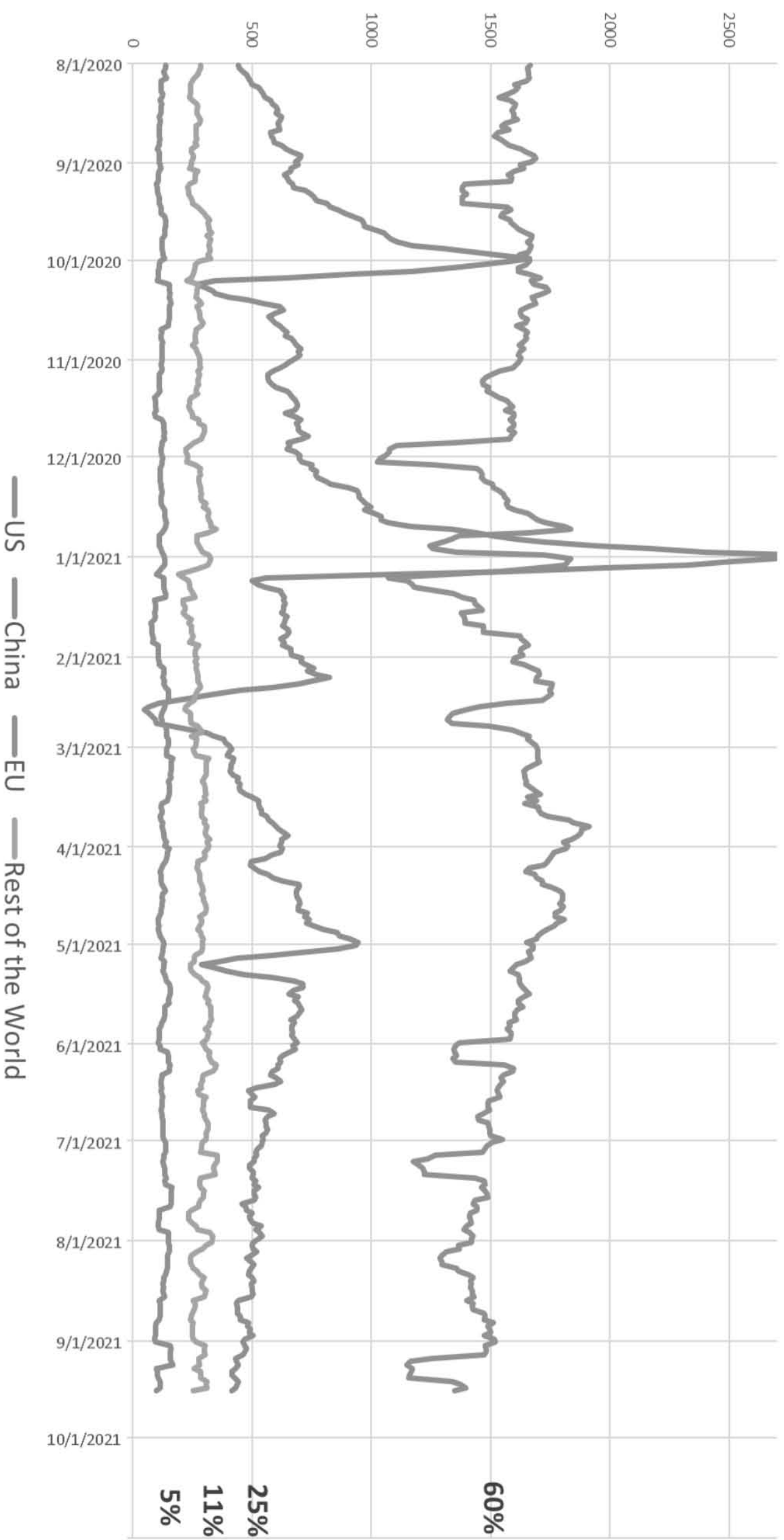
■ Monthly Filings
— 12-month average



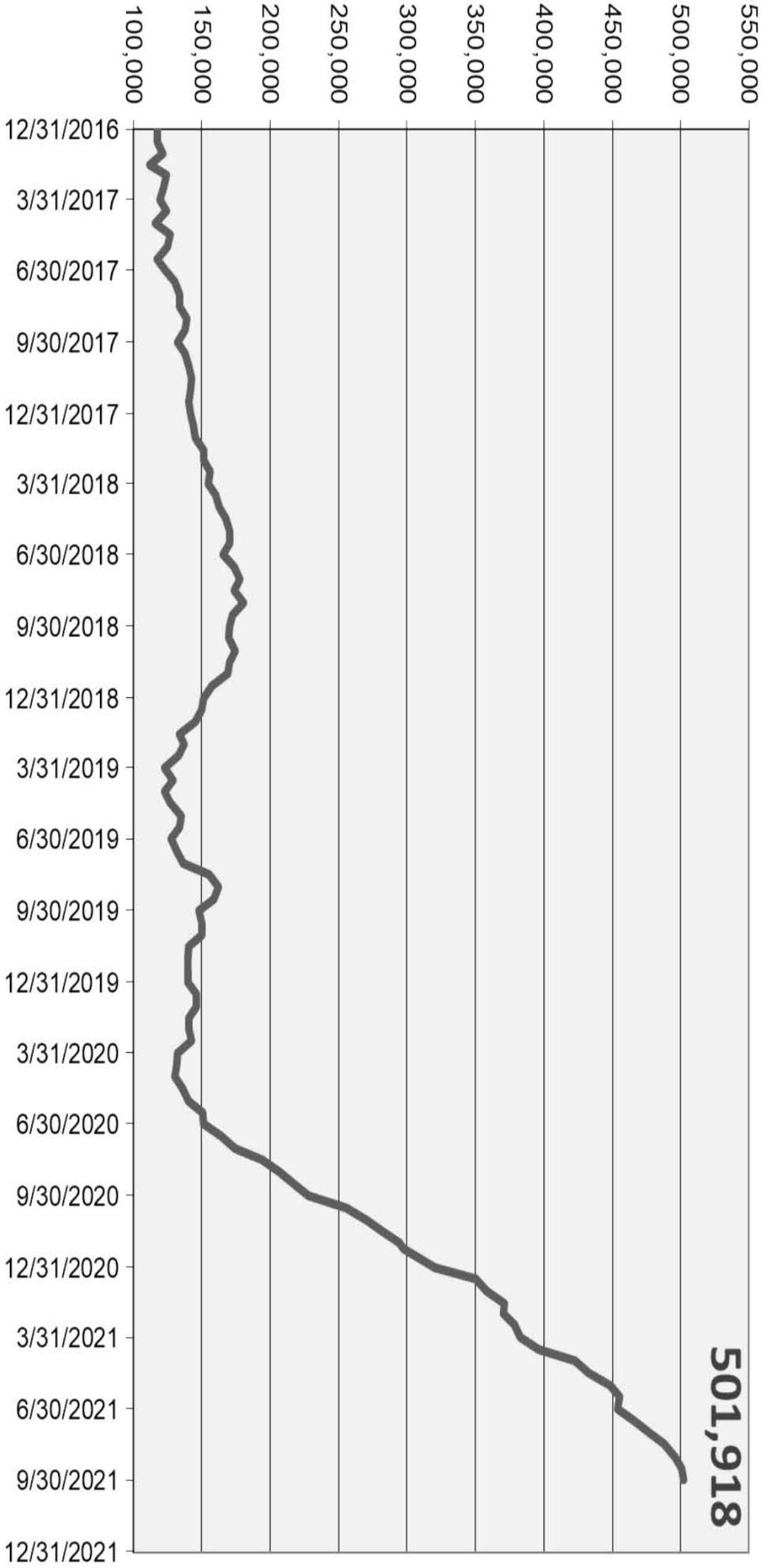
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)



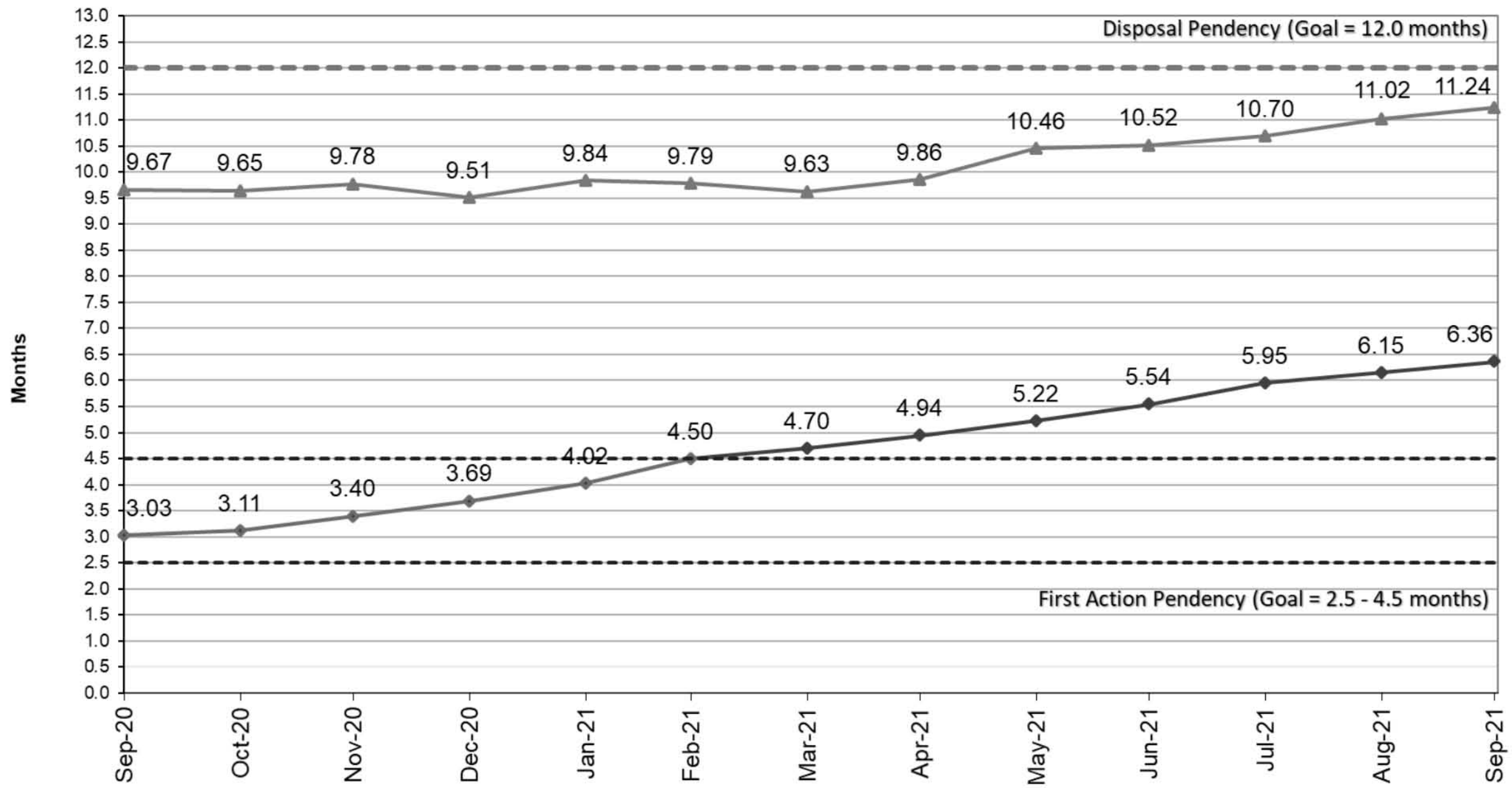
USPTO Application Filing Origins: US, China, EU and the Rest of the World



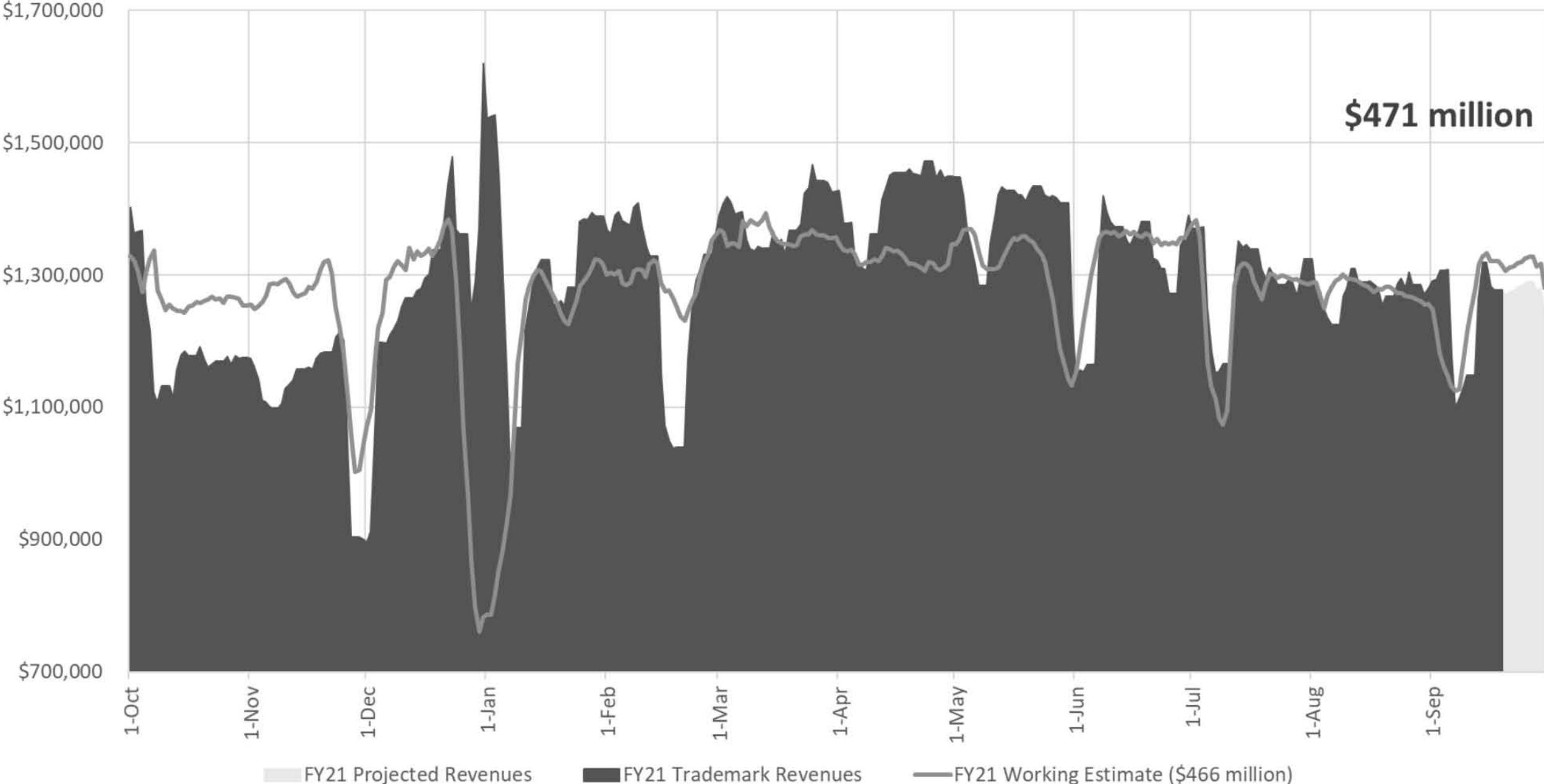
Unexamined Application Inventory (Classes)



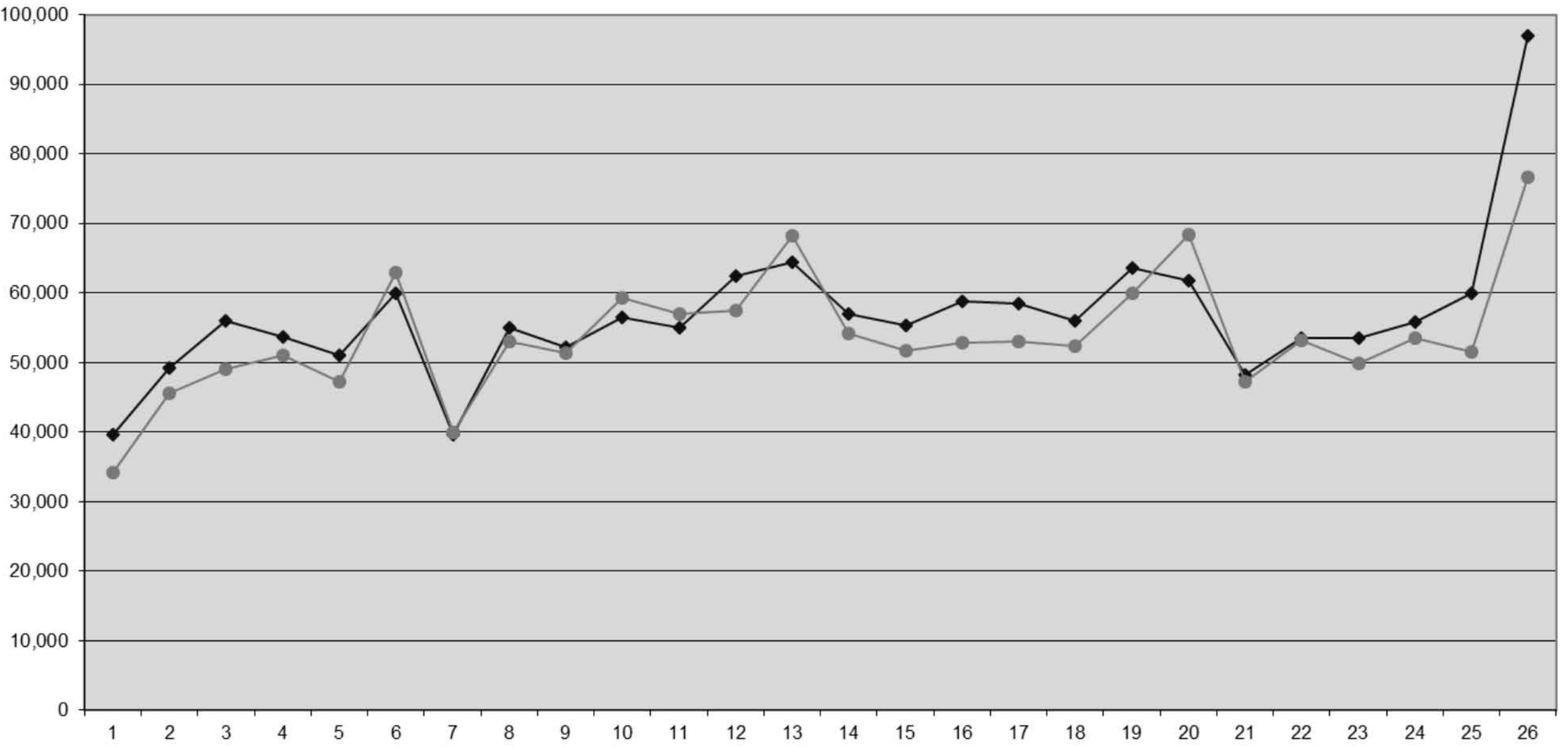
FY21 Pendency



FY 2021 Daily TM Revenues



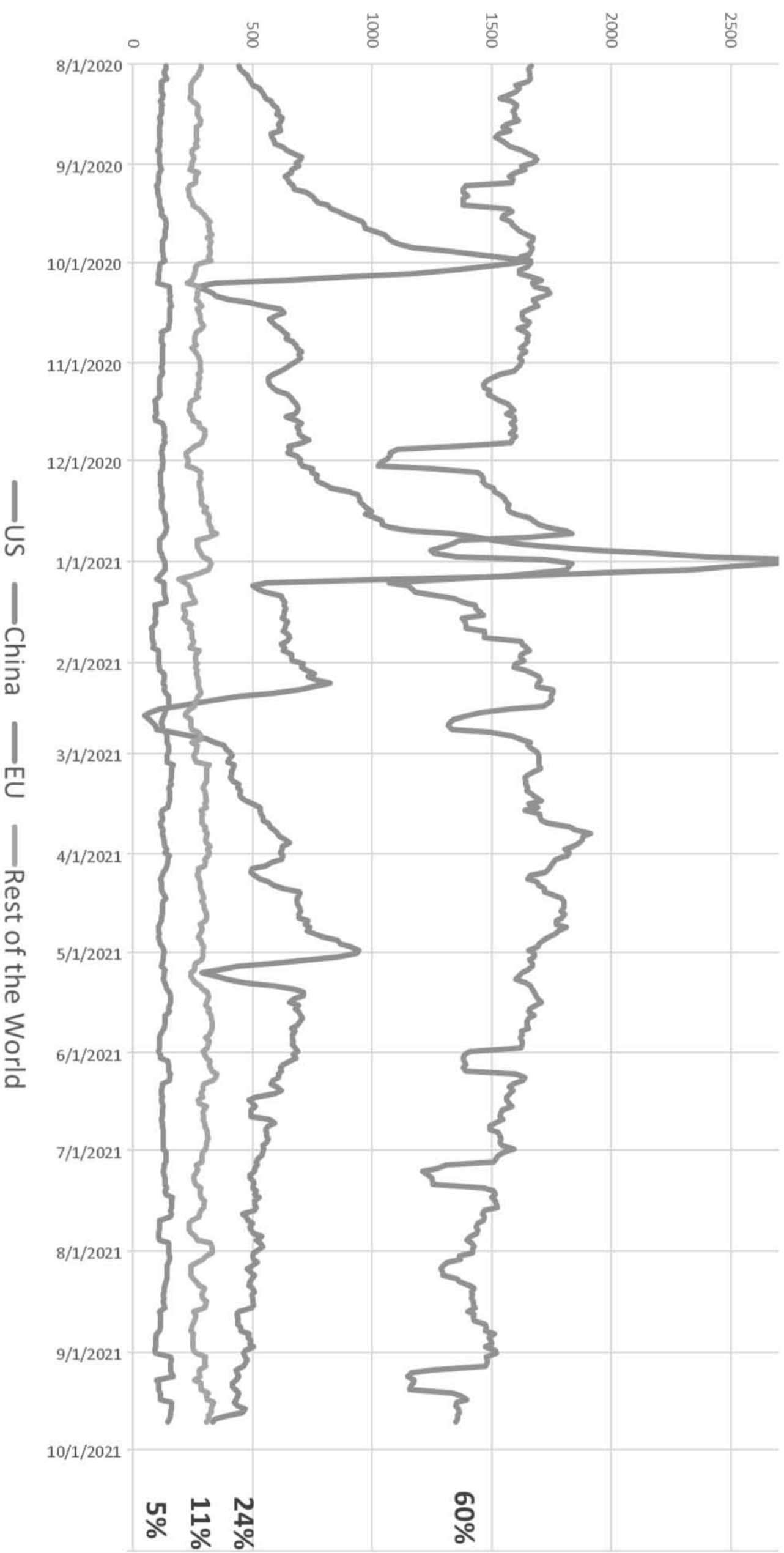
BDs



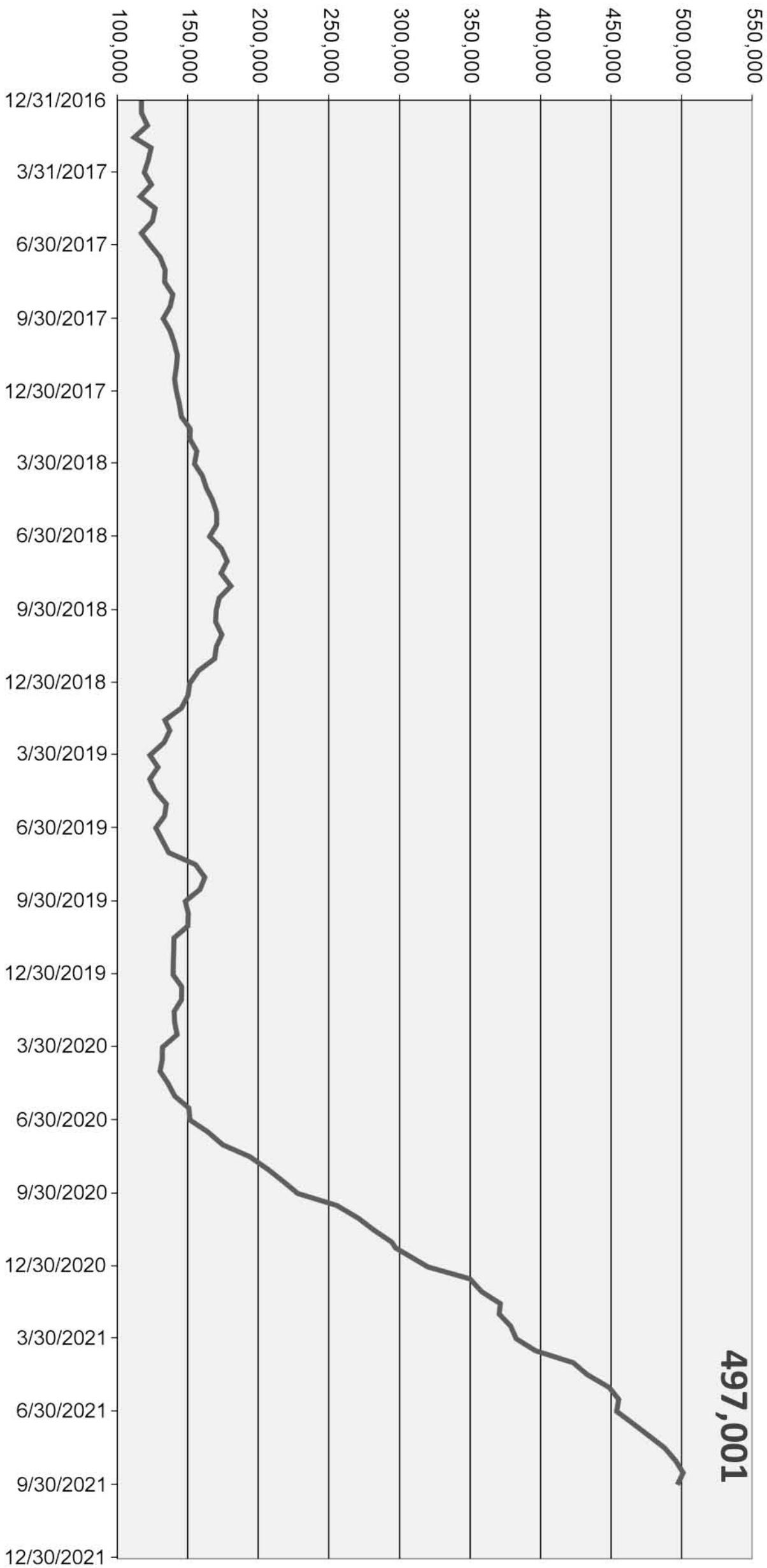
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)



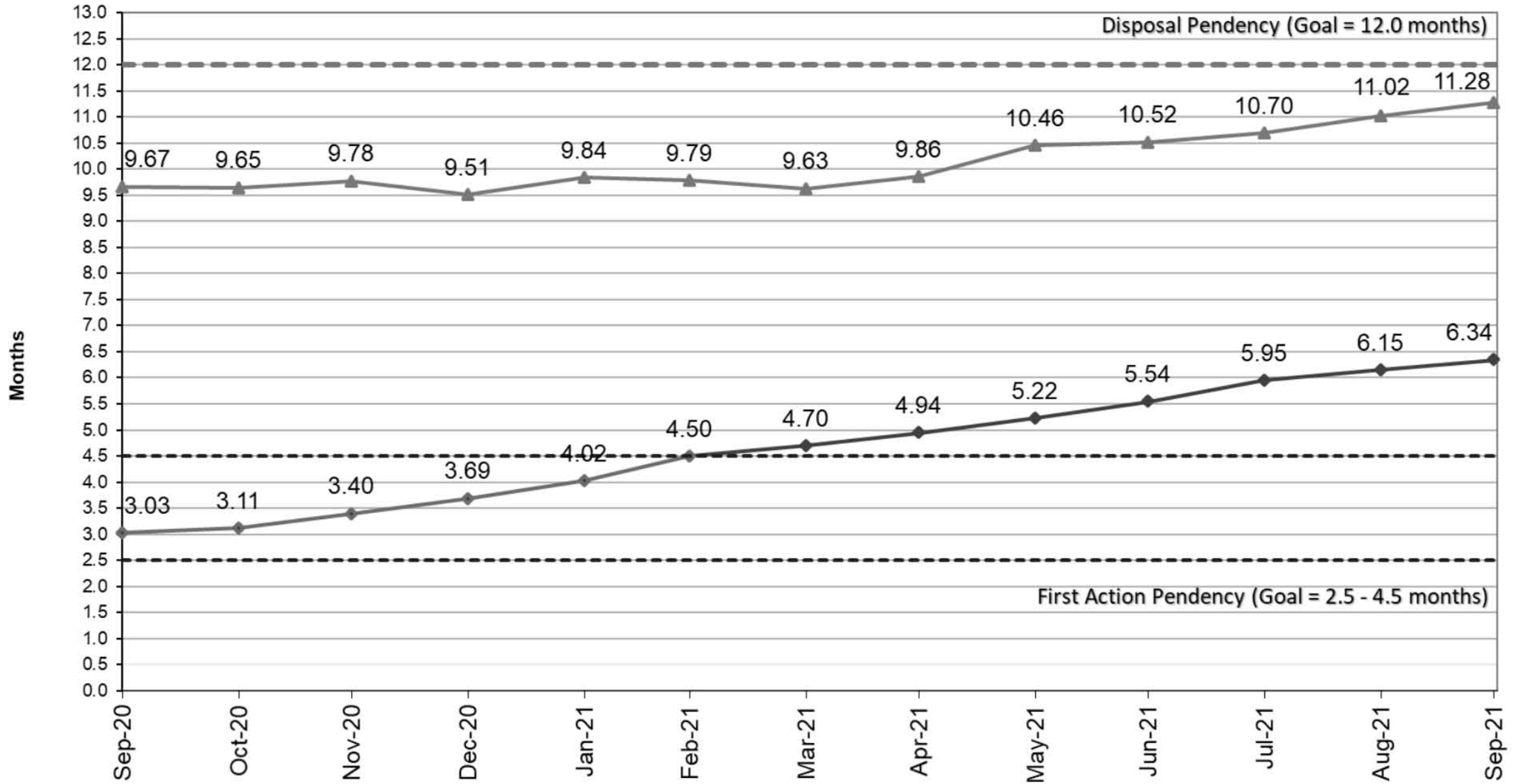
USPTO Application Filing Origins: US, China, EU and the Rest of the World



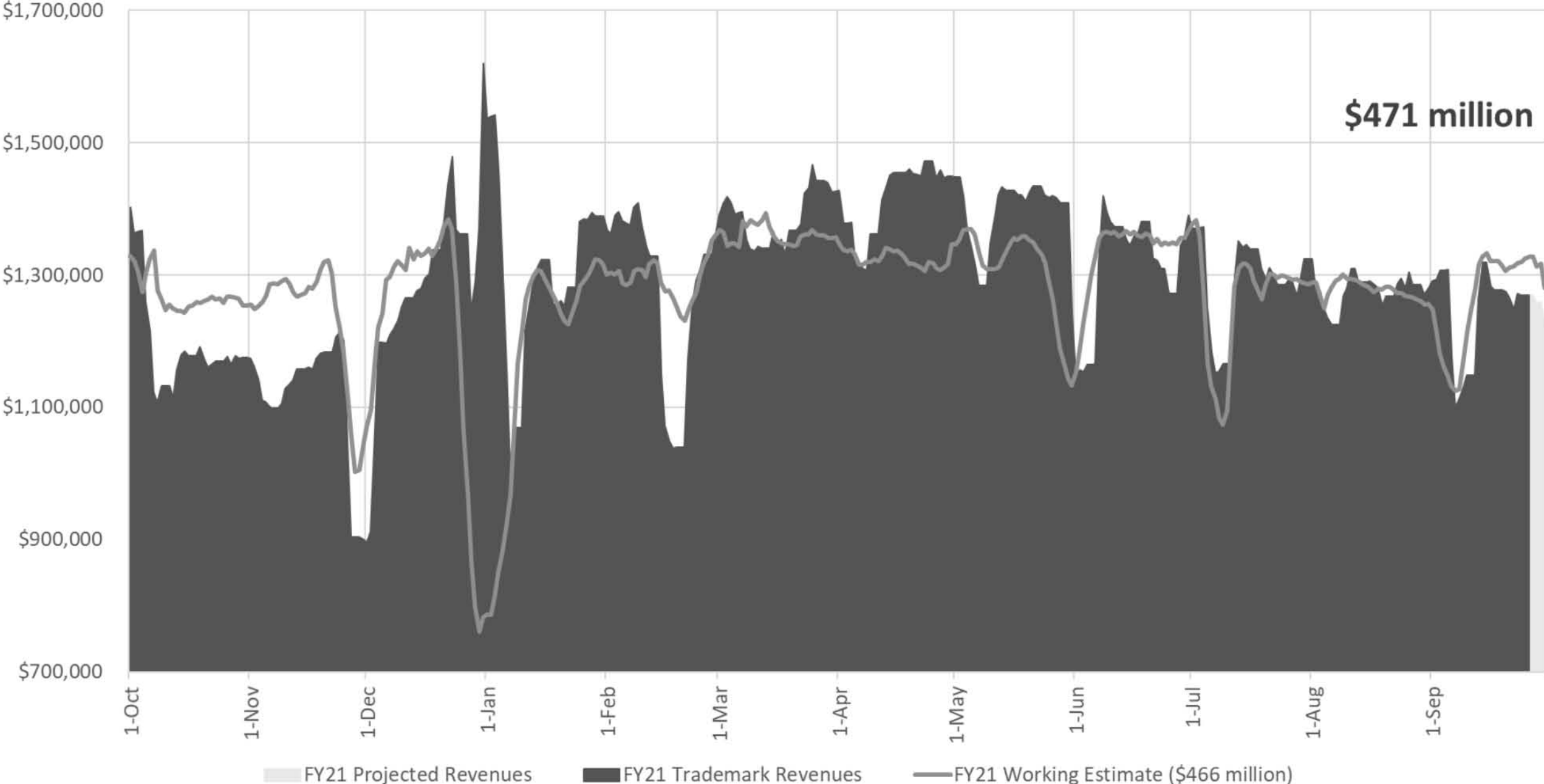
Unexamined Application Inventory (Classes)



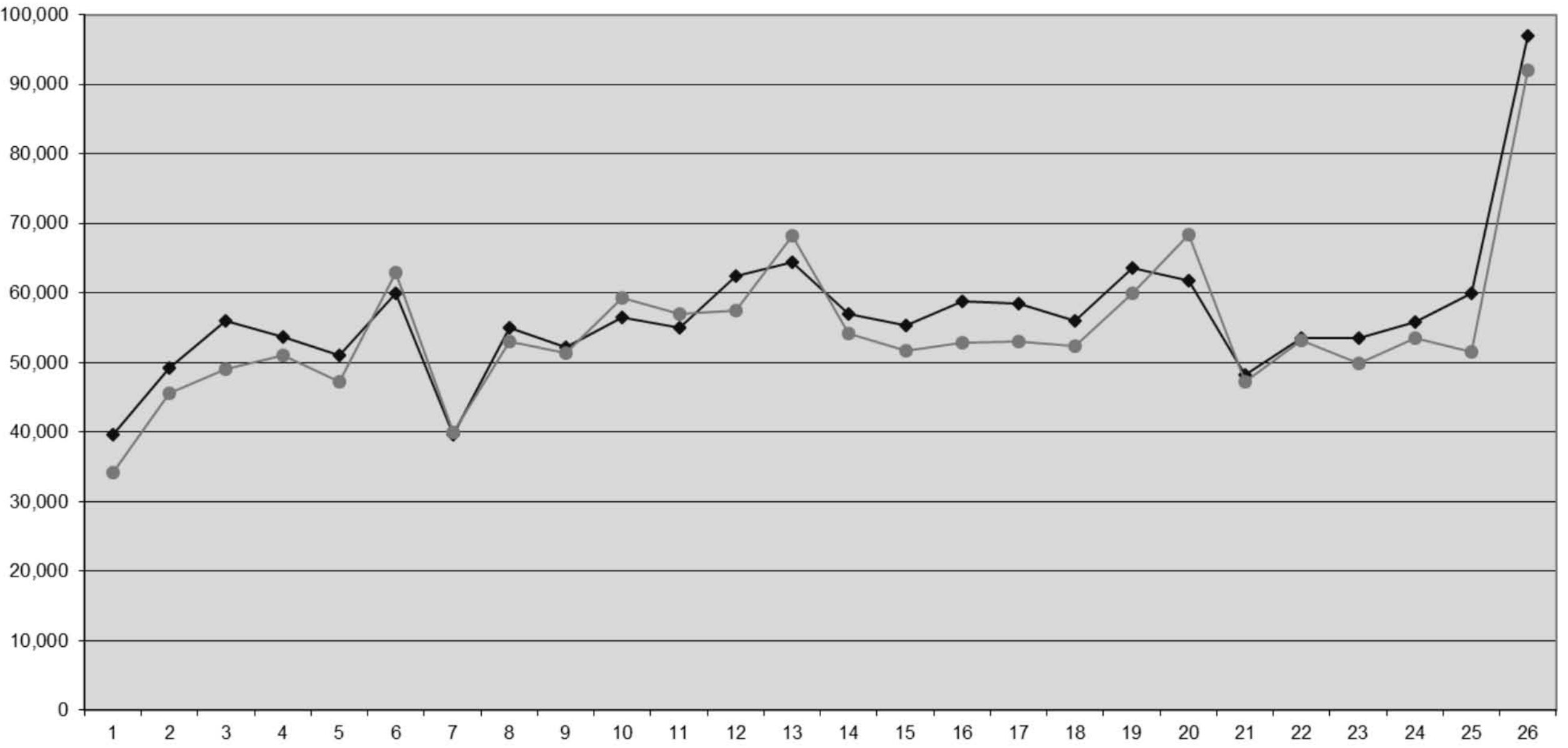
FY21 Pendency



FY 2021 Daily TM Revenues



BDs

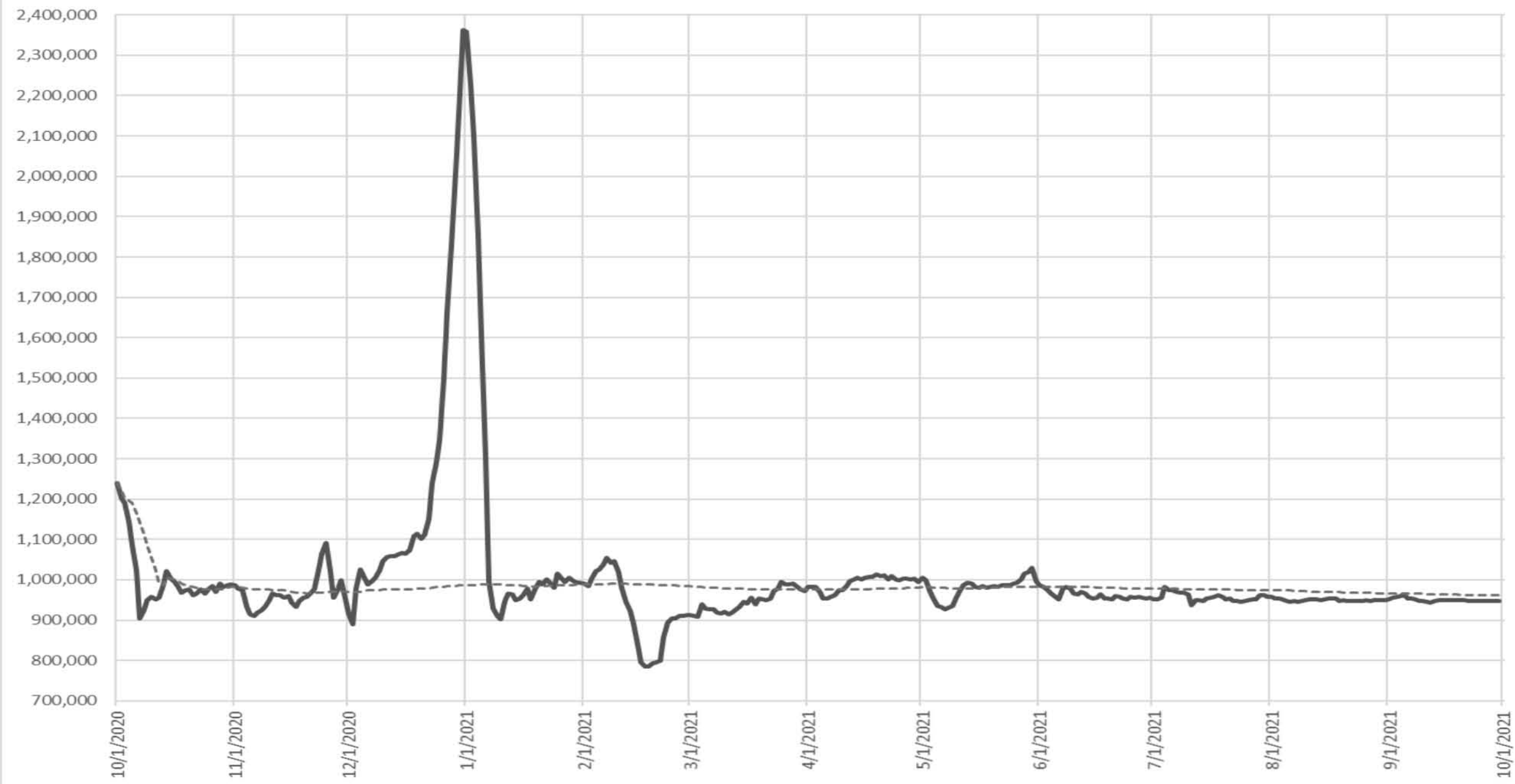


FY21 Daily Trademark Application Filings: Actuals Compared to Plan (615,000 Applications; 789,000 Classes)

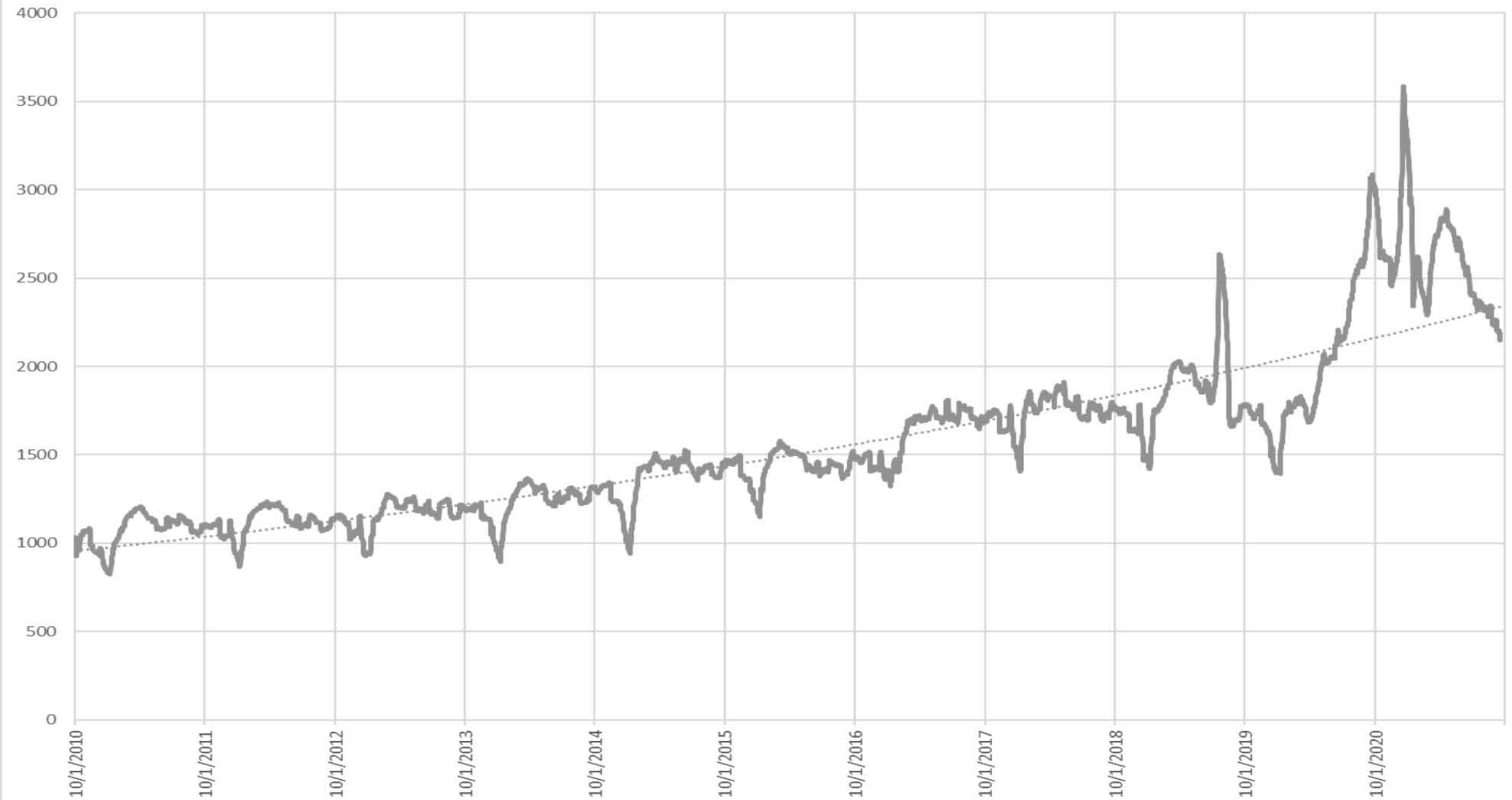


FY21 Filing Projections (Classes)

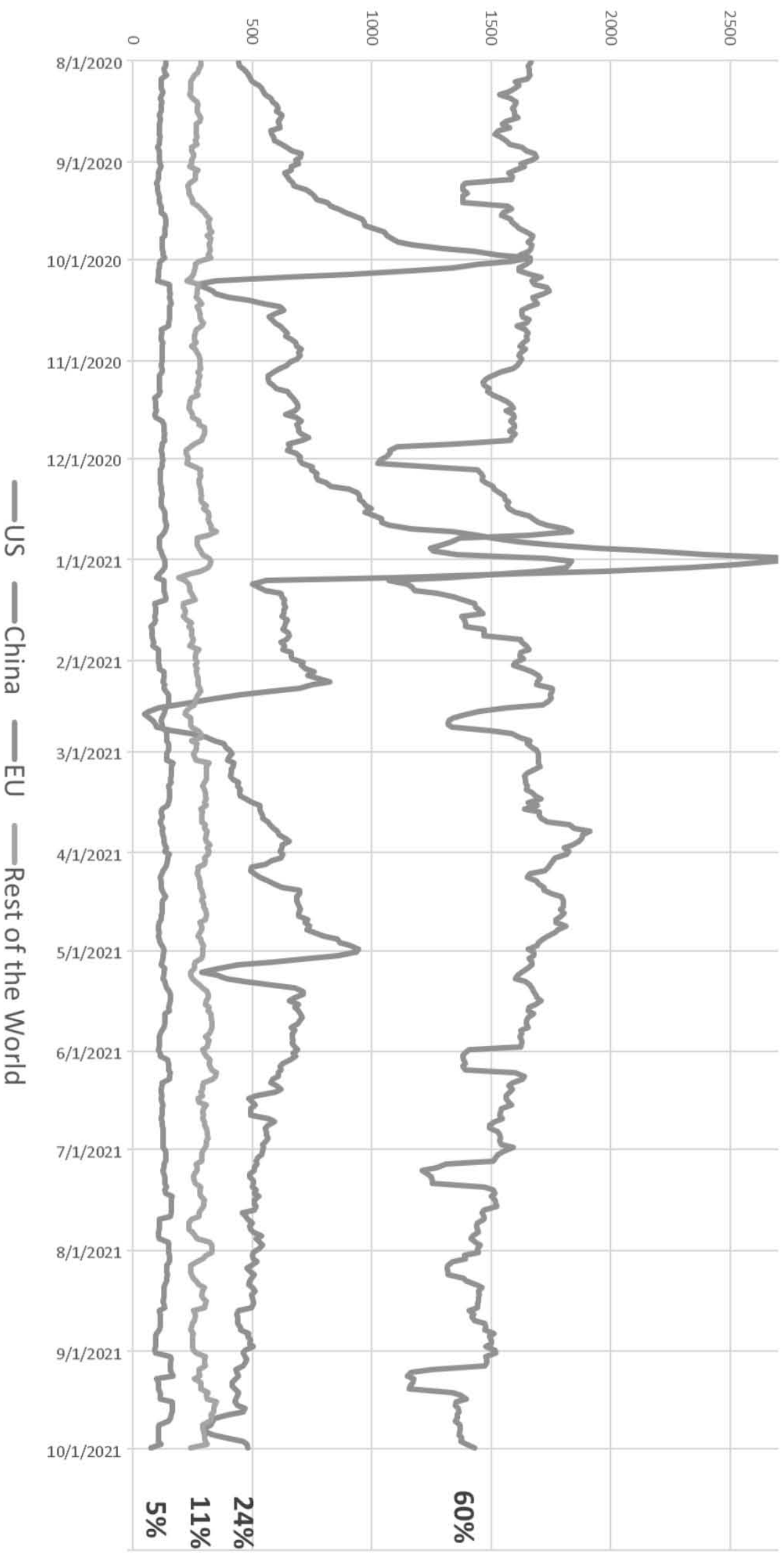
— 7-day average - - - - 7-day median



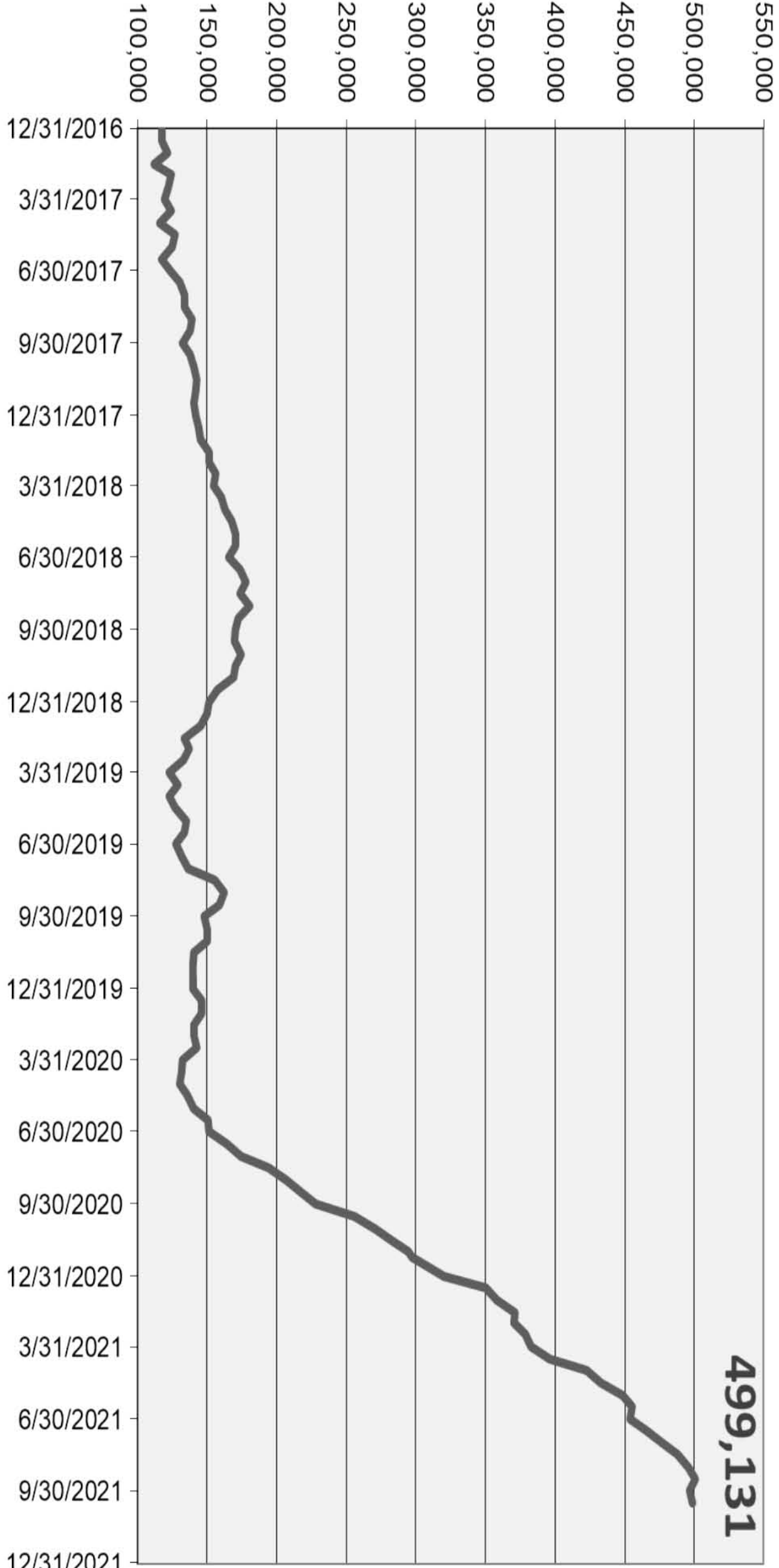
Trademark Filings - 28-day average FY11-FY21



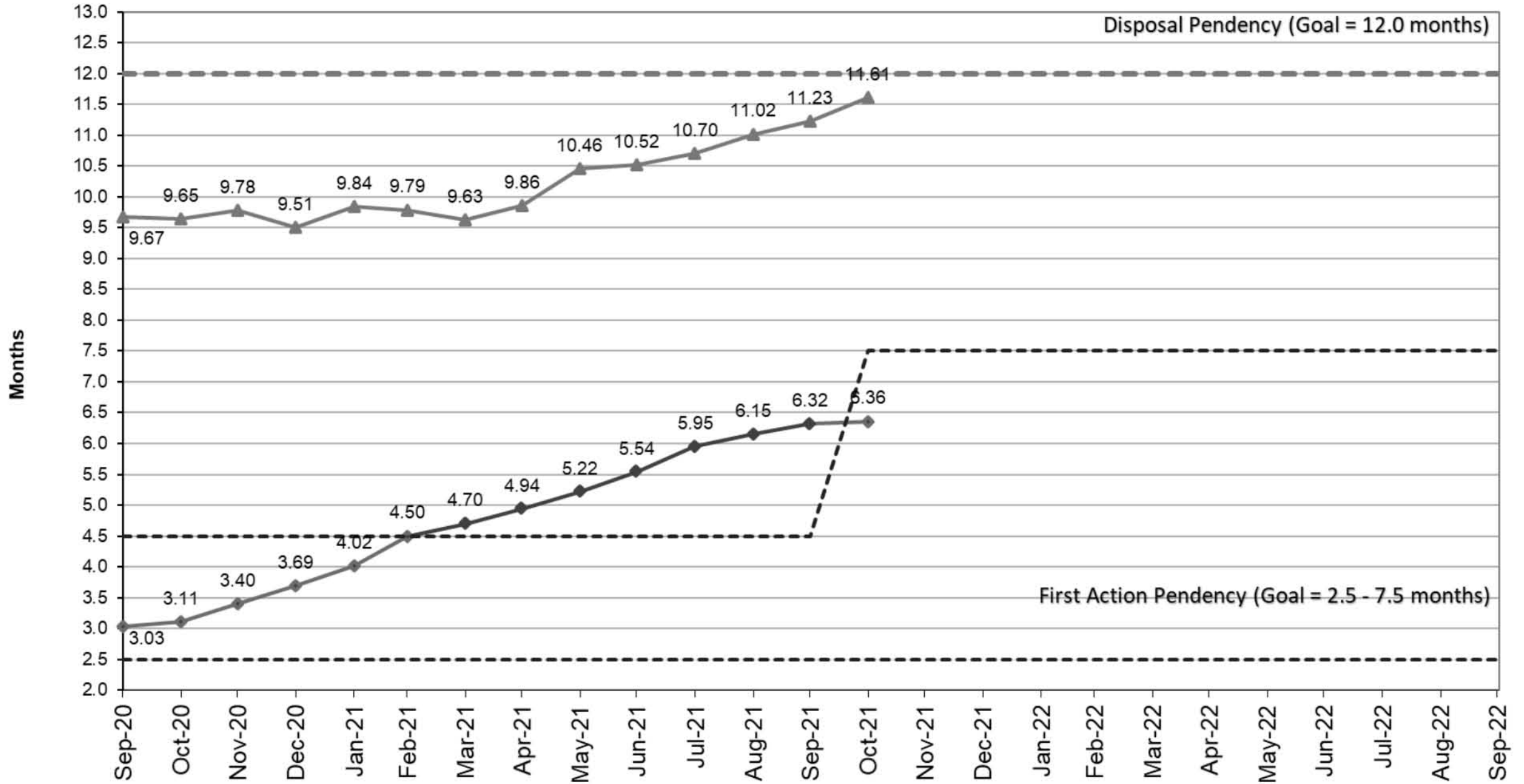
USPTO Application Filing Origins: US, China, EU and the Rest of the World



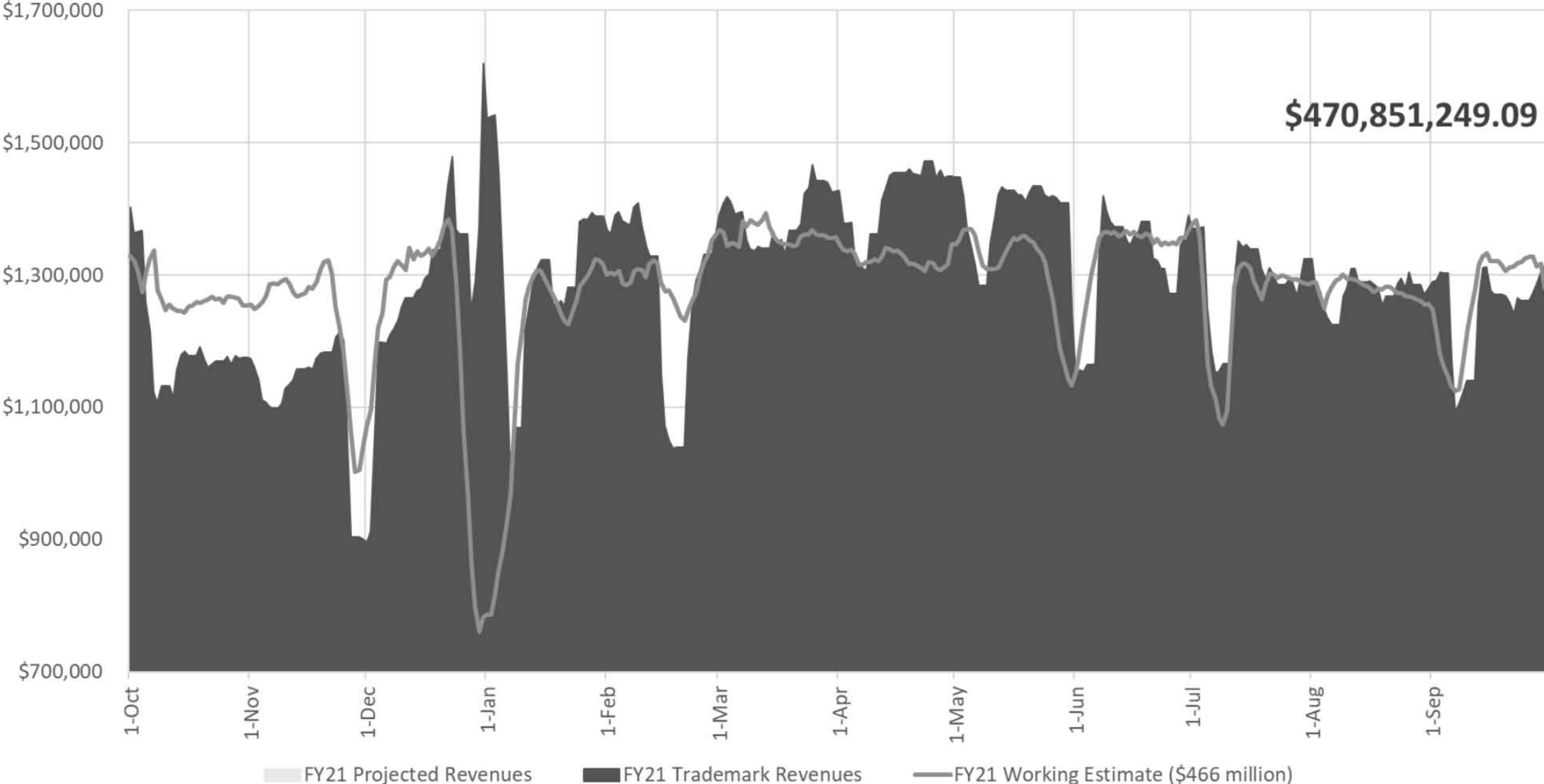
Unexamined Application Inventory (Classes)



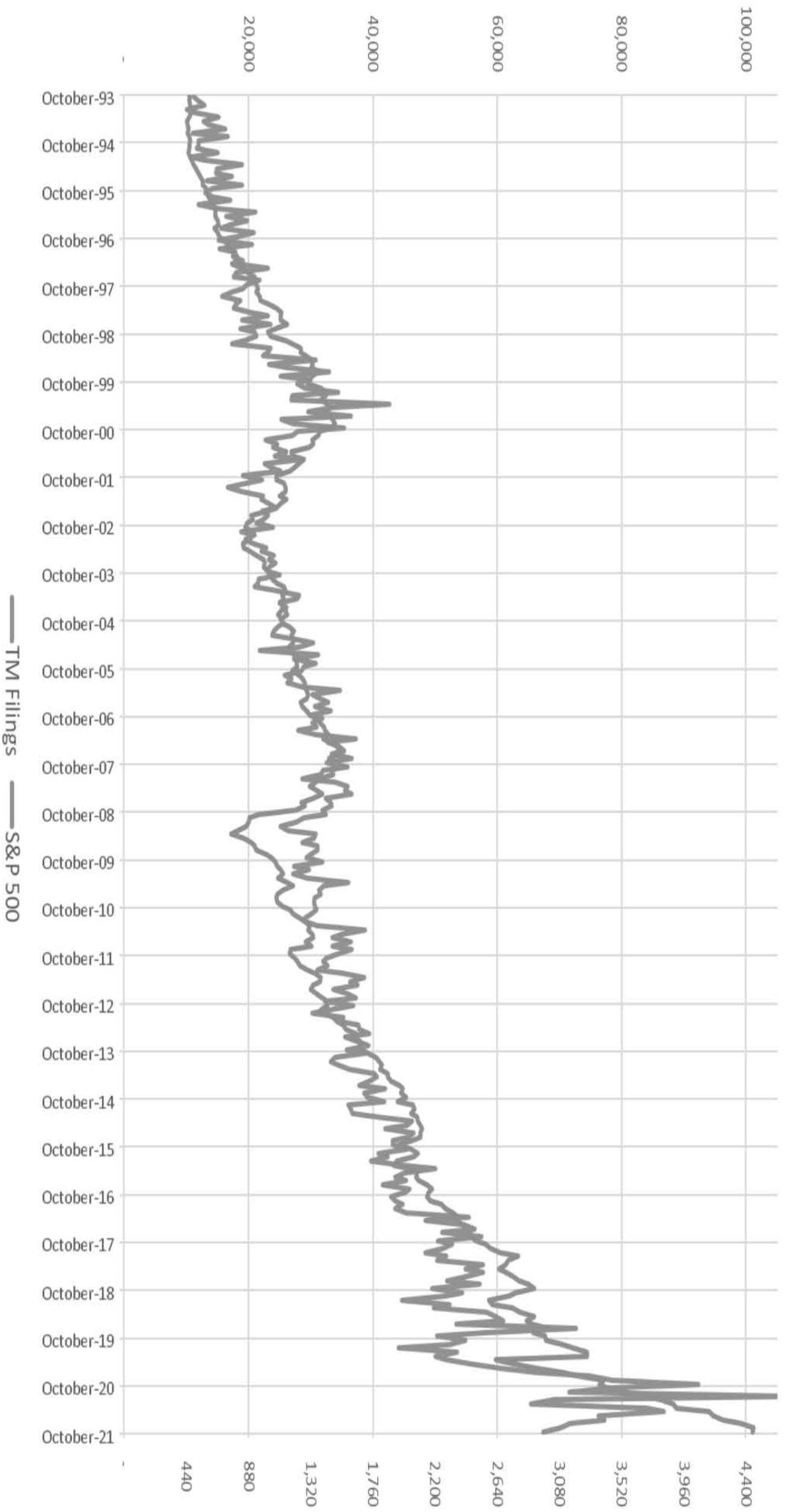
FY21-22 Pendency



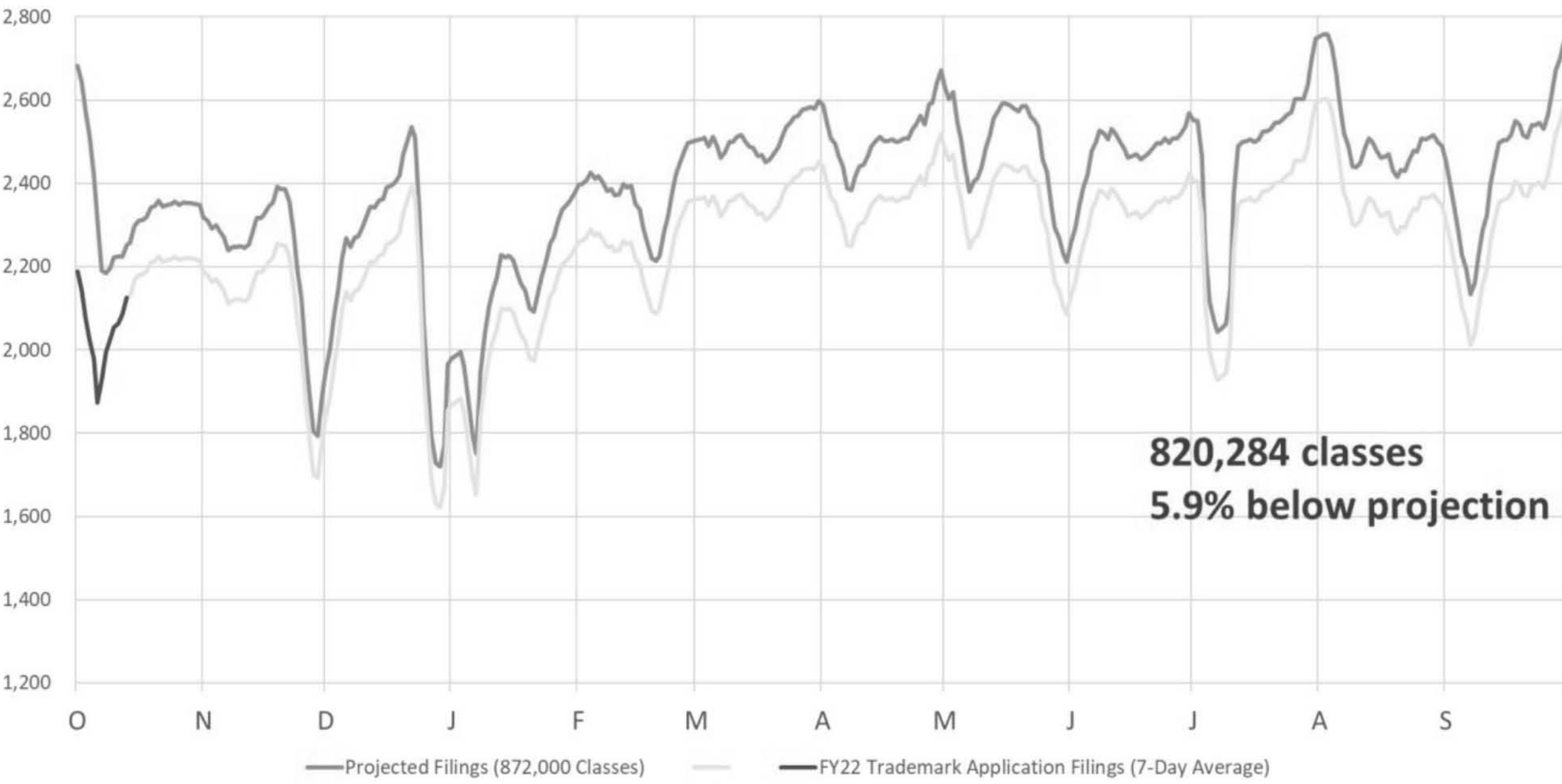
FY 2021 Daily TM Revenues



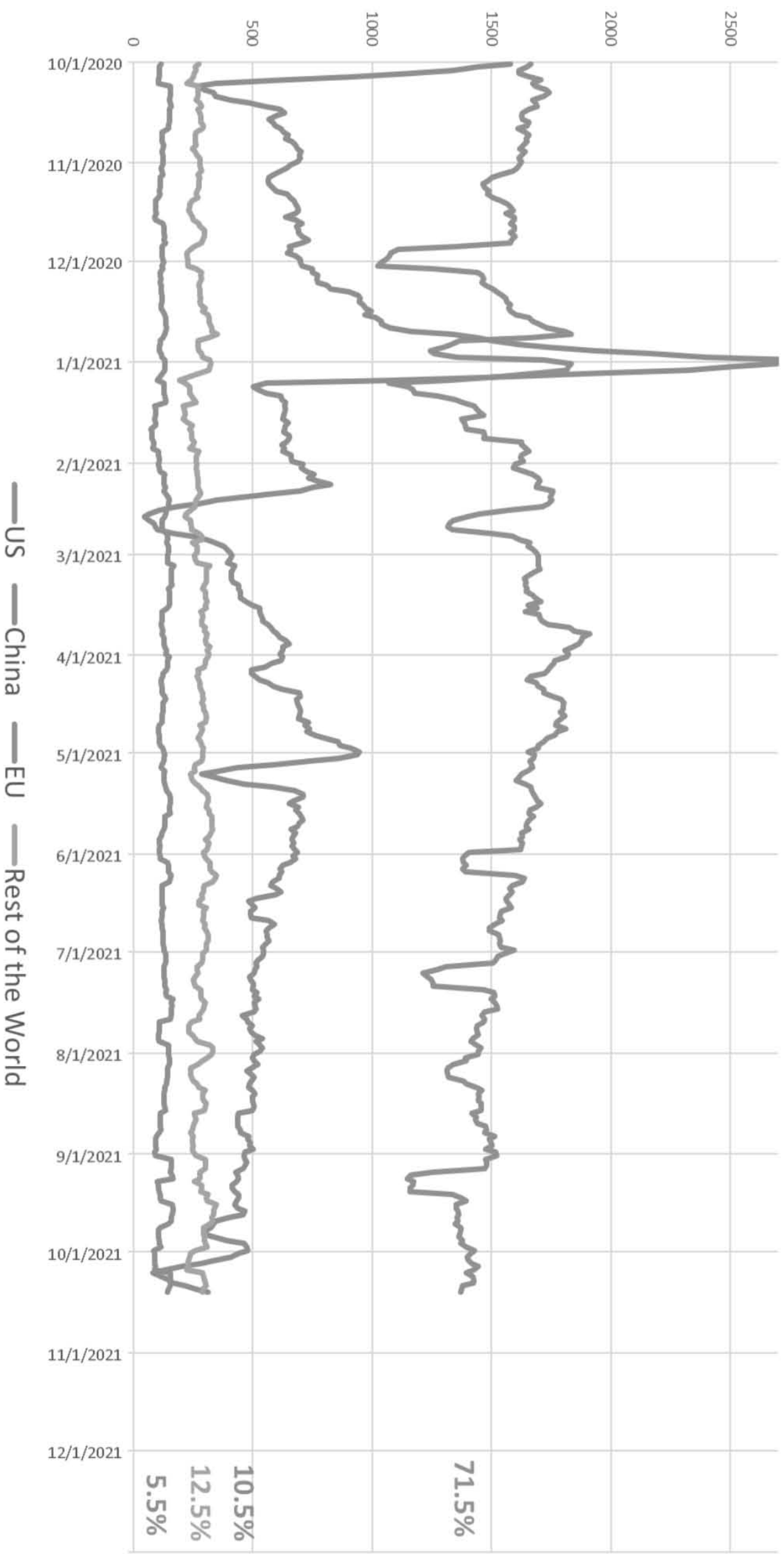
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



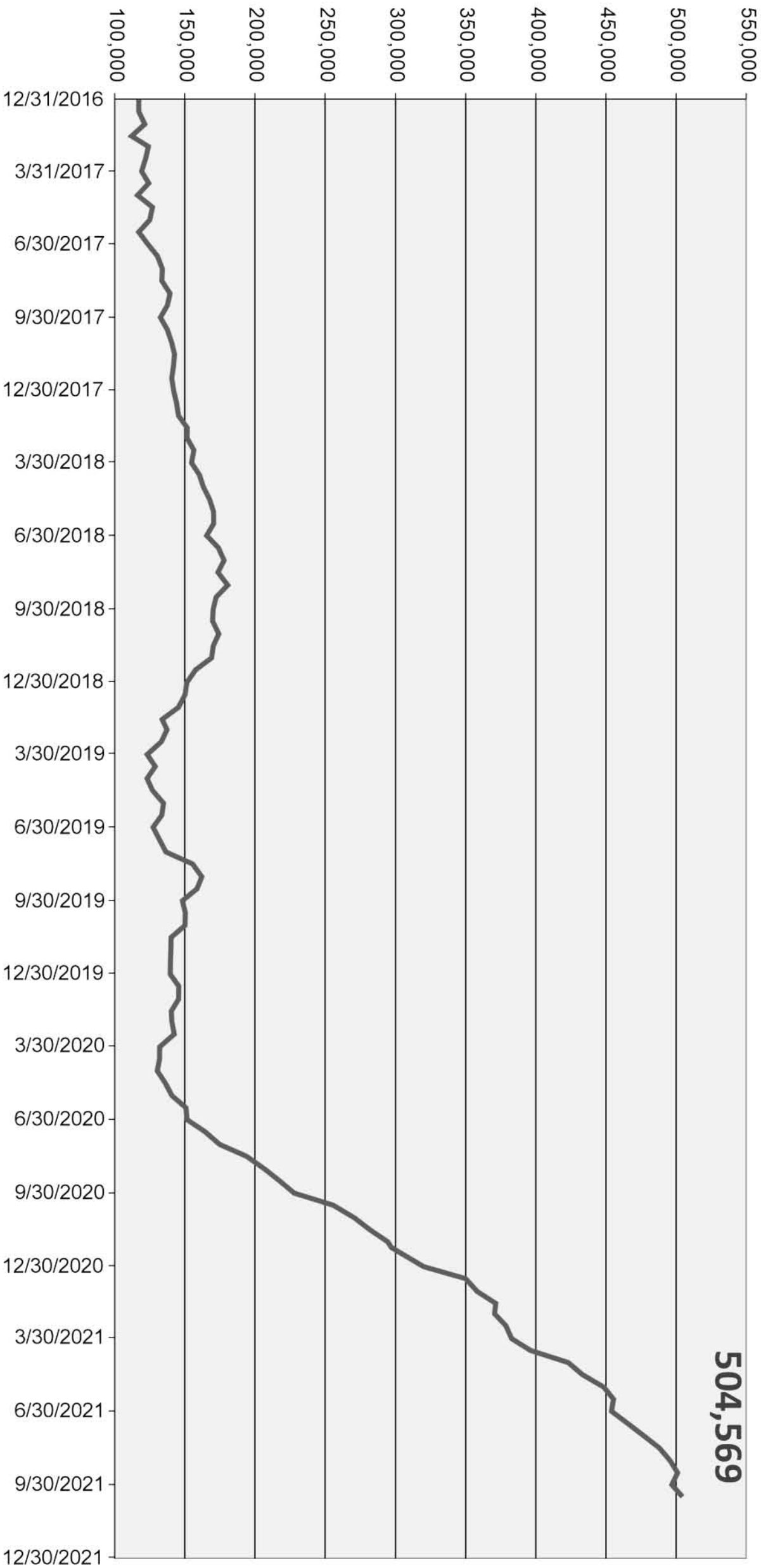
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (872,000 Classes)



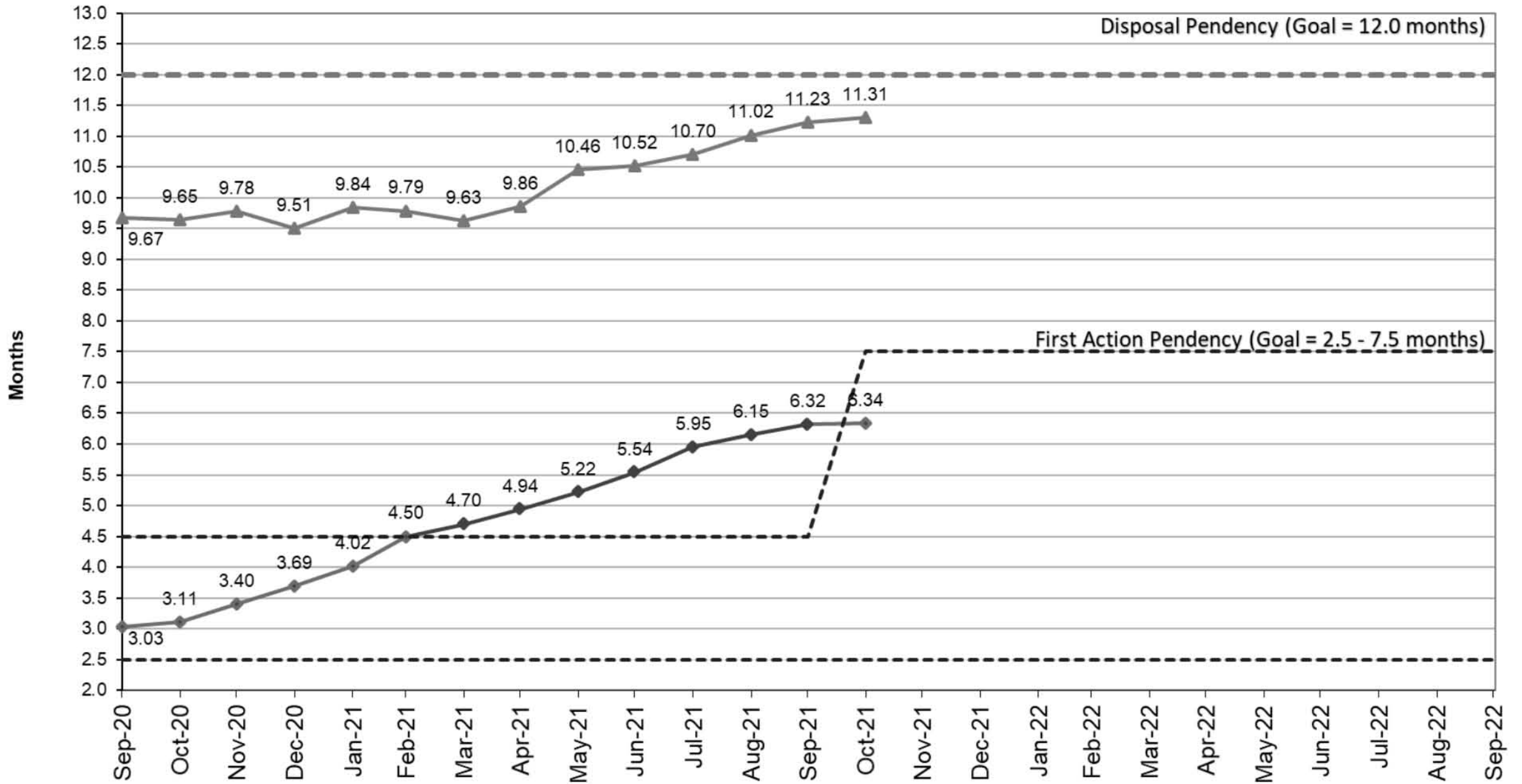
USPTO Application Filing Origins: US, China, EU and the Rest of the World



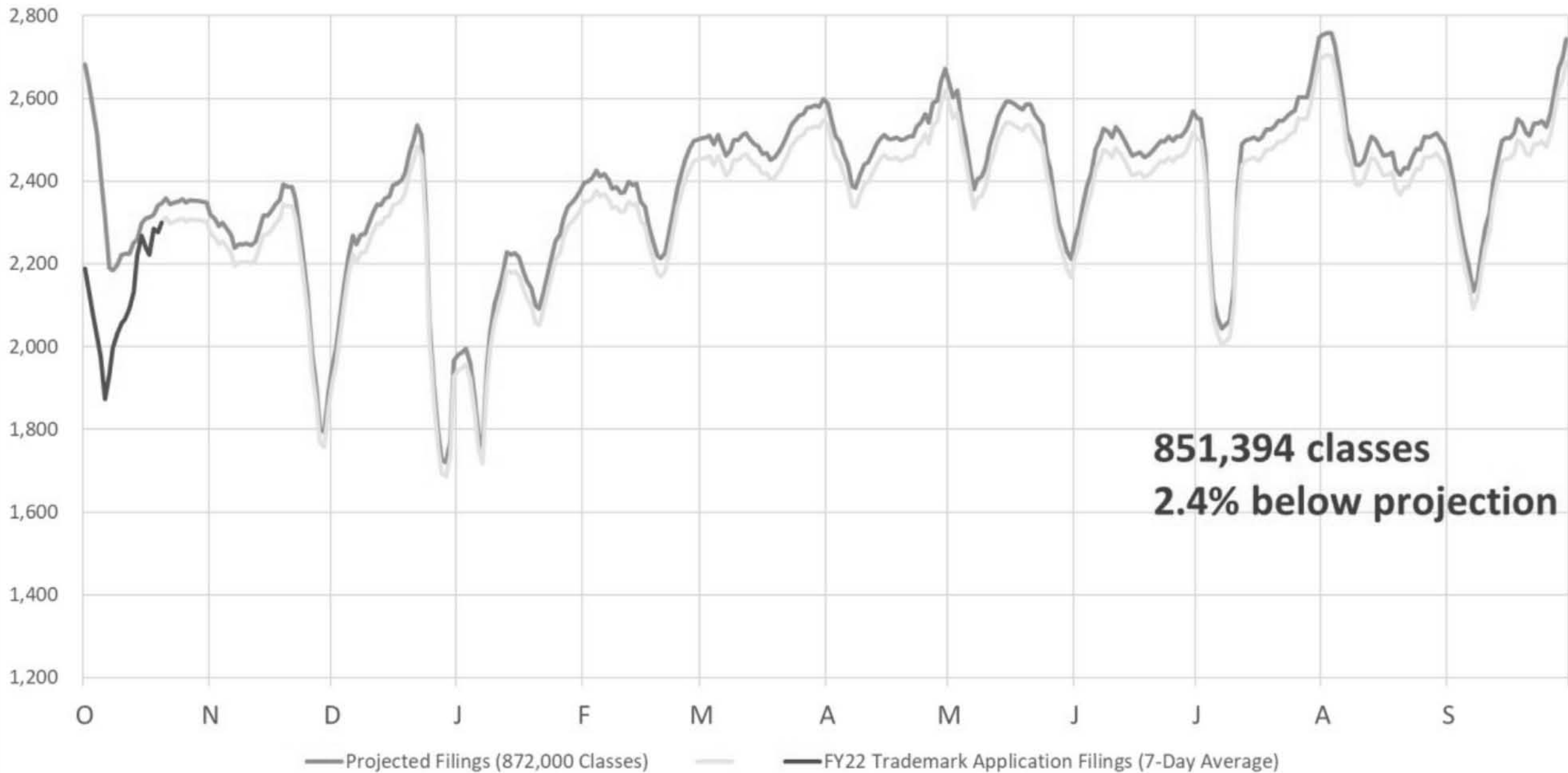
Unexamined Application Inventory (Classes)



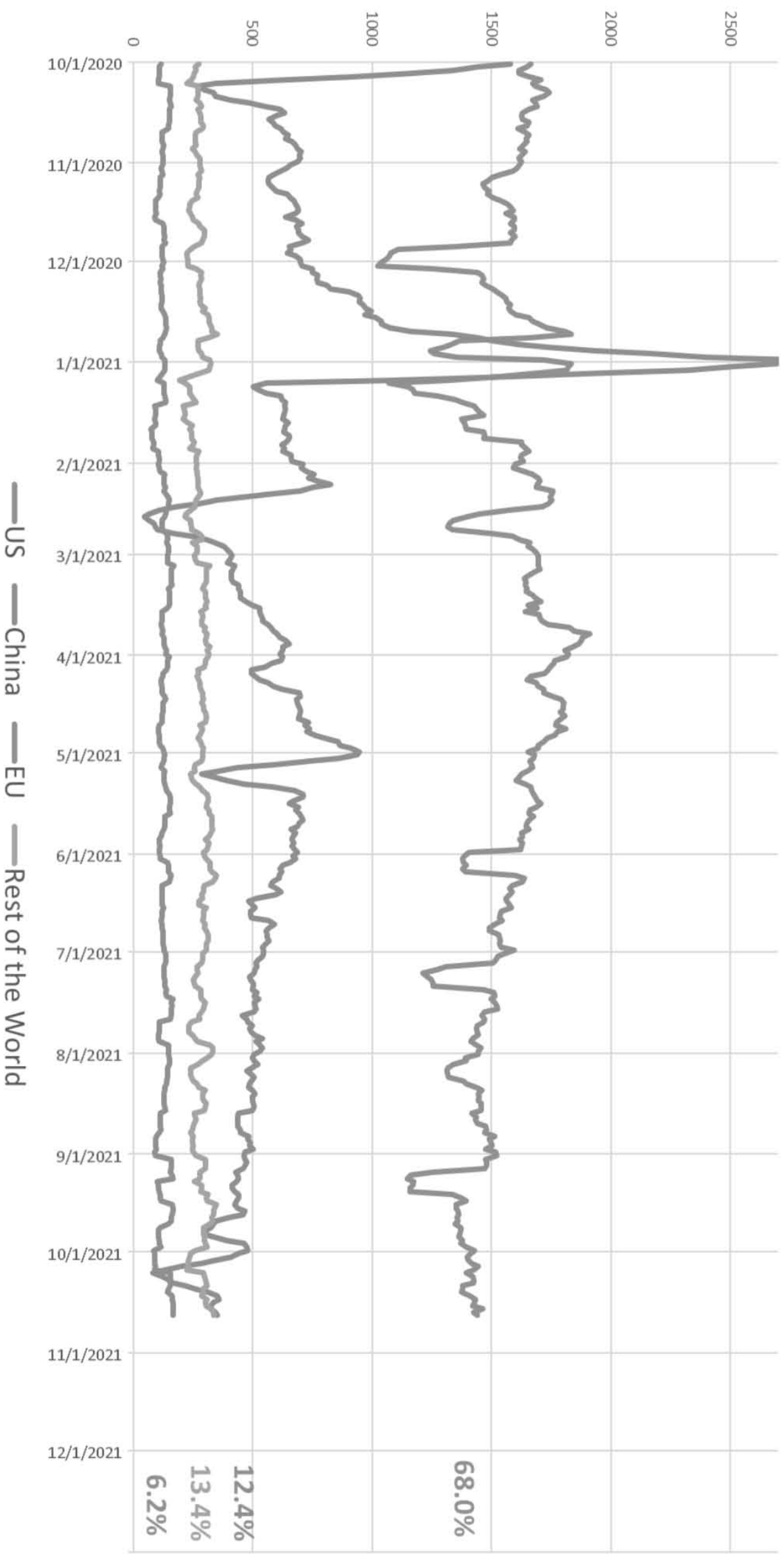
FY21-22 Pendency



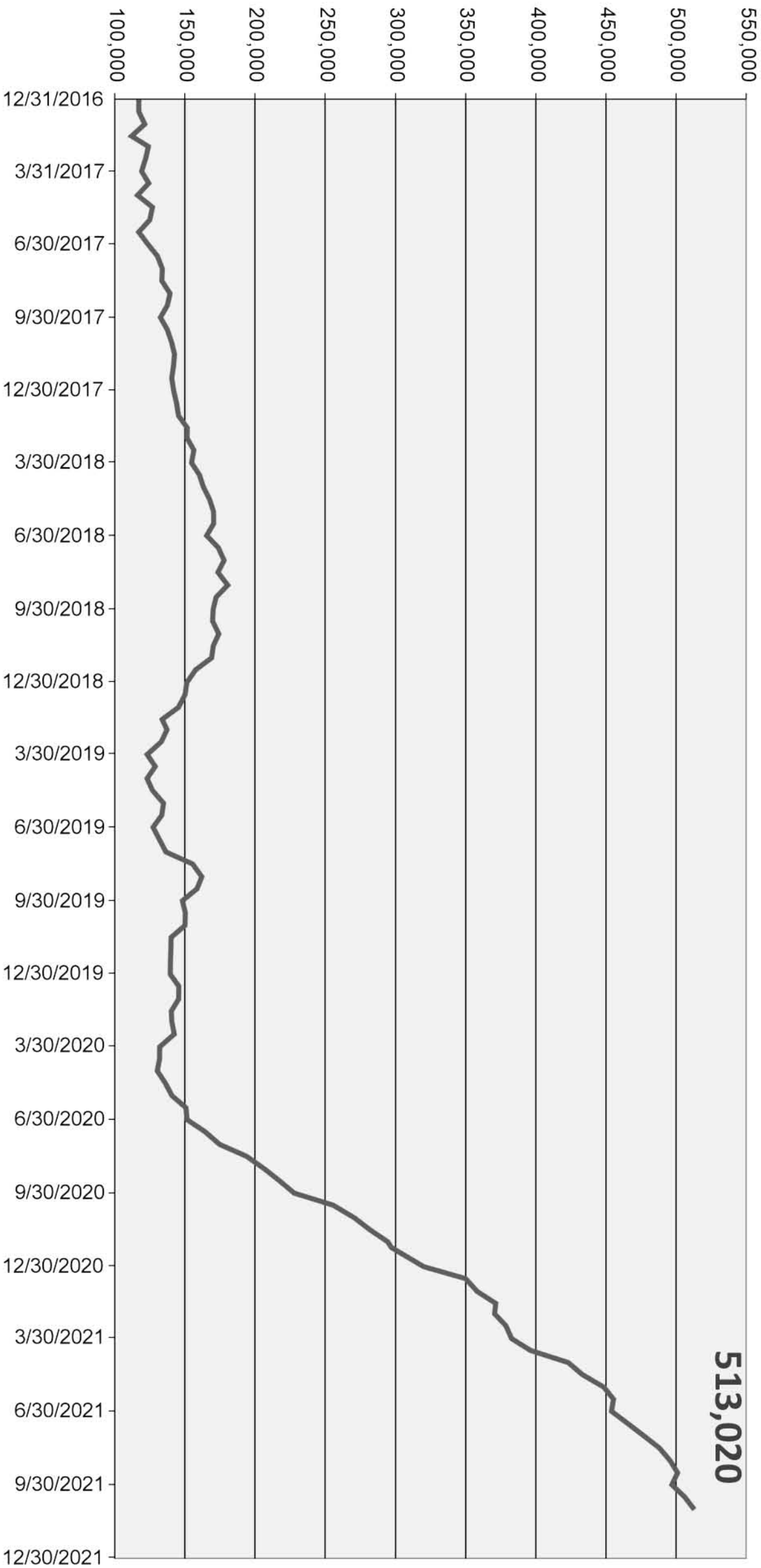
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (872,000 Classes)



USPTO Application Filing Origins: US, China, EU and the Rest of the World



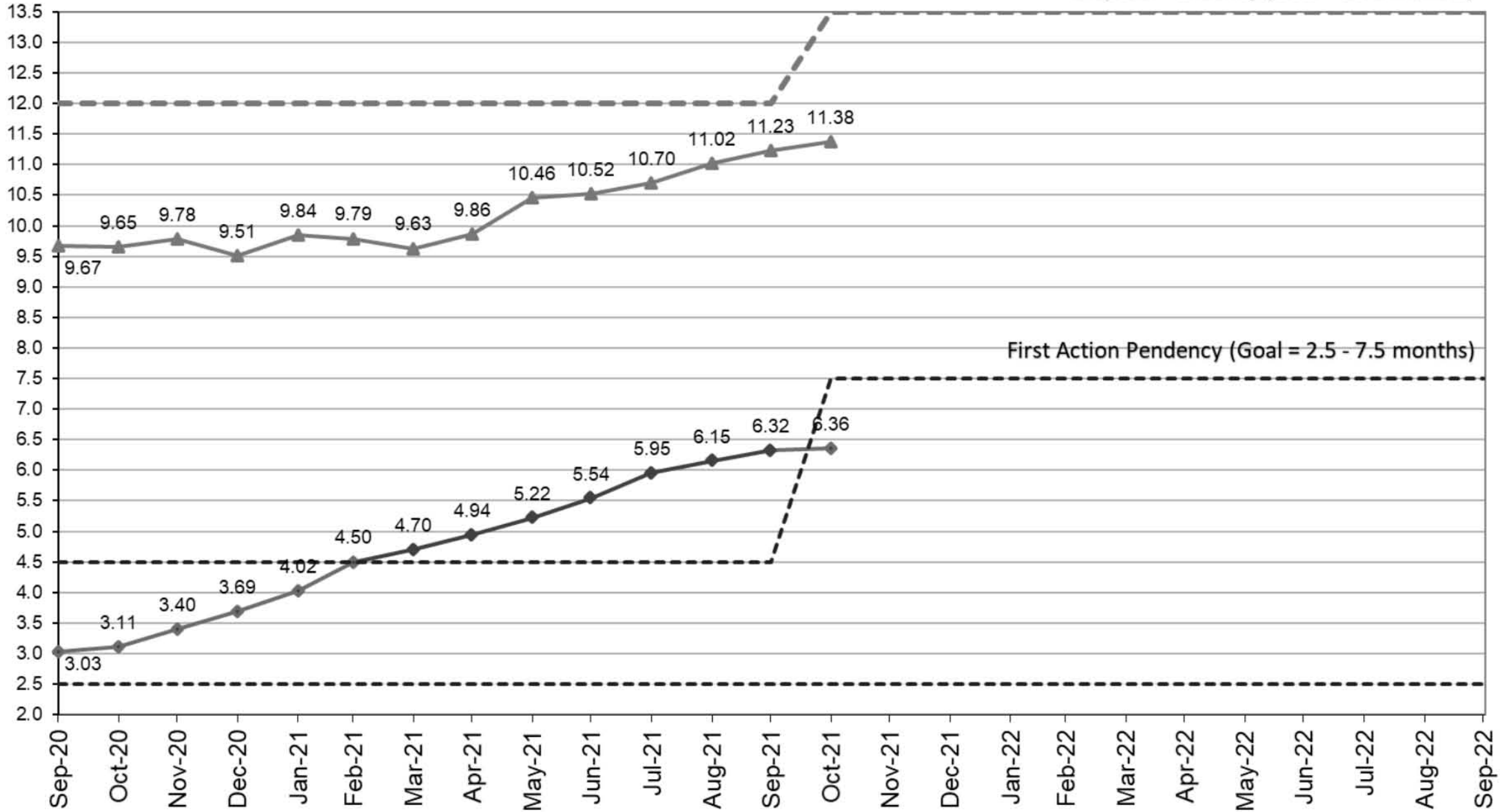
Unexamined Application Inventory (Classes)



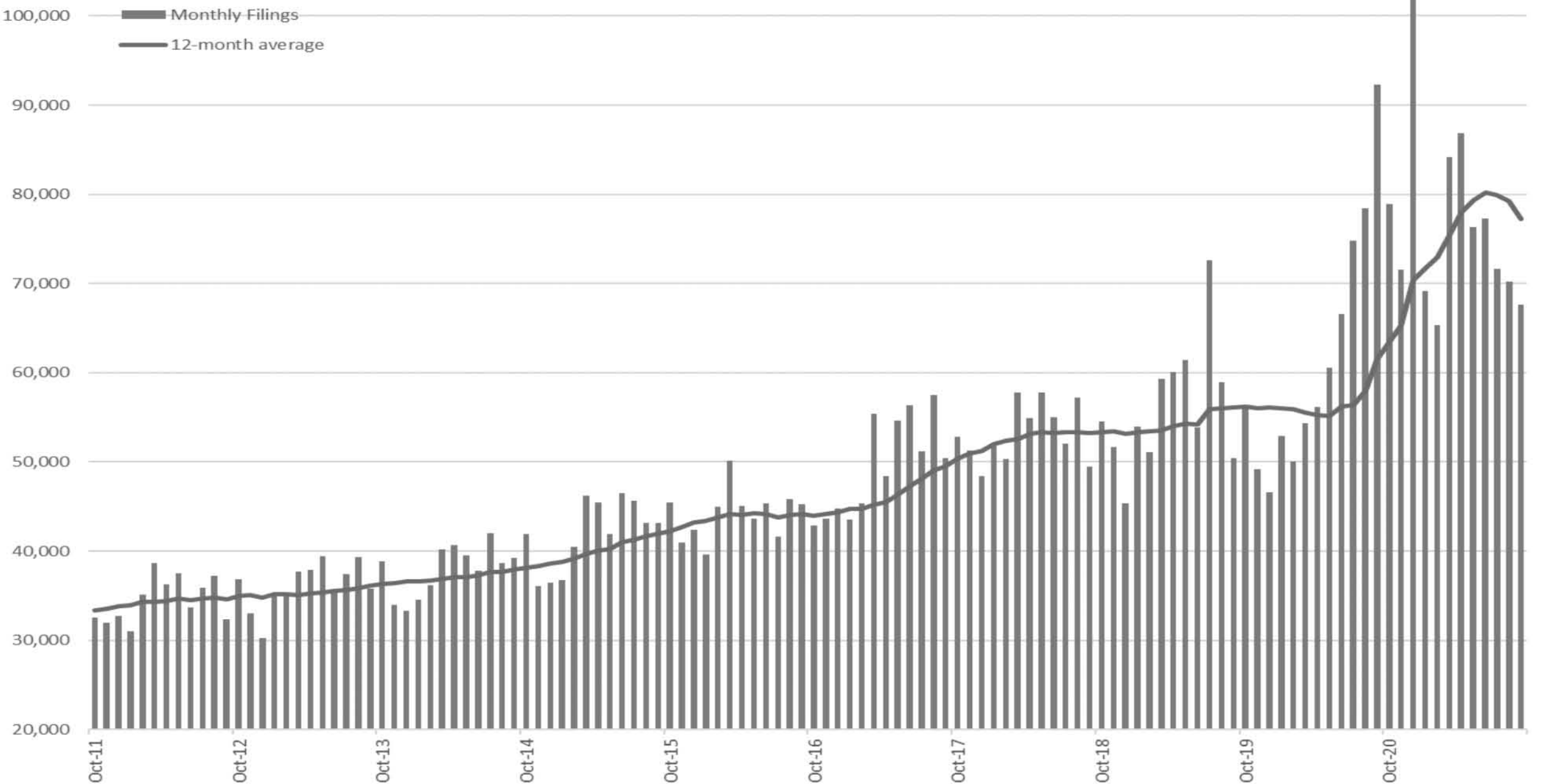
FY21-22 Pendency

Disposal Pendency (Goal = 13.5 months)

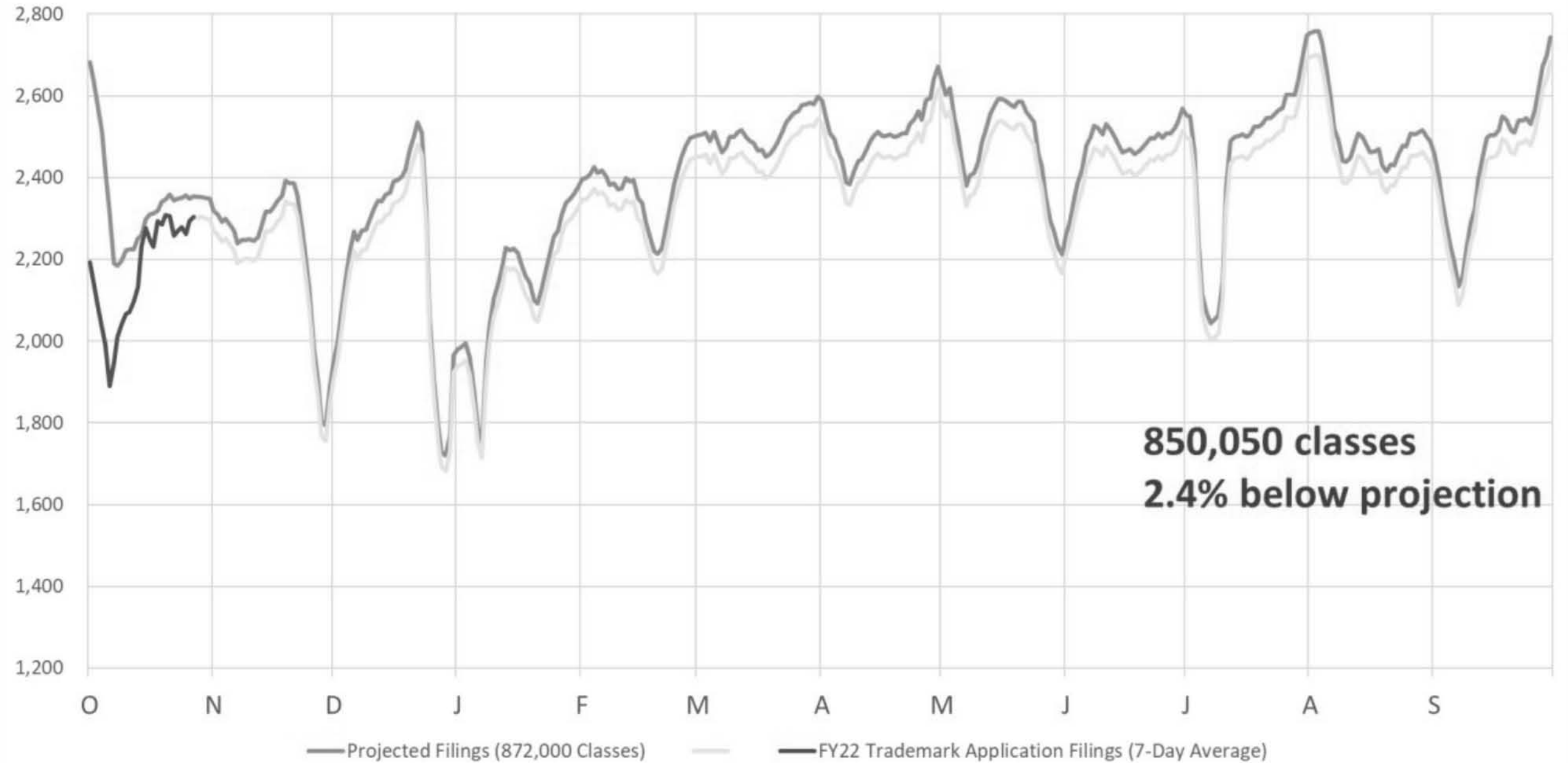
Months



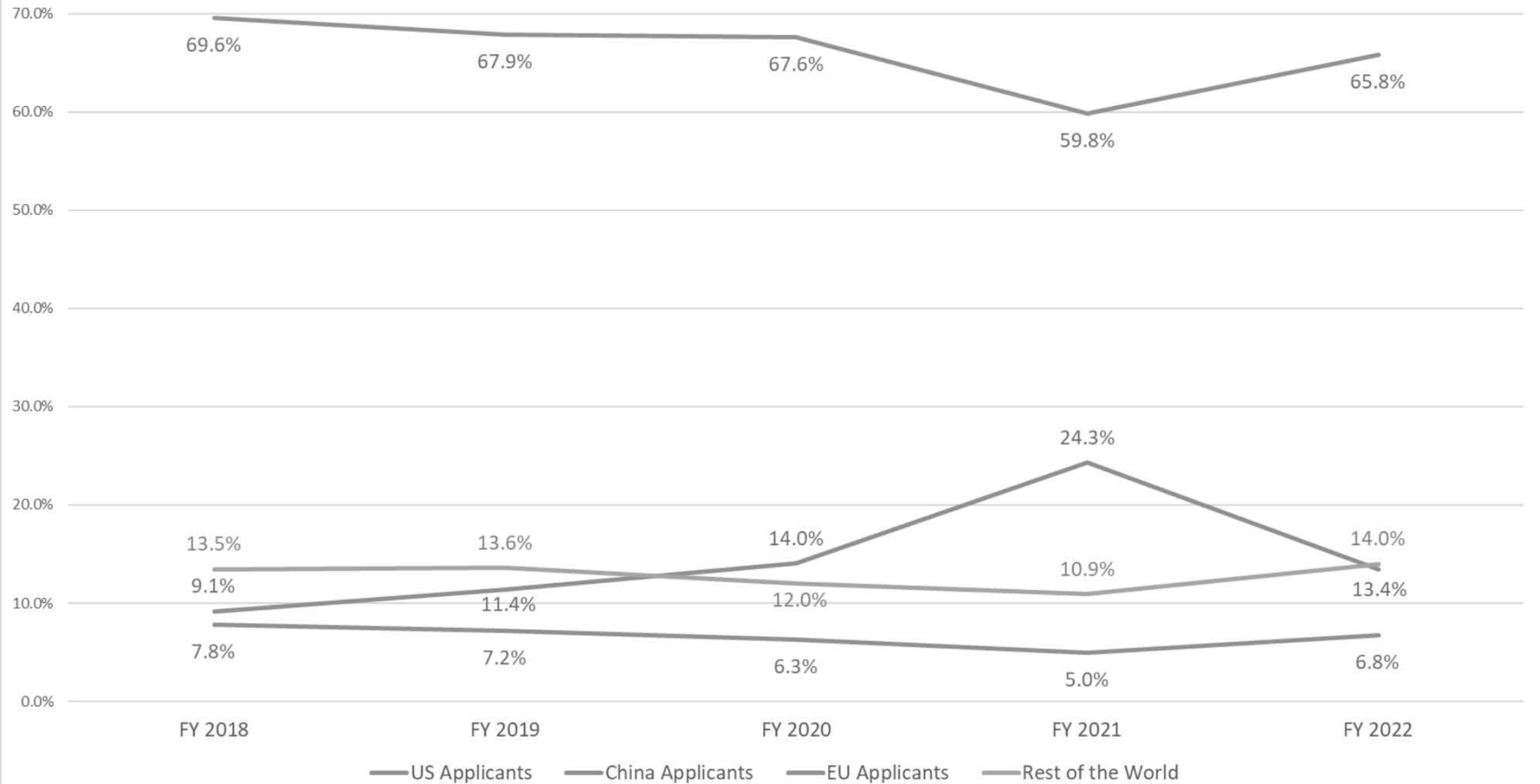
Monthly Application Filings (Classes) Since FY 2012



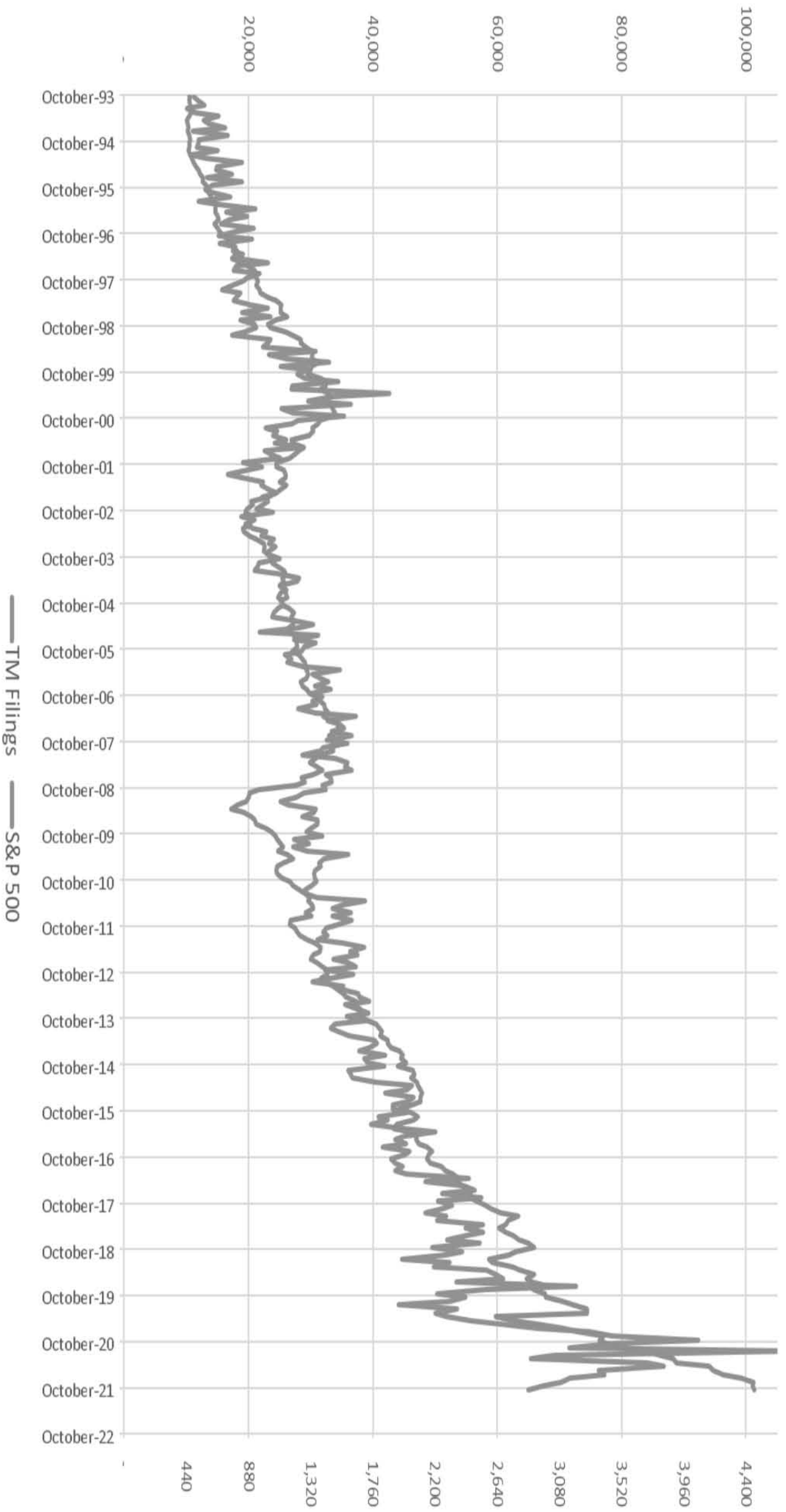
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (872,000 Classes)



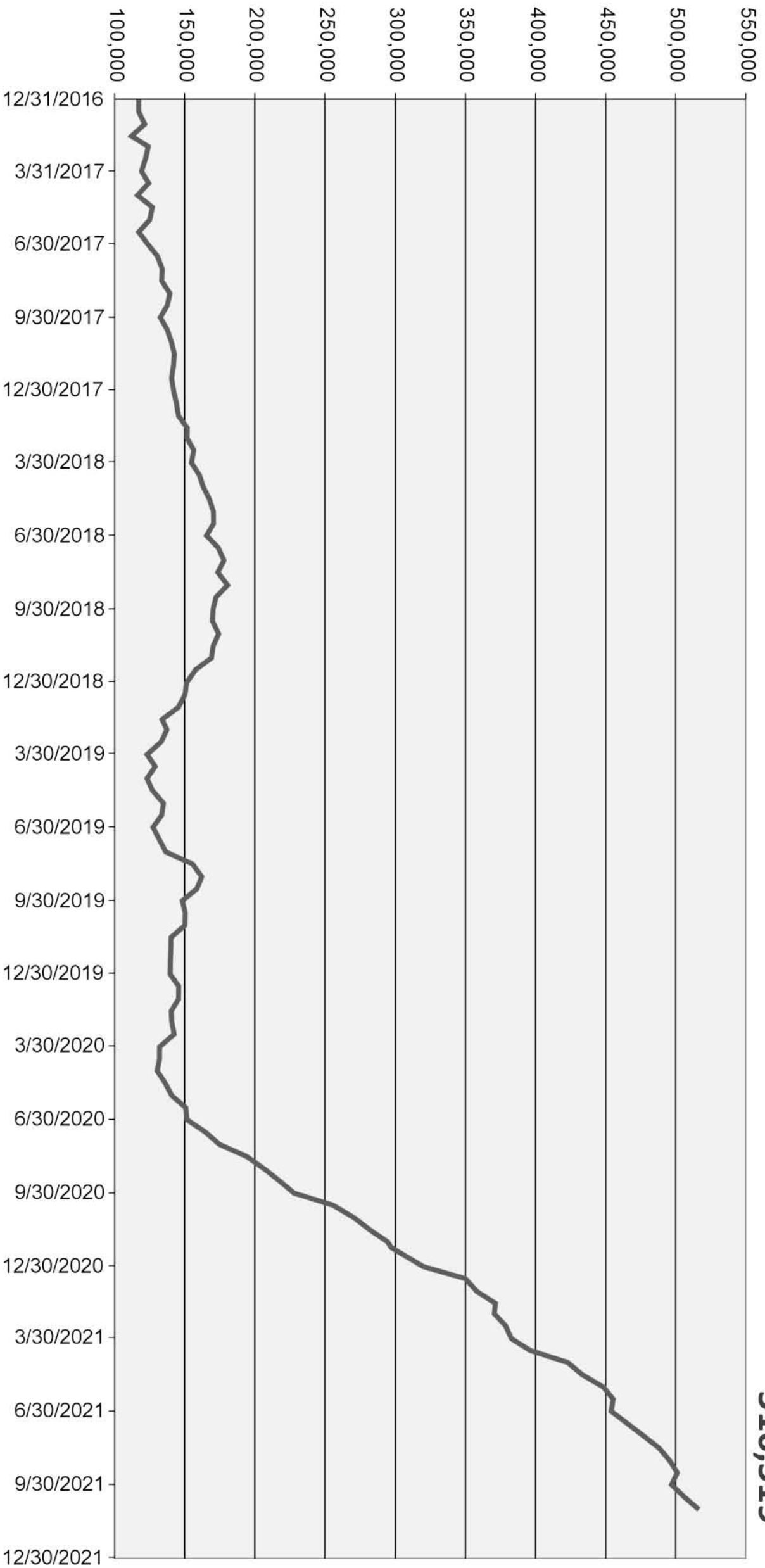
Share of Application Classes Filed by Applicant's Country of Origin



Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



Unexamined Application Inventory (Classes)

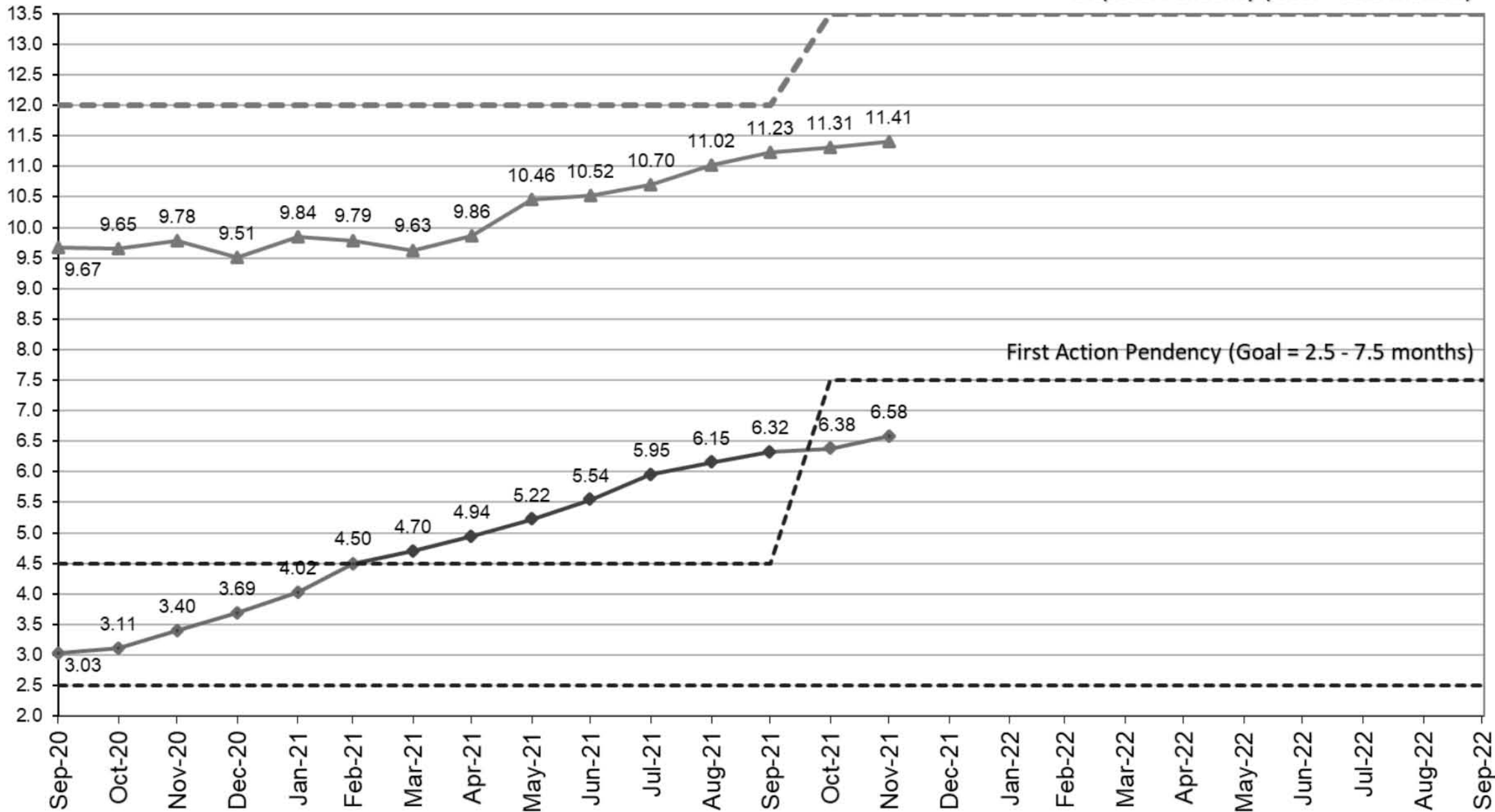


516,519

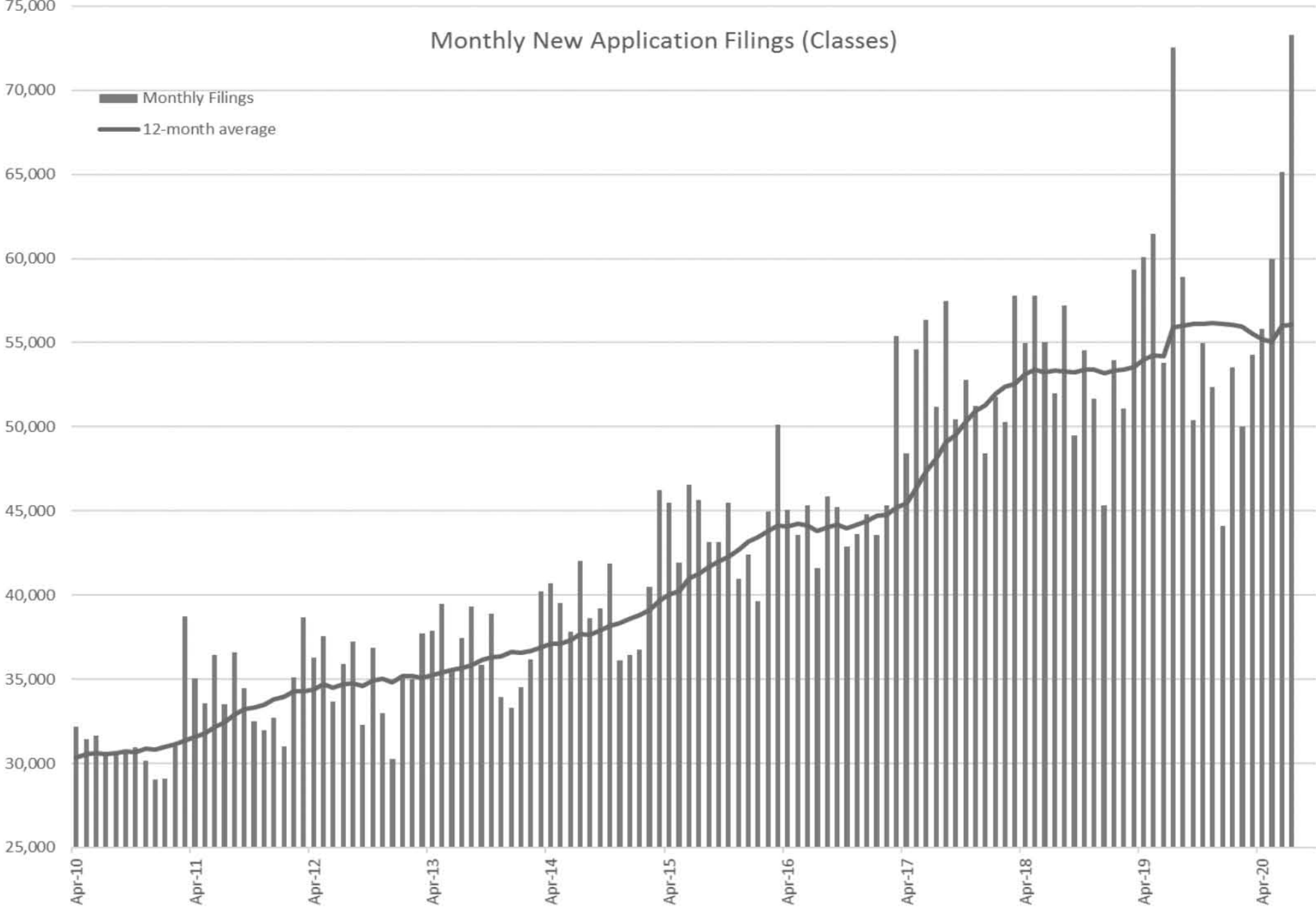
FY21-22 Pendency

Disposal Pendency (Goal = 13.5 months)

Months



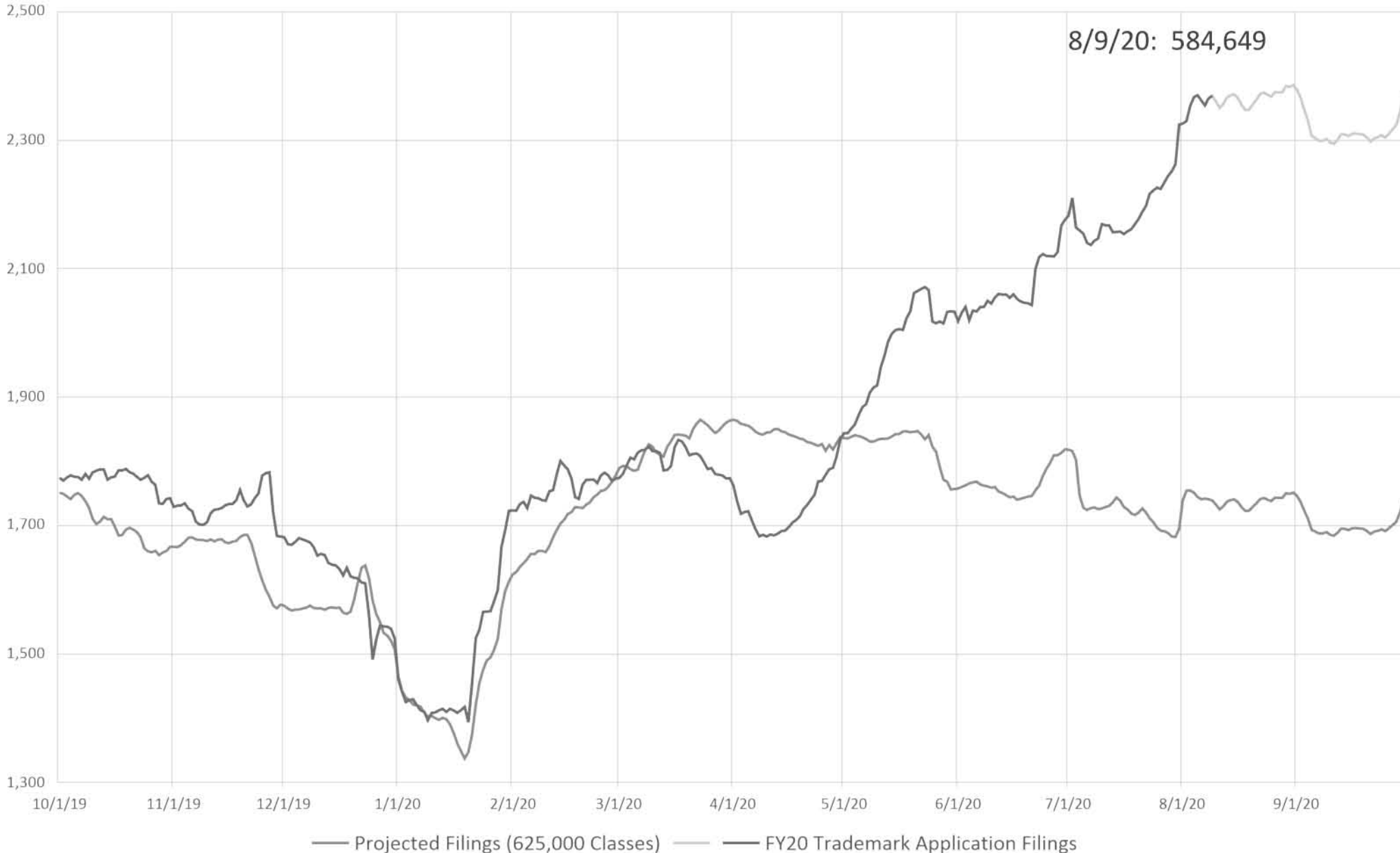
Monthly New Application Filings (Classes)



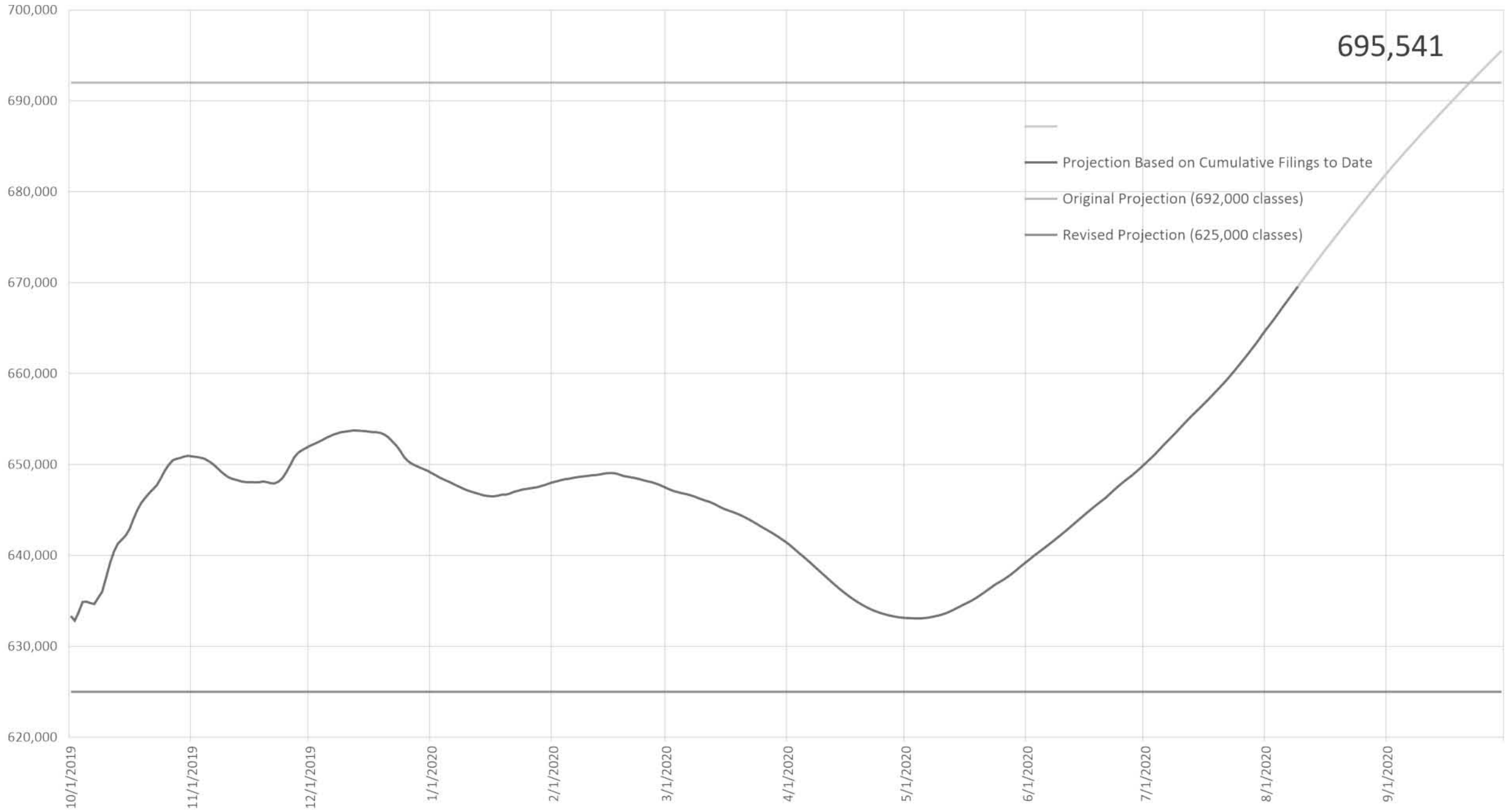
- July 2020 TM application filings are the highest month ever: 73,271 classes Exceeded July 2019 rush to file ahead of the US Counsel rule implementation Average monthly filings for FY20 is 56,000

FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)

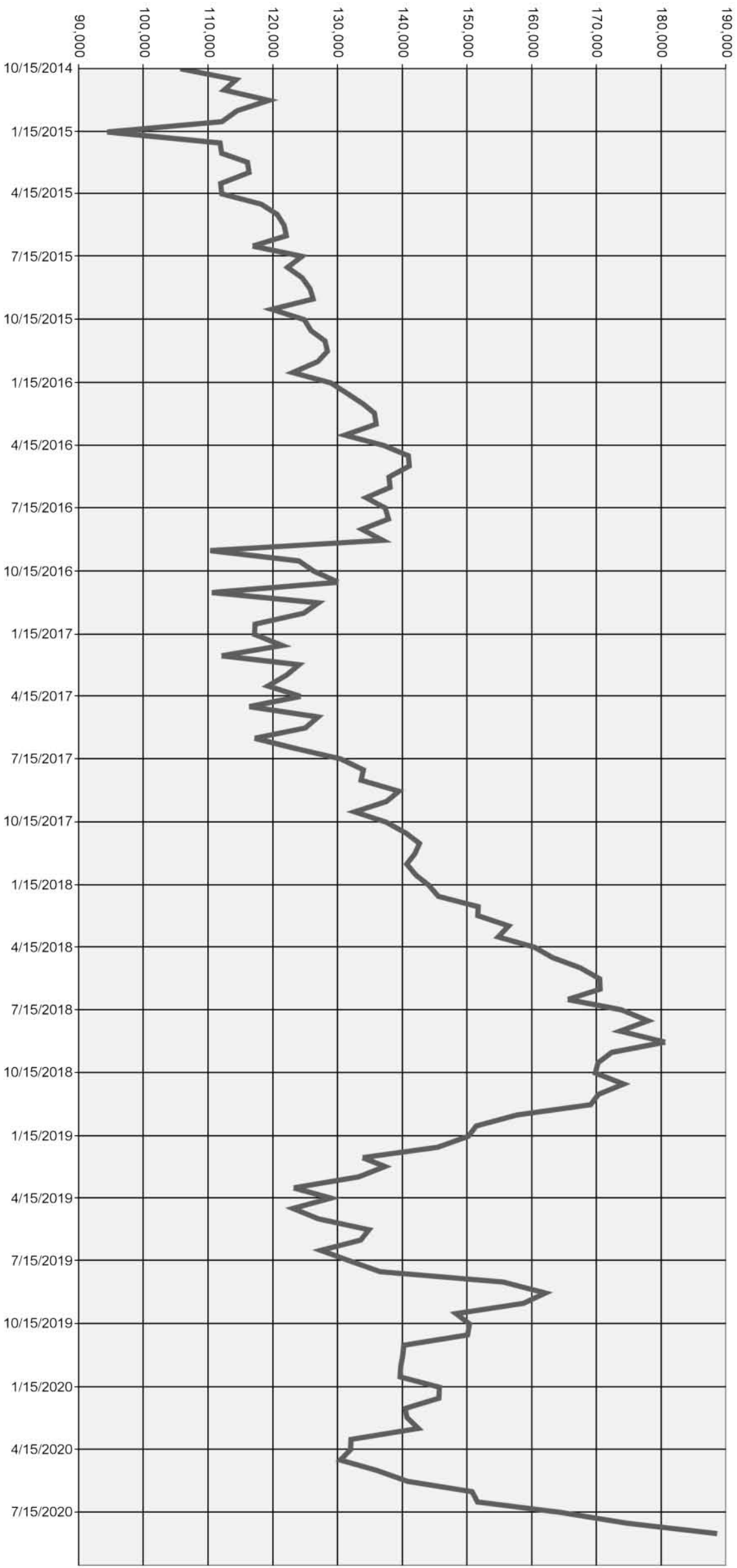
- Filings tracked a projection for 625,000 classes until March. Covid caused filings to drop in March but quickly rebounded in April. Filing levels have consistently increased. If filings continue at the current level, FY20 filings will exceed 695,000 classes.



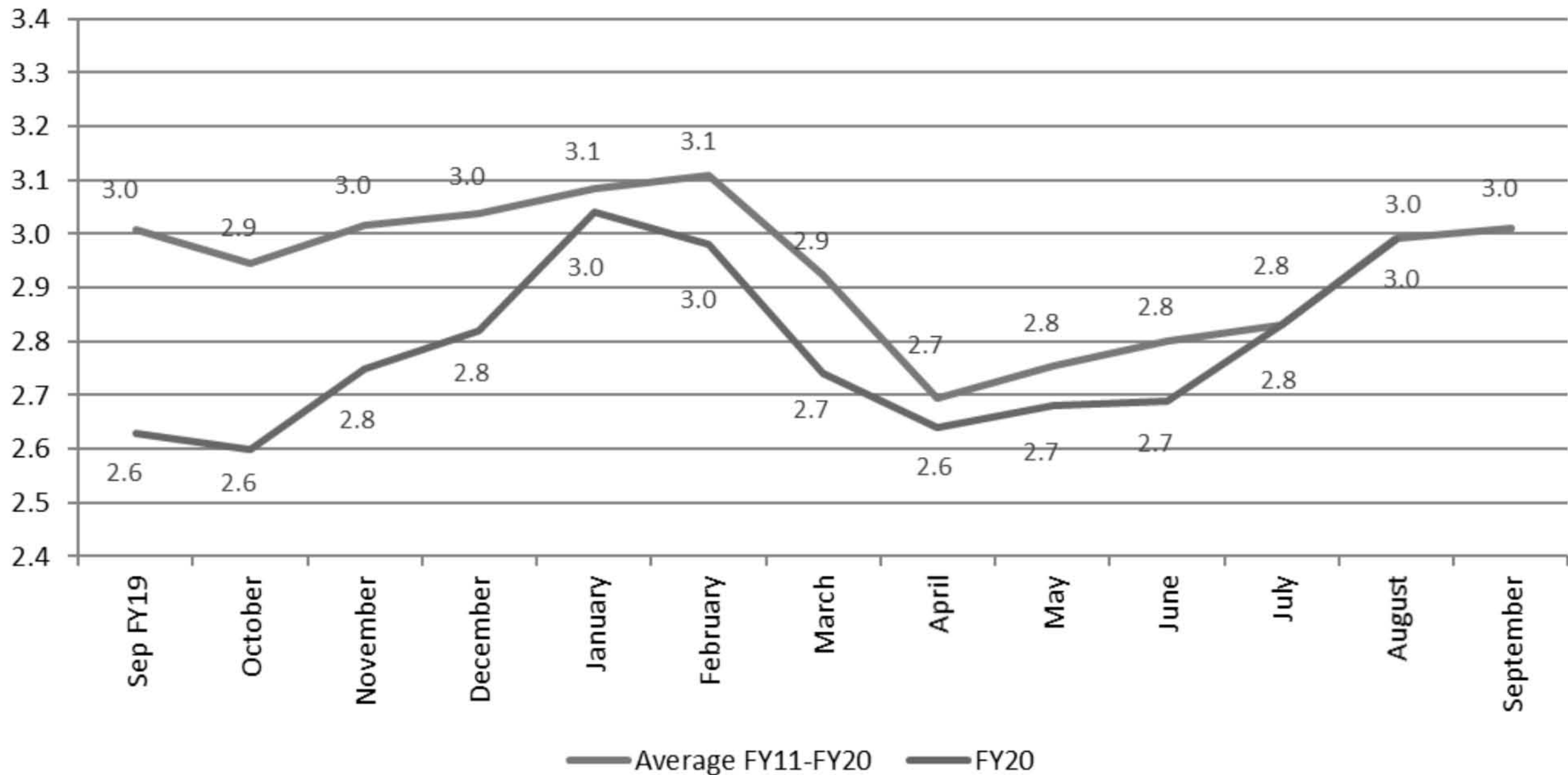
FY20 Projected Filings Based on Filings Year-to-Date



Unexamined Application Inventory (classes)

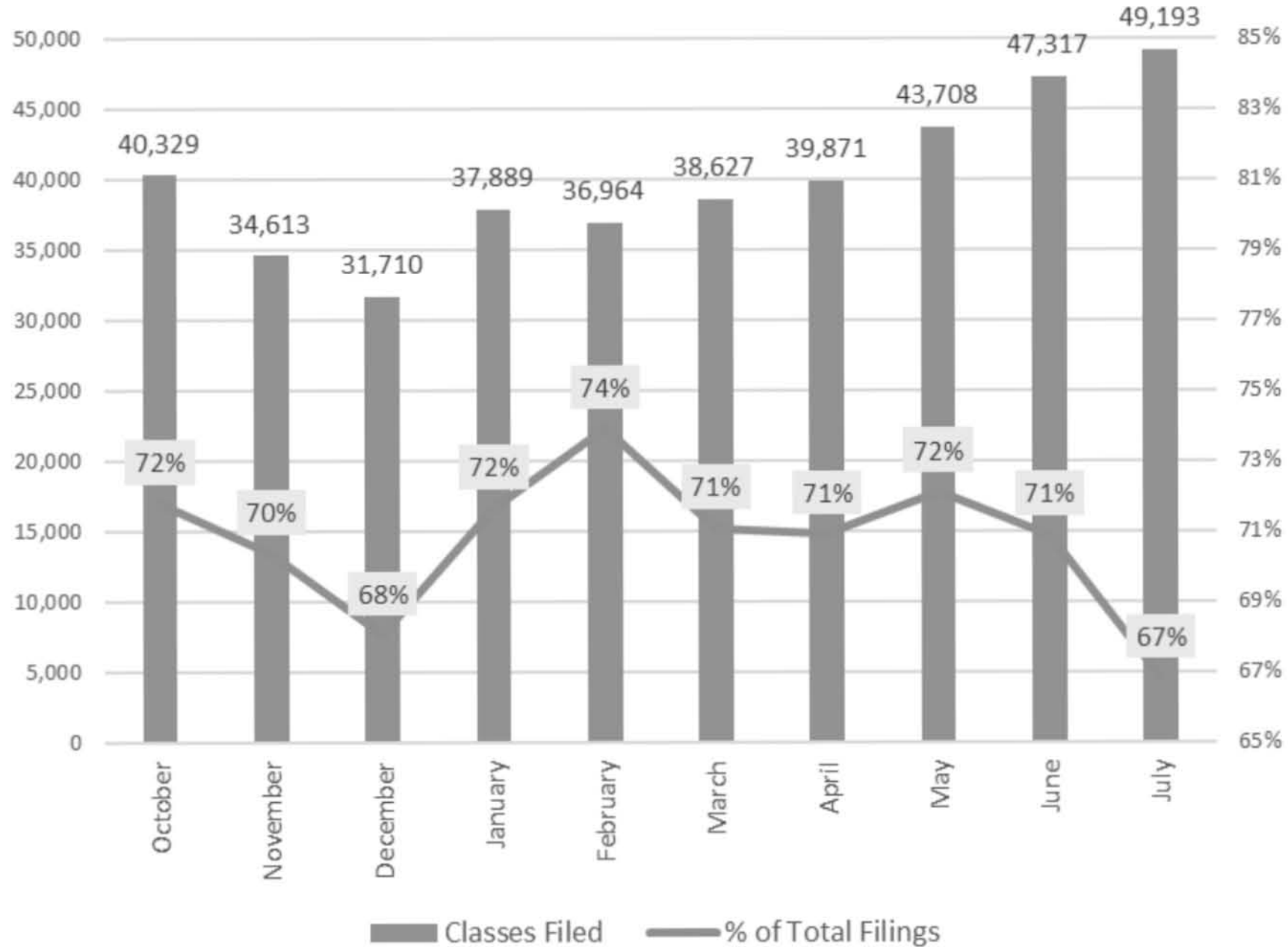


FY20 First Action Pendency vs. 10-year Average



- Filings from US applicants have increased steadily US applicants filed on average FY19: 38,000 classes FY20: 40,000 classes US filings have been averaging 70% of total filings % of US filings rise and fall correspond inversely with Chinese filings

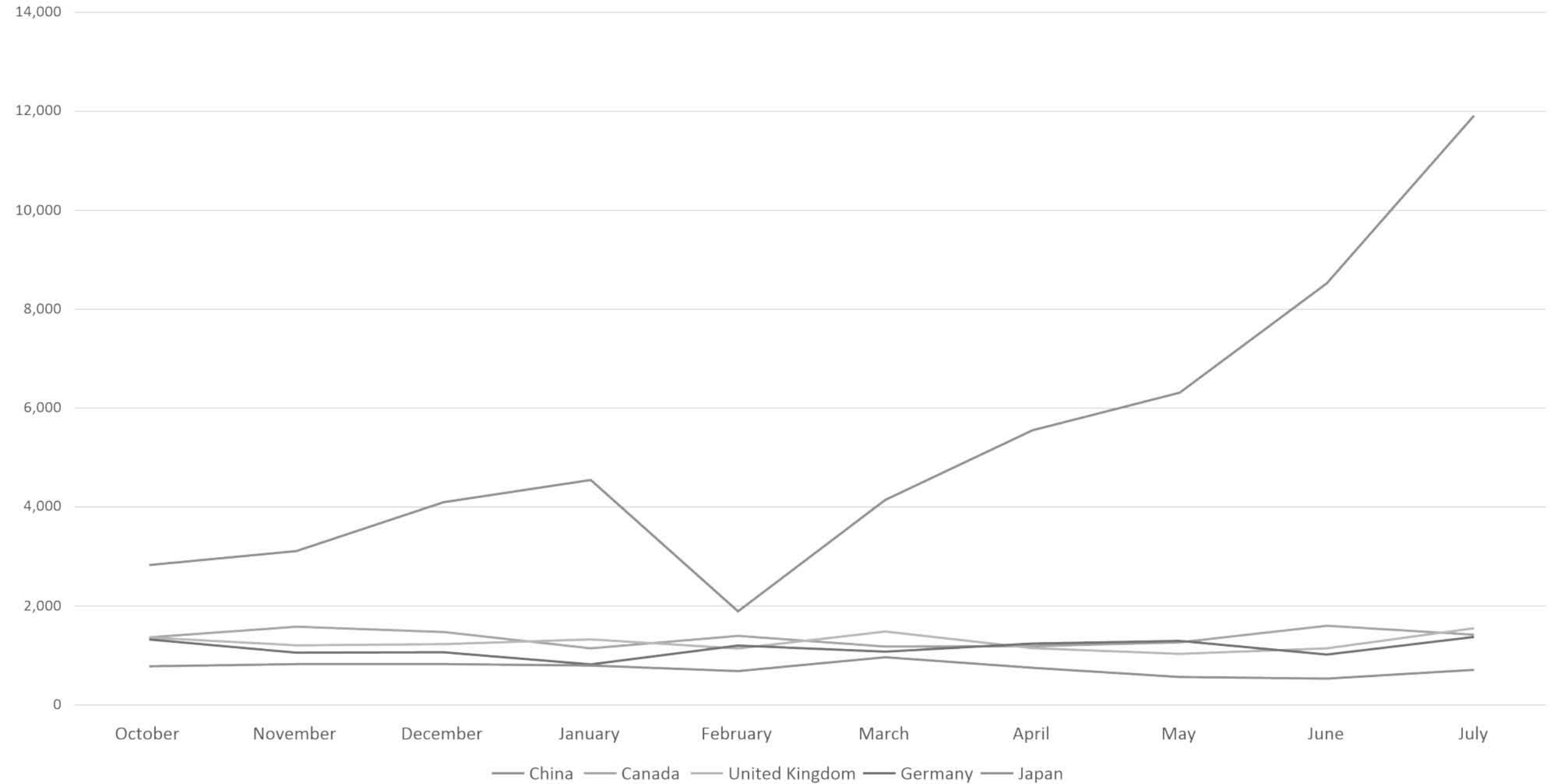
US monthly filings for 2020



- Chinese filings dropped significantly in February but have rebounded strongly
- Percentage of total USPTO filings has increased 4x since February
- Average monthly filings and percentage of total filings have increased each year
- FY16: 2400 classes, 5%
- FY17: 4300 classes, 9%
- FY18: 4800 classes, 9%
- FY19: 6400 classes, 11%
- FY20 (through July): 5300 classes, 9%

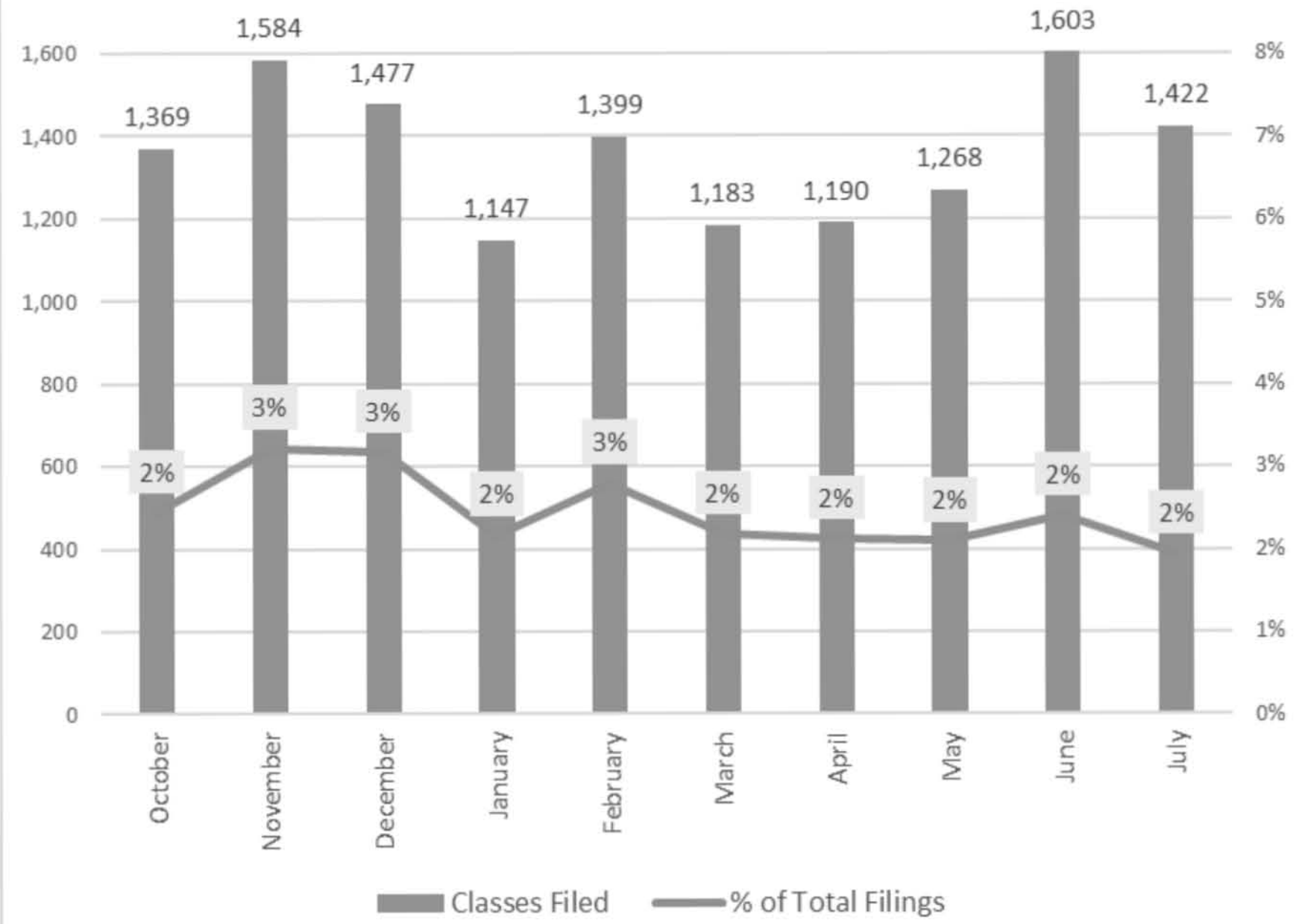


FY20 Monthly Filings (Classes) from 5 Largest Foreign Countries



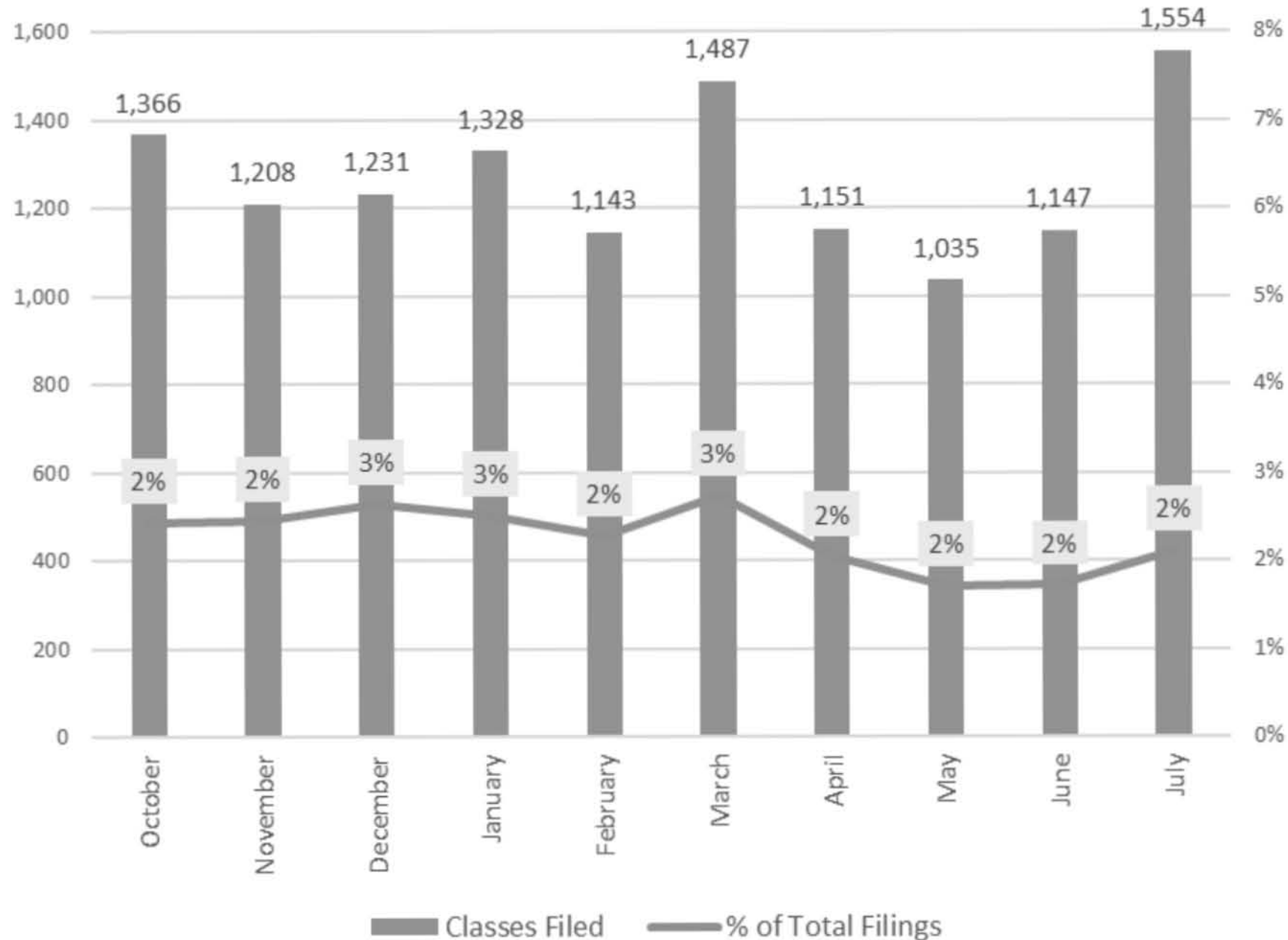
- 4 next largest origins of filing have been somewhat steadier with no significant change in filing share
- Canada: large filing increase in June
- UK, Germany and Japan: large filing increases in July
- Japan: after a large increase in March, a downward trend

Canada monthly filings for 2020

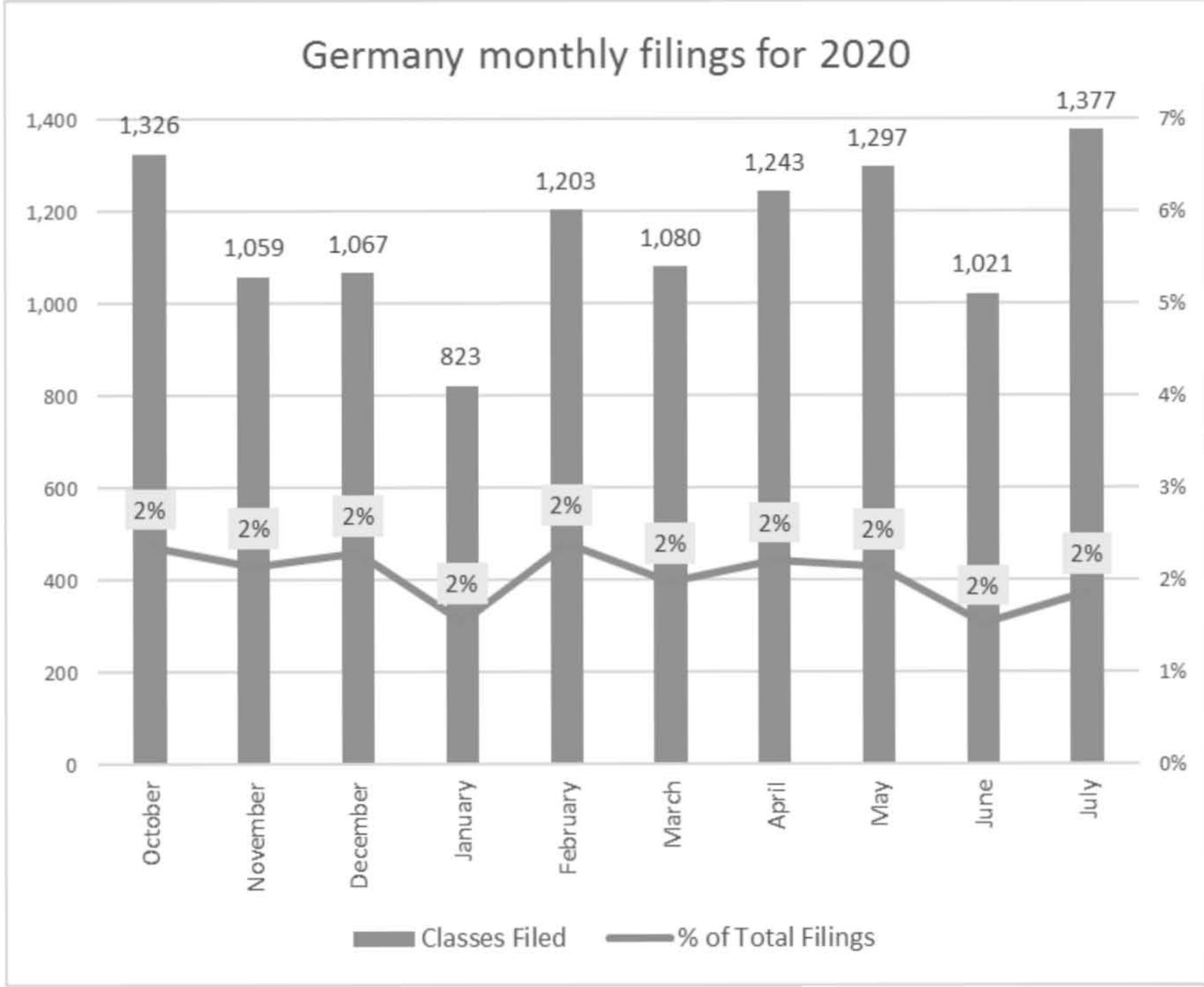


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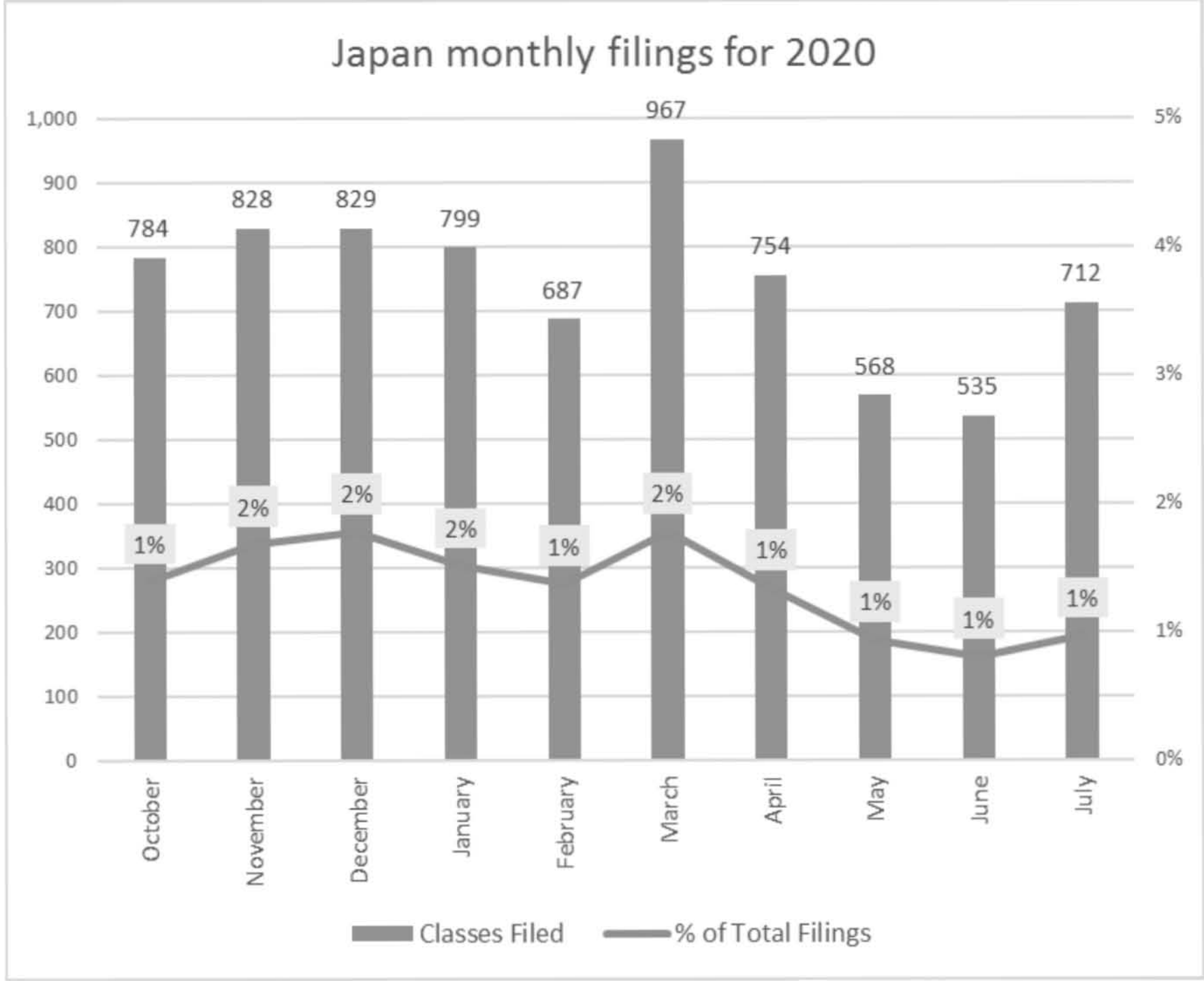
United Kingdom monthly filings for 2020

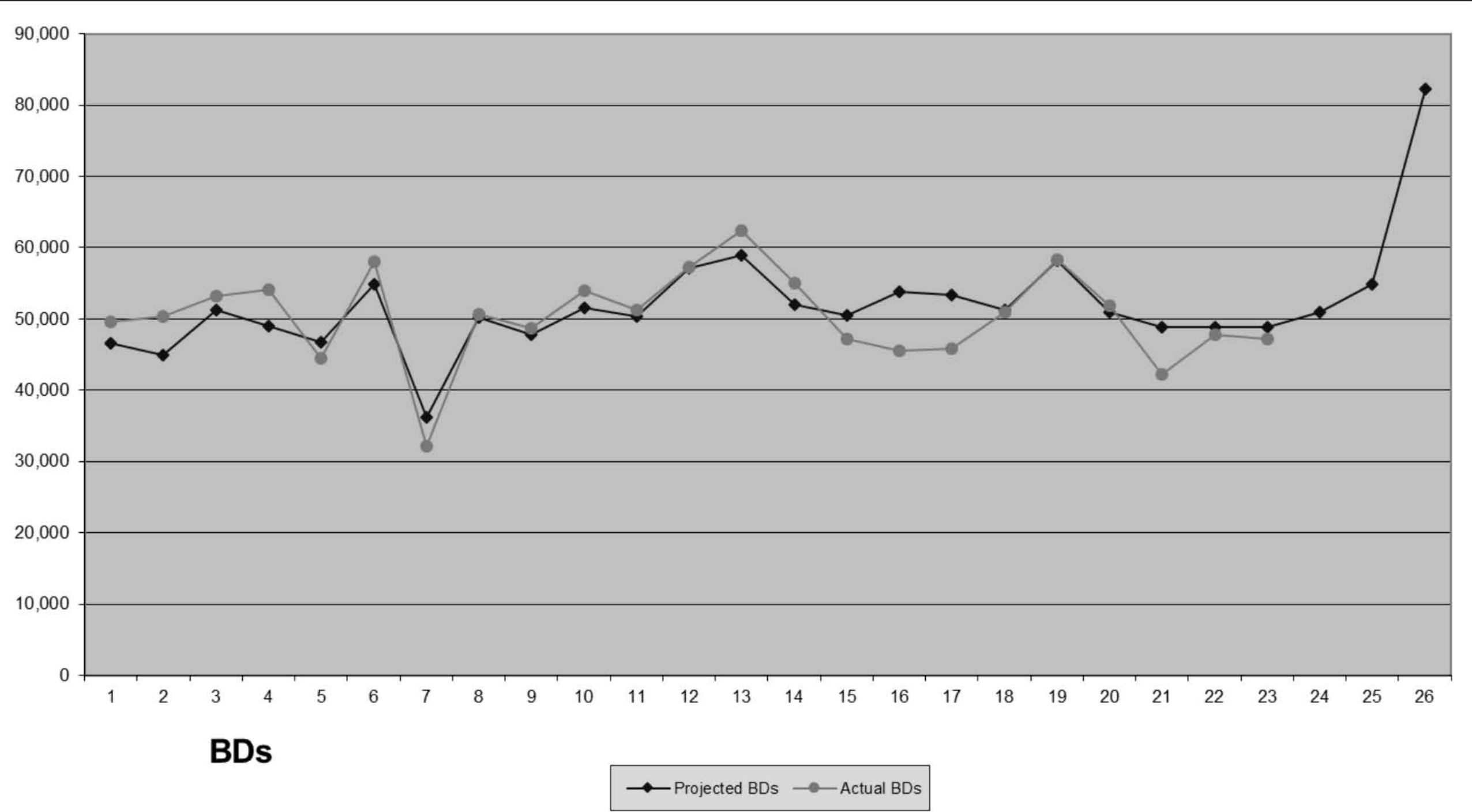


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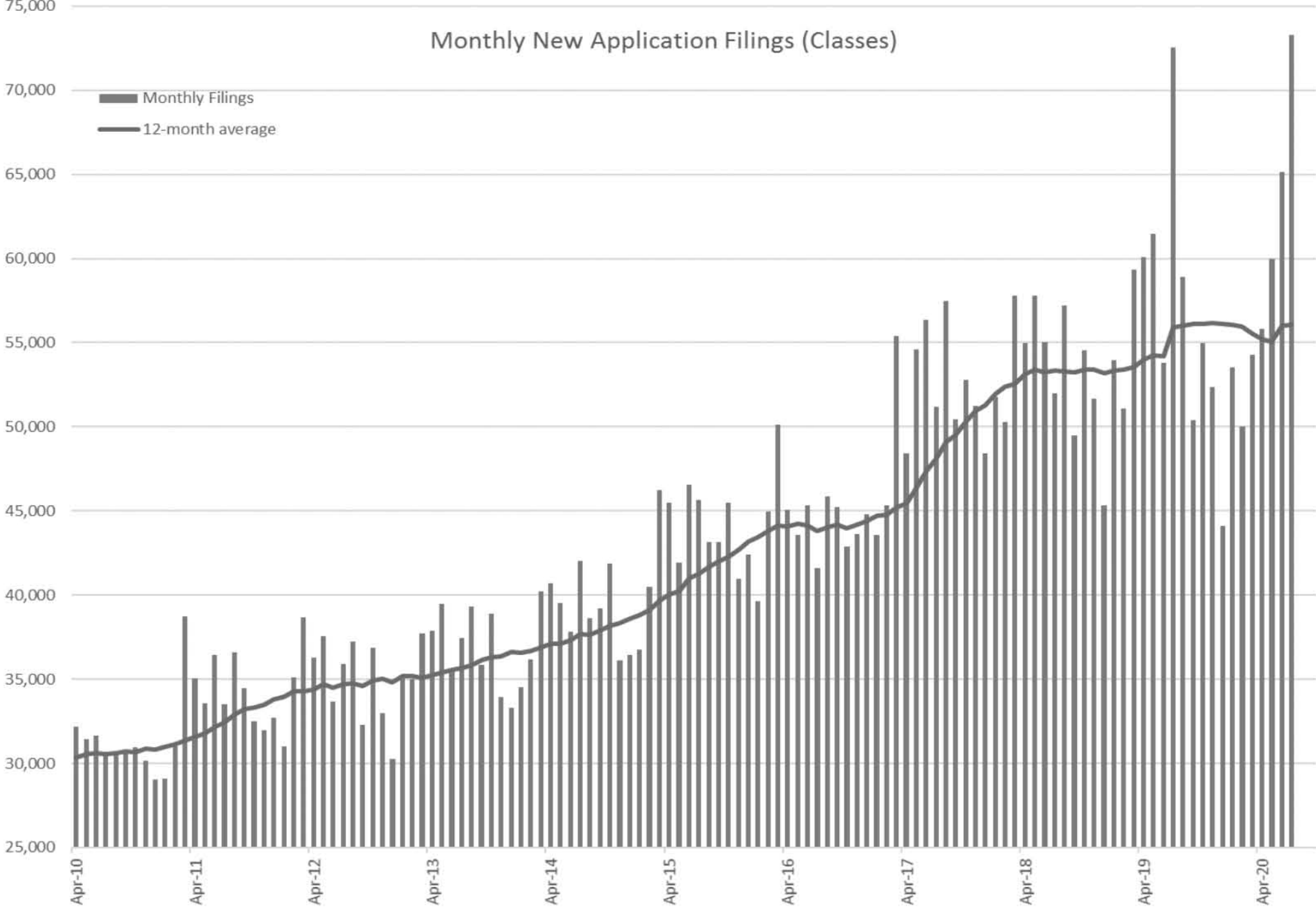


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Monthly New Application Filings (Classes)

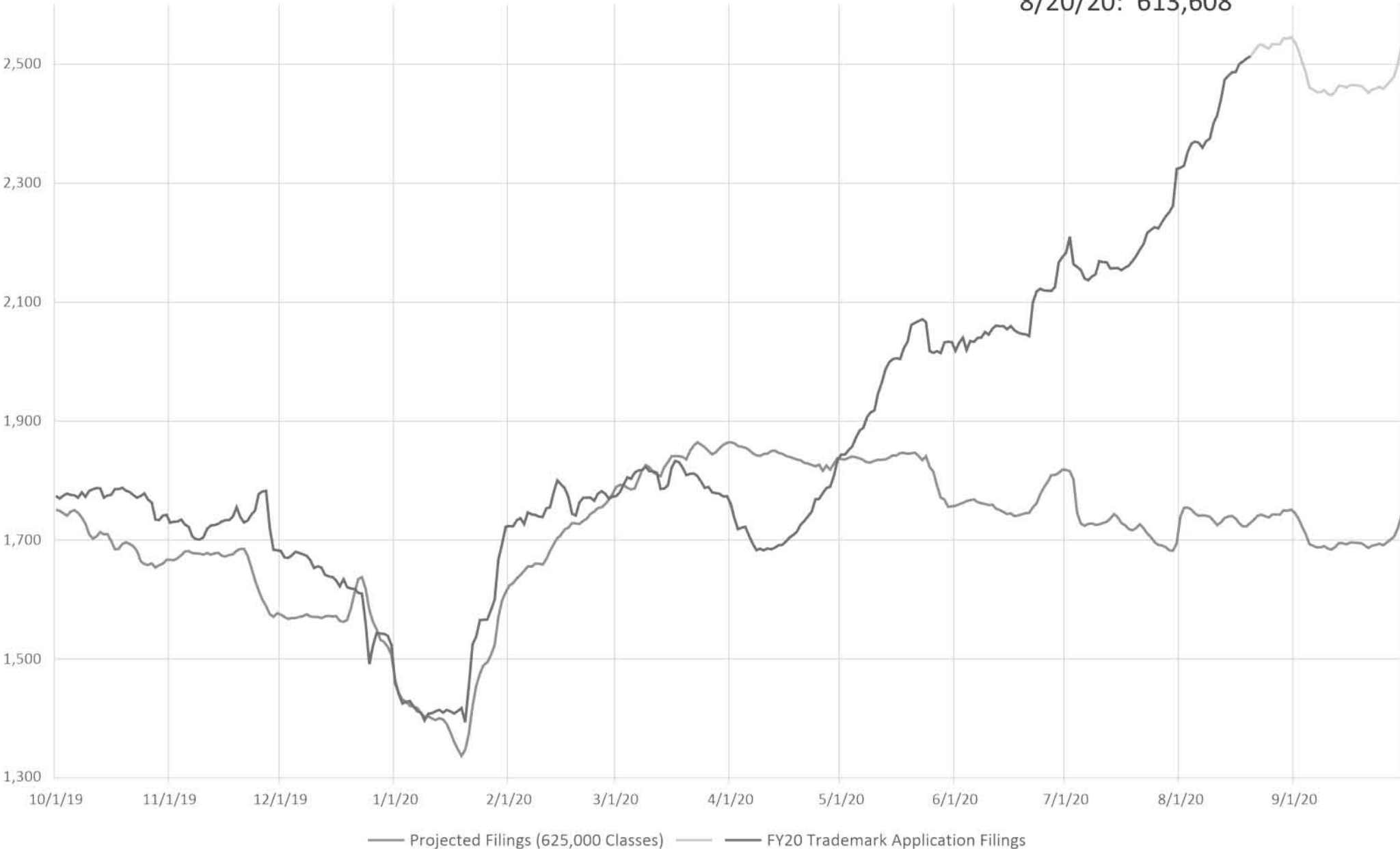


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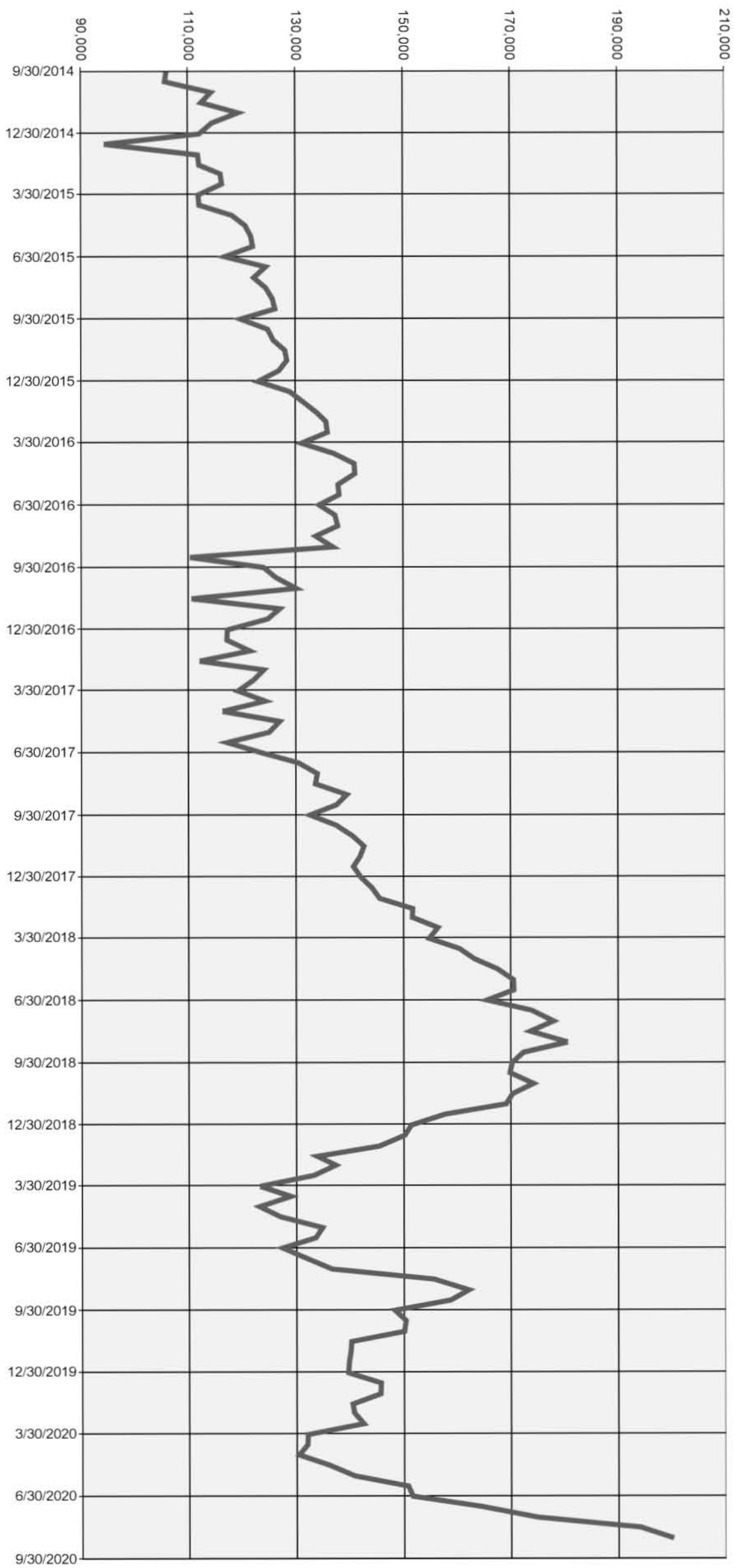
FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)

8/20/20: 613,608

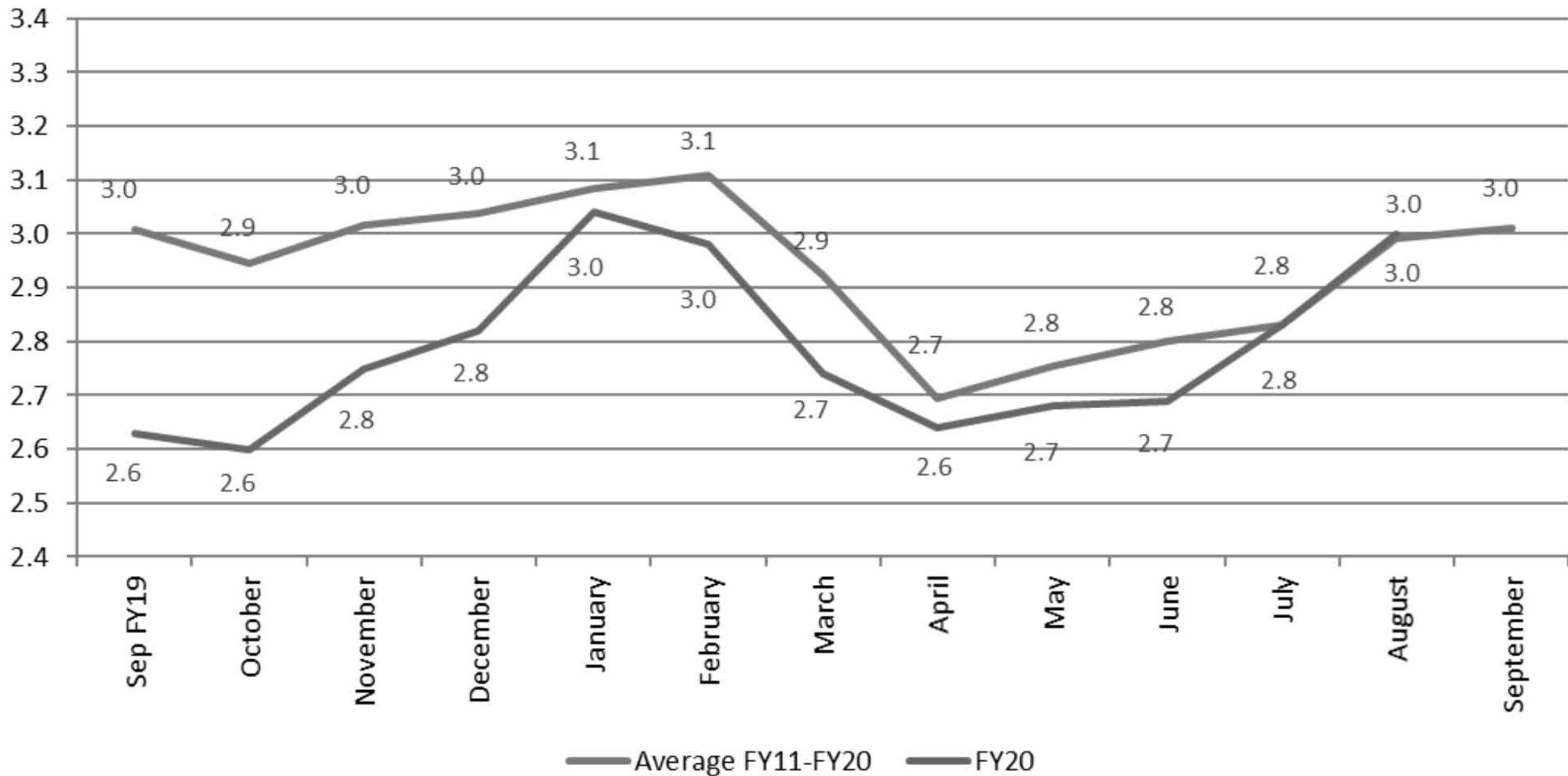
- Filings tracked a projection for 625,000 classes until March. Covid caused filings to drop in March but quickly rebounded in April. Filing levels have consistently increased. If filings continue at the current level, FY20 filings will exceed 703,000 classes.



Unexamined Application Inventory (classes)



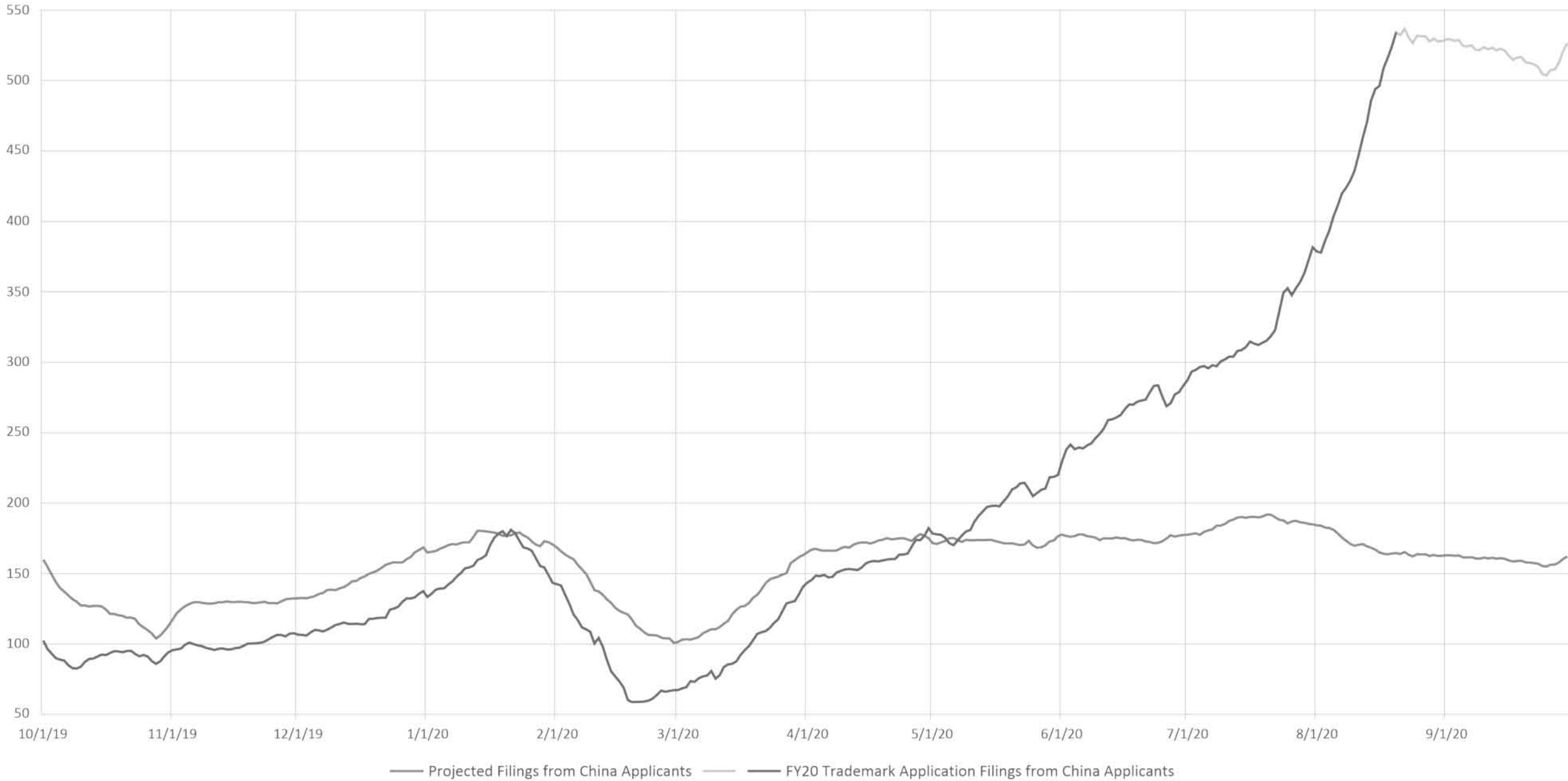
FY20 First Action Pendency vs. 10-year Average

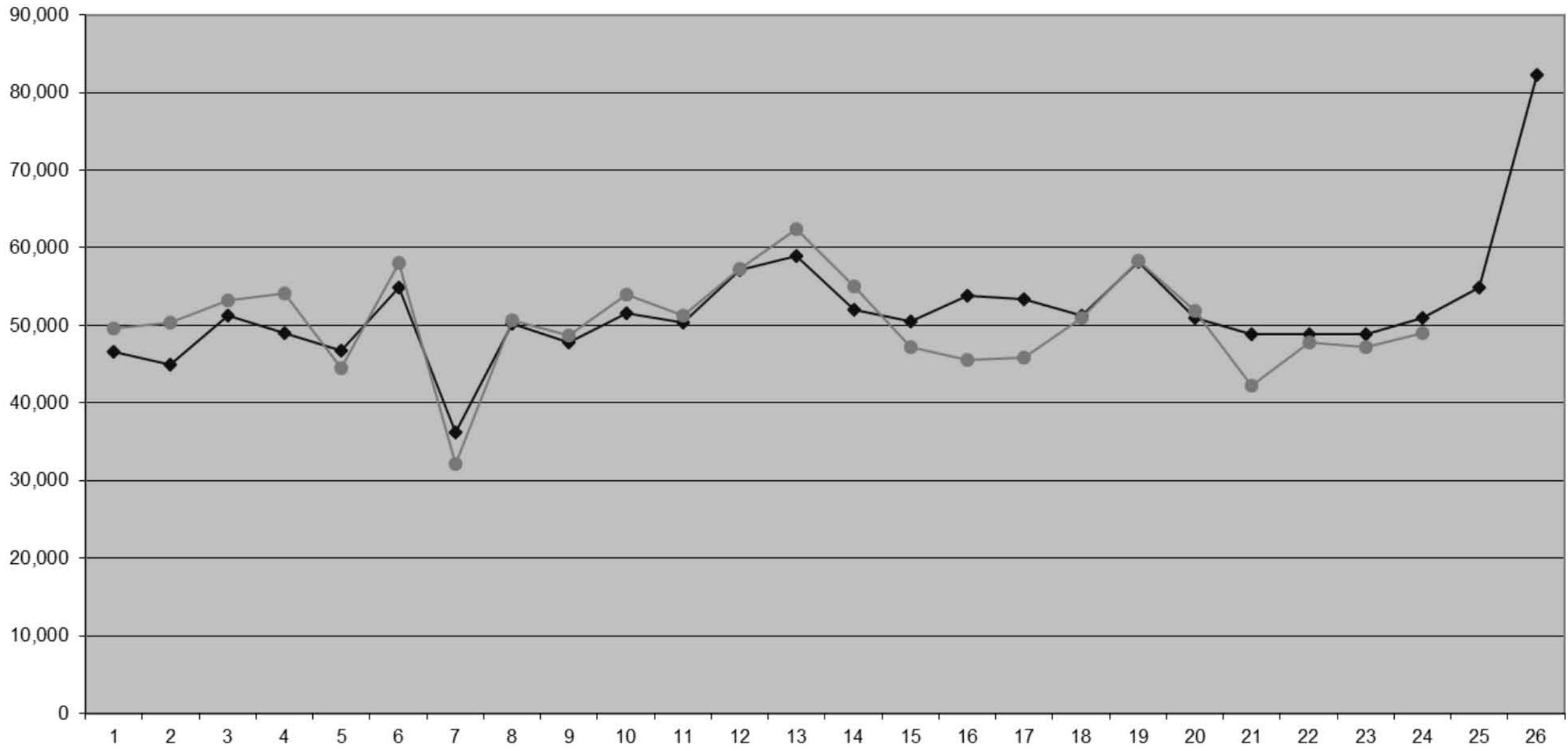


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FY20 Daily Trademark Application Filings from Chinese Applicants Compared to FY20 Expected Filings (57,000 classes)

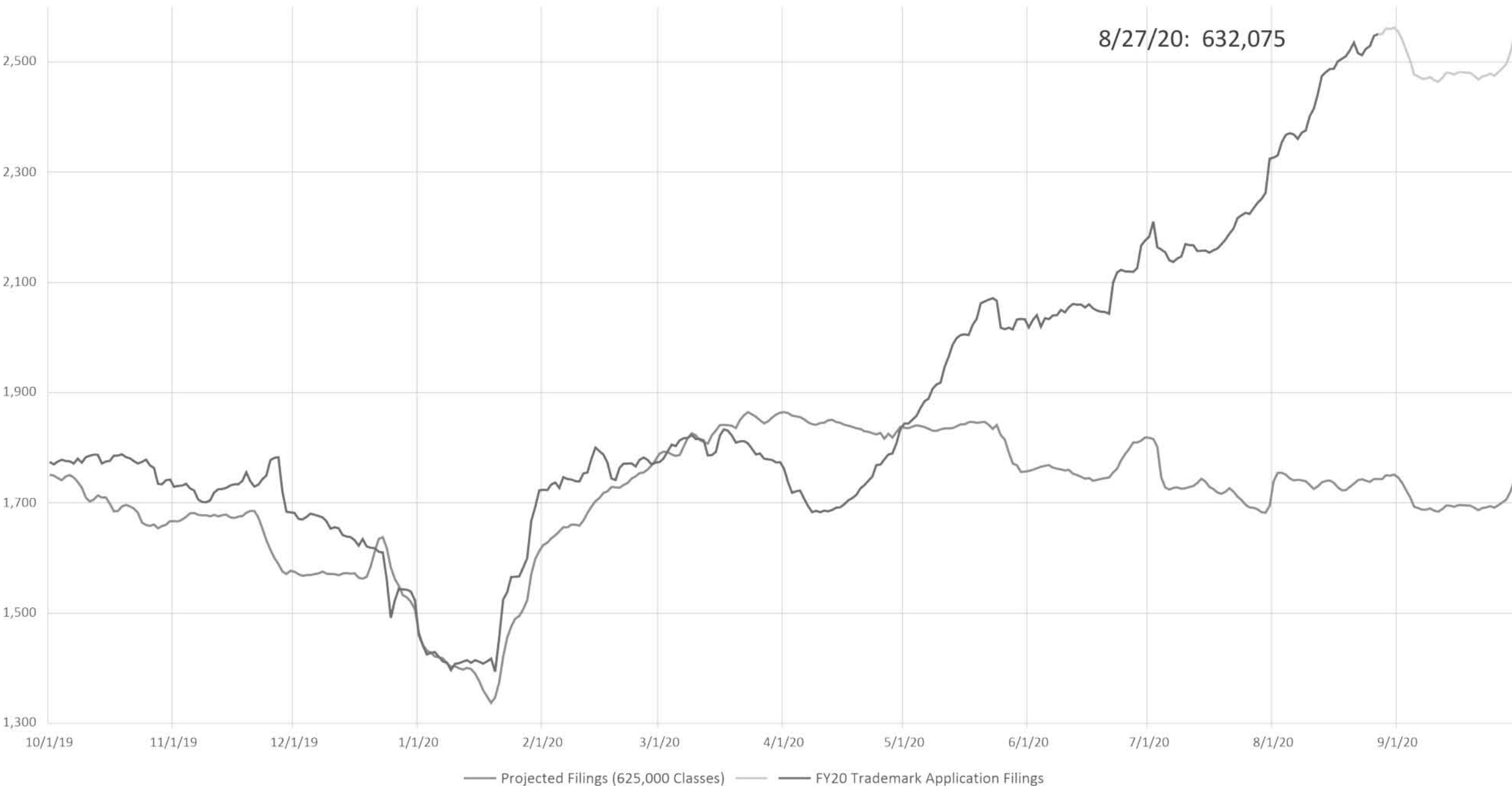




BDs



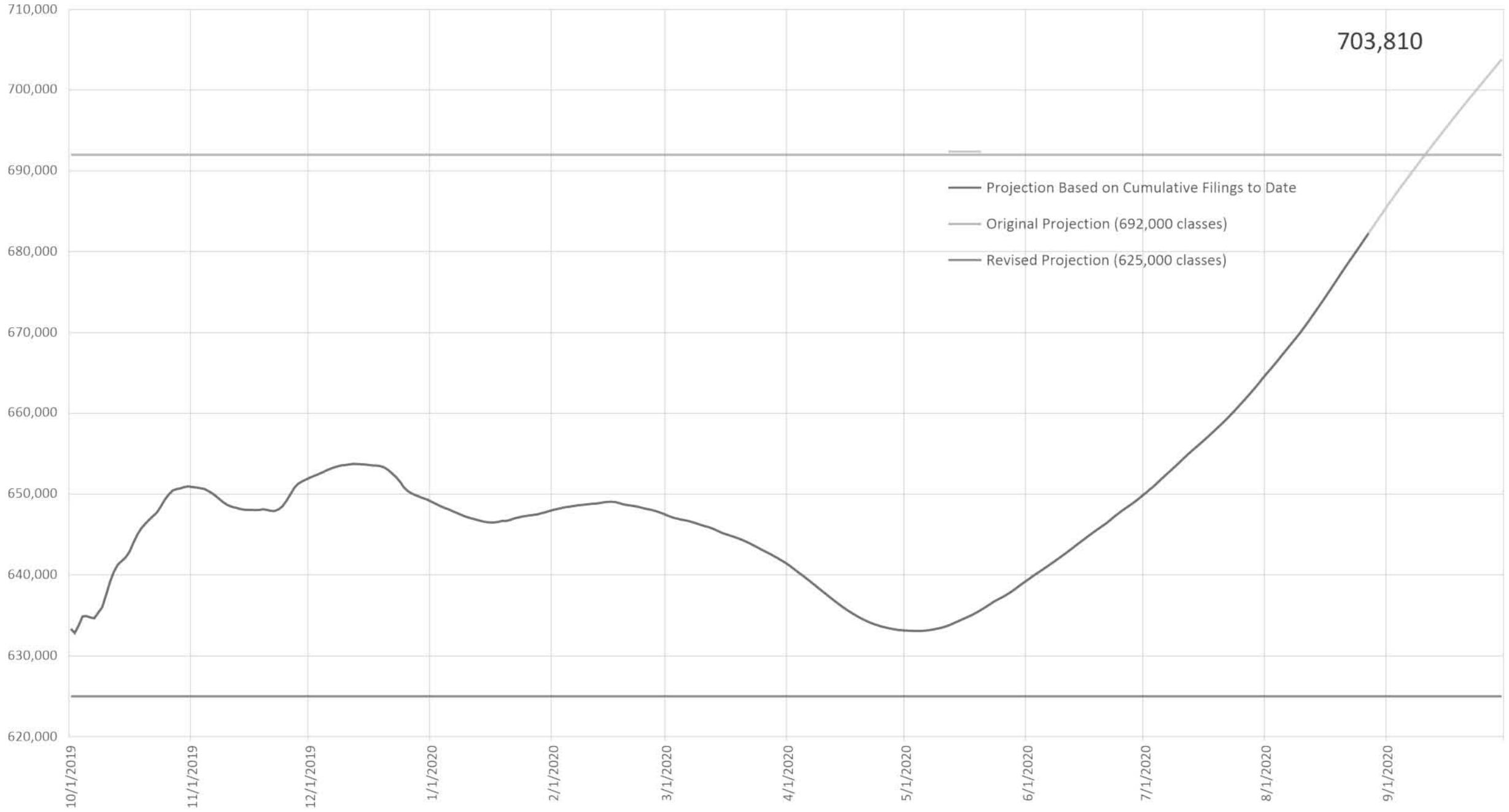
FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)



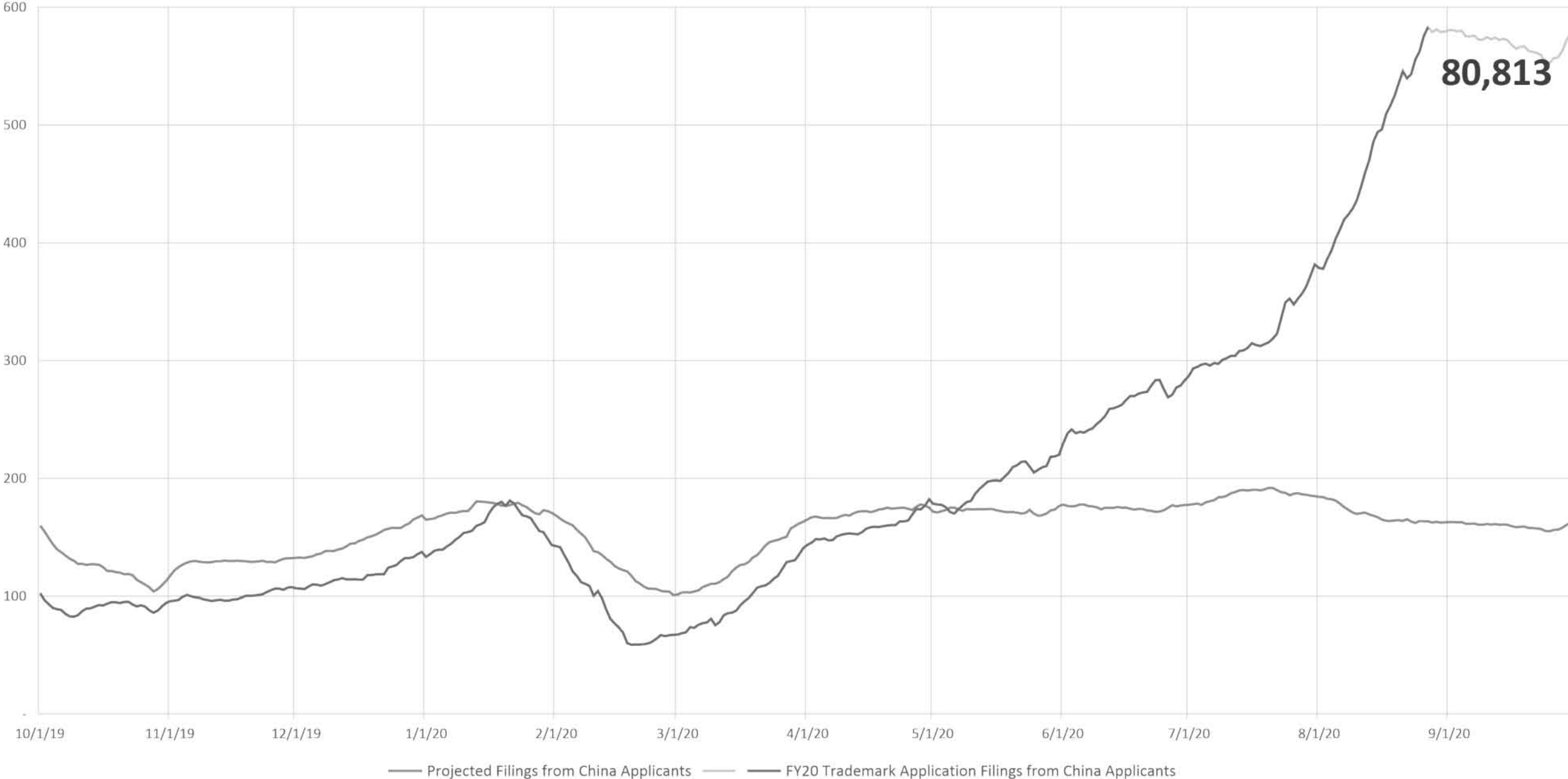
8/27/20: 632,075

— Projected Filings (625,000 Classes) — FY20 Trademark Application Filings

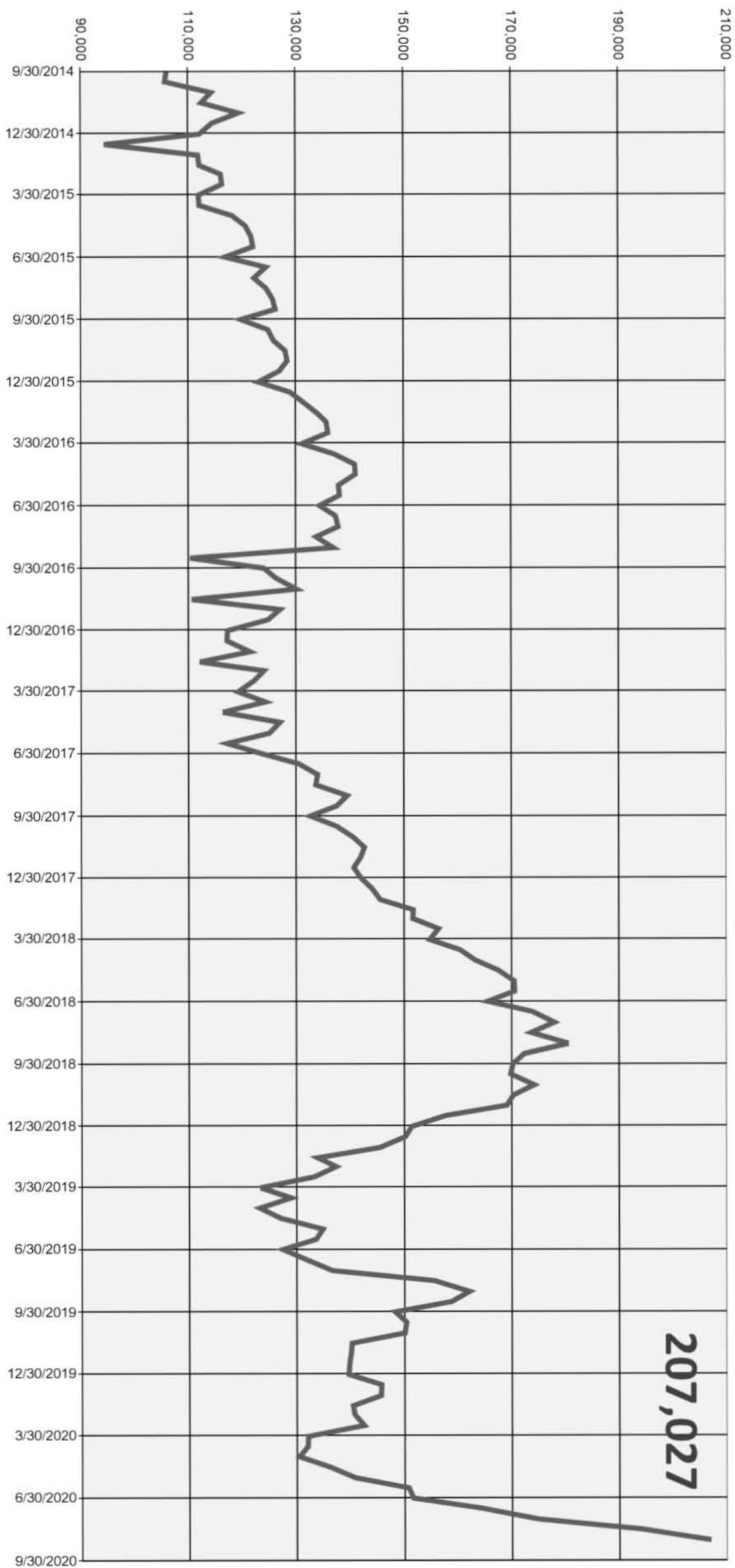
FY20 Projected Filings Based on Filings Year-to-Date



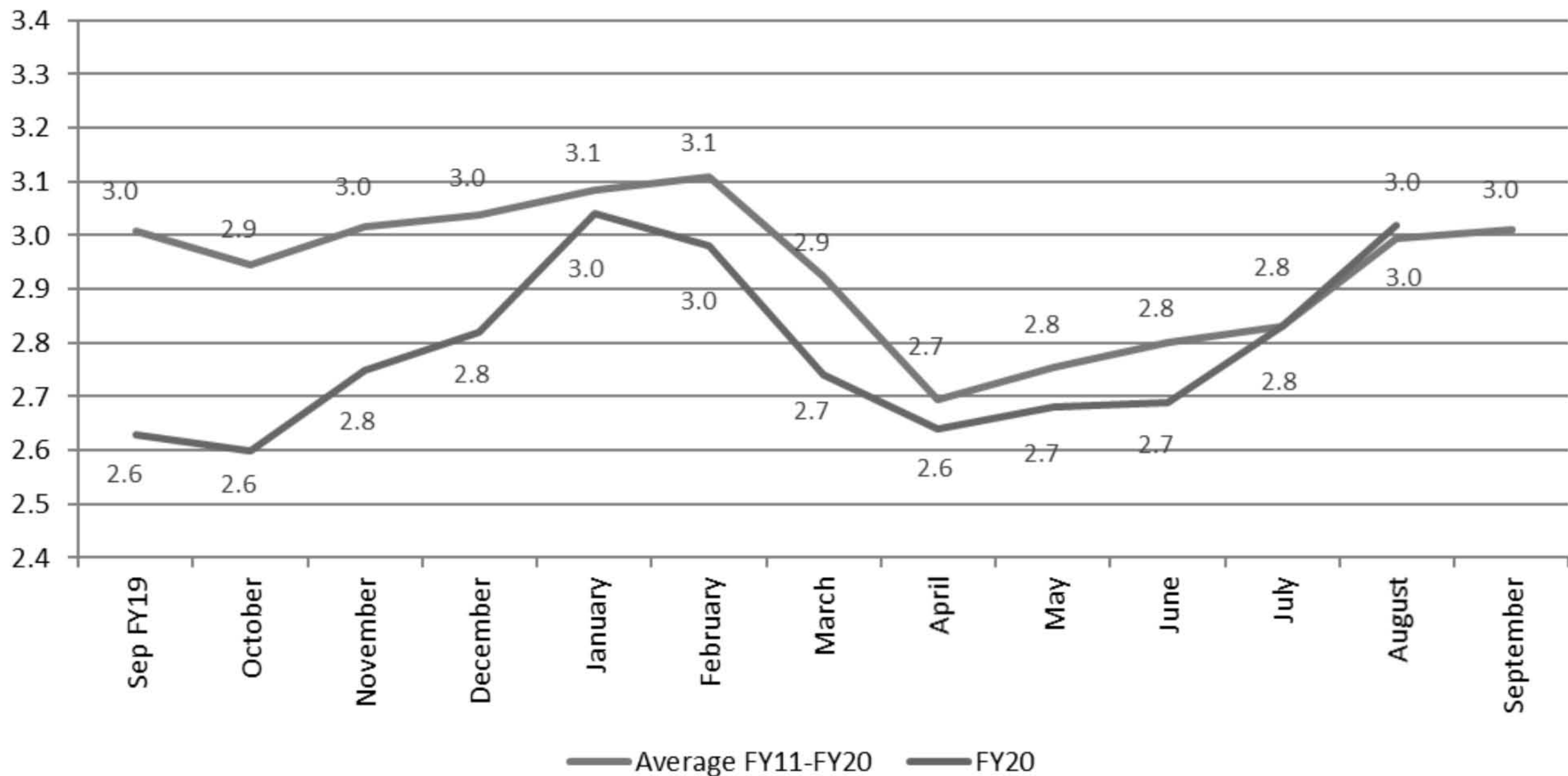
FY20 Daily Trademark Application Filings from Chinese Applicants Compared to FY20 Expected Filings (57,000 classes)



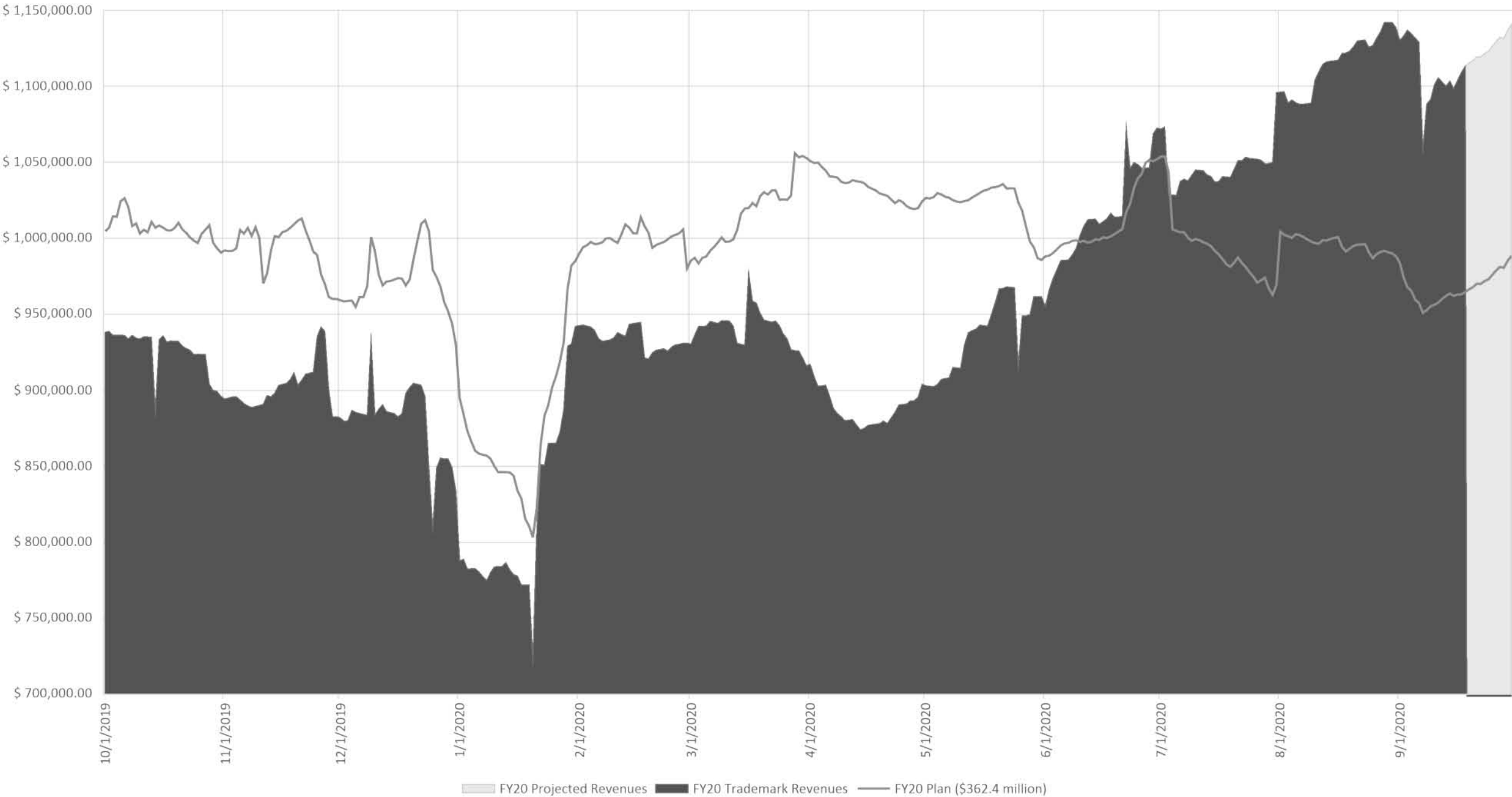
Unexamined Application Inventory (classes)



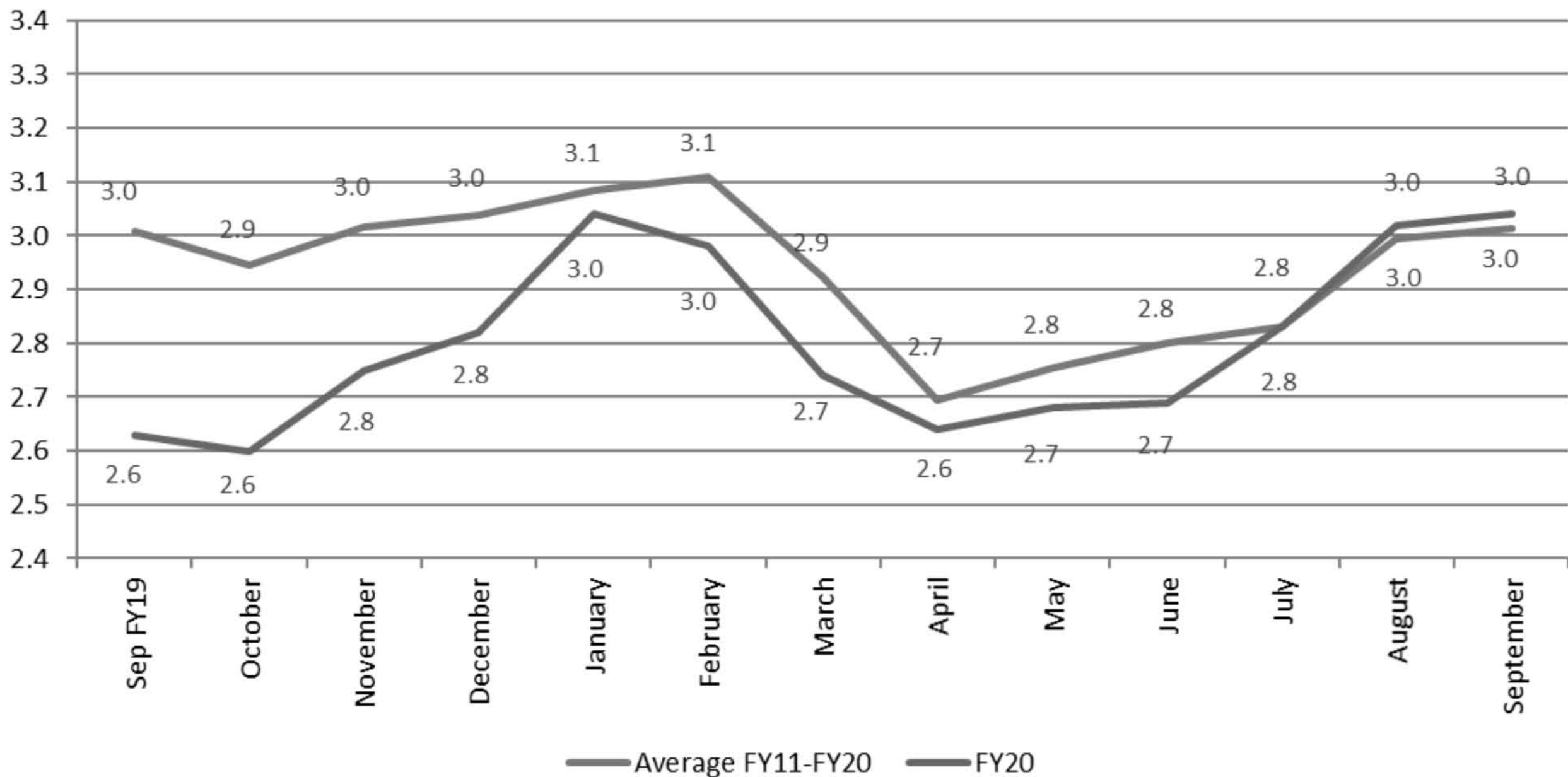
FY20 First Action Pendency vs. 10-year Average



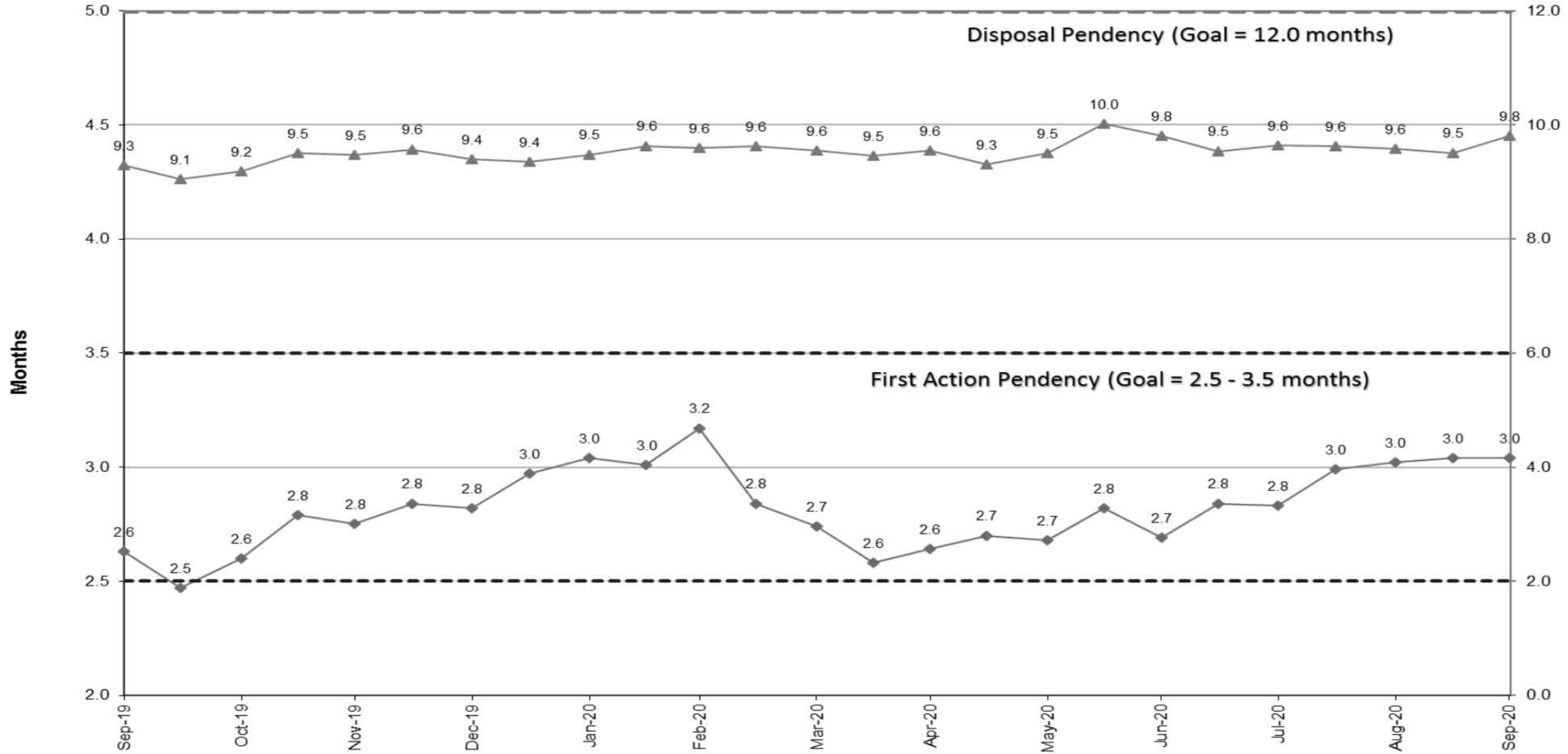
Daily TM Revenues: 28-day average



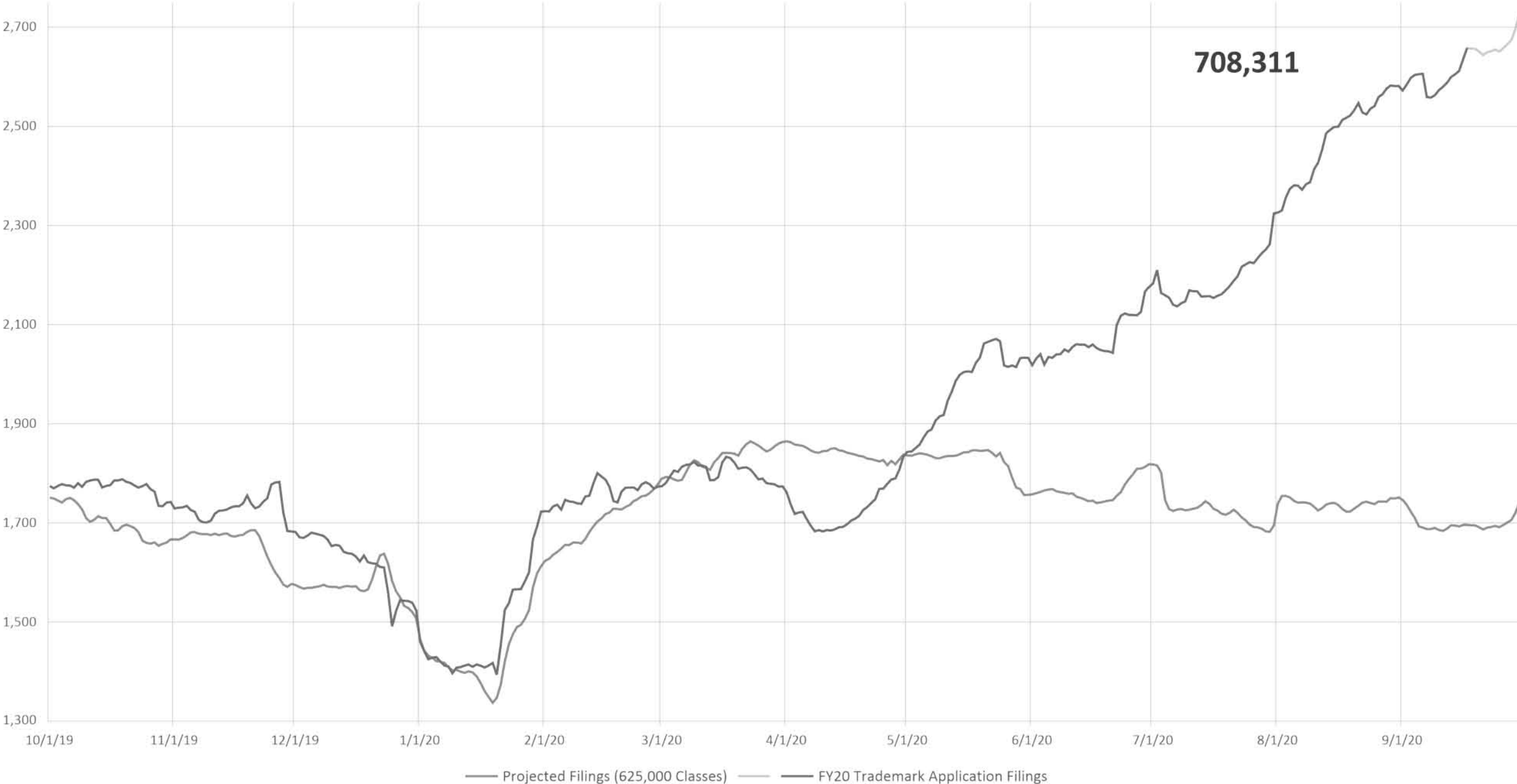
FY20 First Action Pendency vs. 10-year Average



FY20 Pendency



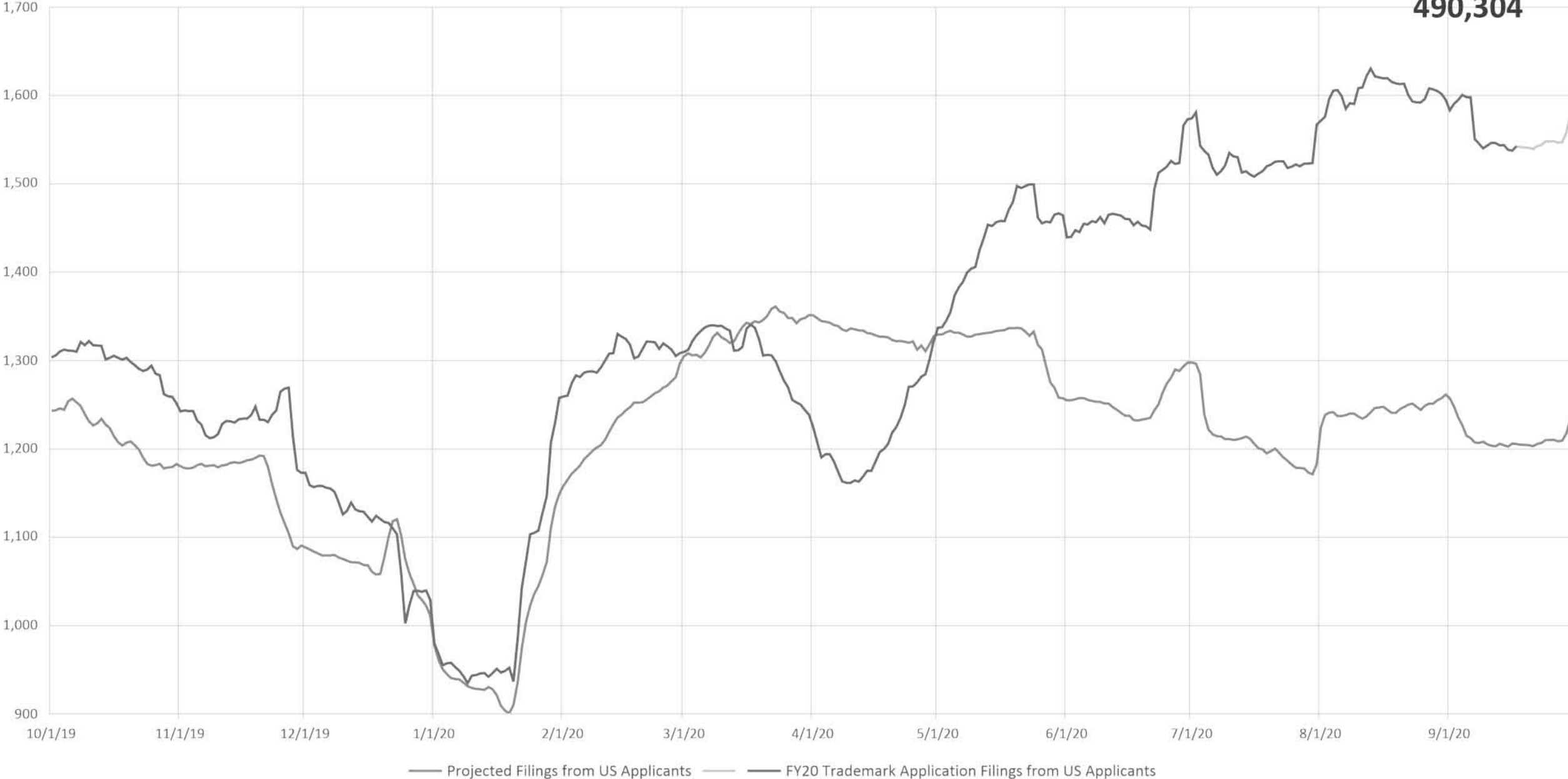
FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)



708,311

— Projected Filings (625,000 Classes) — FY20 Trademark Application Filings

FY20 Daily Trademark Application Filings from US Applicants Compared to Revised Plan (444,000 Classes)

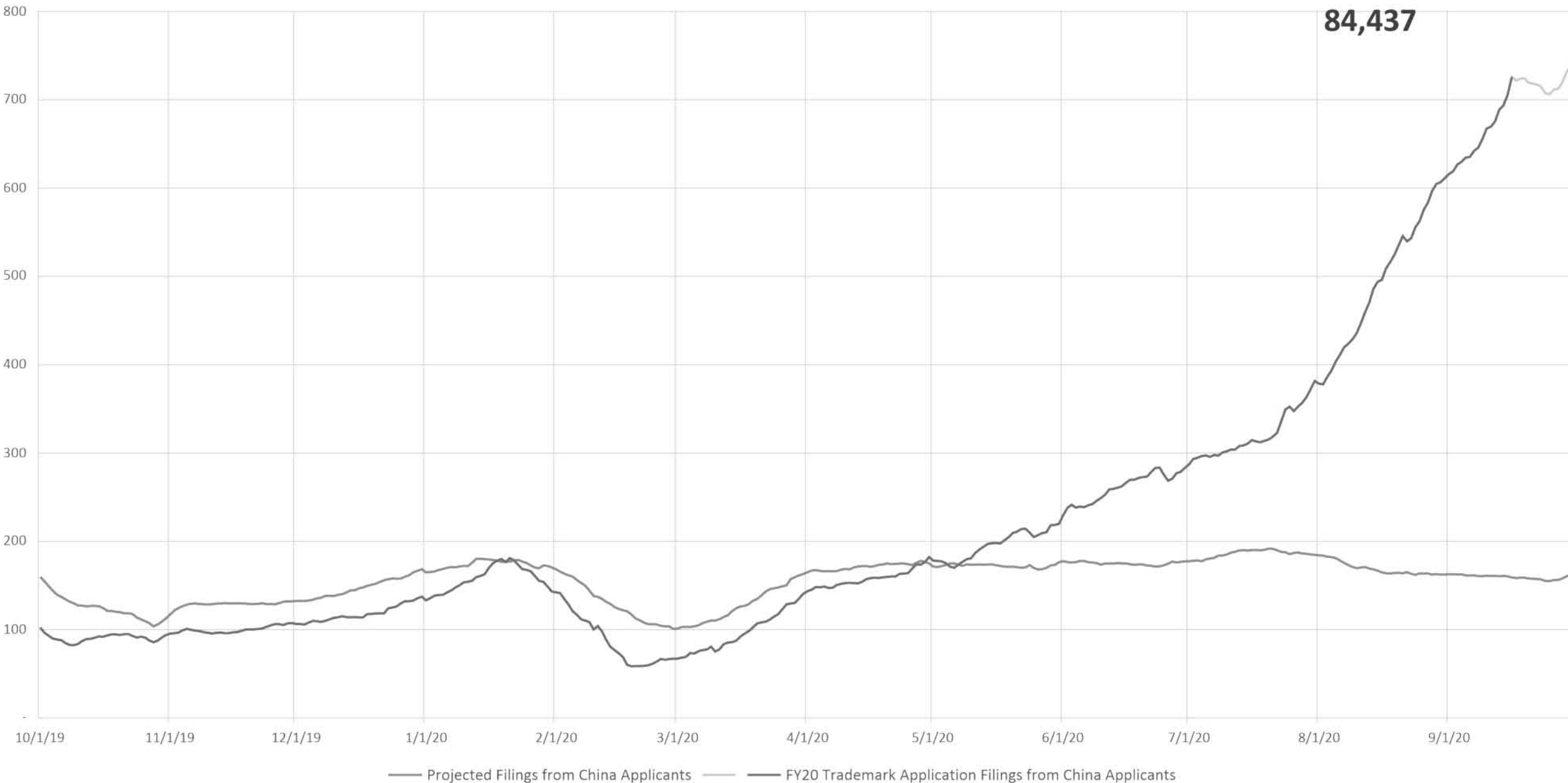


490,304

— Projected Filings from US Applicants — FY20 Trademark Application Filings from US Applicants

FY20 Daily Trademark Application Filings from Chinese Applicants Compared to FY20 Expected Filings (57,000 classes)

84,437



— Projected Filings from China Applicants — FY20 Trademark Application Filings from China Applicants

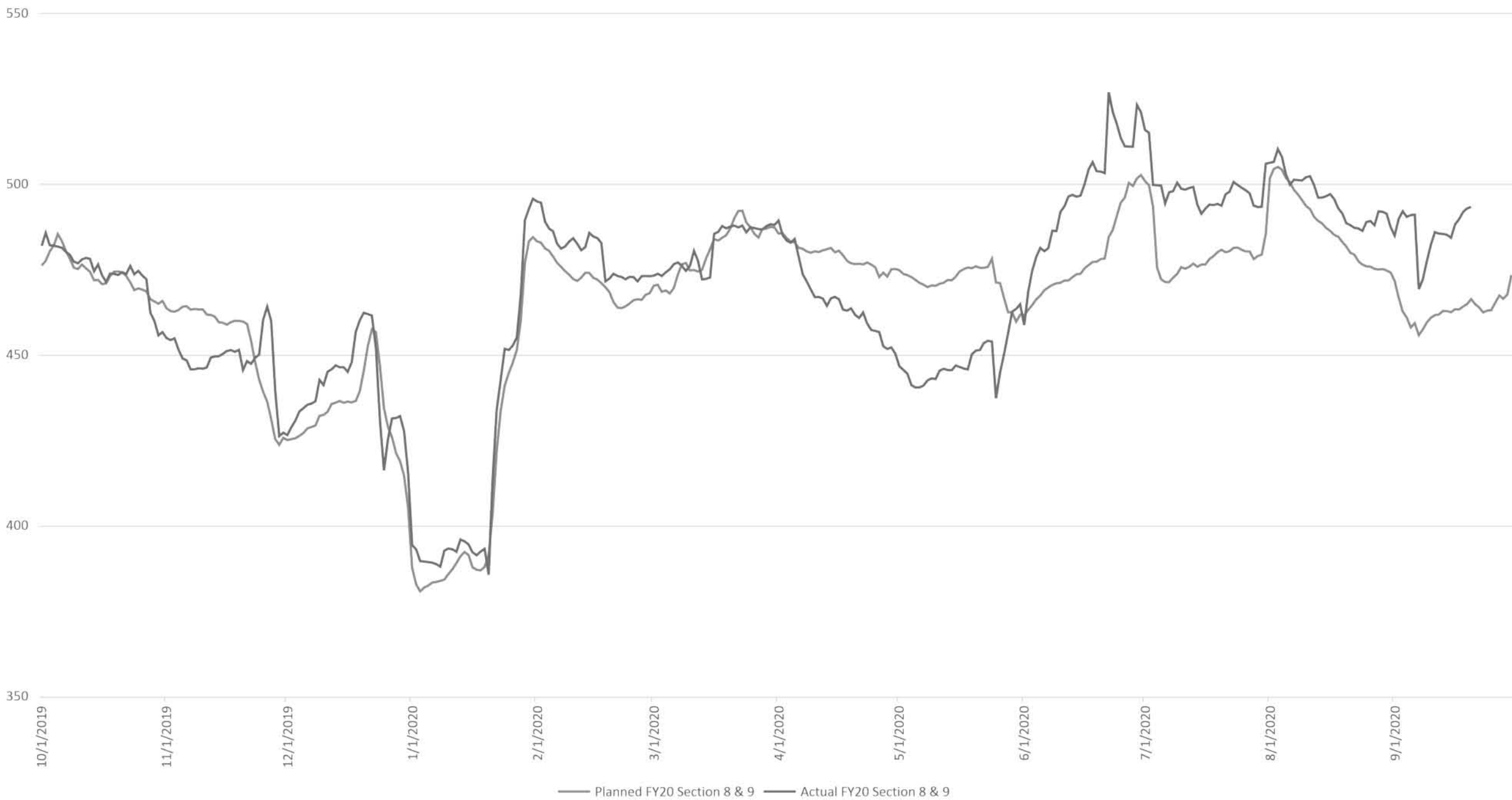
FY20 Daily Trademark Application Filings Non-US/Non-China Applicants Compared to FY20 Expected Filings (124,000 classes)

133,539

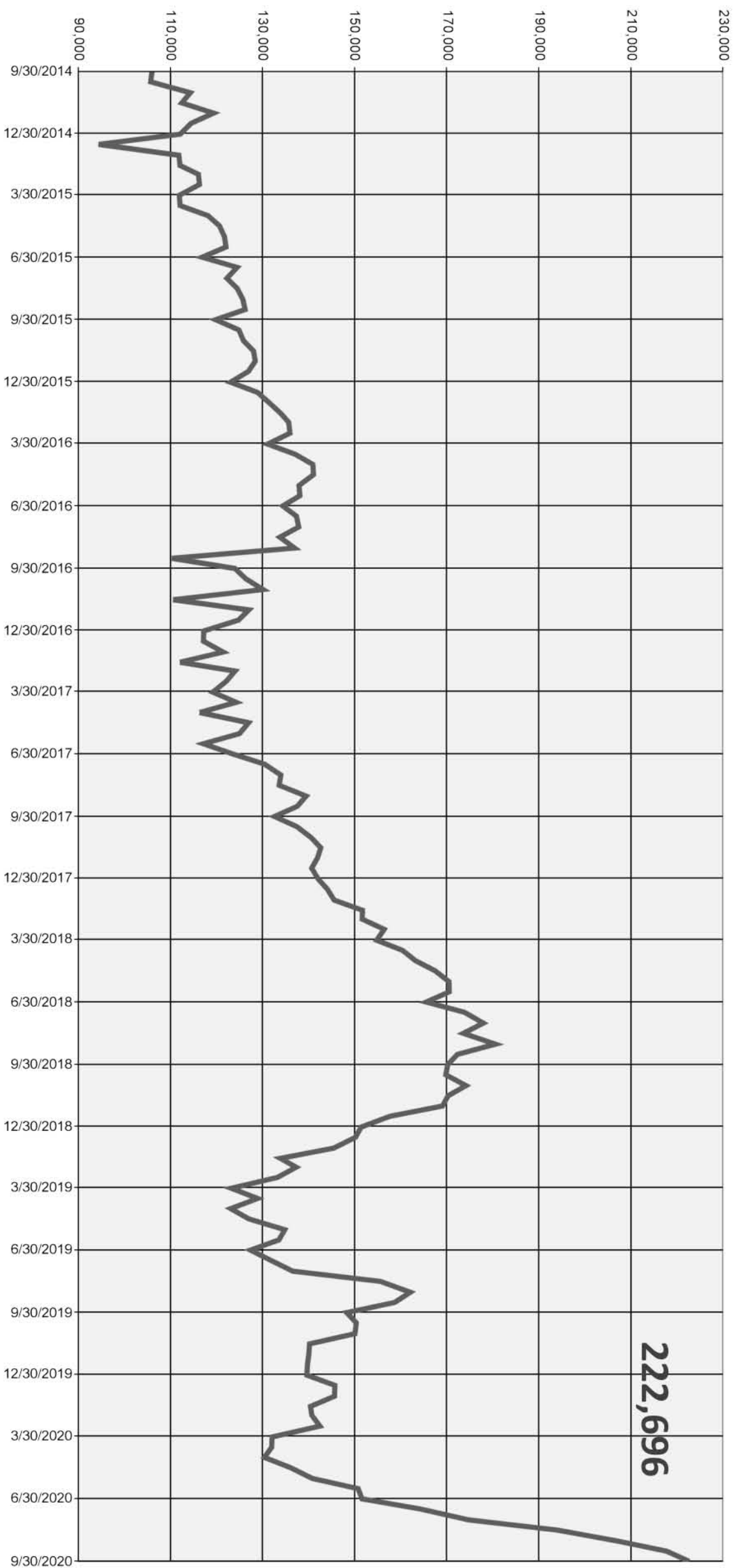


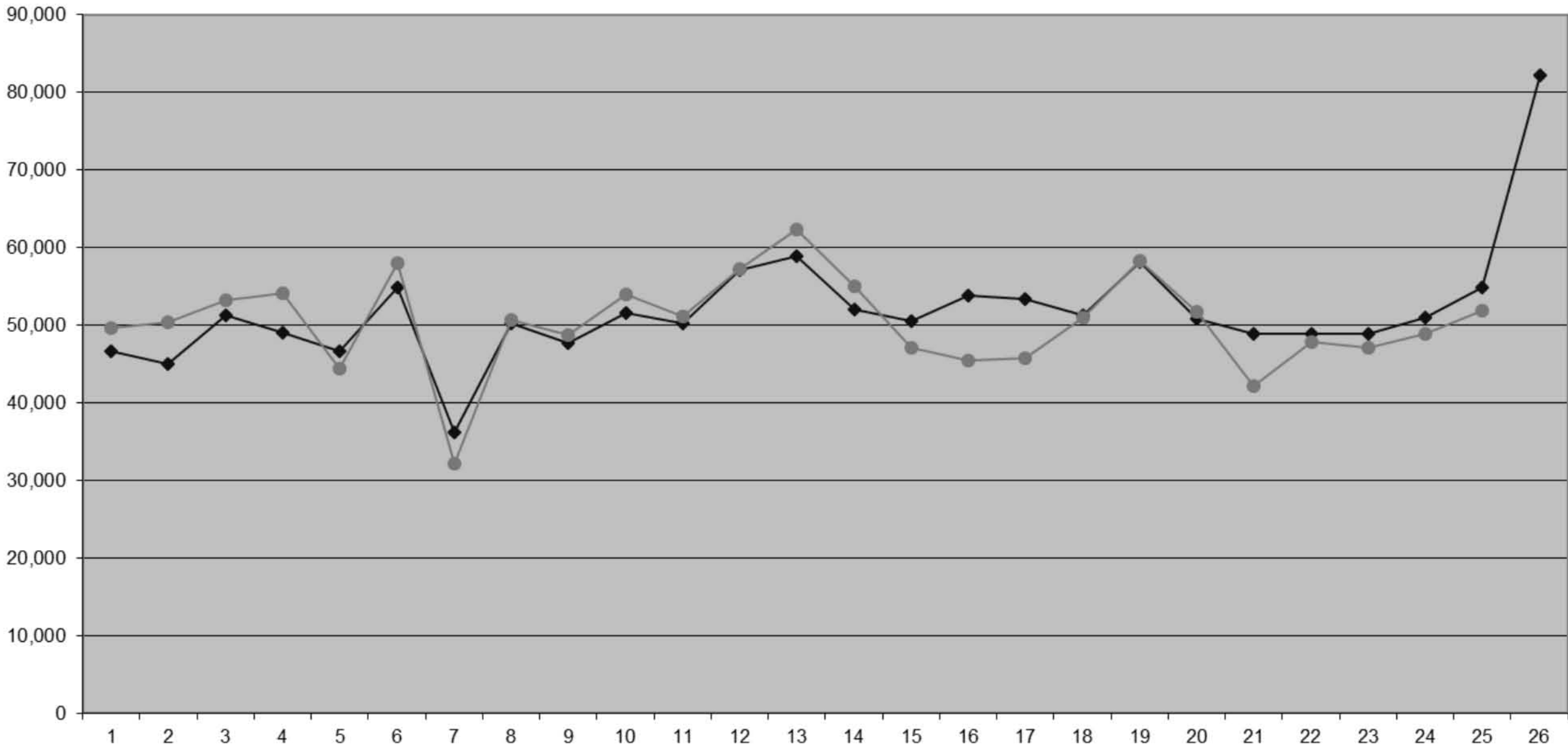
— Projected Filings from Non-US Non-China Applicants — FY20 Trademark Application Filings from Non-US Non-China Applicants

FY20 Section 8 + Section 9 Daily Filings: Actual vs. Plan



Unexamined Application Inventory (classes)



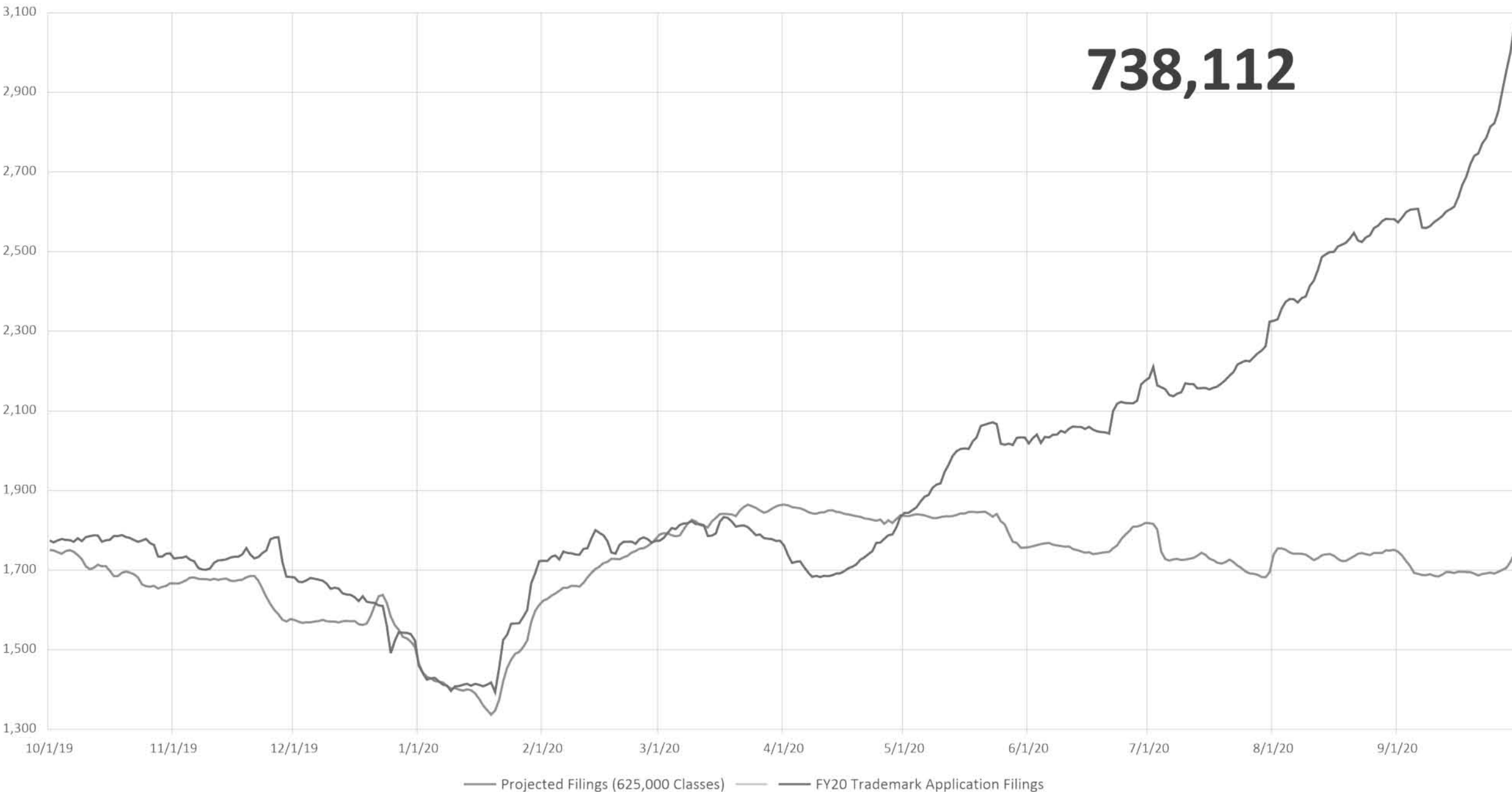


BDs

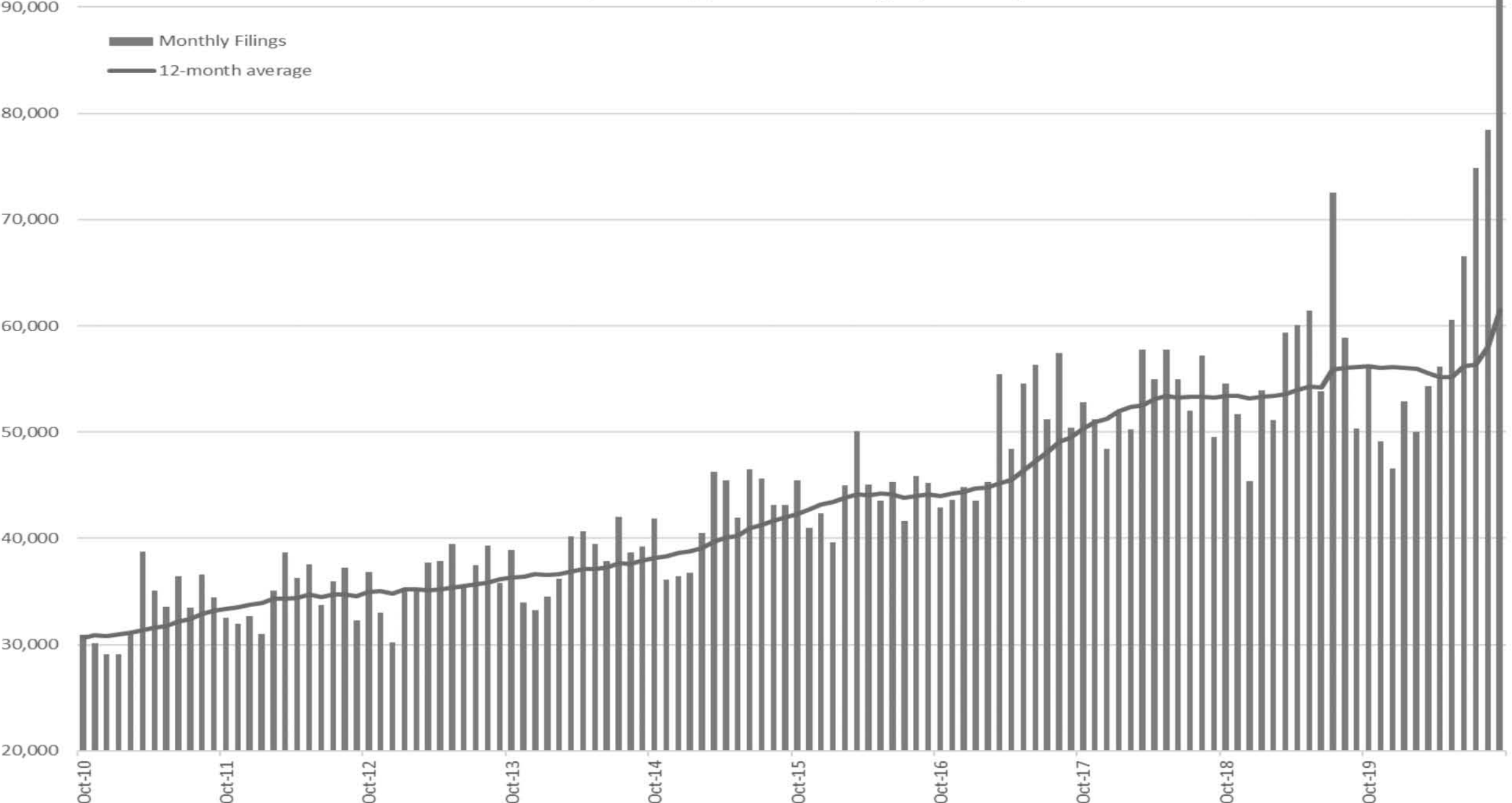


FY20 Daily Trademark Application Filings: Actuals Compared to Revised Plan (625,000 Classes)

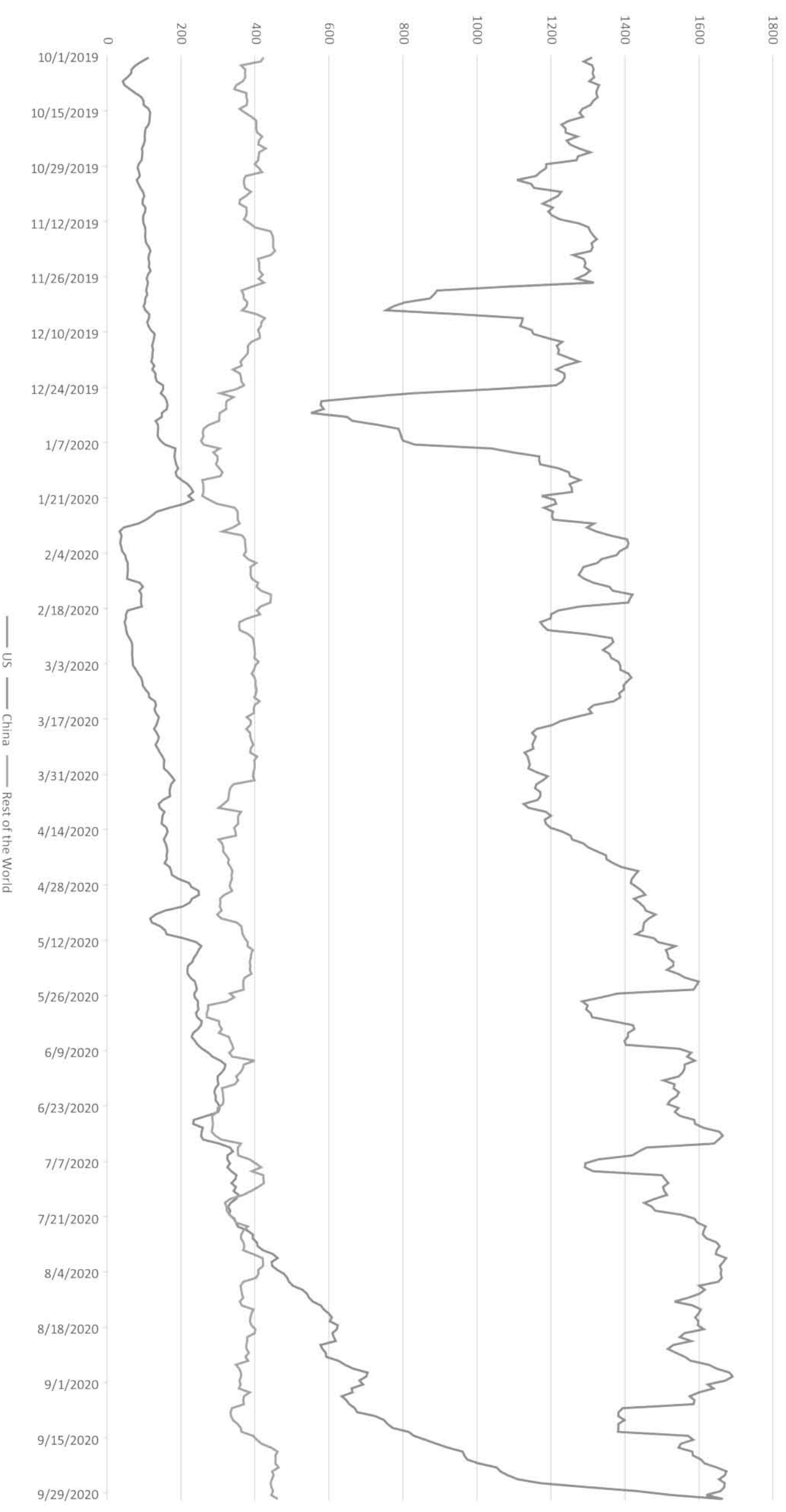
738,112



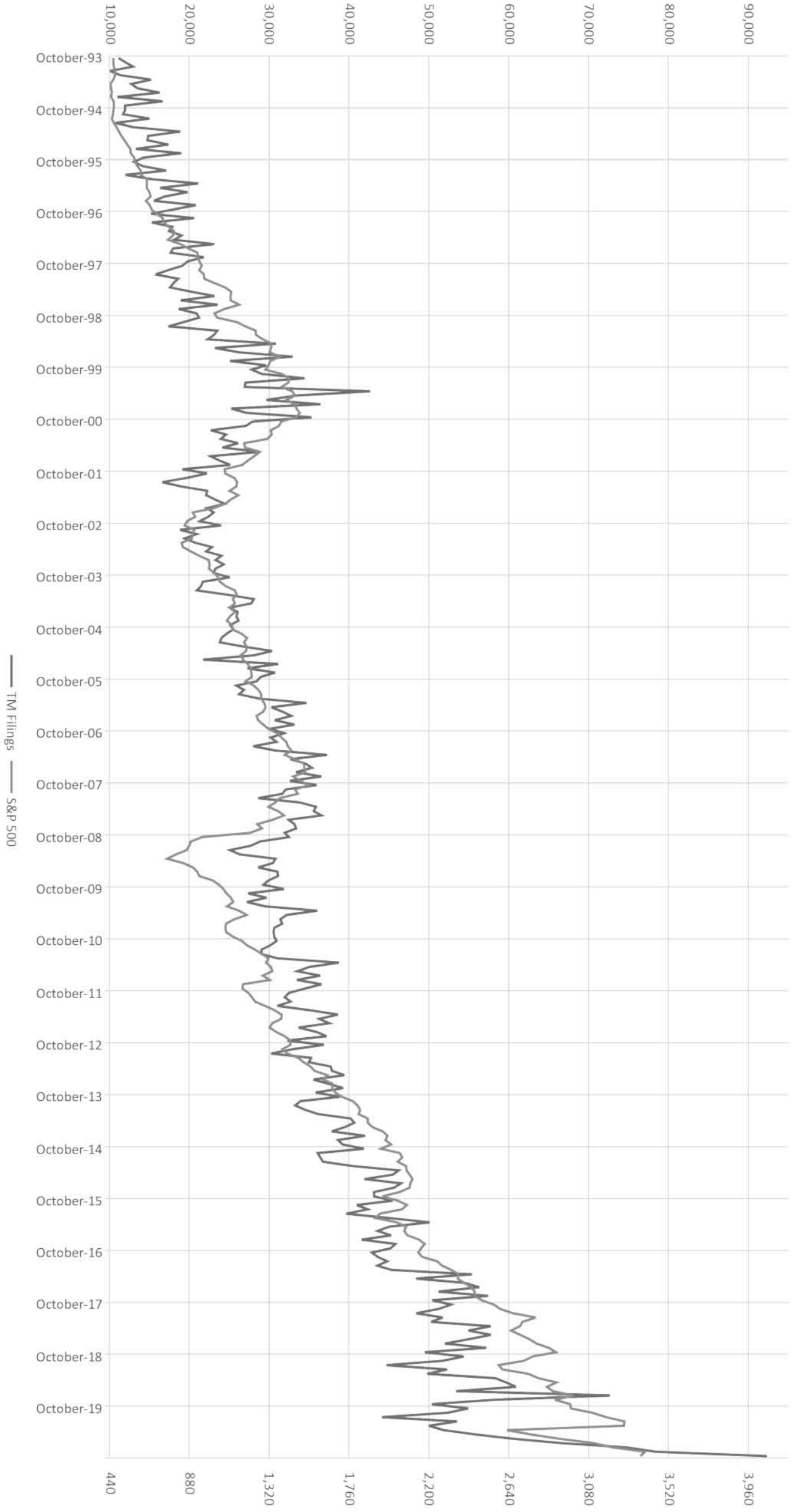
Monthly New Application Filings (Classes)



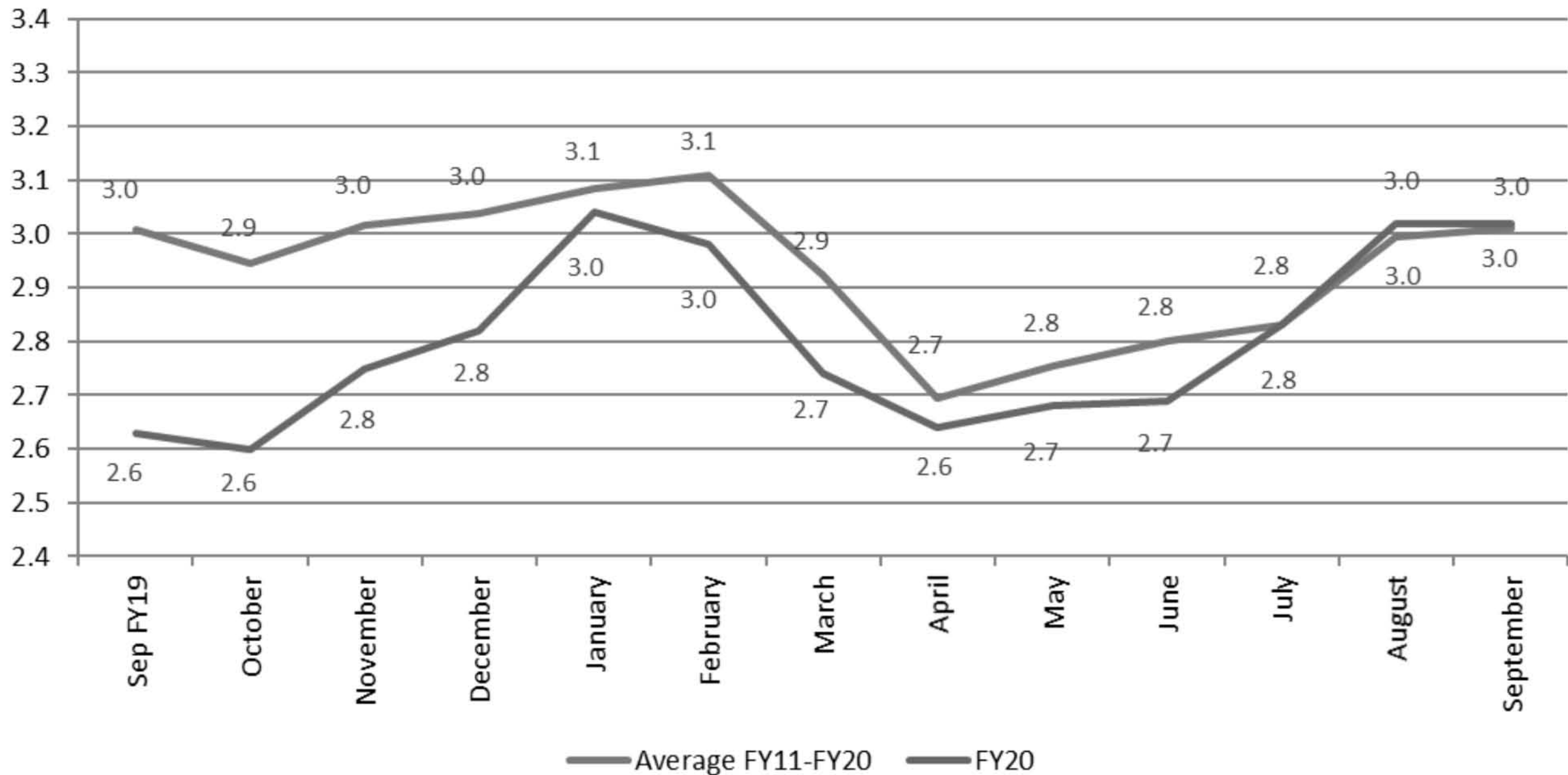
USPTO Application Filings: US, China, and the Rest of the World



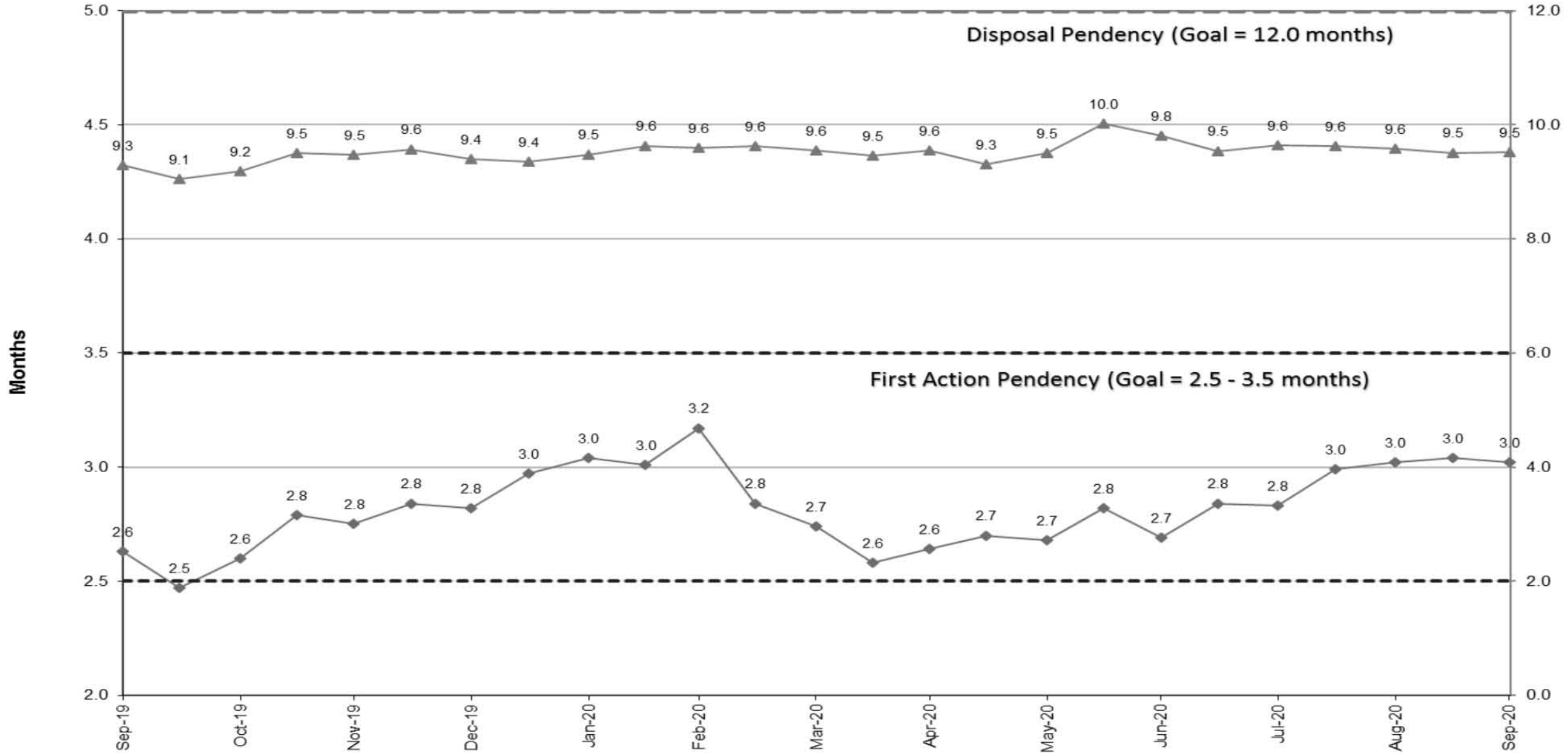
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



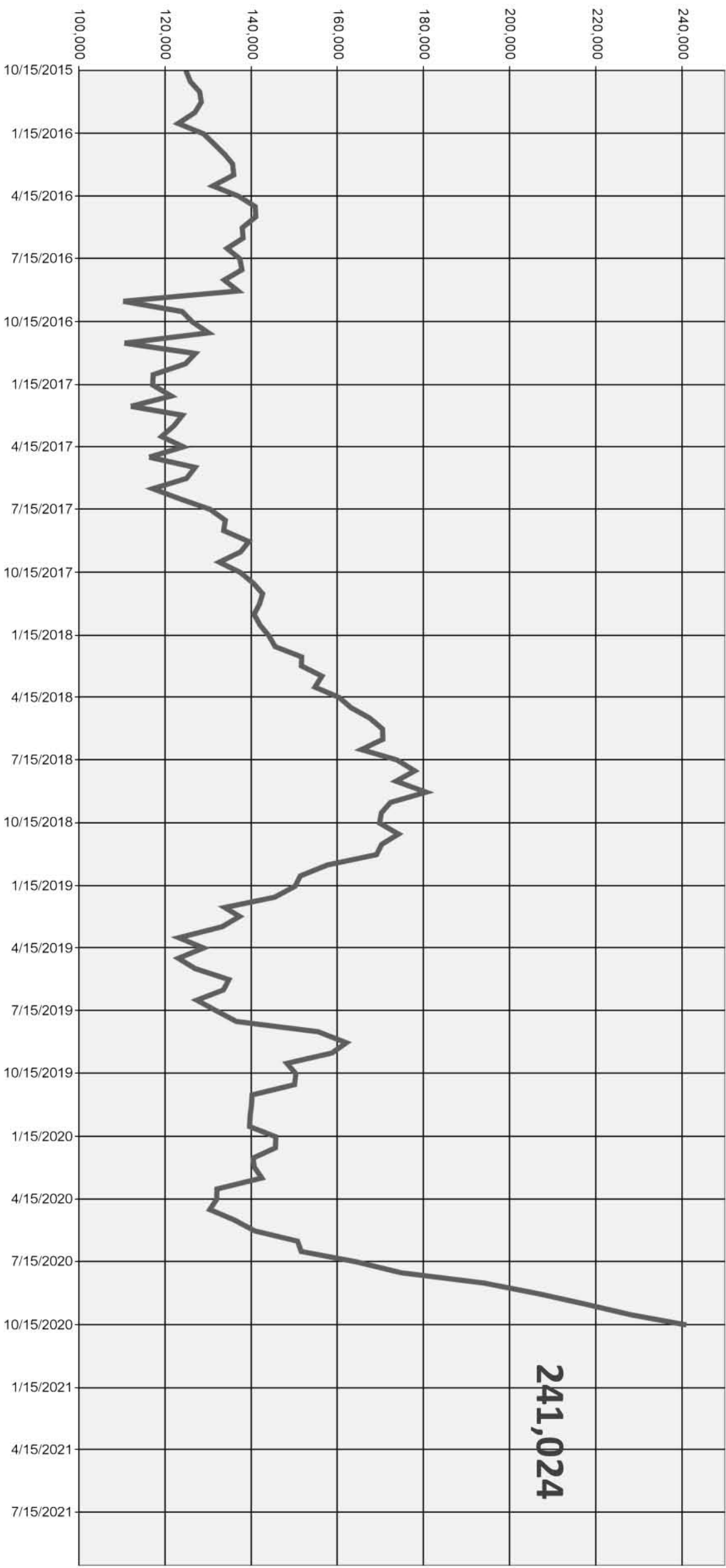
FY20 First Action Pendency vs. 10-year Average

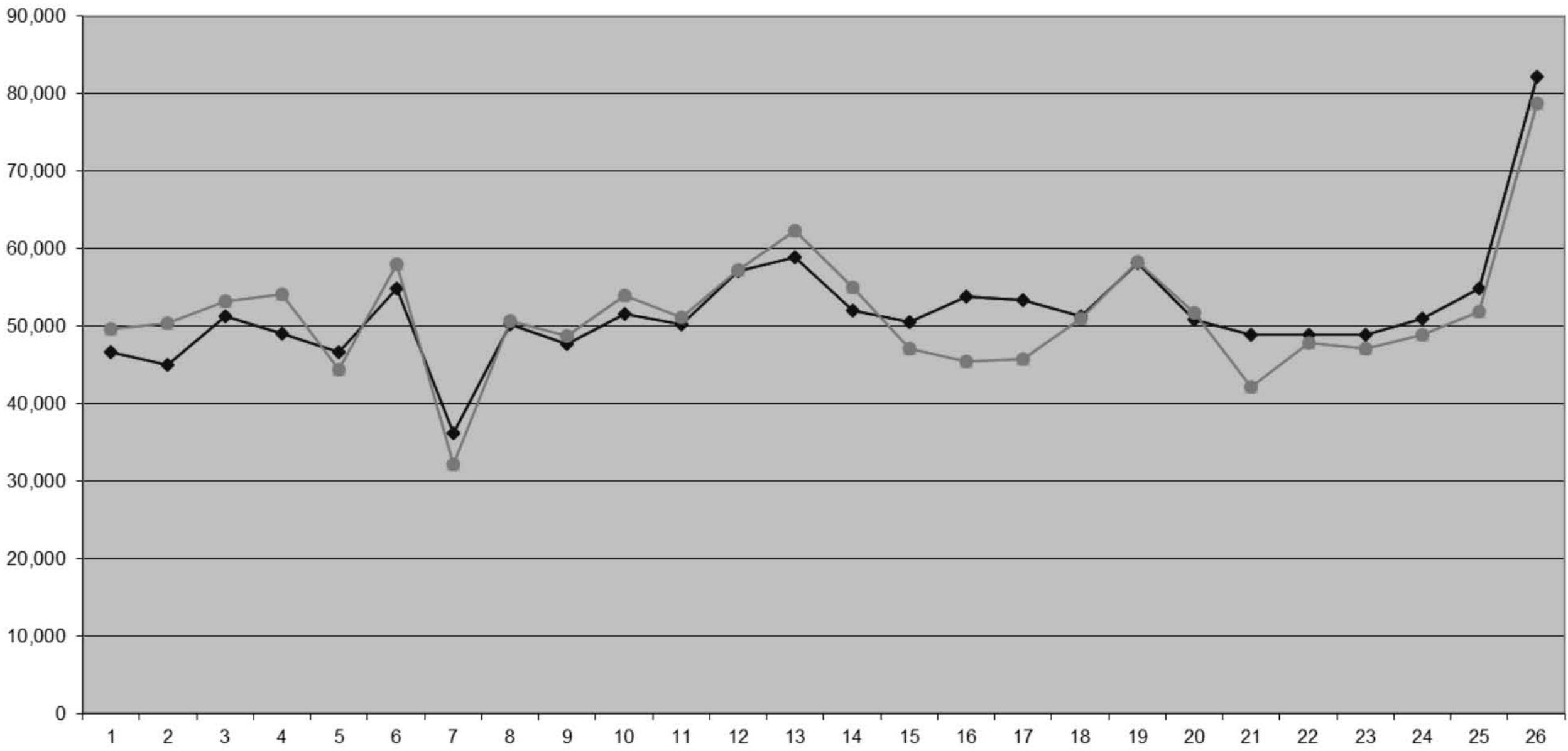


FY20 Pendency

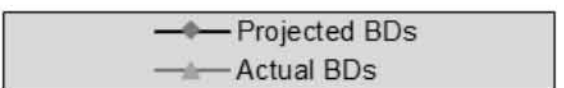


Unexamined Application Inventory (classes)

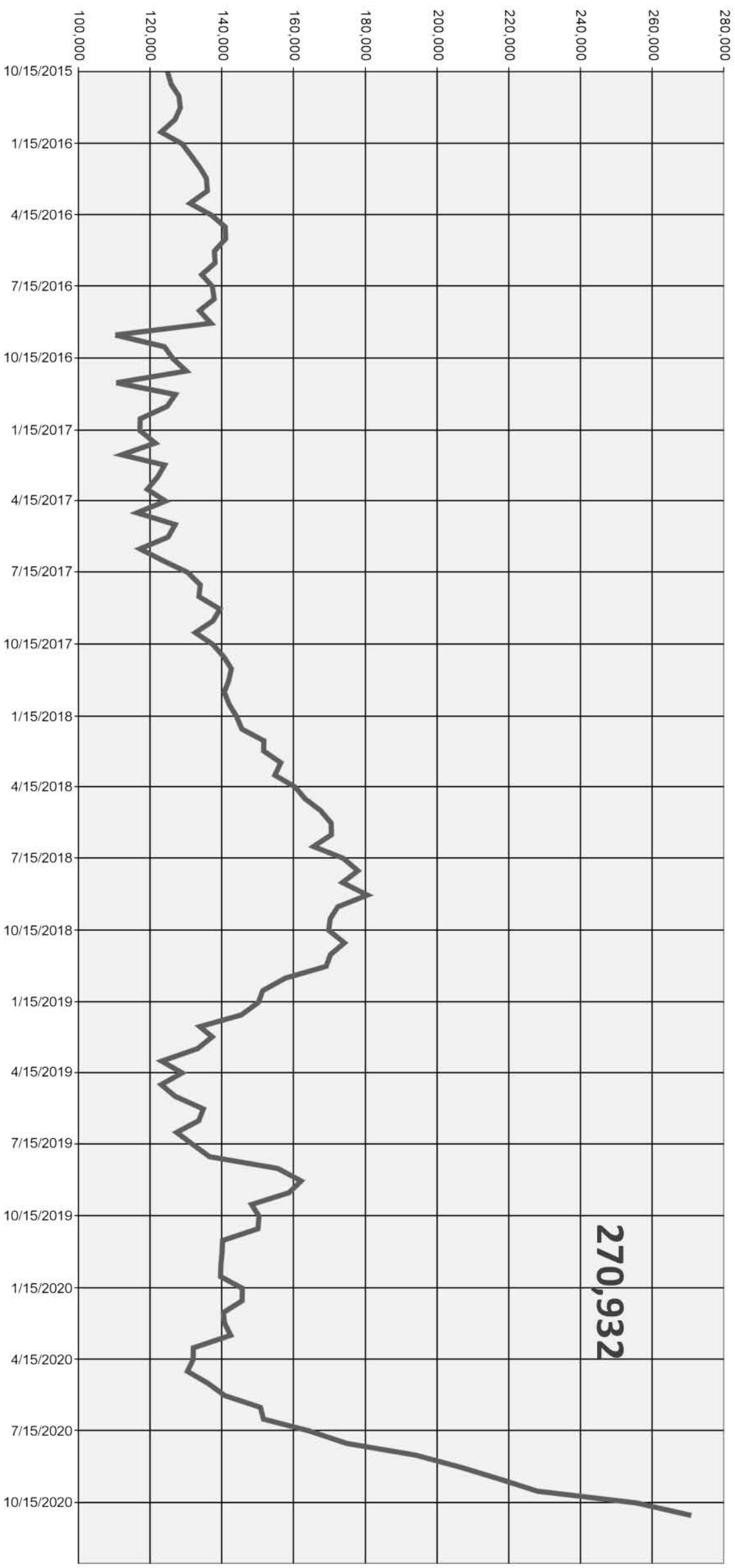




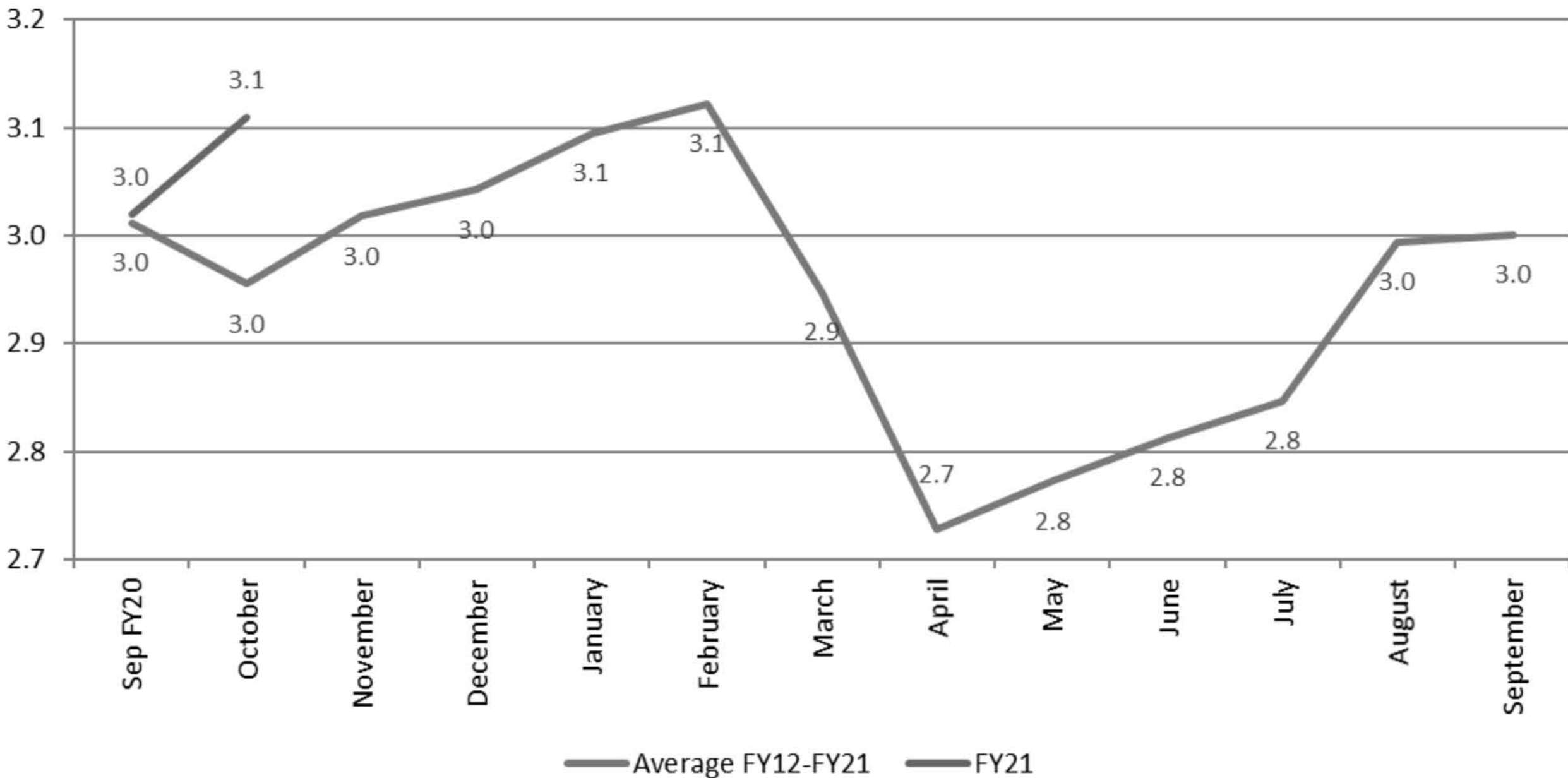
BDs

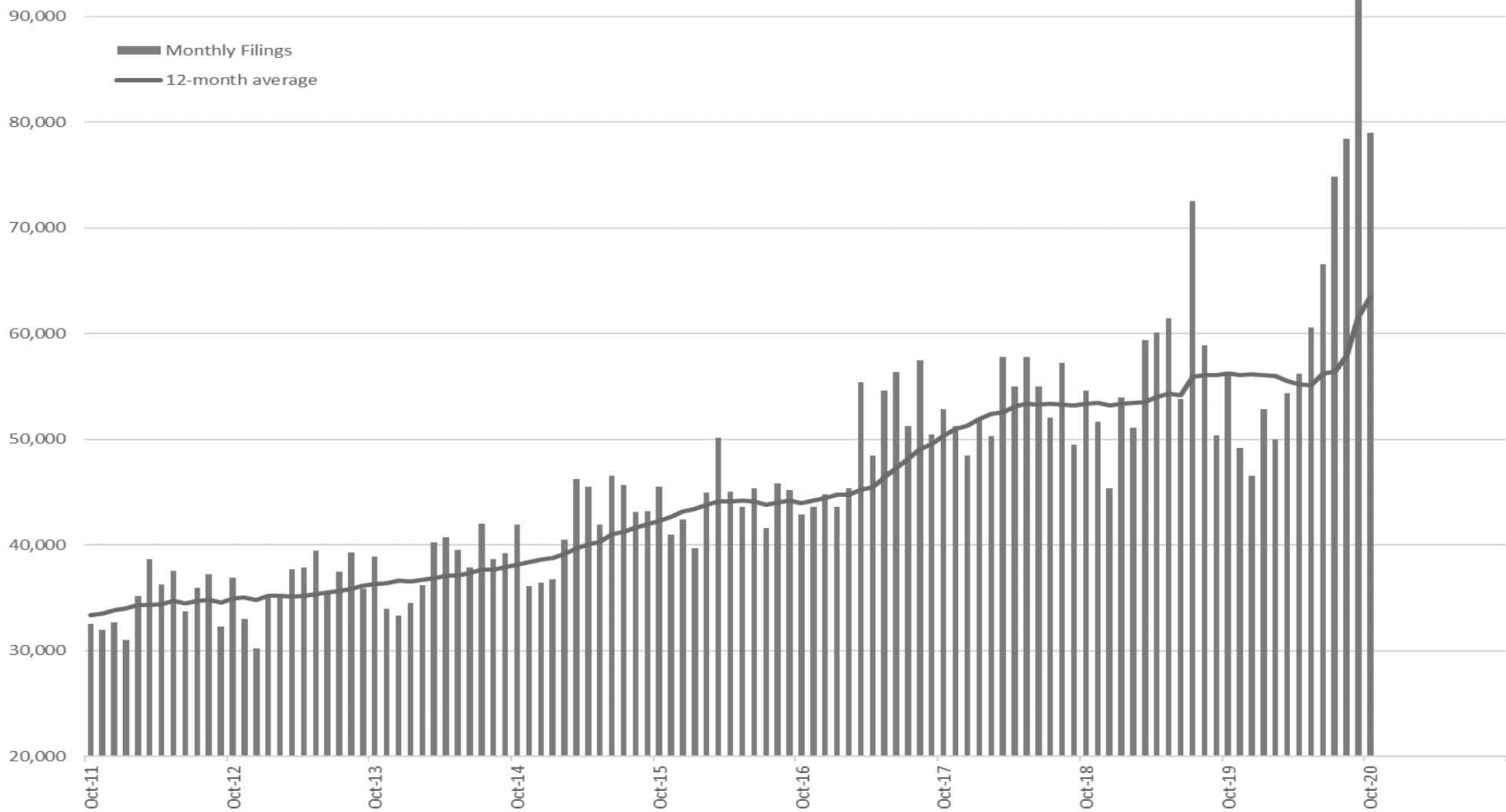


Unexamined Application Inventory (Classes)

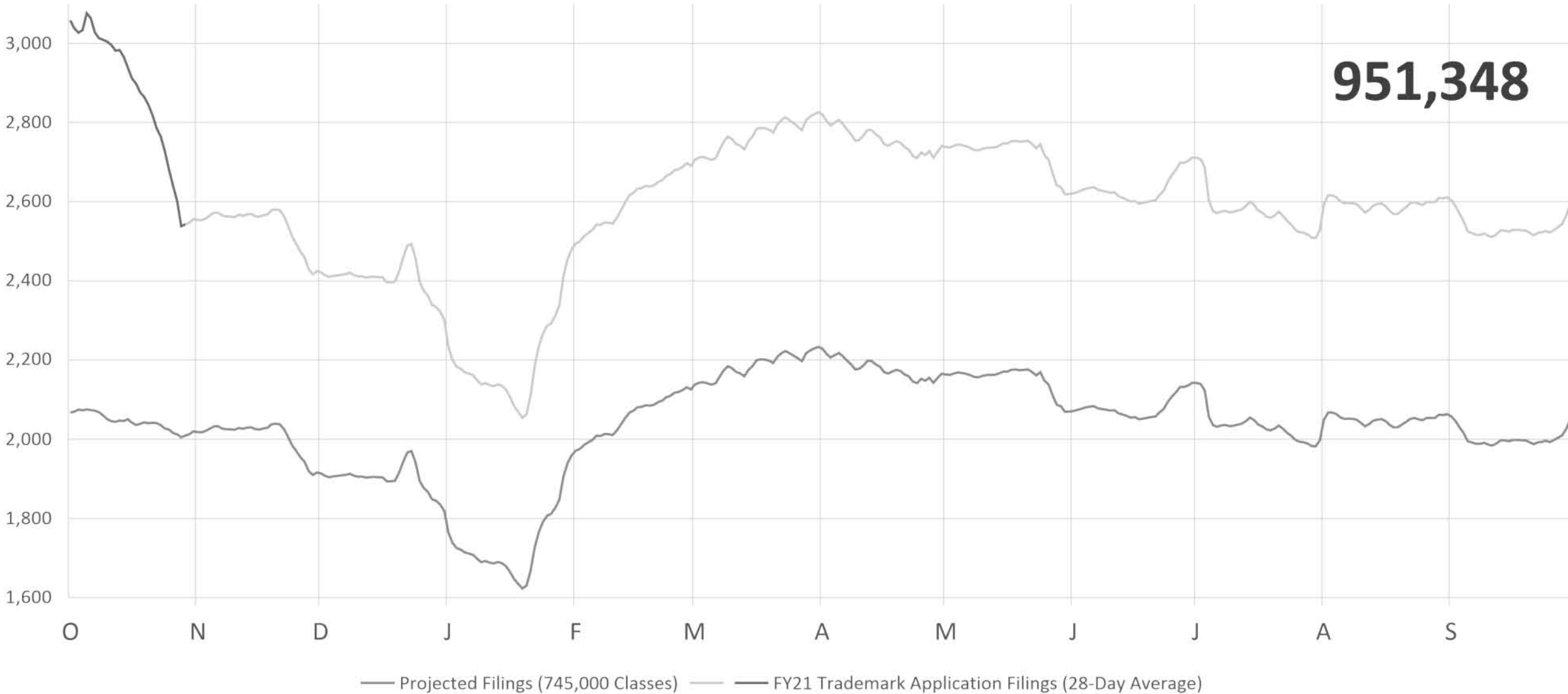


FY21 First Action Pendency vs. 10-year Average

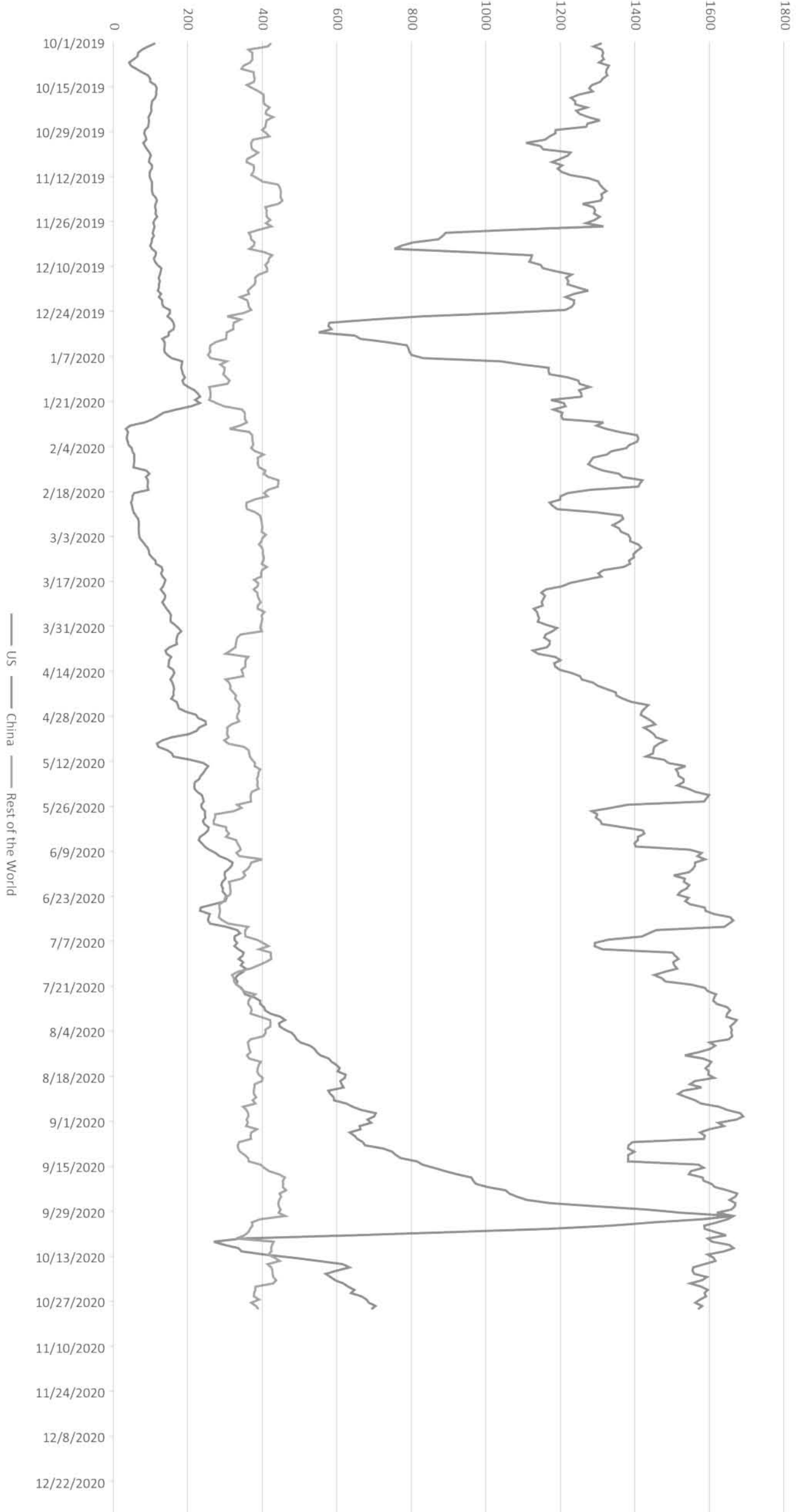




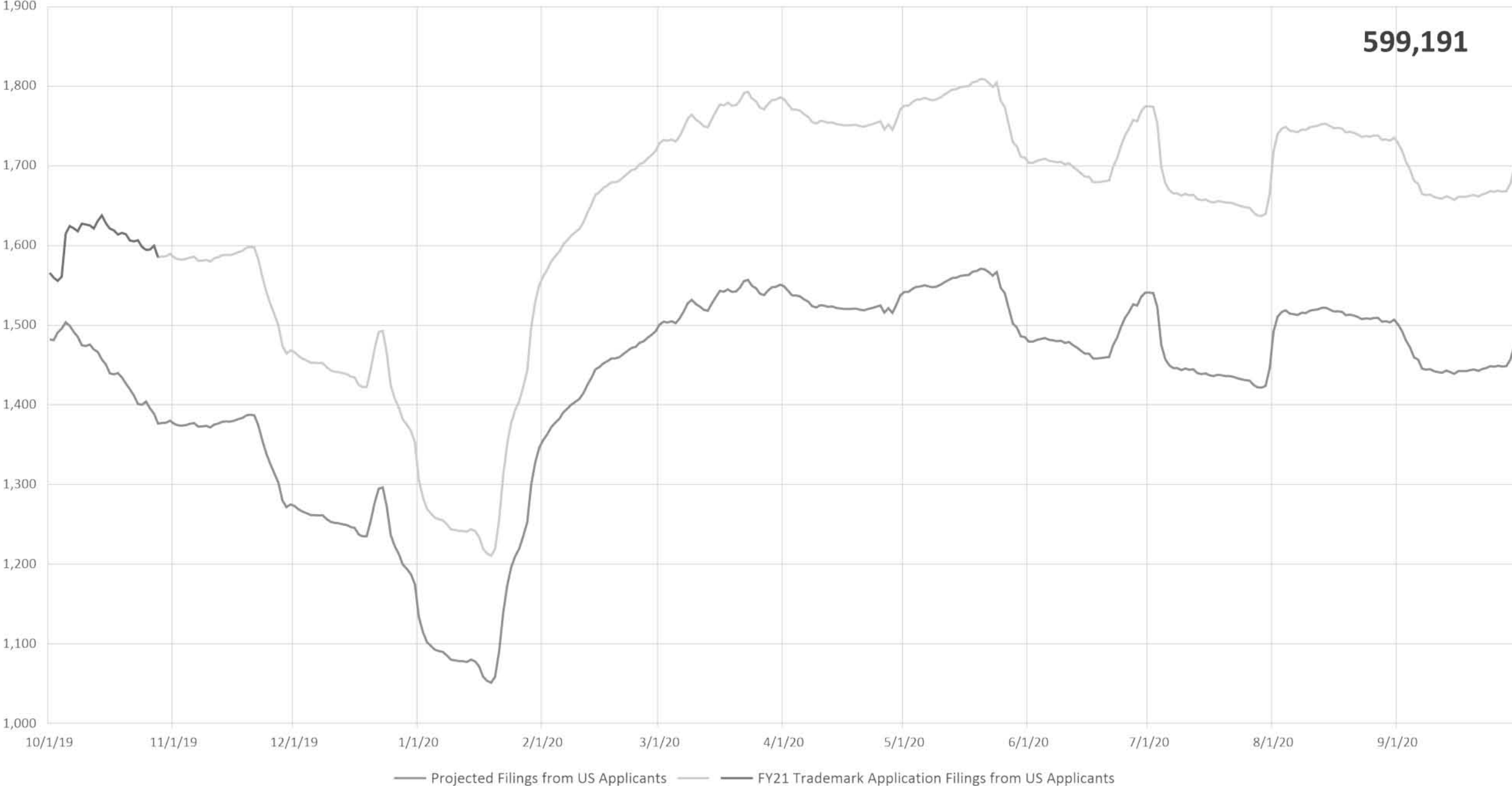
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (745,000 Classes)



USPTO Application Filings: US, China, and the Rest of the World



FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (522,000 Classes)

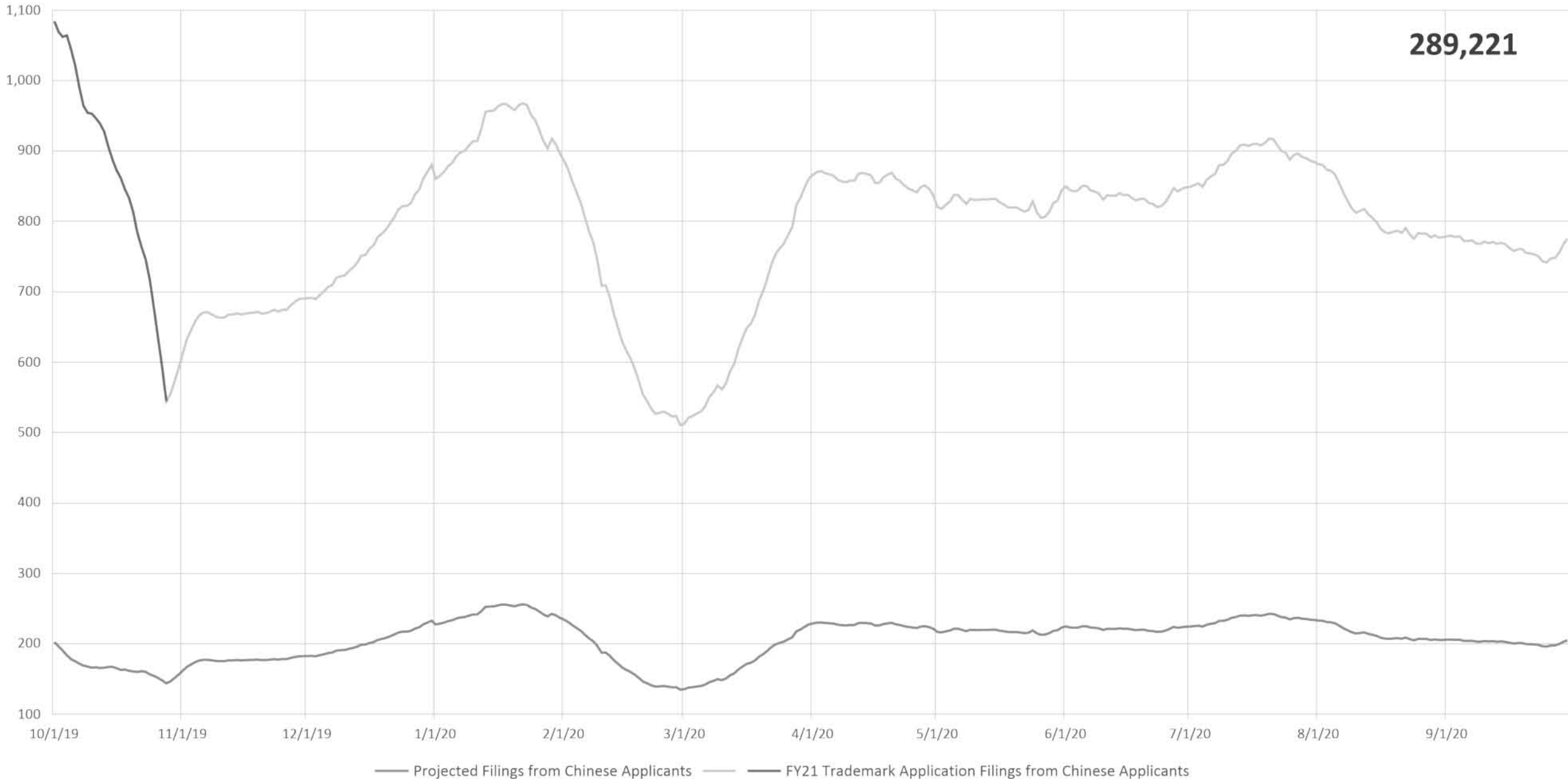


599,191

— Projected Filings from US Applicants — FY21 Trademark Application Filings from US Applicants

FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (75,000 classes)

289,221

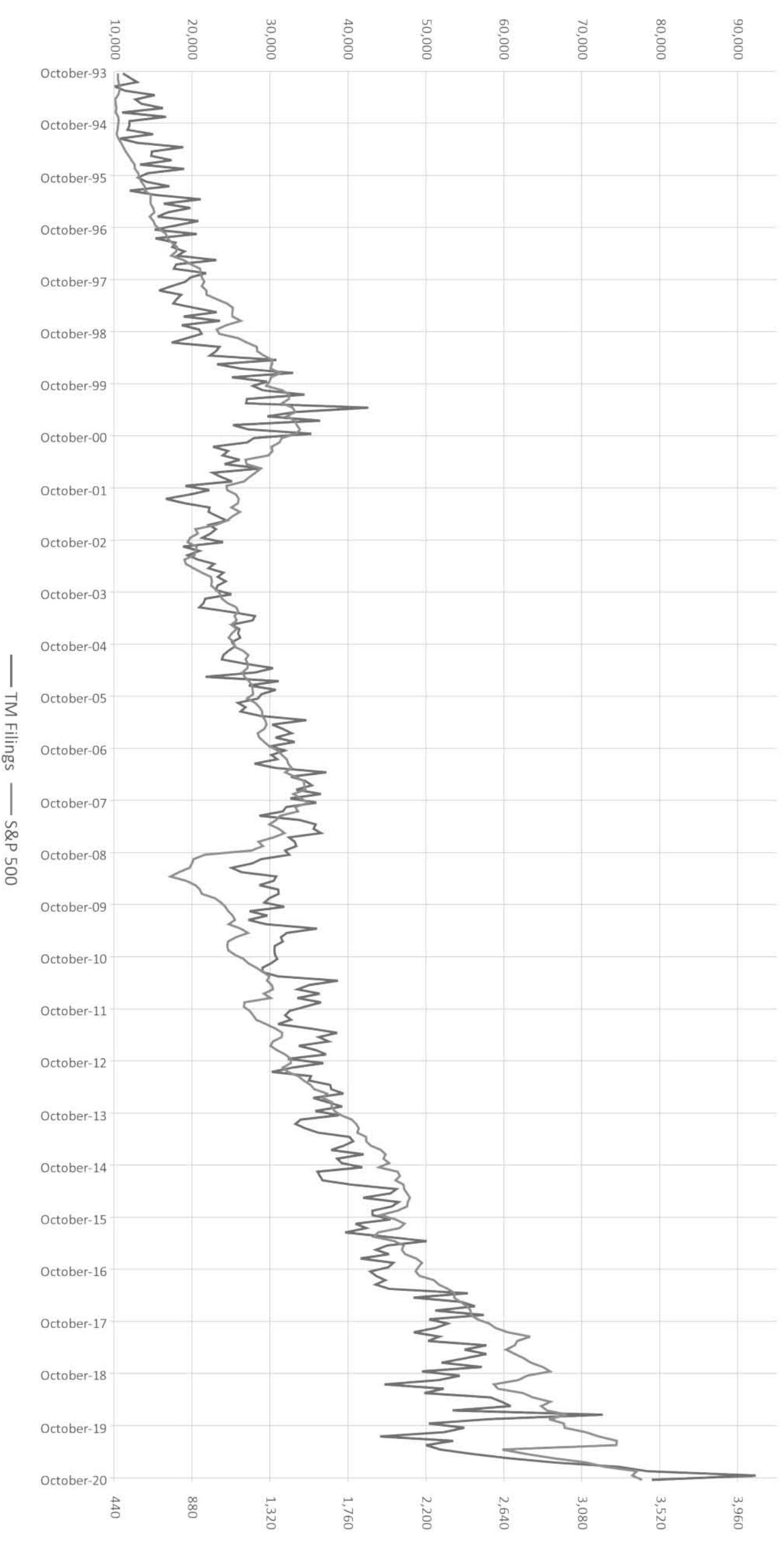


FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (148,000 classes)

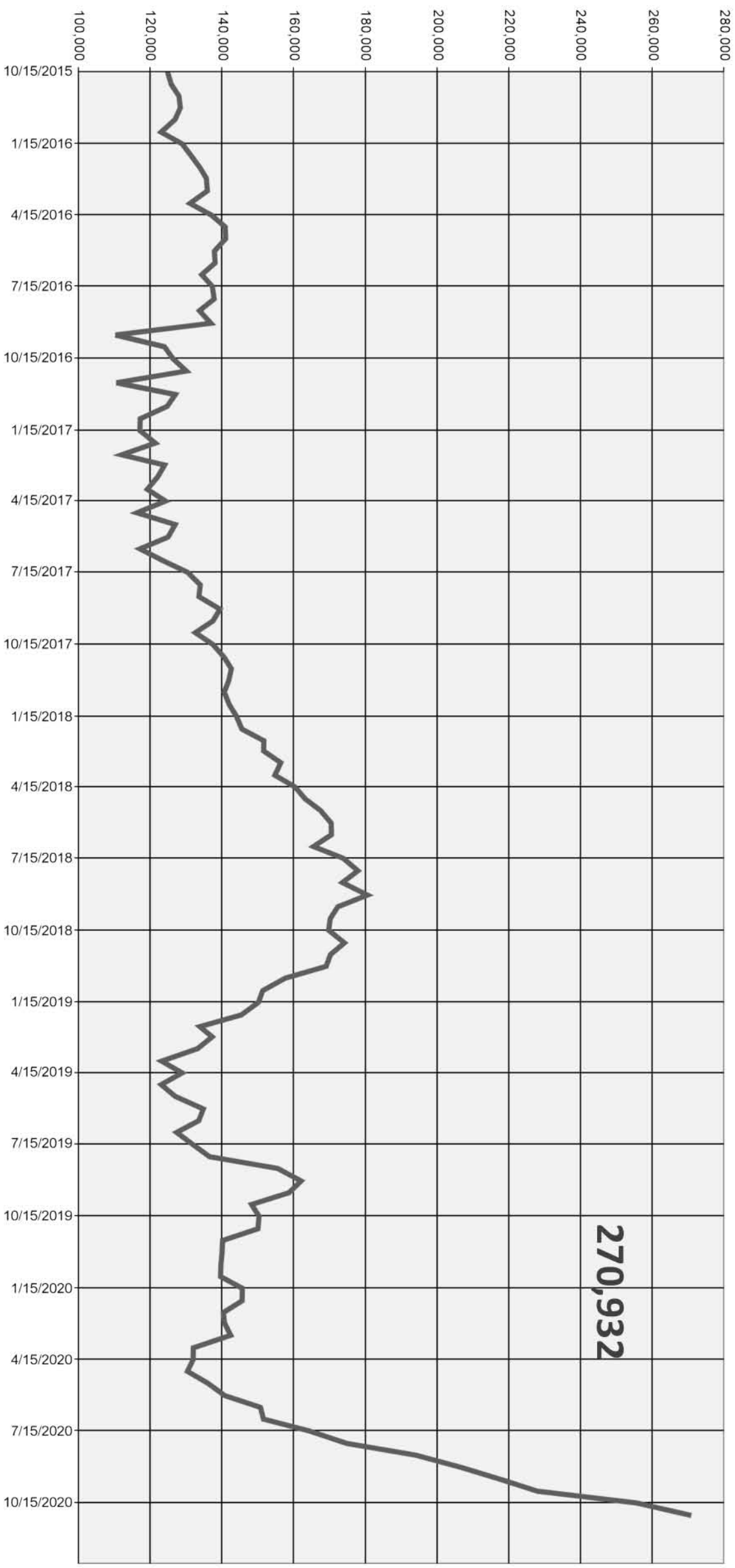
143,775

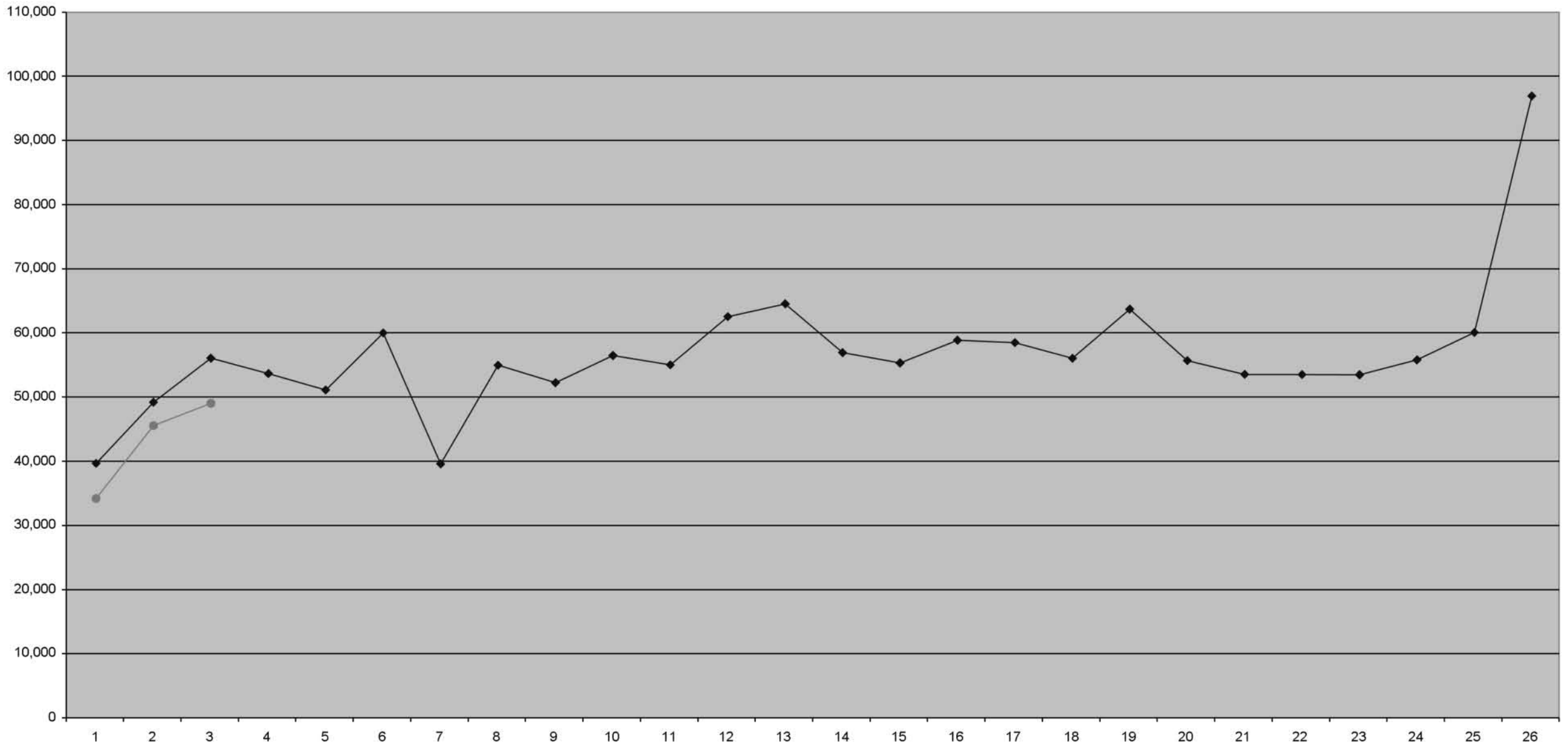


Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



Unexamined Application Inventory (Classes)

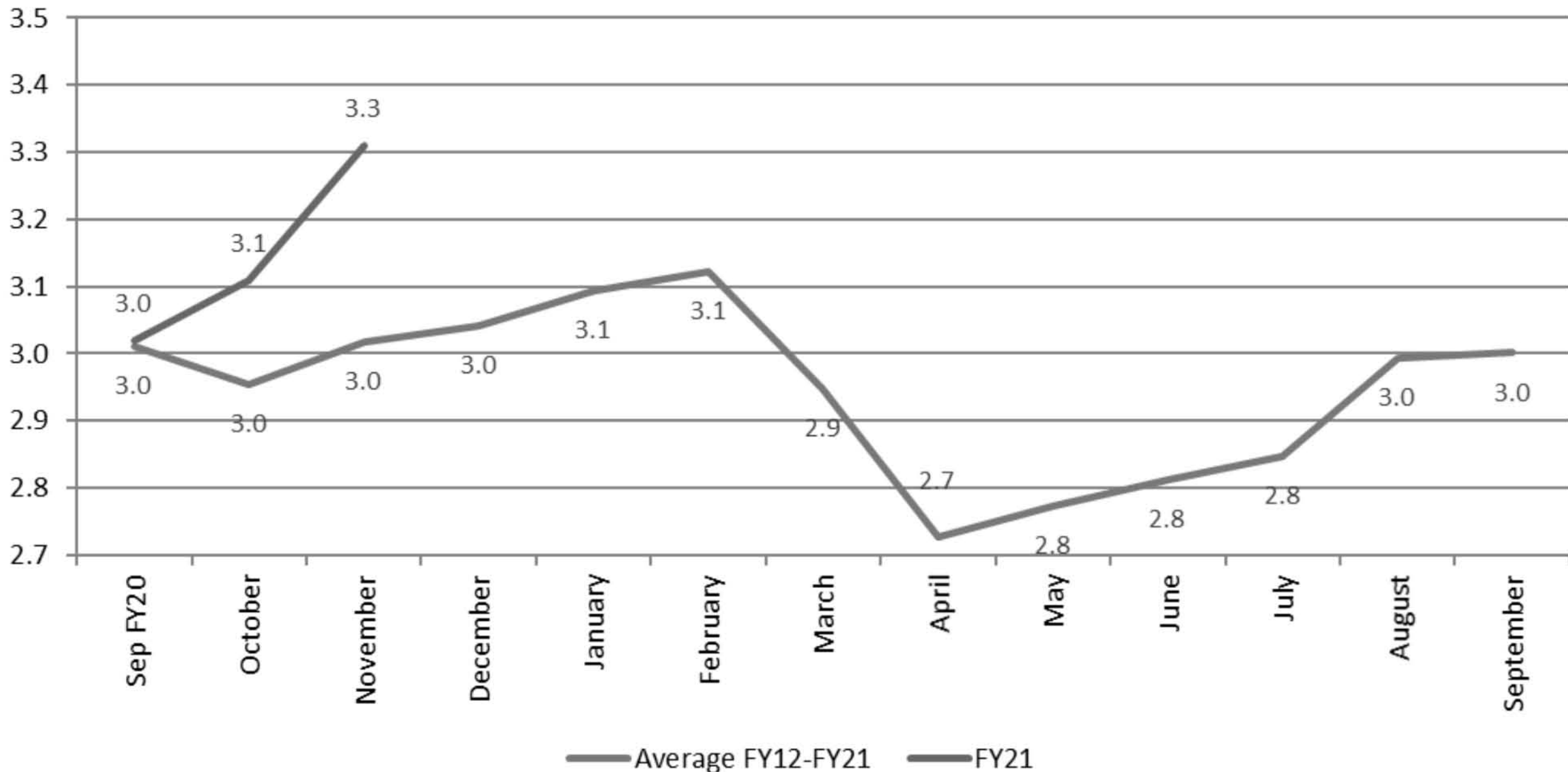




BDs

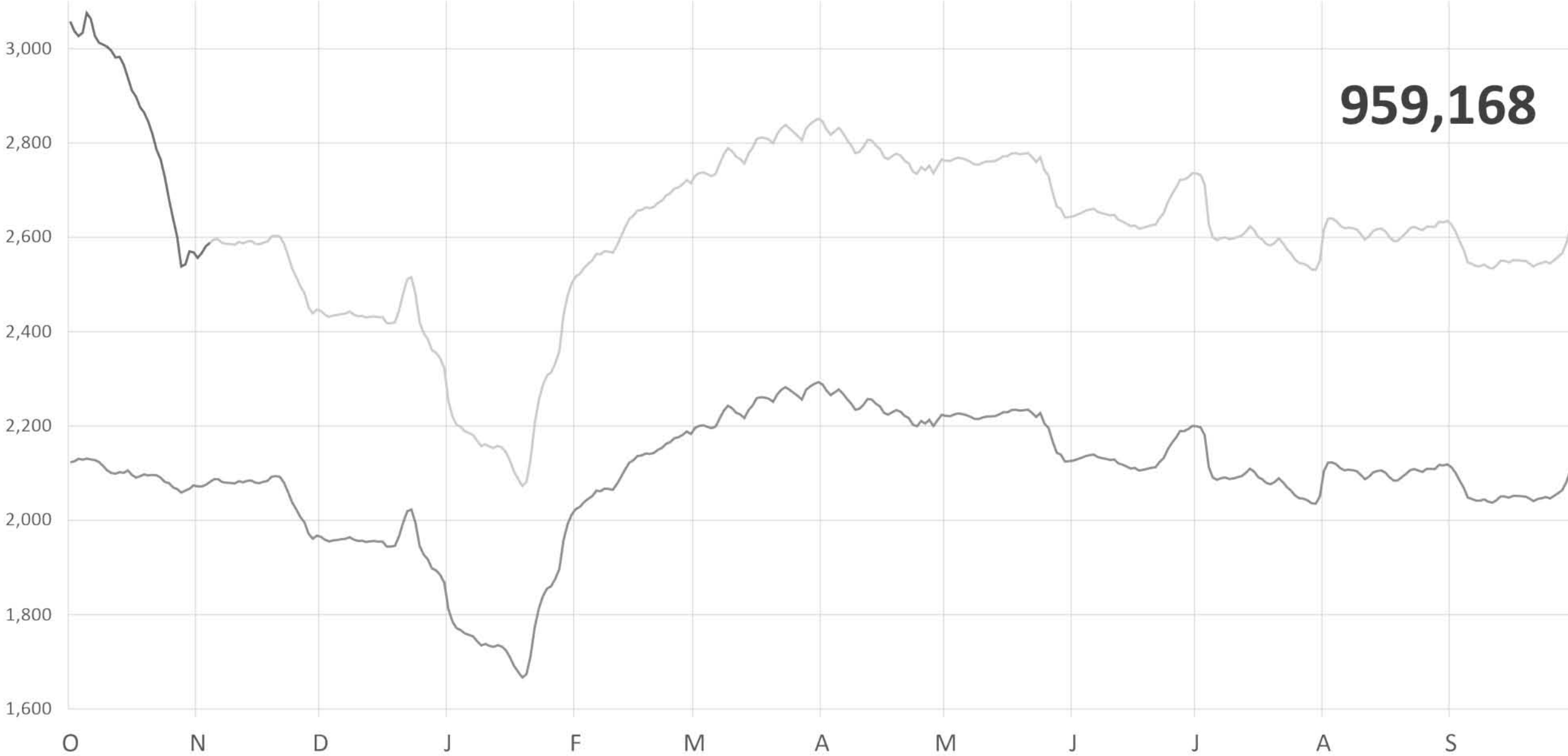


FY21 First Action Pendency vs. 10-year Average



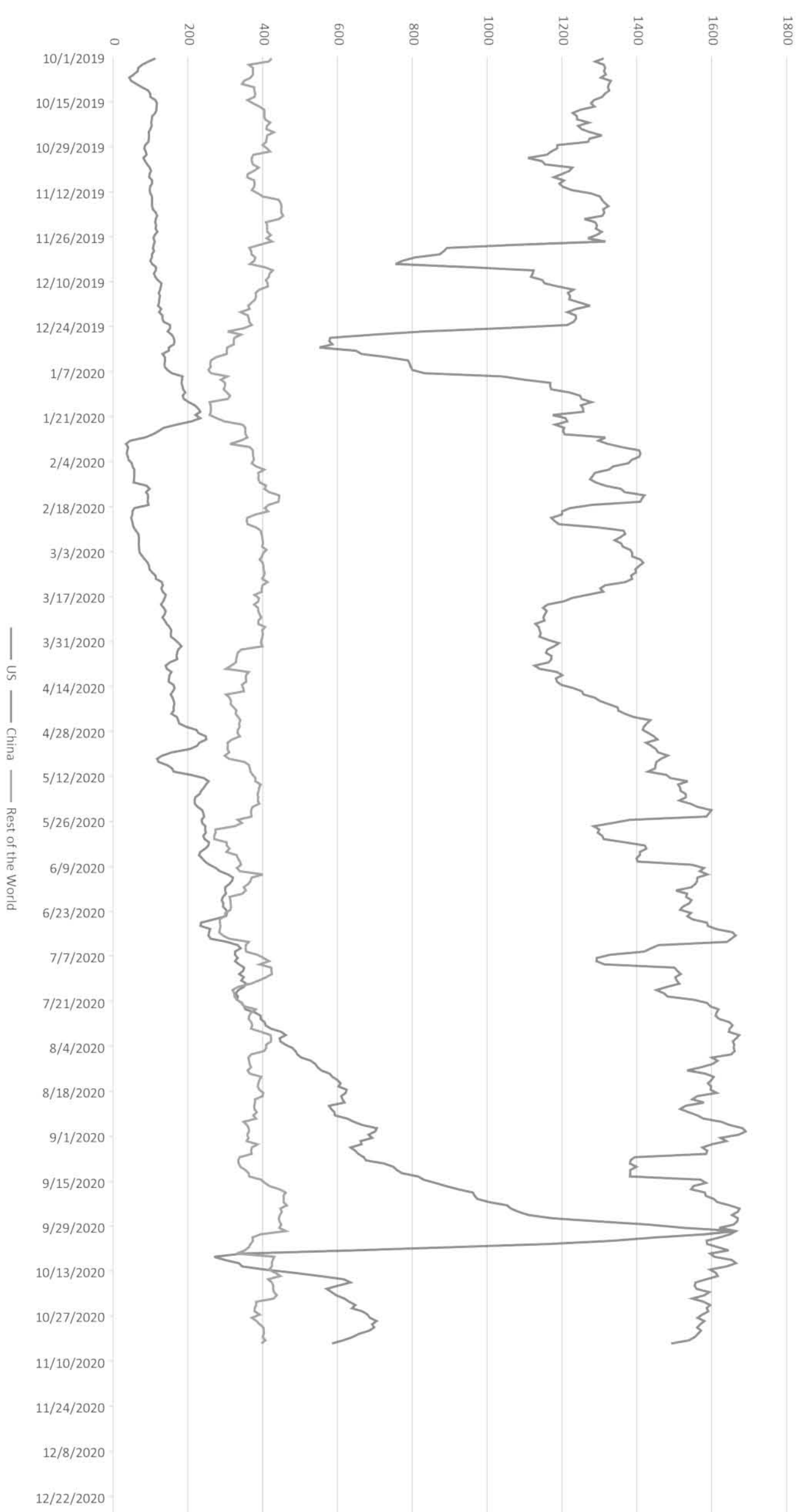
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

959,168

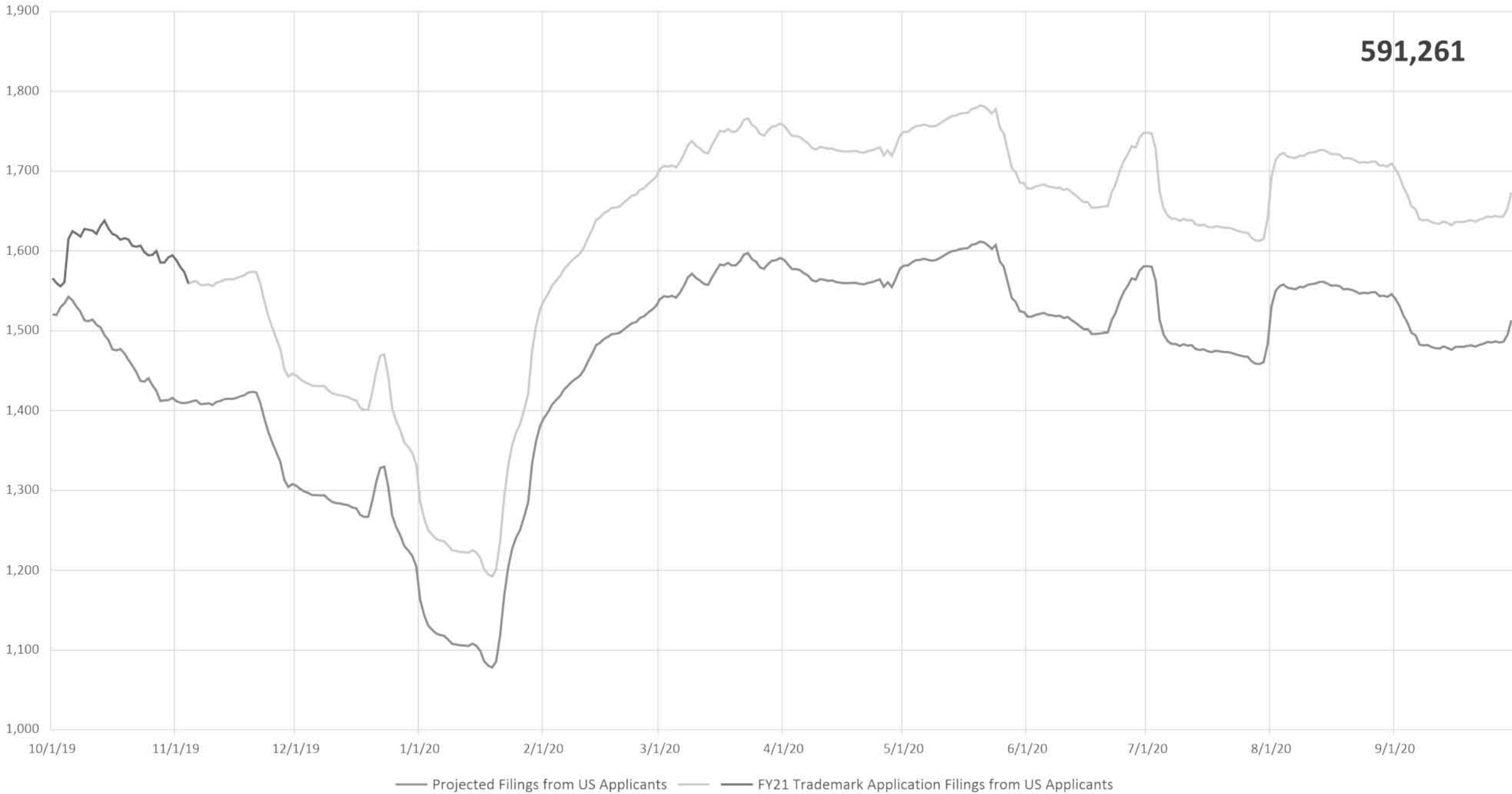


— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

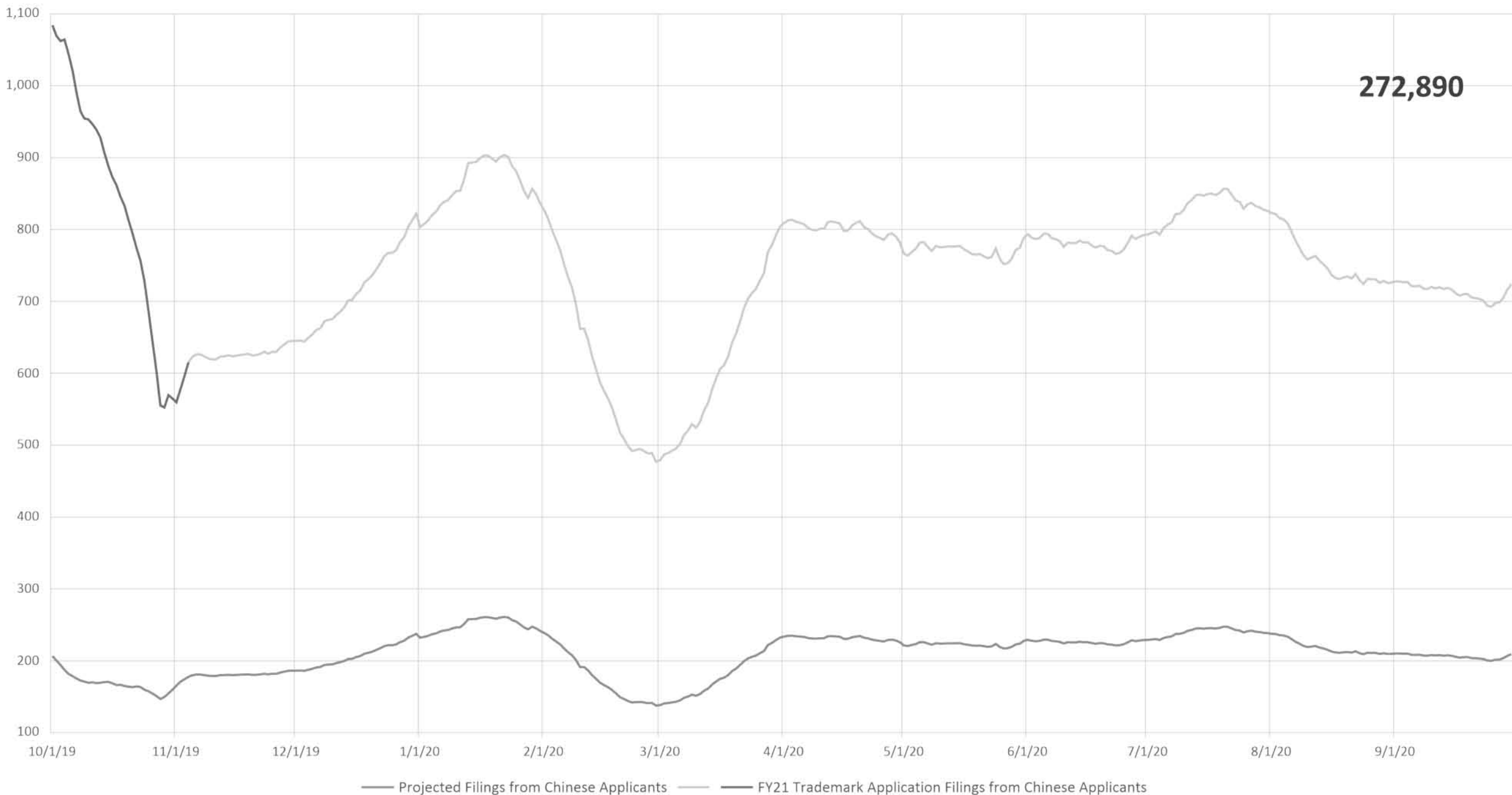
USPTO Application Filings: US, China, and the Rest of the World



FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)



FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)

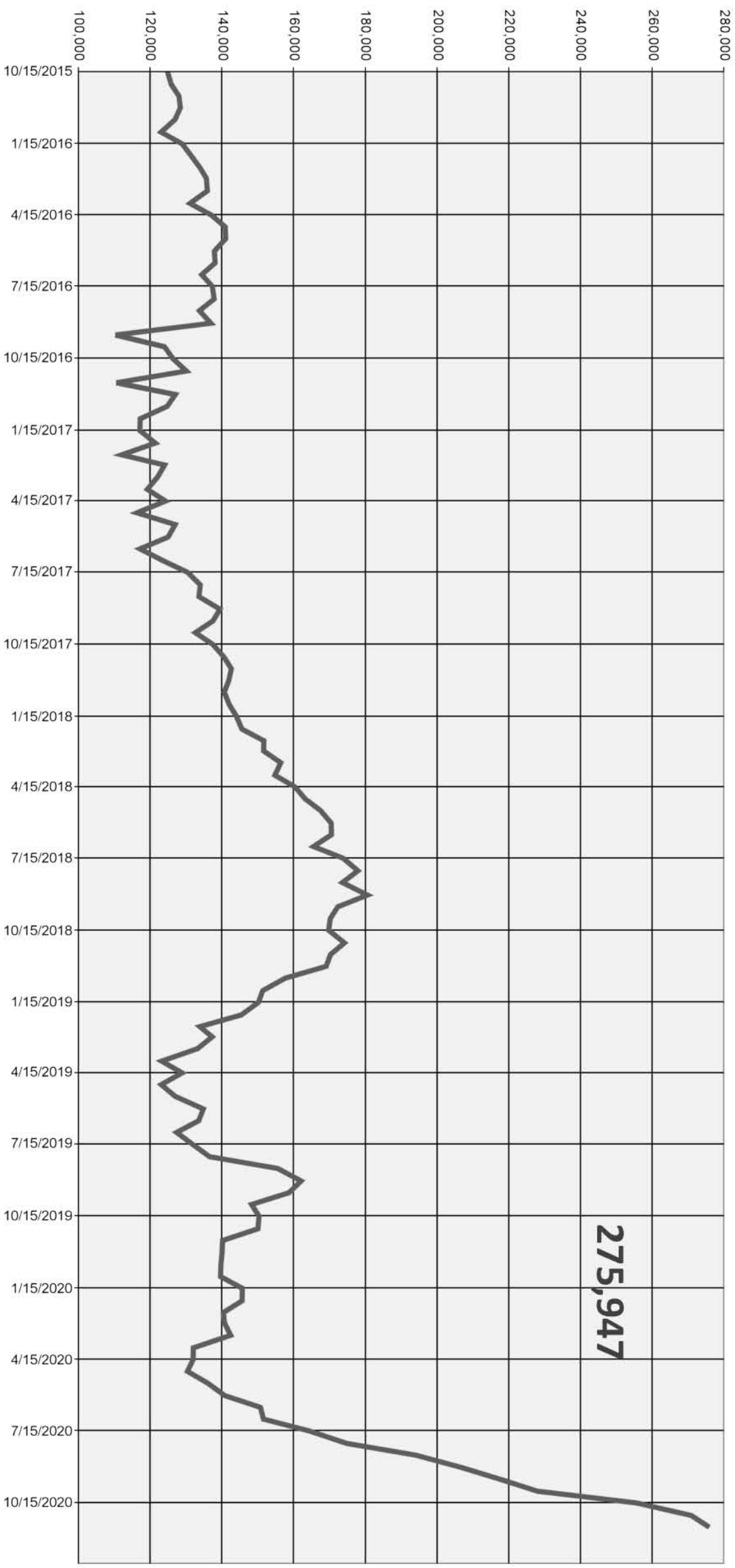


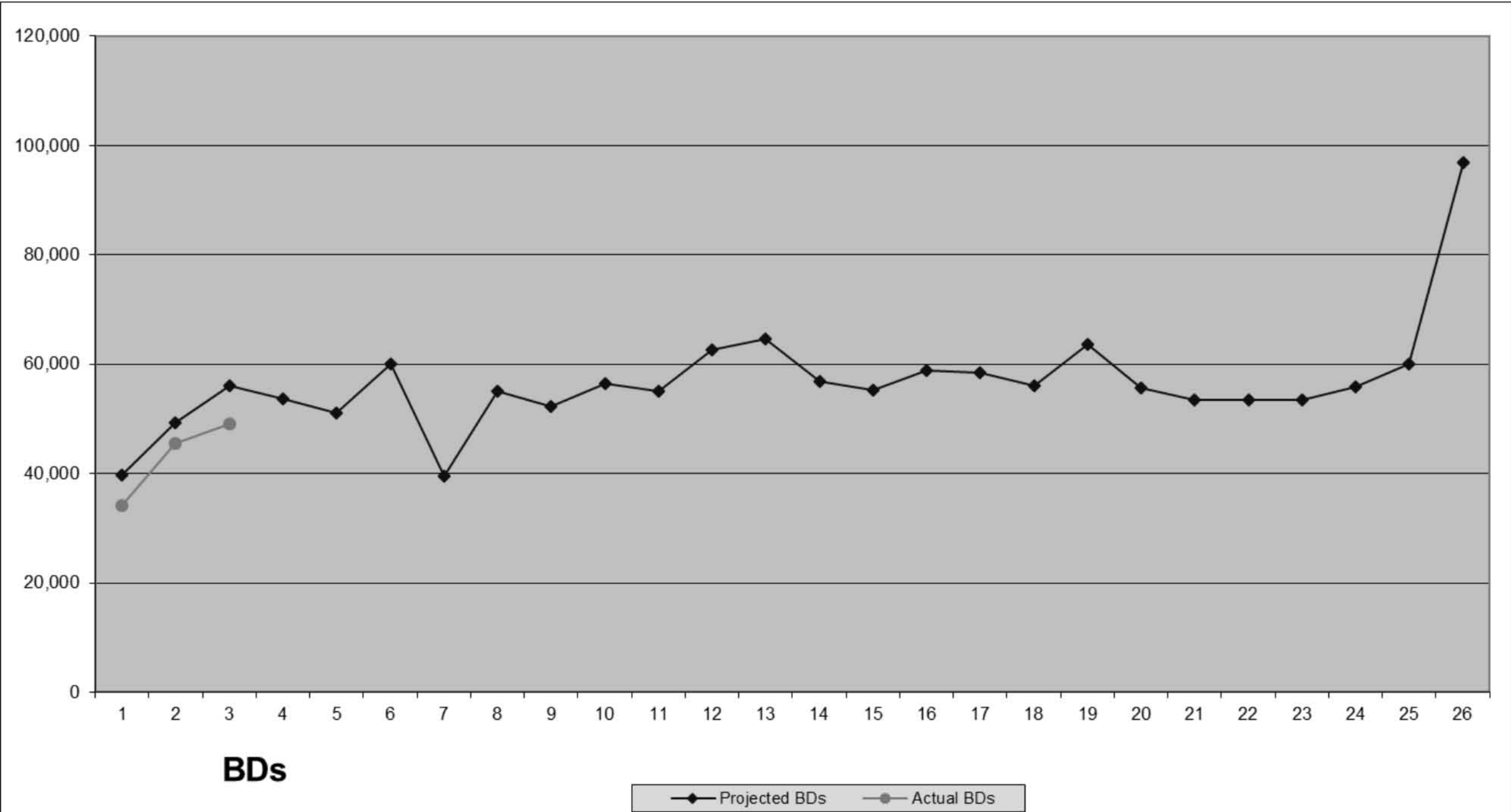
FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)



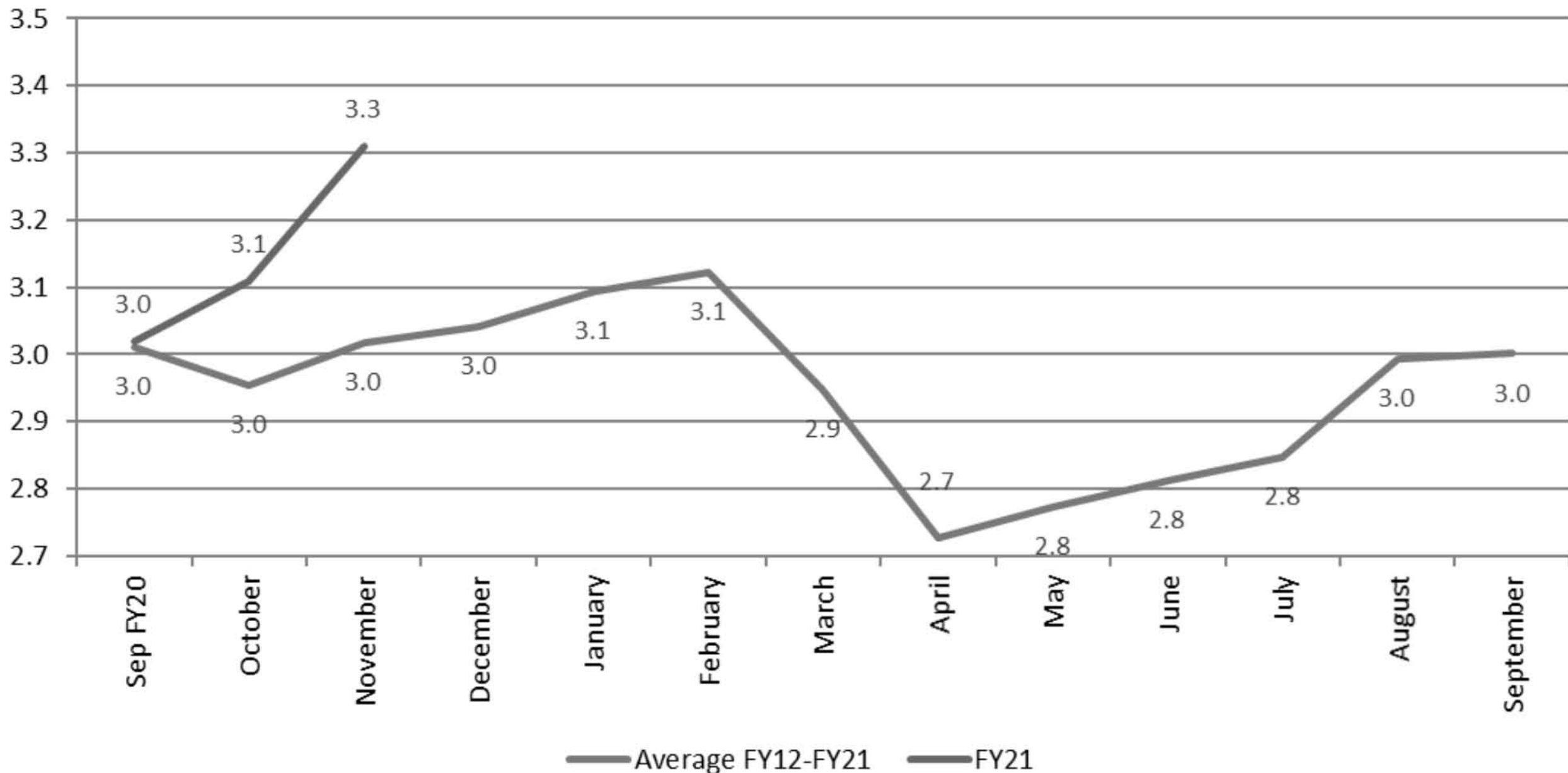
— Projected Filings from Non-US Non-China Applicants — FY21 Trademark Application Filings from Non-US Non-China Applicants

Unexamined Application Inventory (Classes)



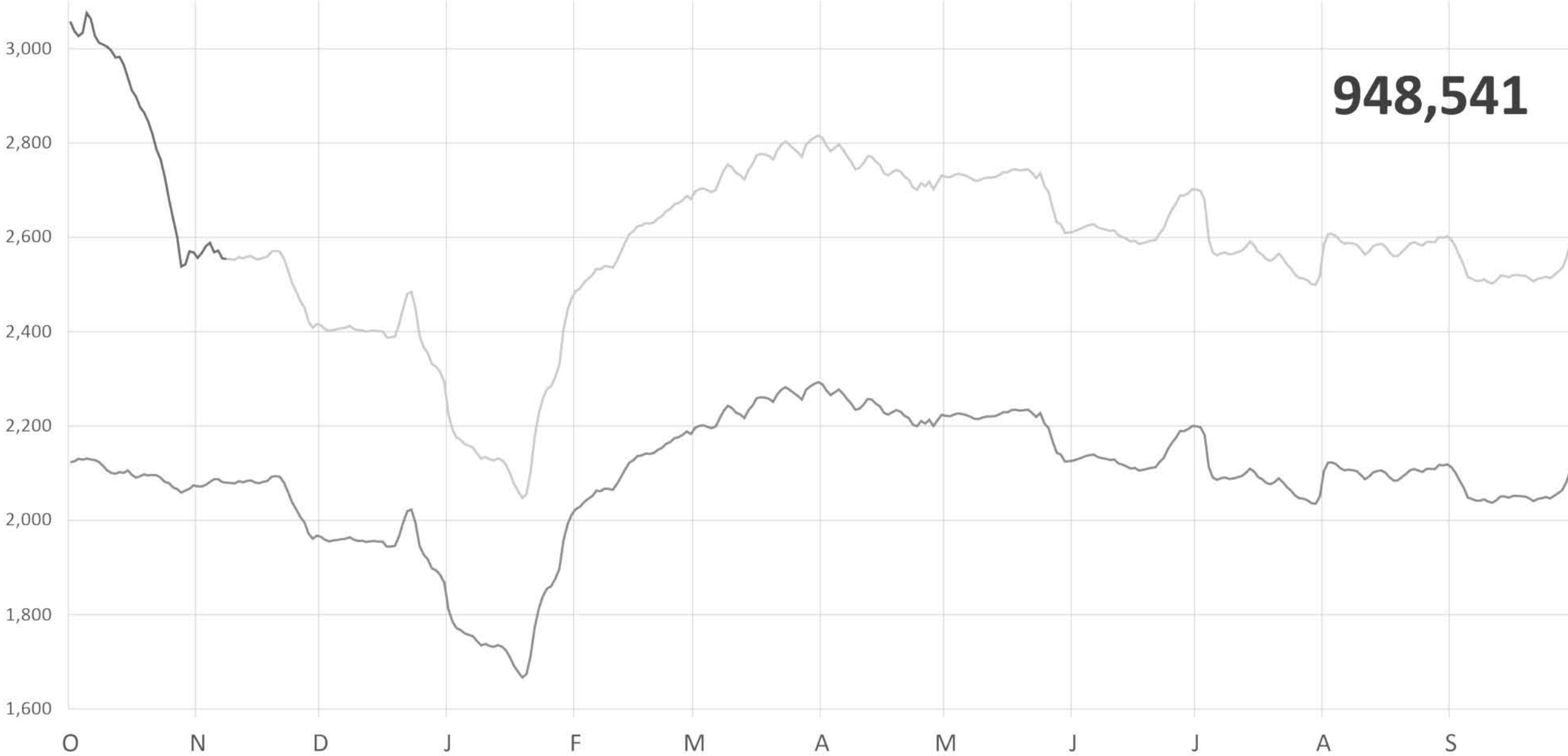


FY21 First Action Pendency vs. 10-year Average



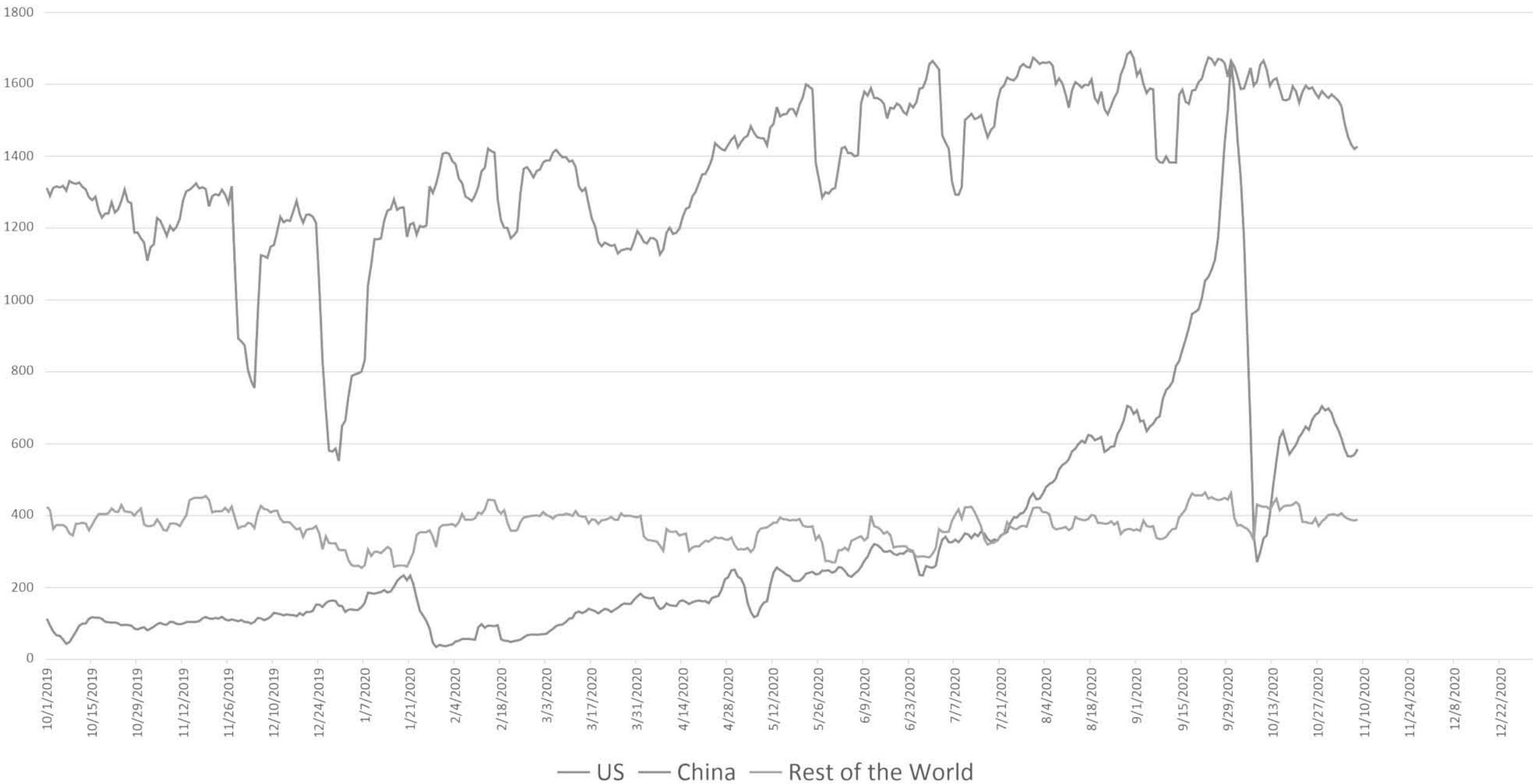
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

948,541



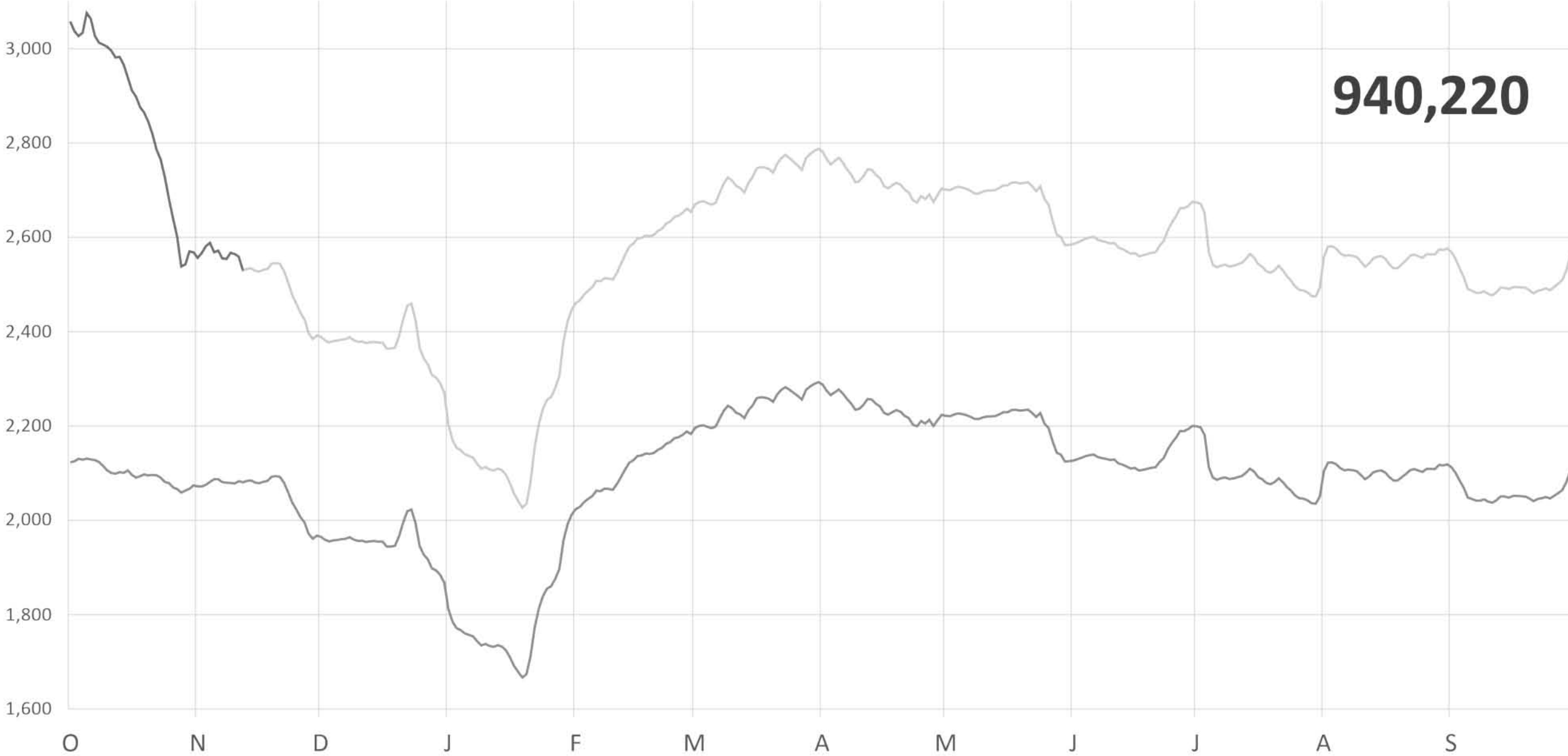
— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

FY20-FY21 USPTO Application Filings: US, China, and the Rest of the World



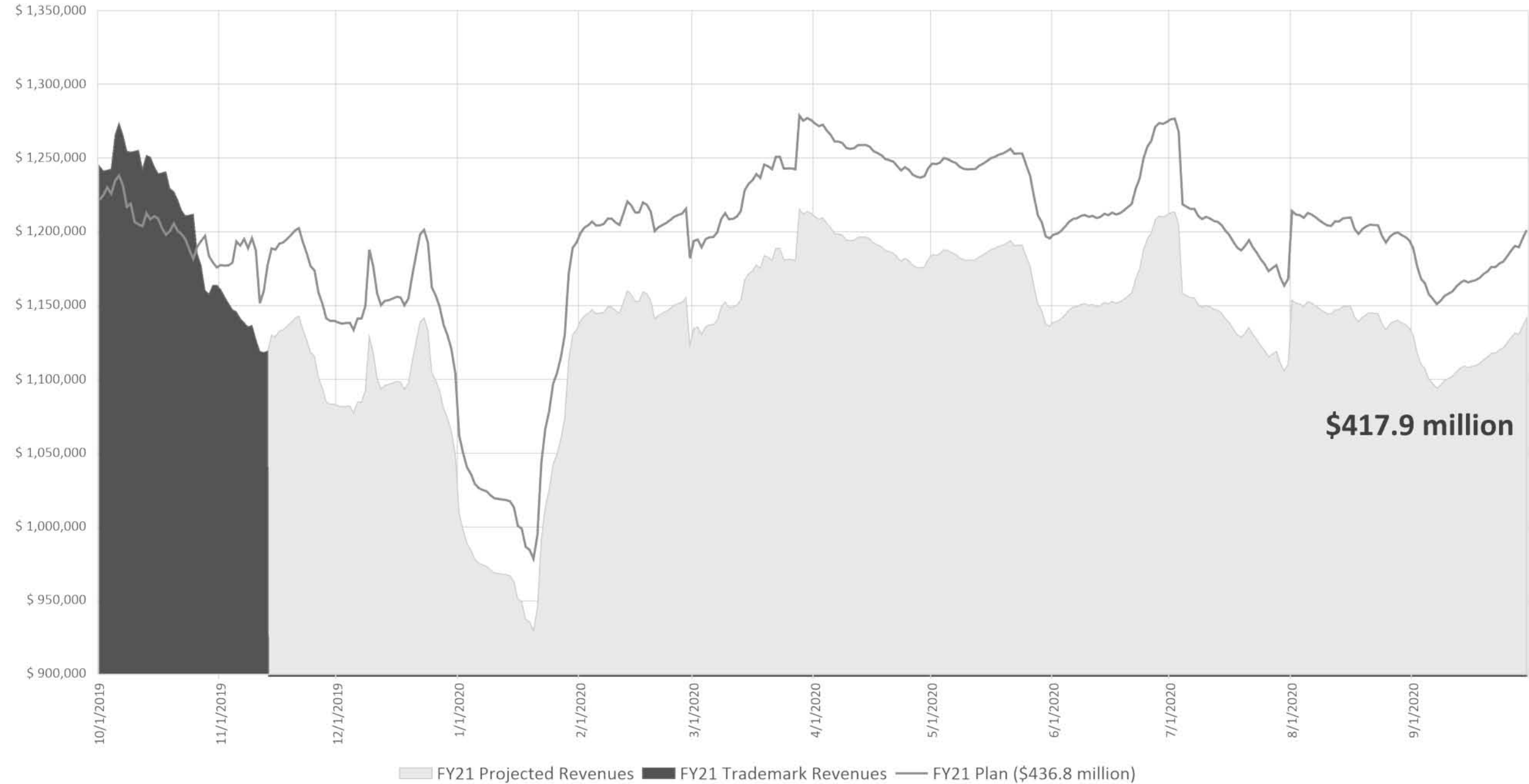
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

940,220

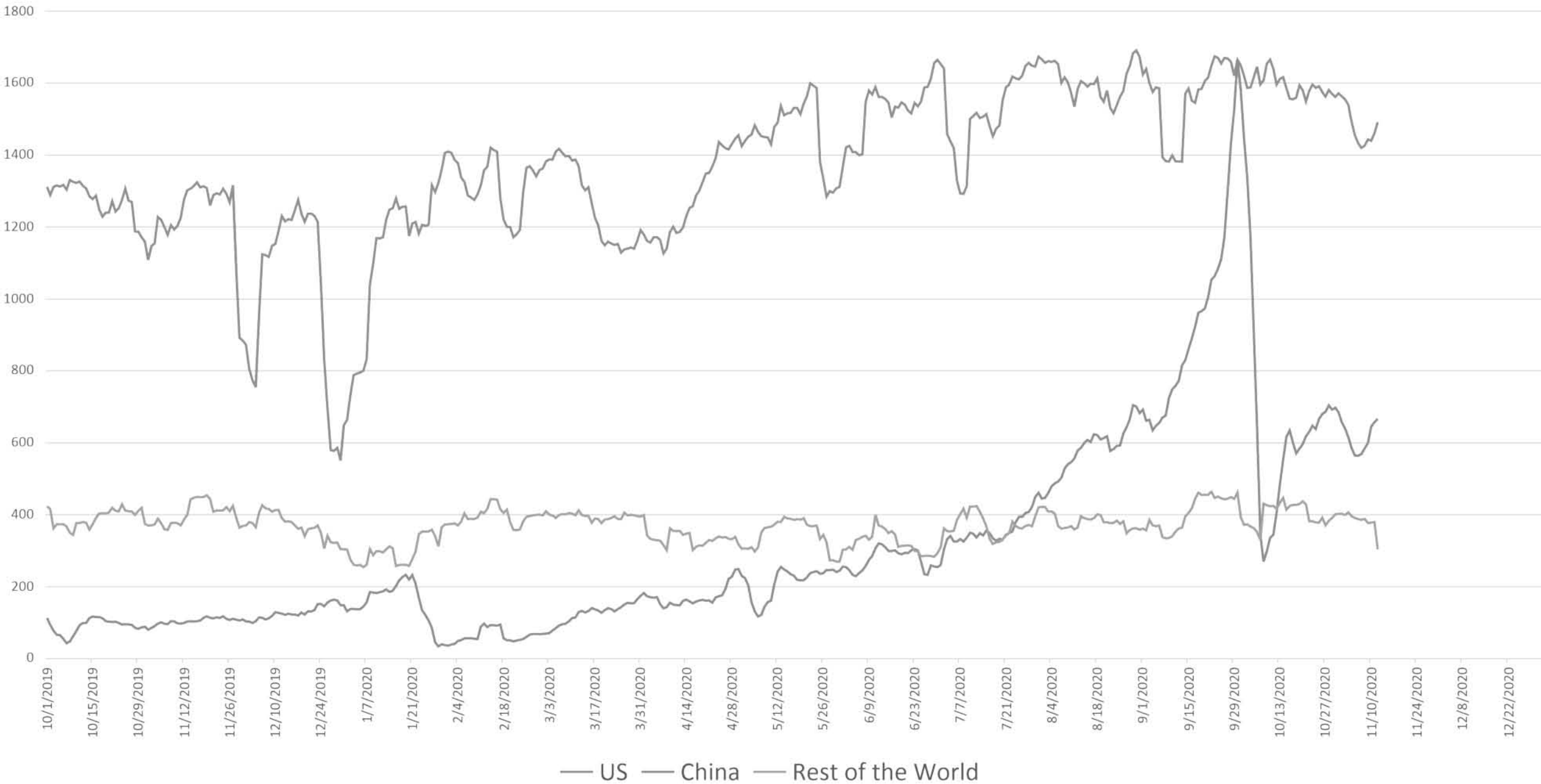


— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

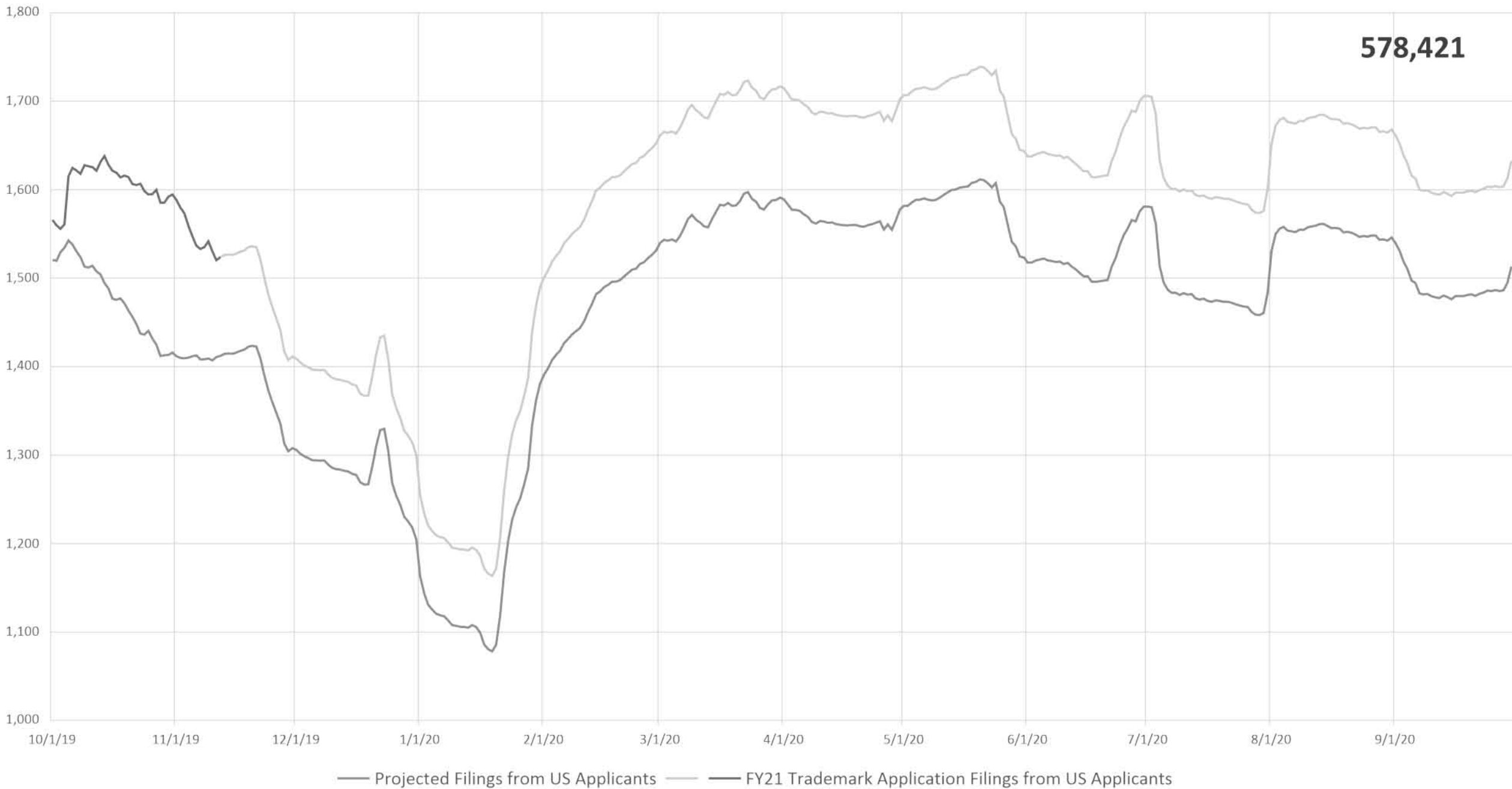
FY 2021 Daily TM Revenues



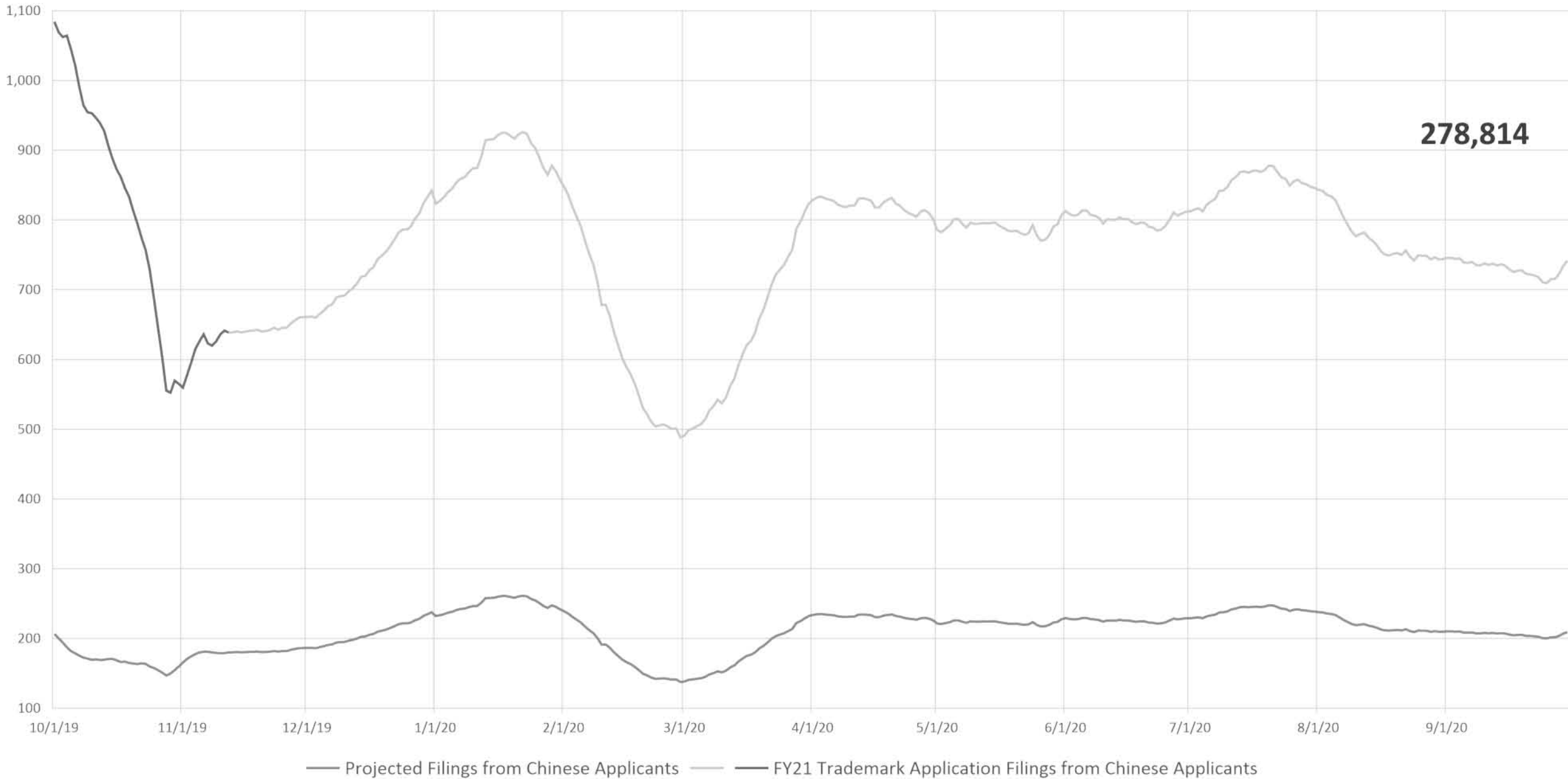
USPTO Application Filings: US, China, and the Rest of the World



FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)

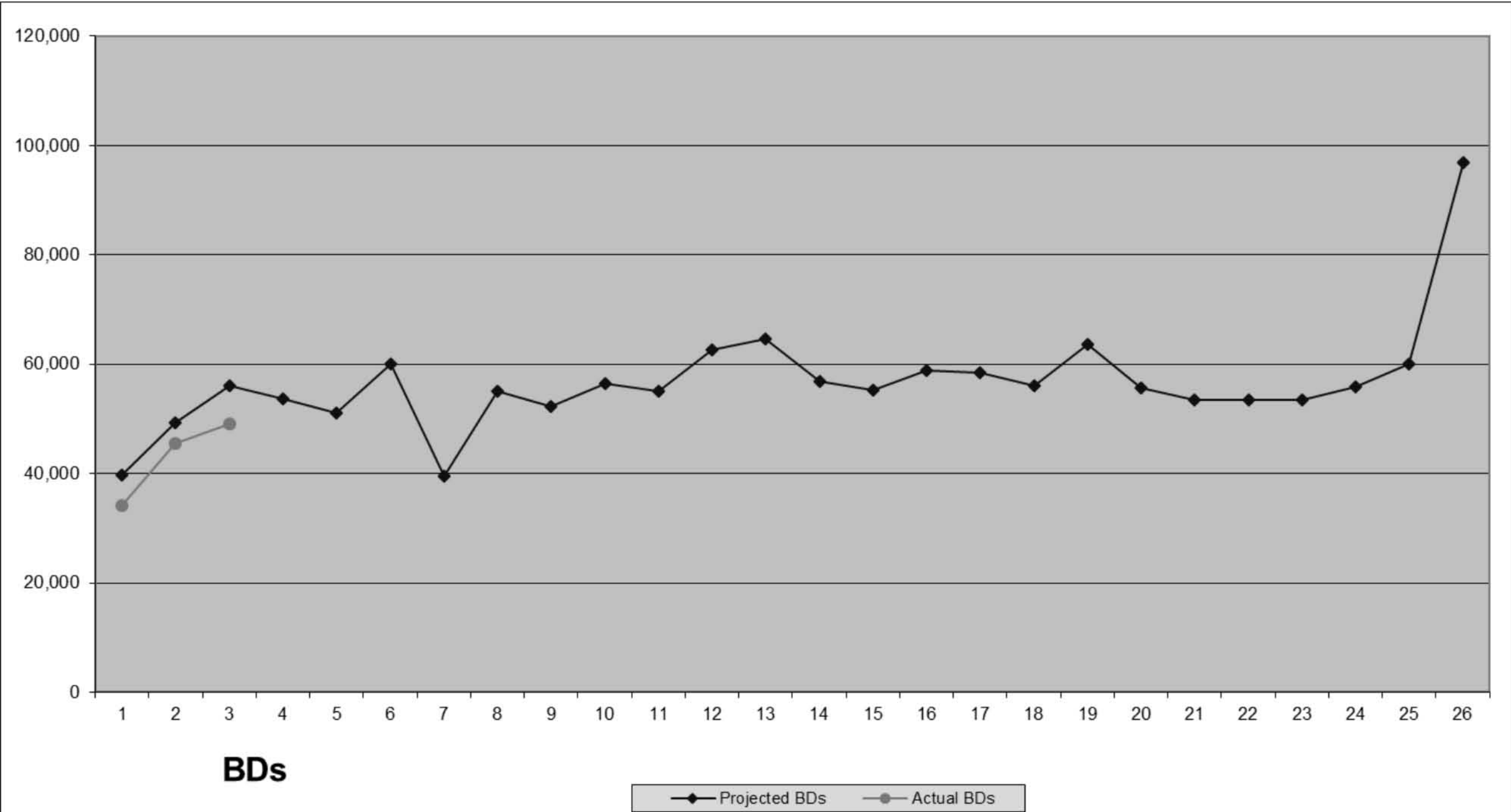


FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)

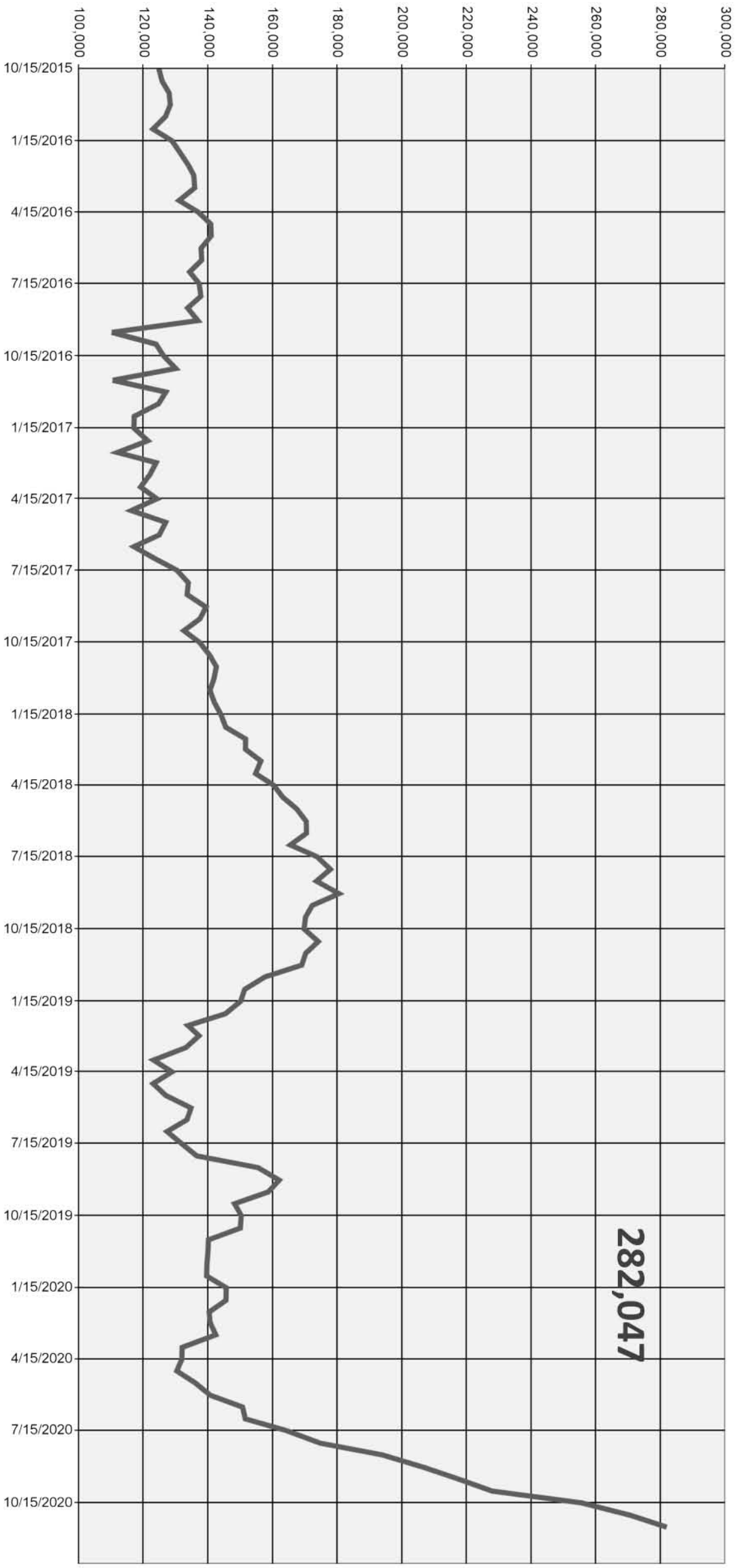


FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)

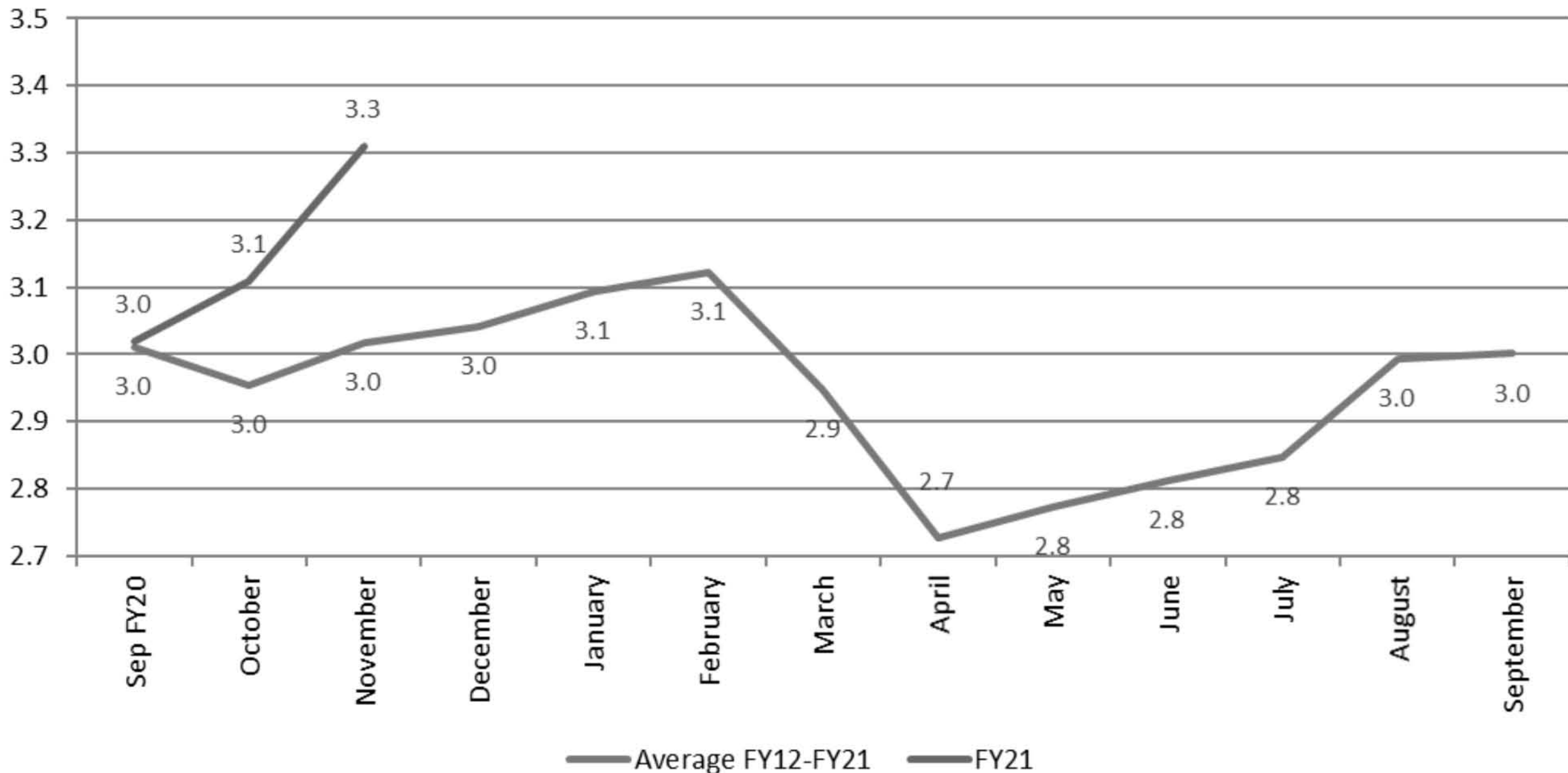




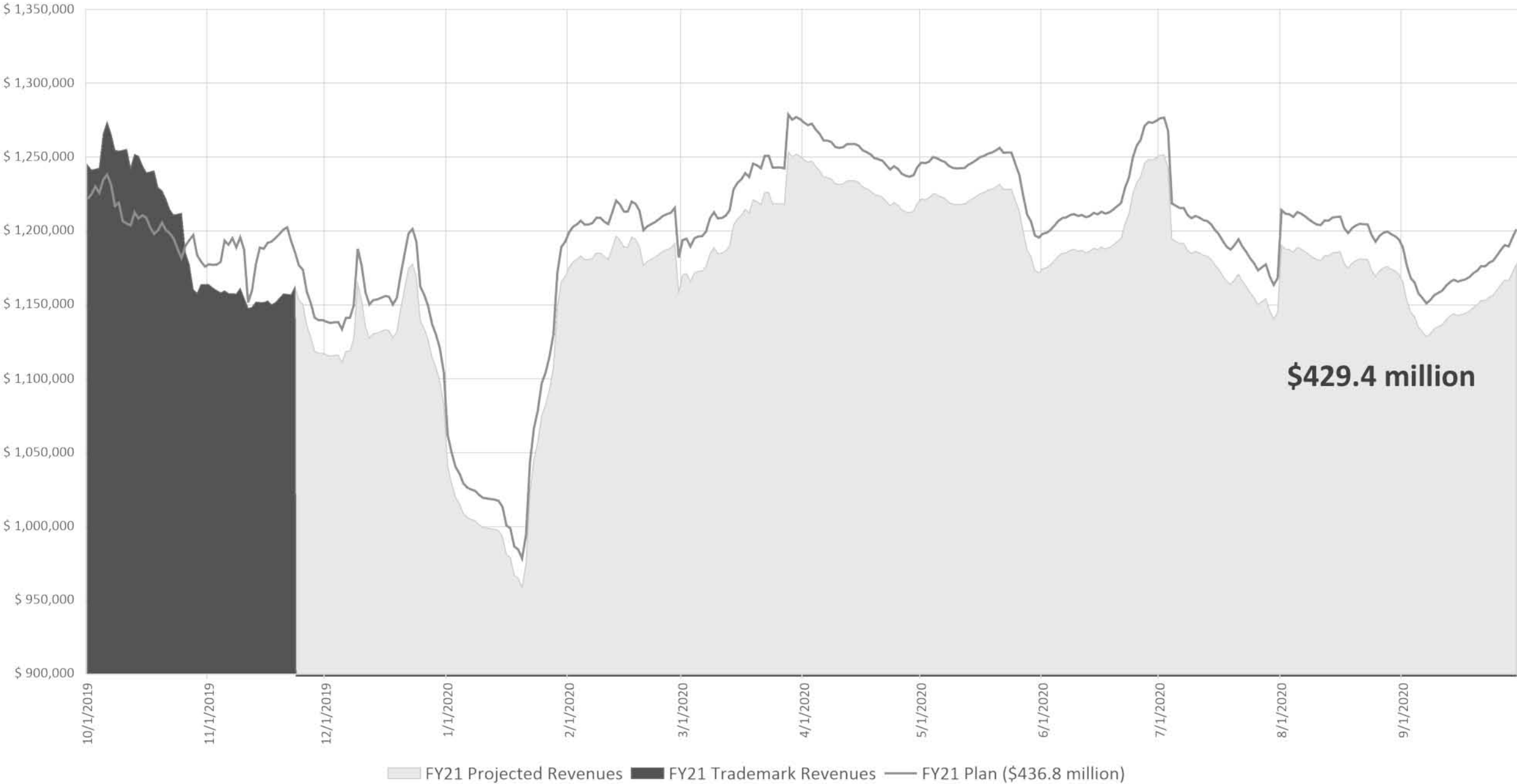
Unexamined Application Inventory (Classes)



FY21 First Action Pendency vs. 10-year Average

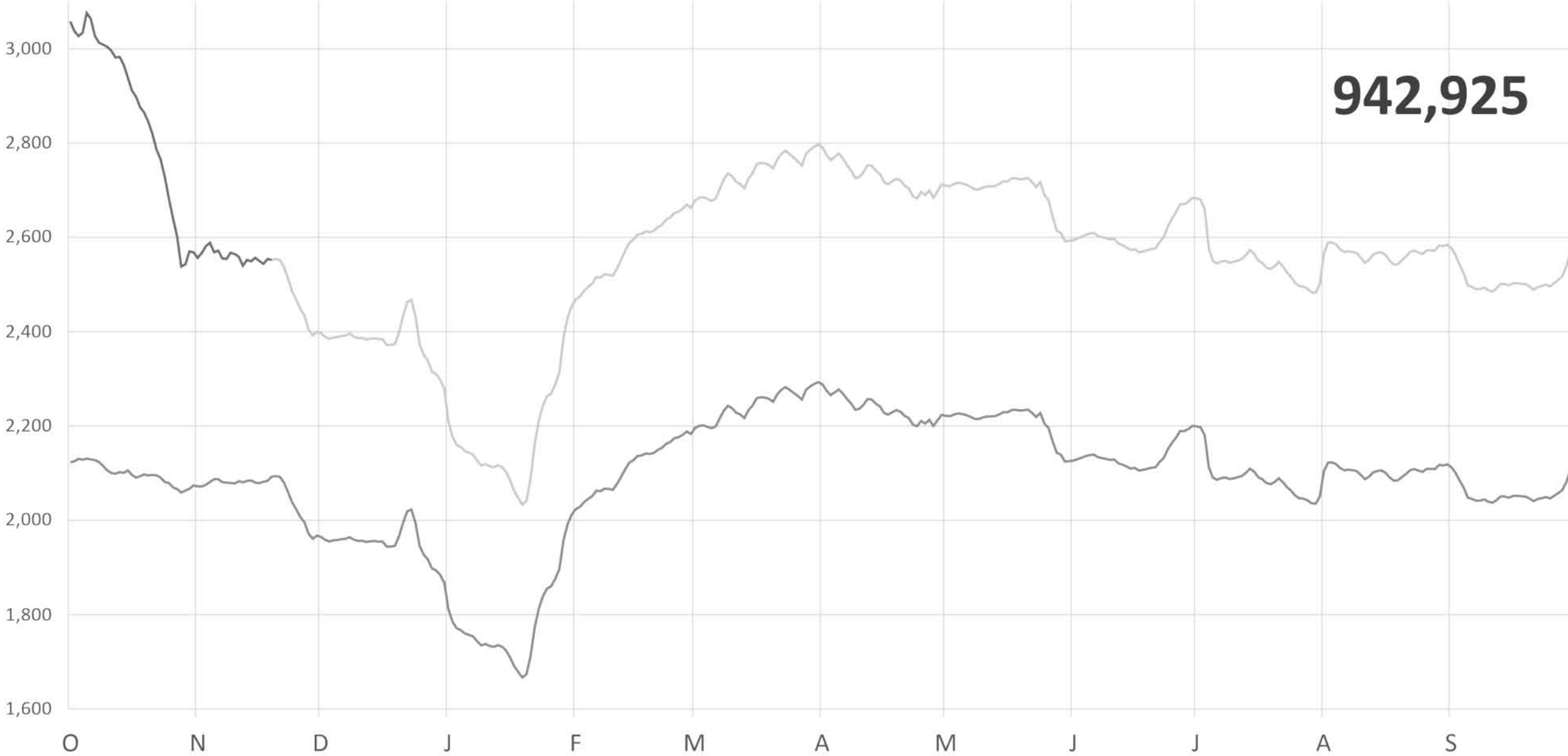


FY 2021 Daily TM Revenues



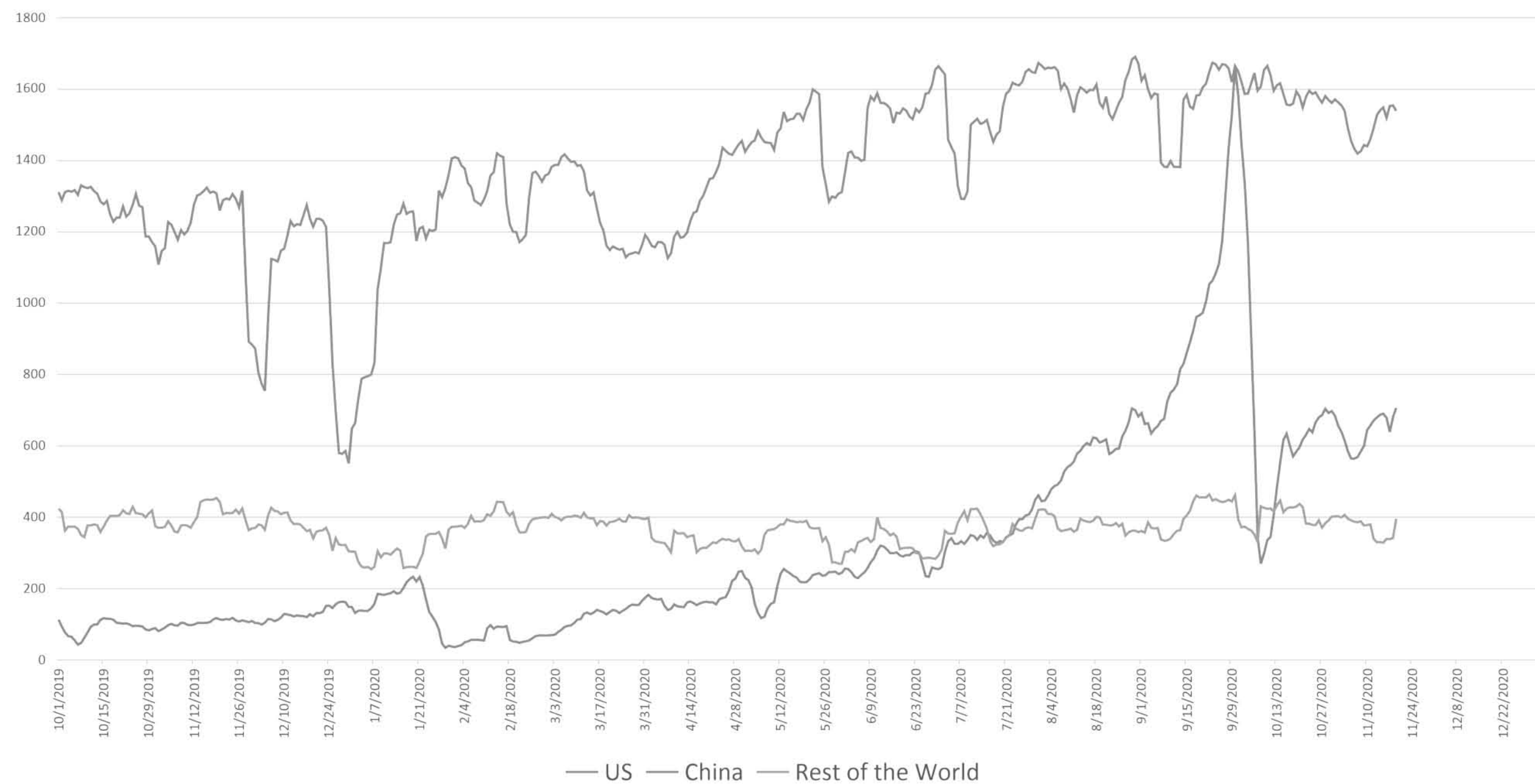
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

942,925

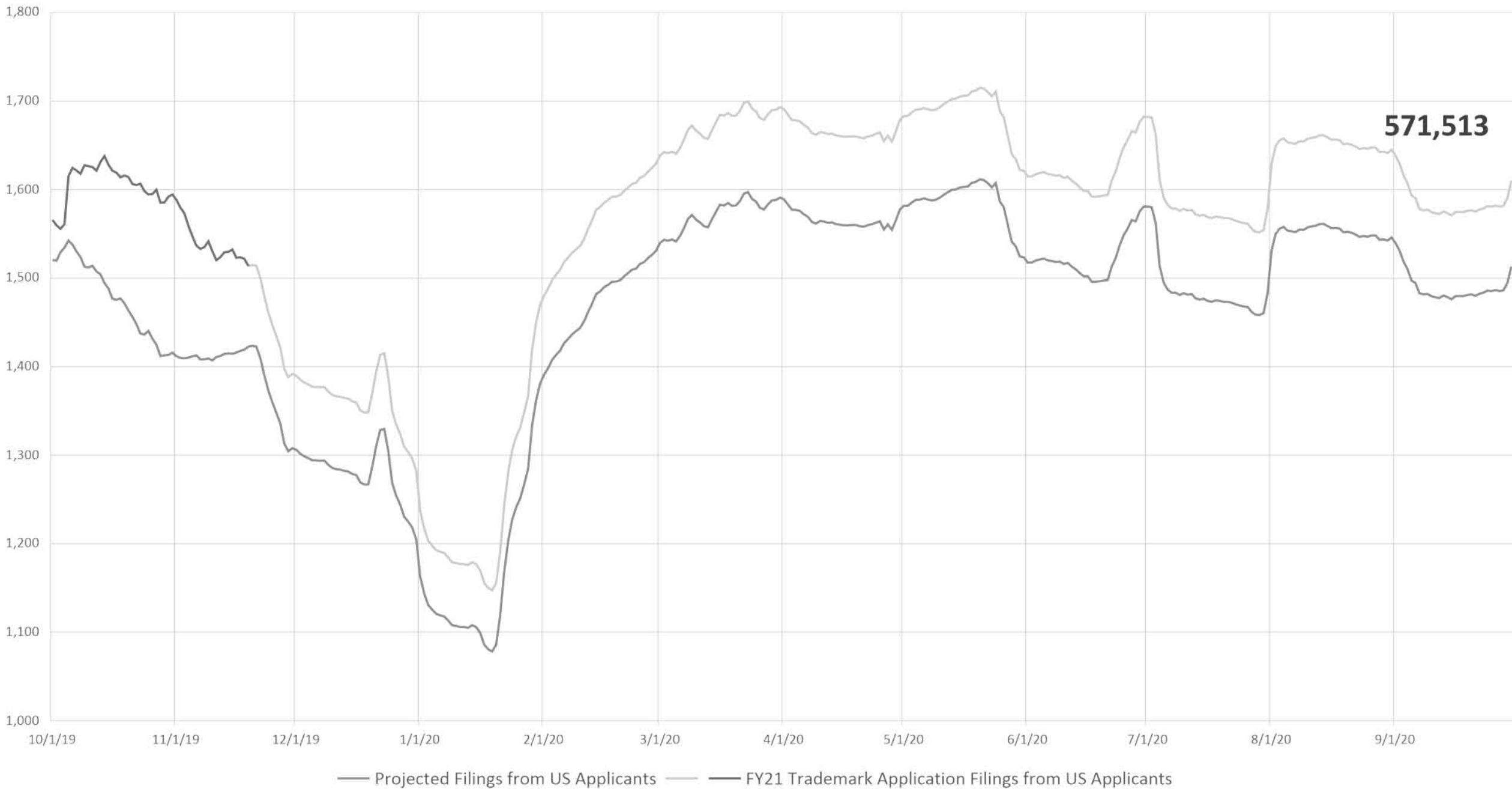


— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

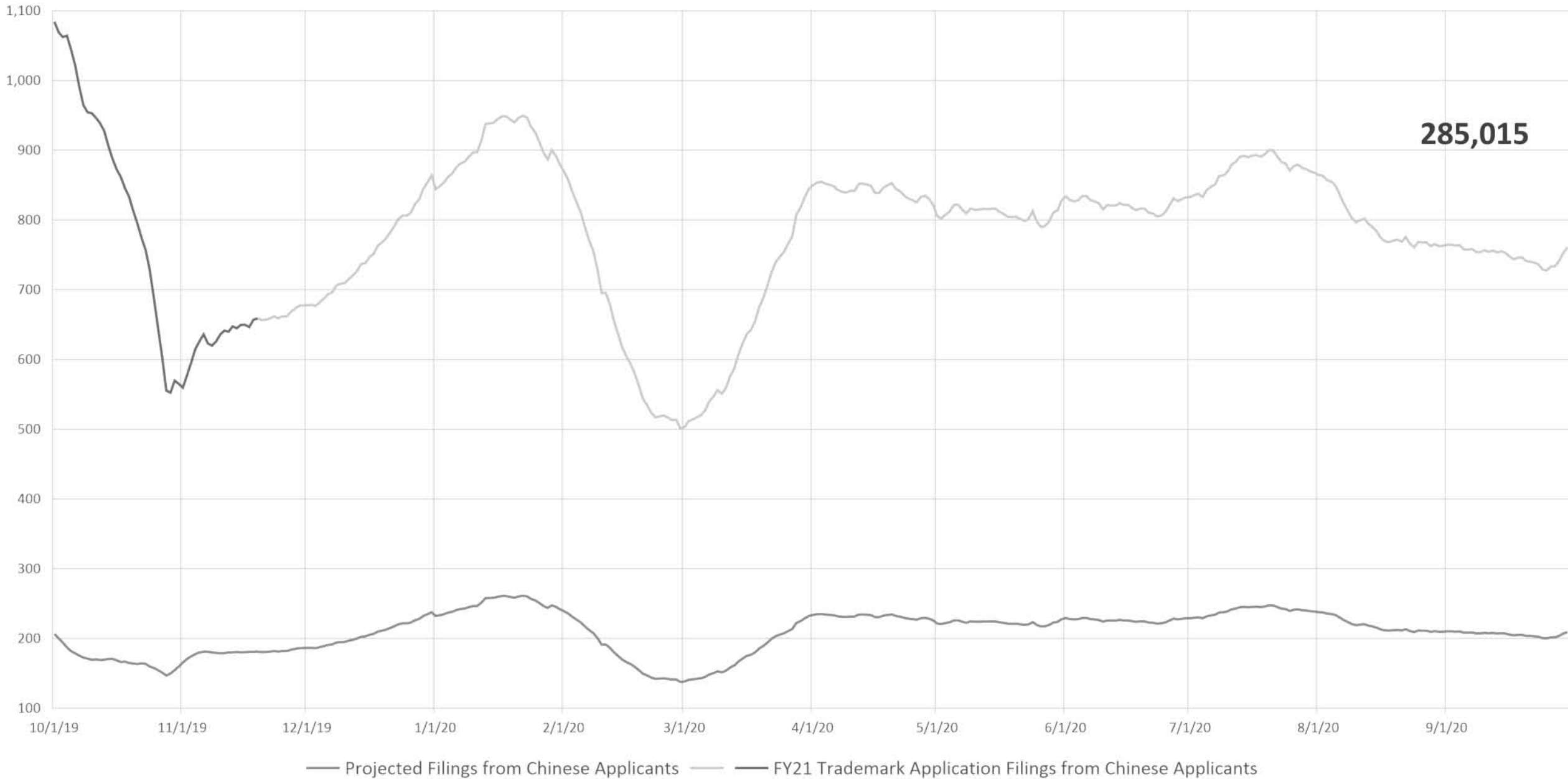
USPTO Application Filings: US, China, and the Rest of the World



FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)

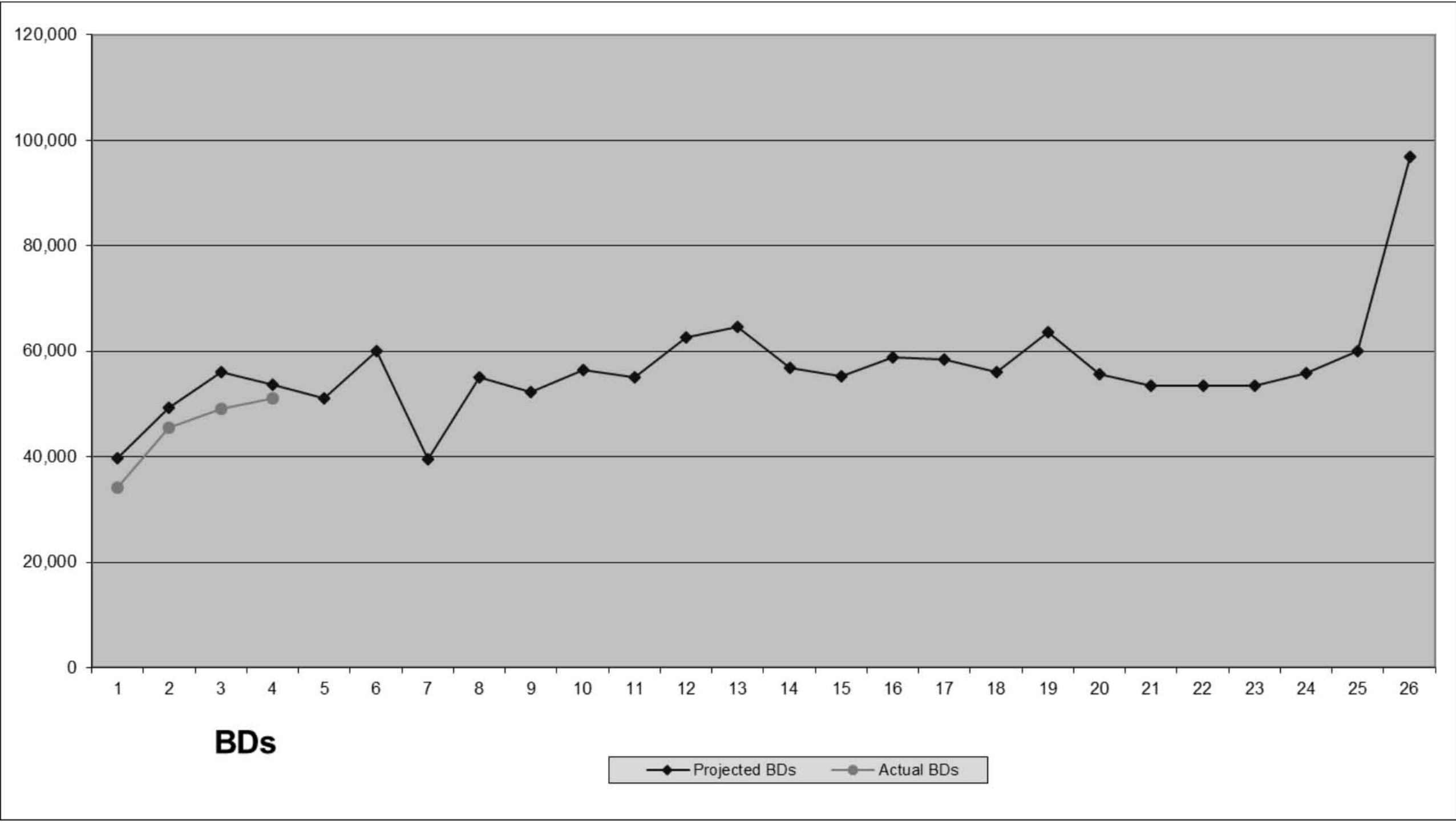


FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)

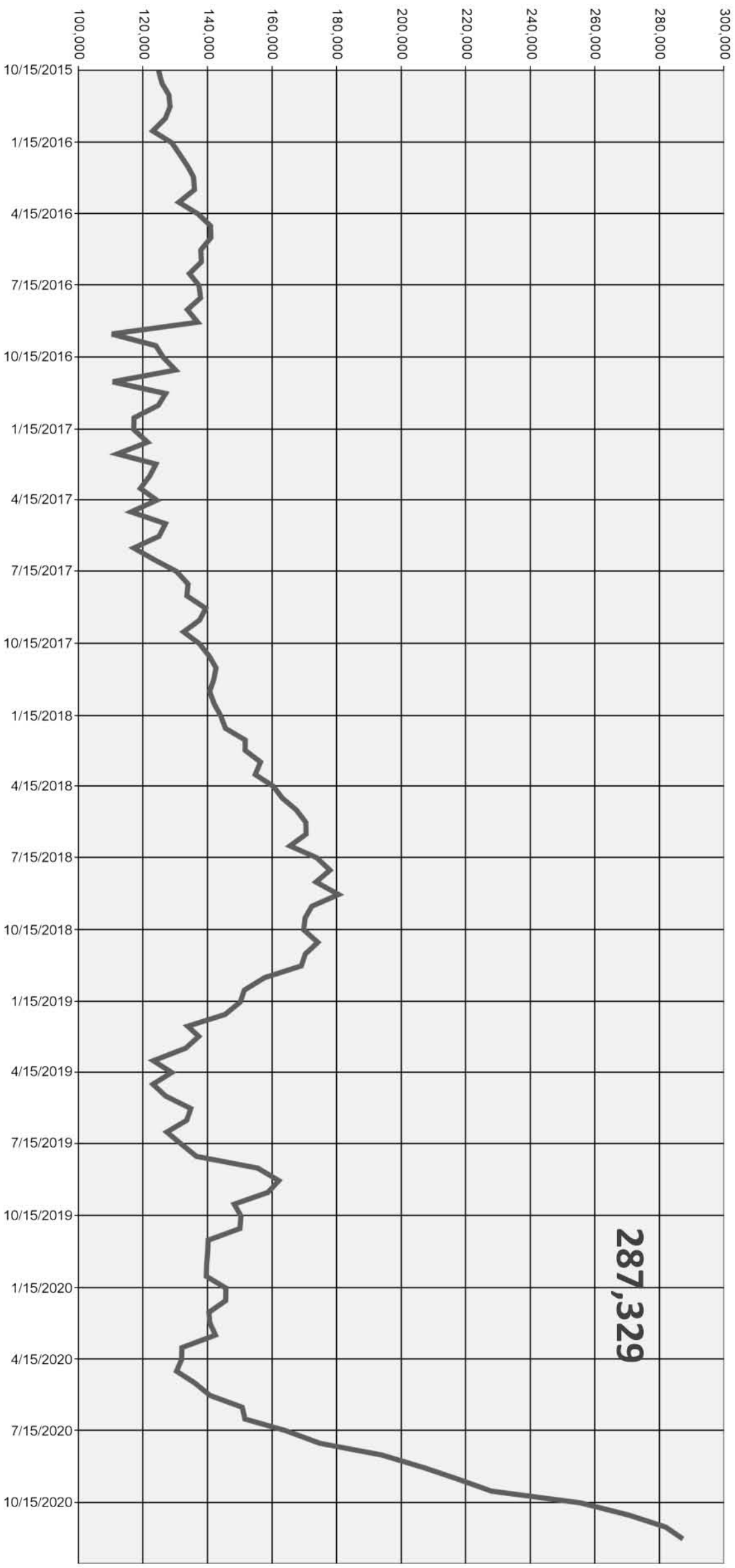


FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)

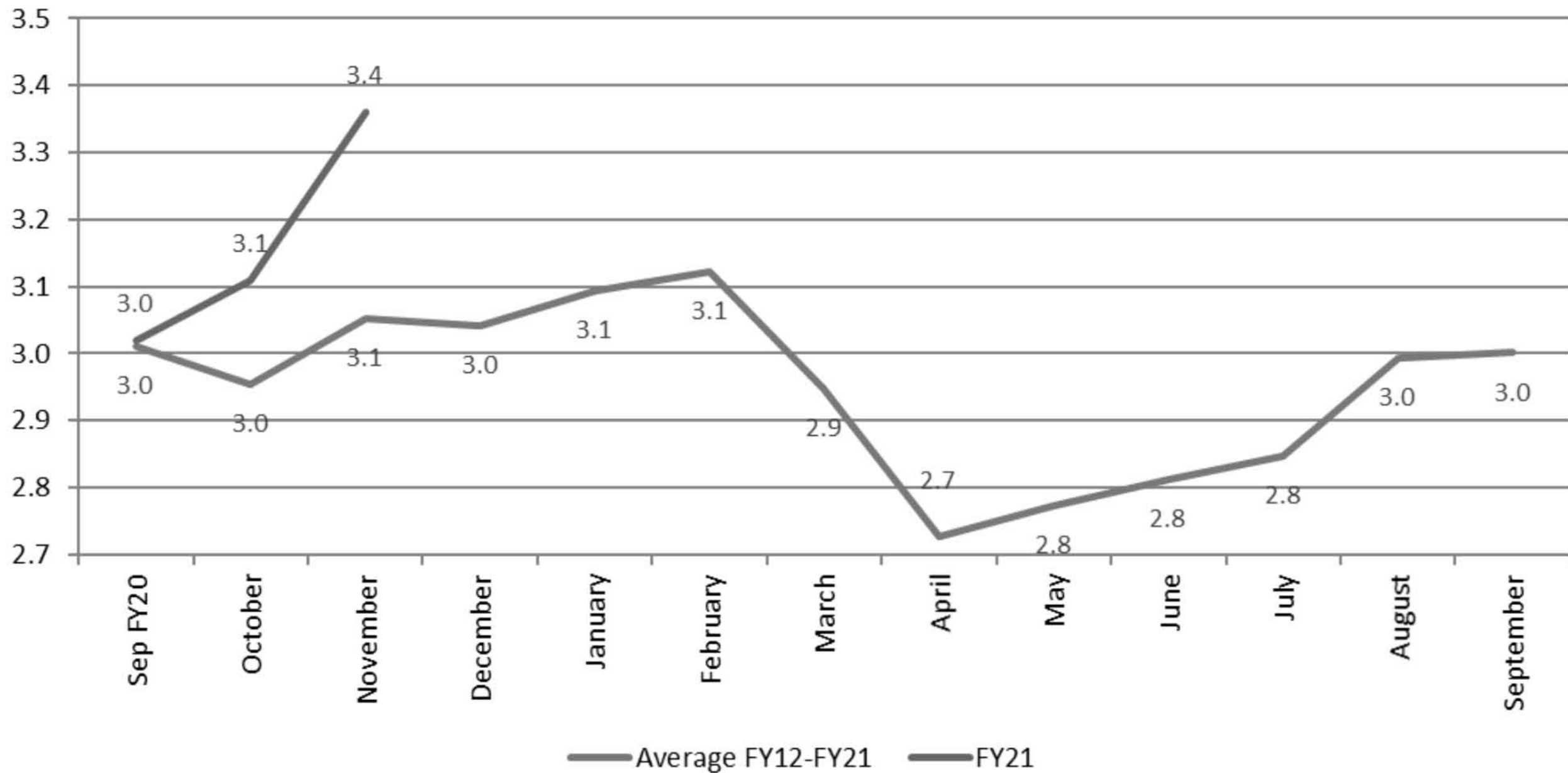




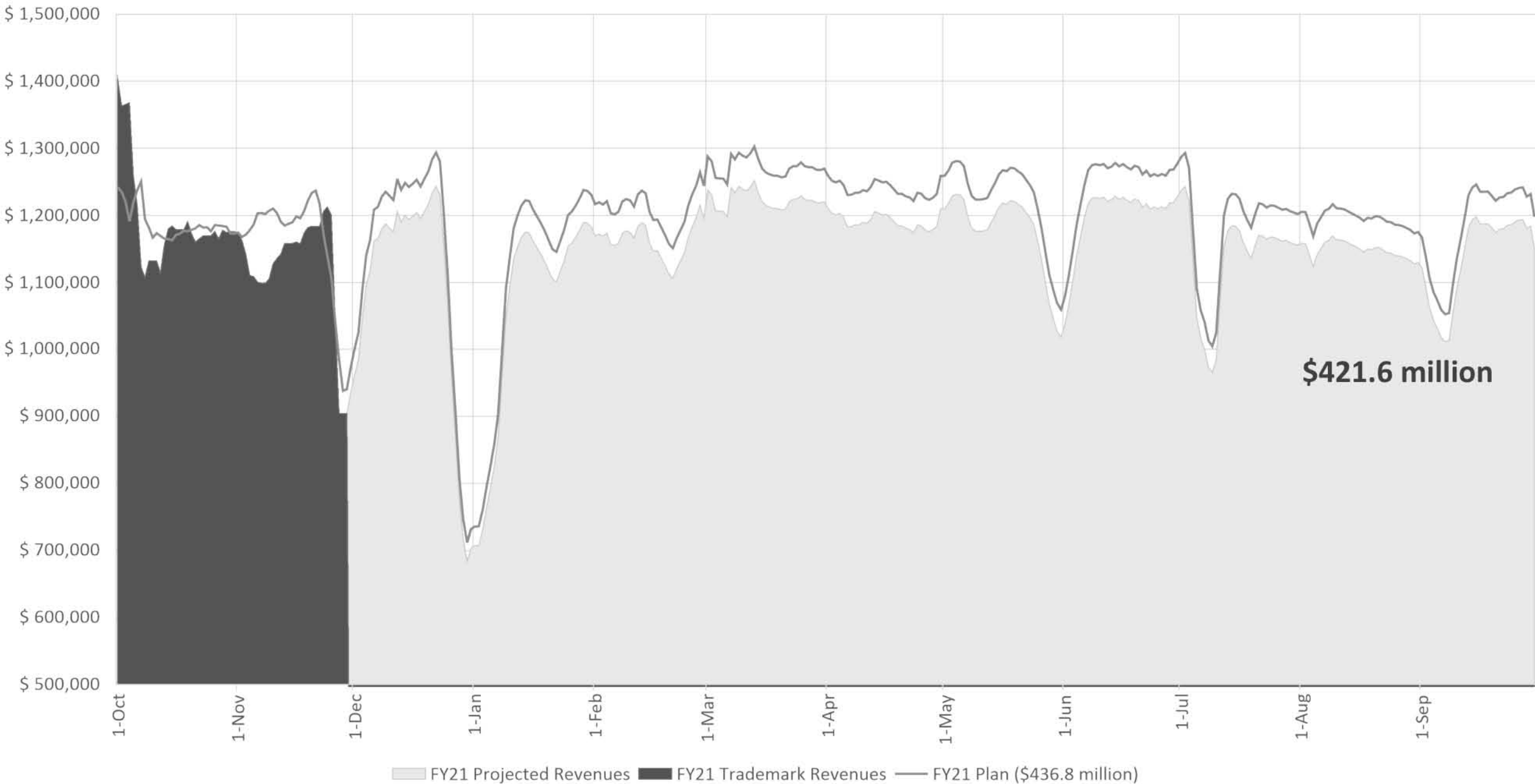
Unexamined Application Inventory (Classes)



FY21 First Action Pendency vs. 10-year Average



FY 2021 Daily TM Revenues

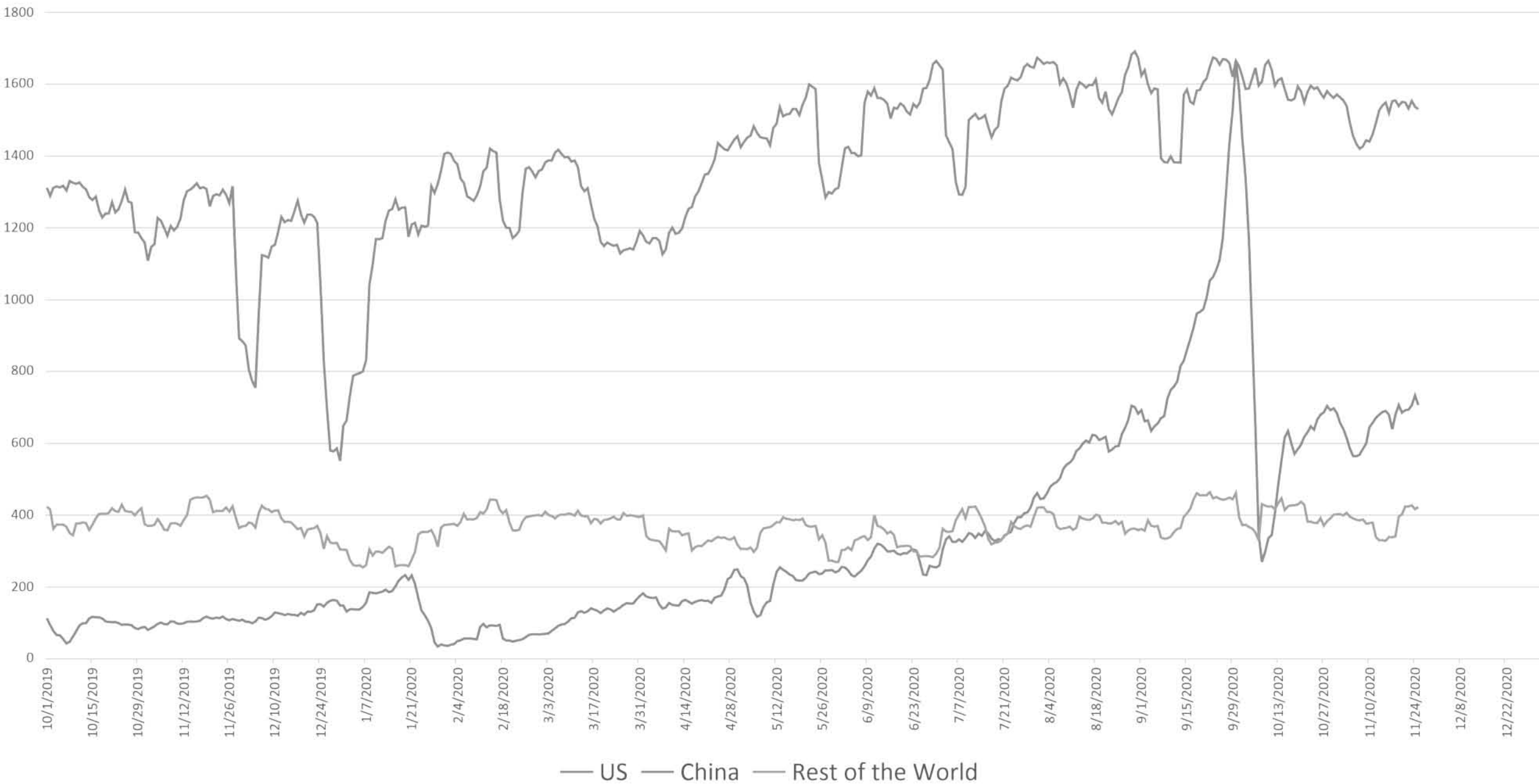


FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

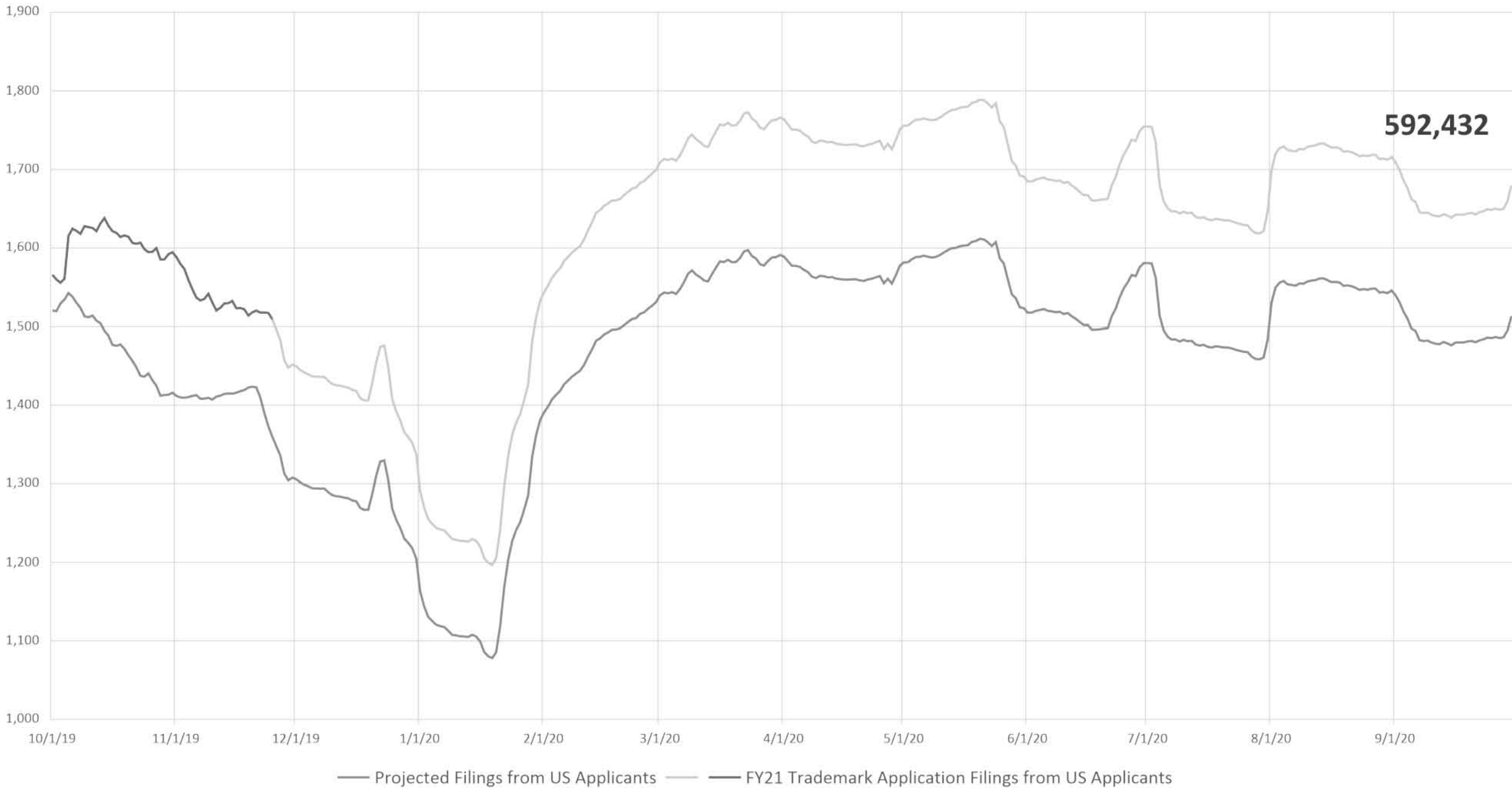
970,239



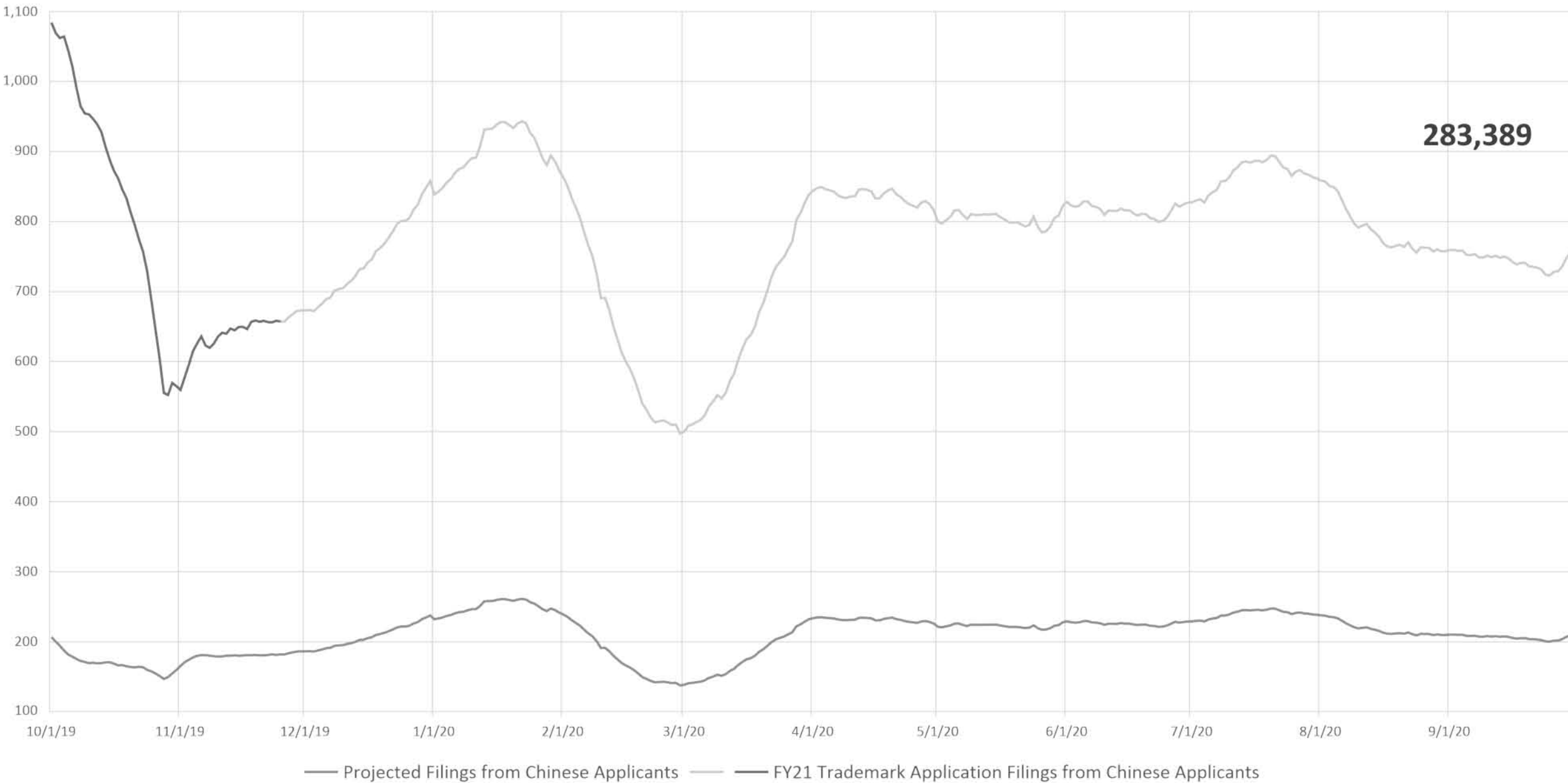
USPTO Application Filings: US, China, and the Rest of the World



FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)

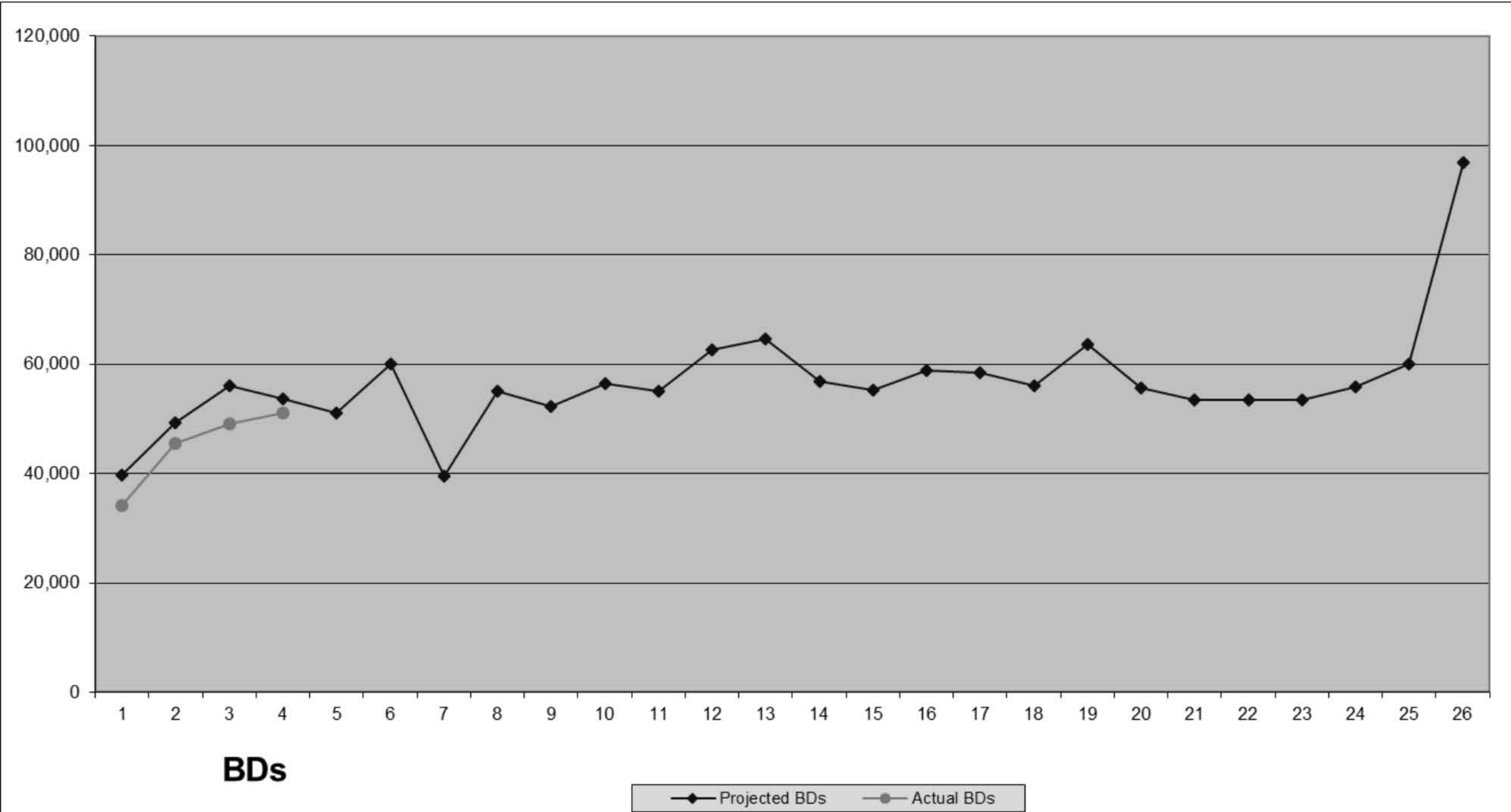


FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)

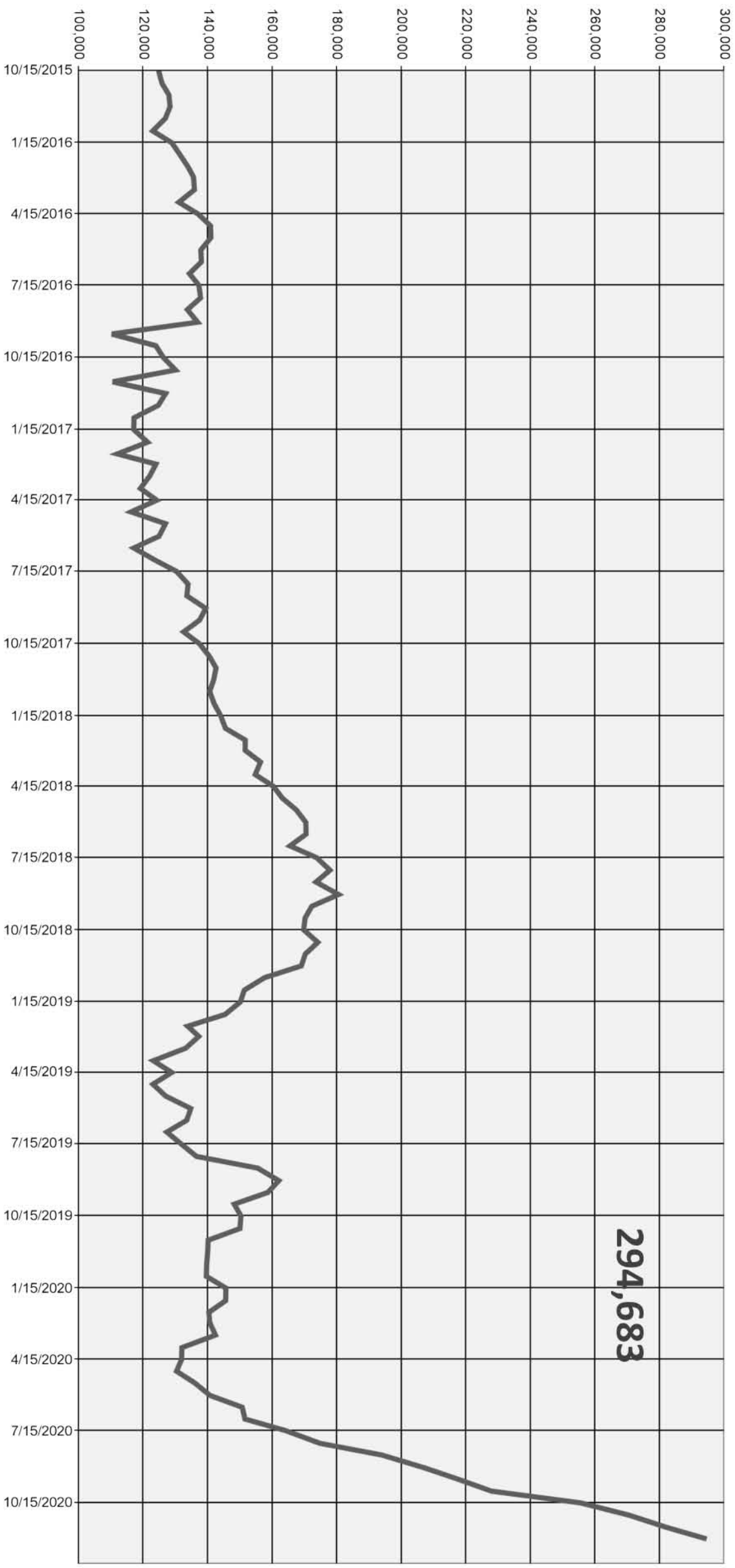


FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)

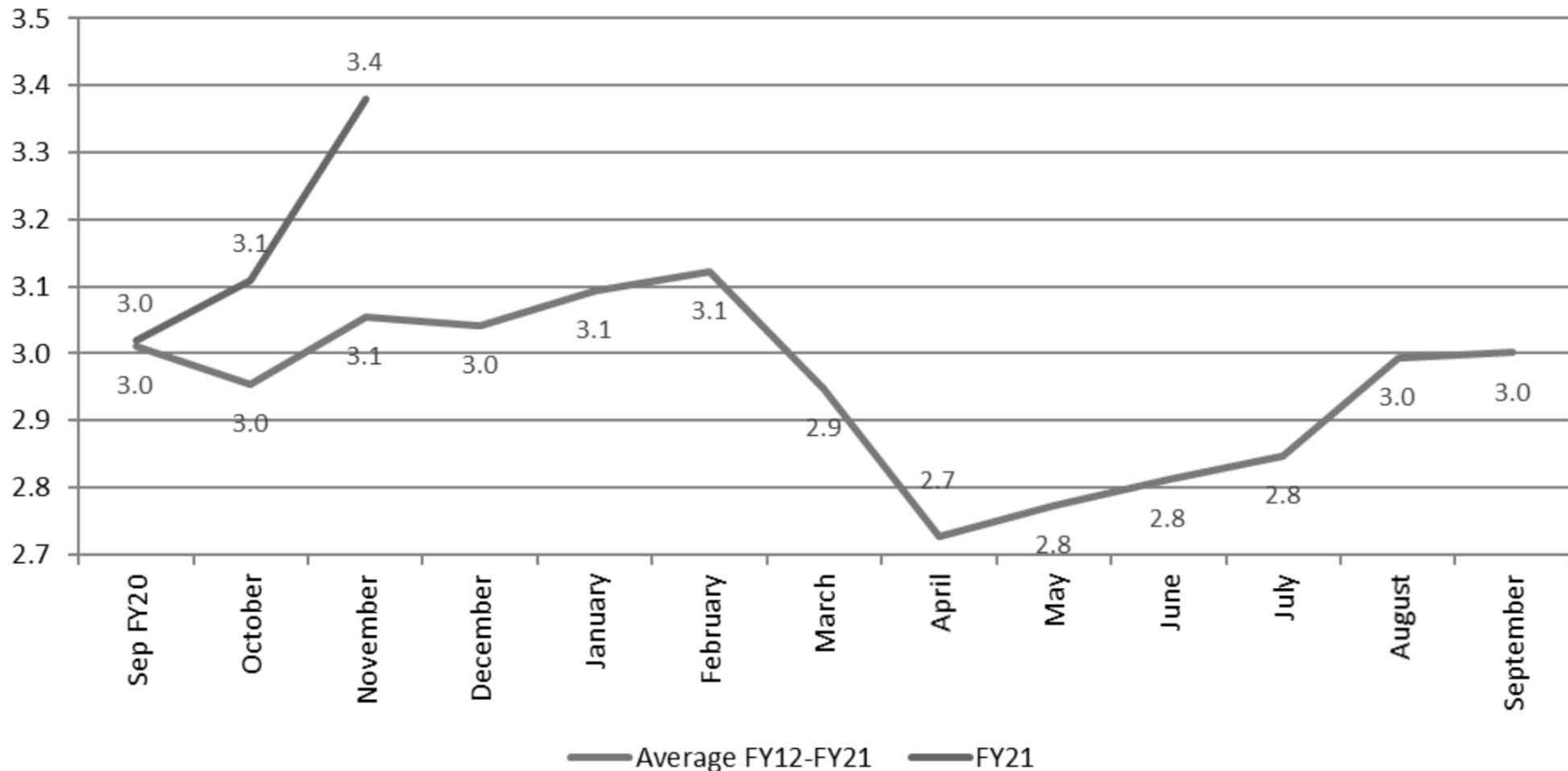




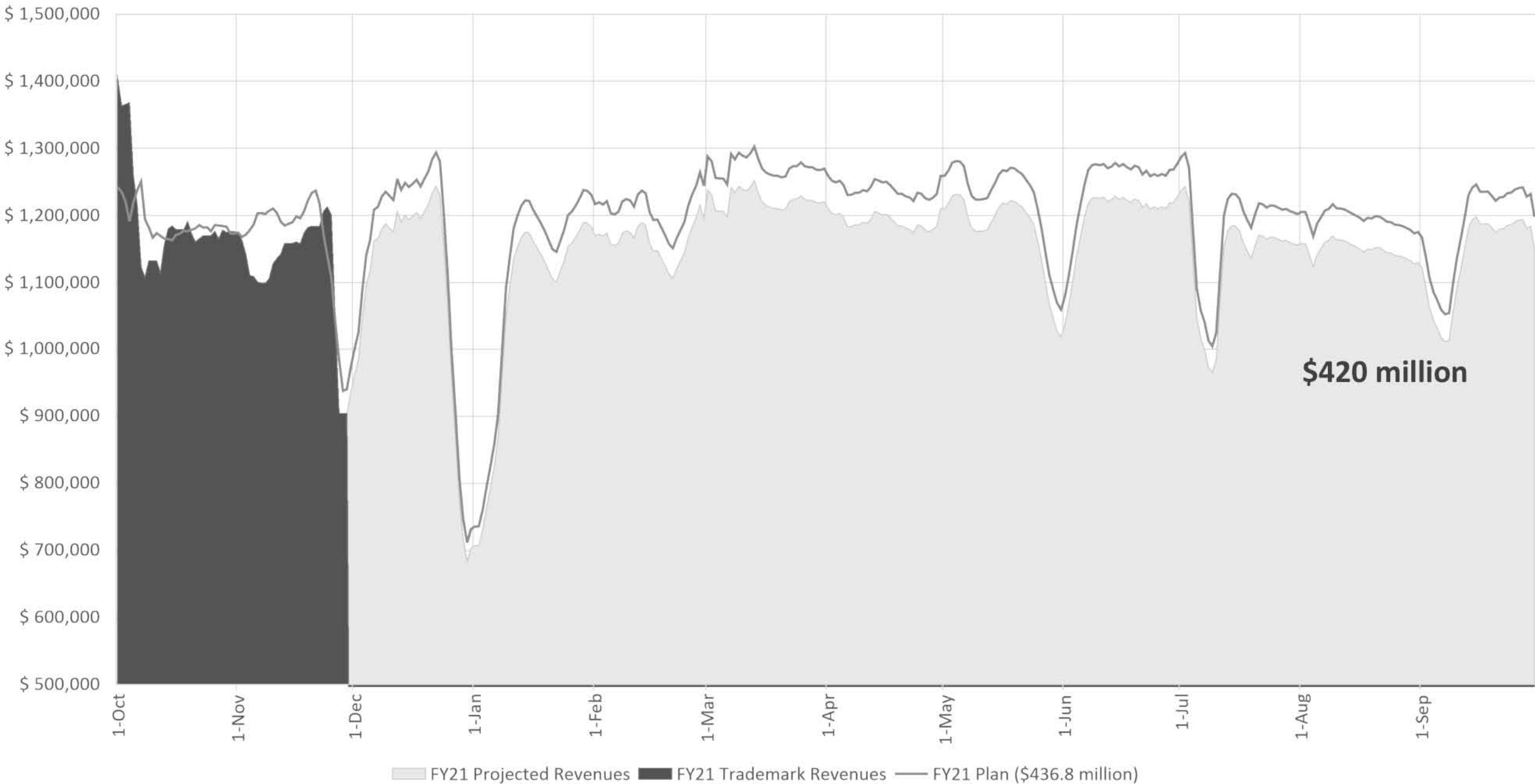
Unexamined Application Inventory (Classes)



FY21 First Action Pendency vs. 10-year Average

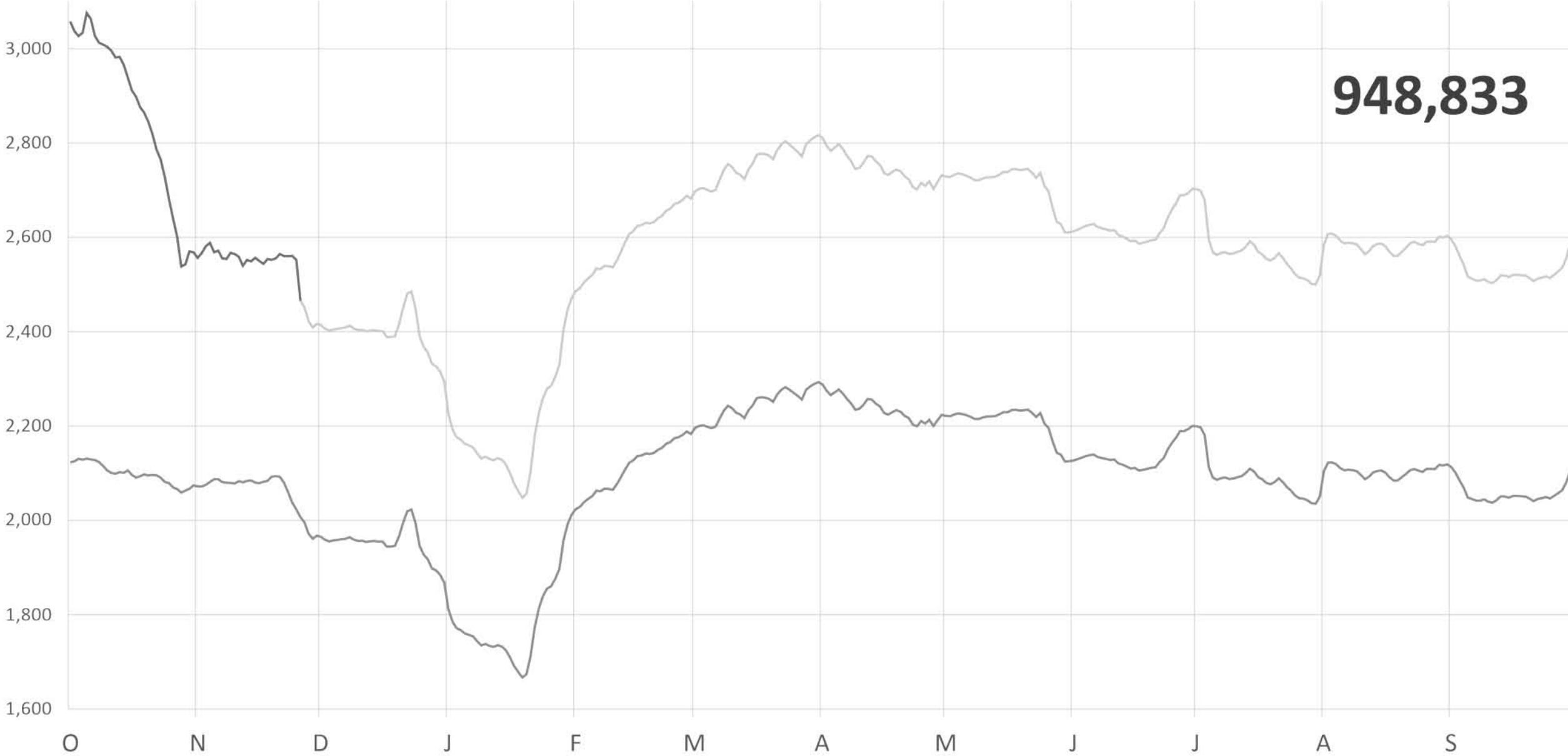


FY 2021 Daily TM Revenues



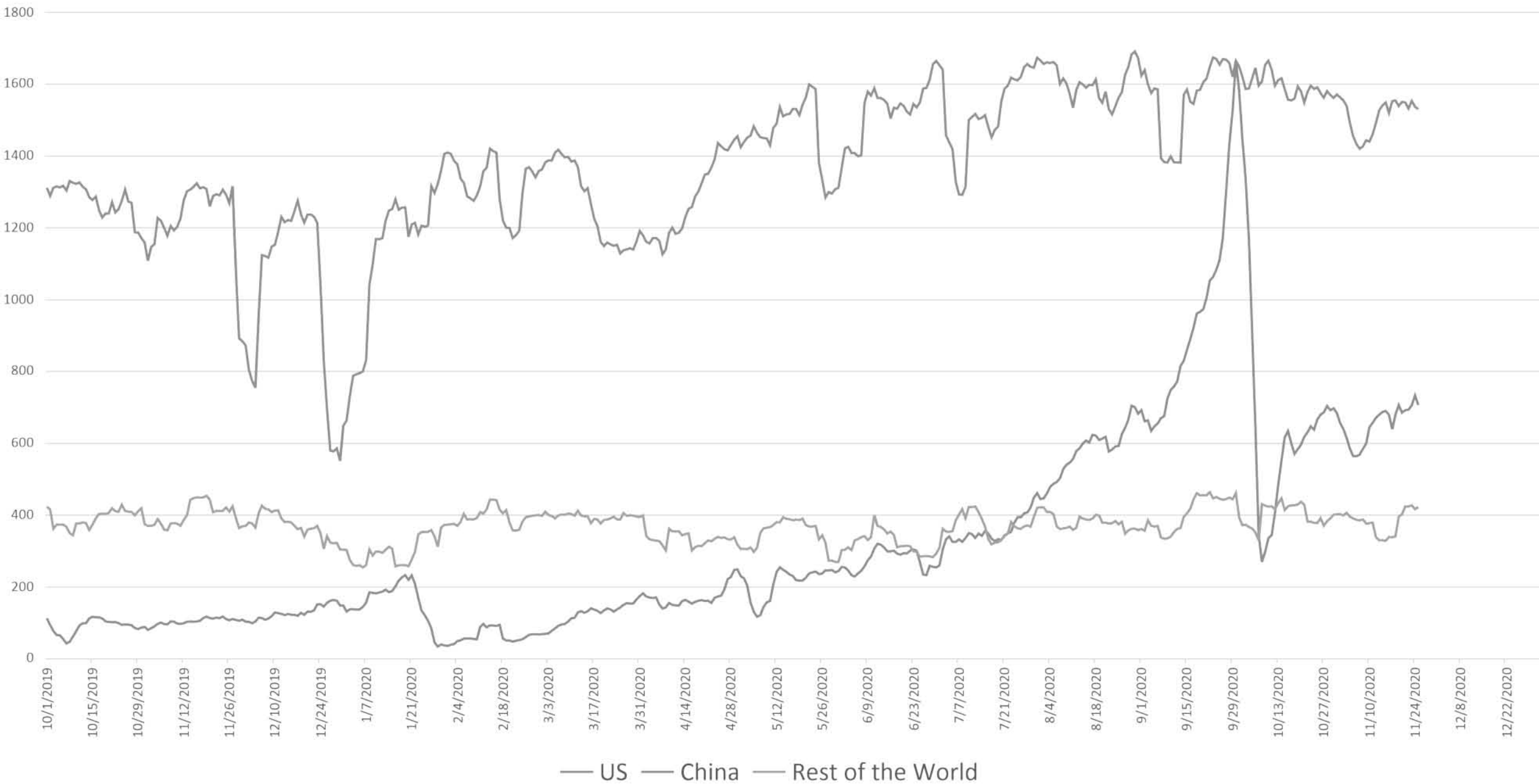
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

948,833

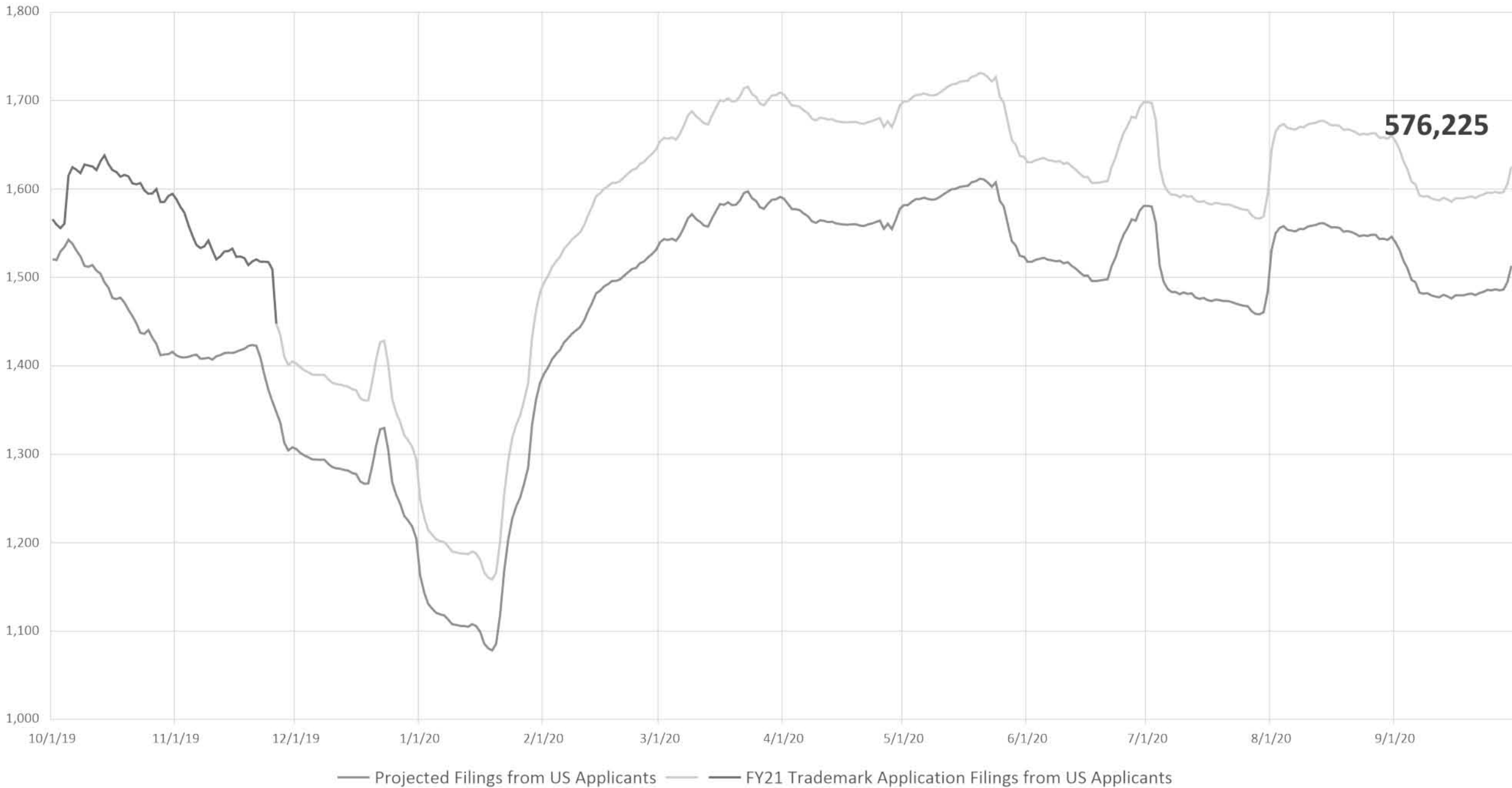


— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

USPTO Application Filings: US, China, and the Rest of the World



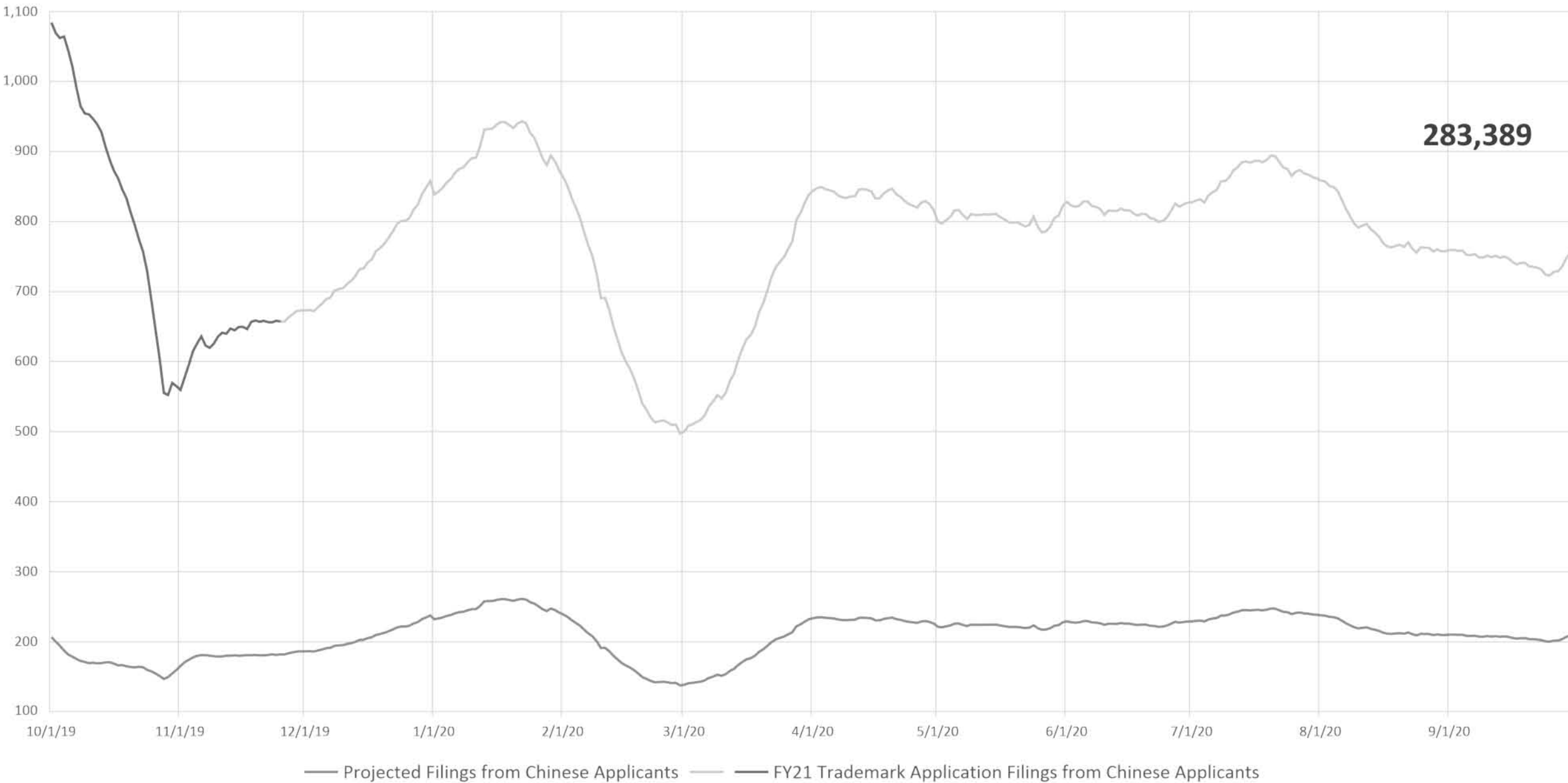
FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)



576,225

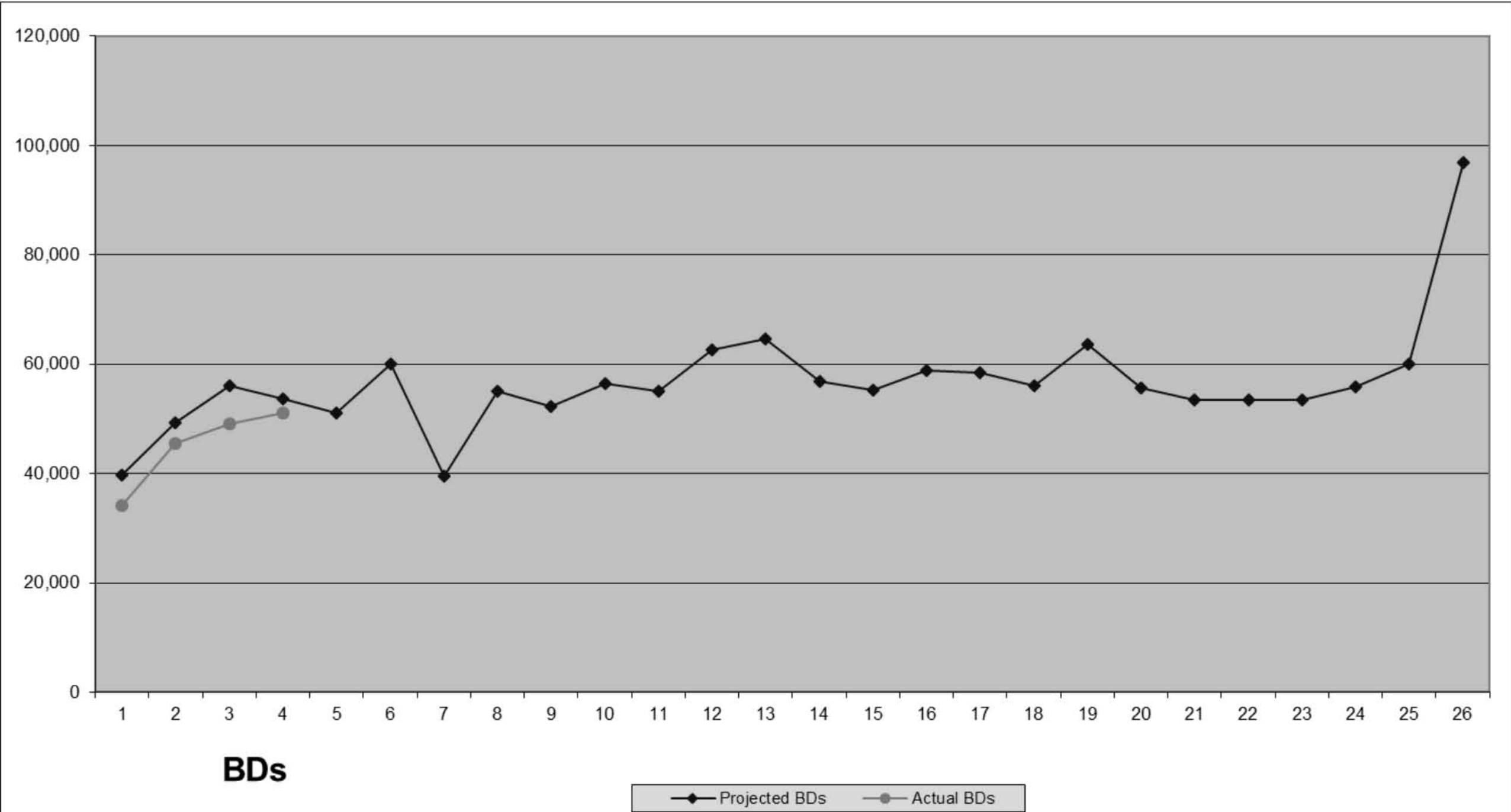
— Projected Filings from US Applicants — FY21 Trademark Application Filings from US Applicants

FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)

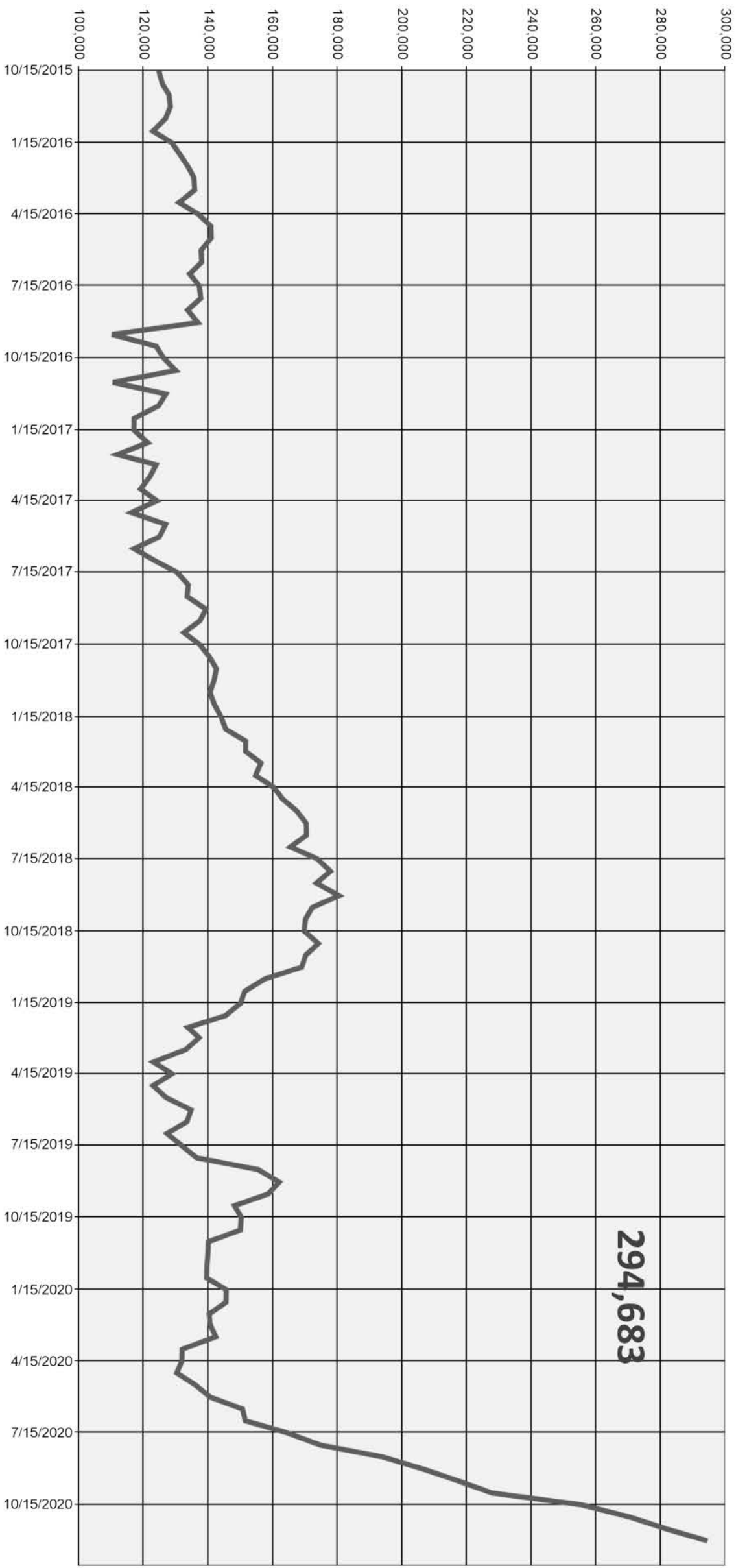


FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)

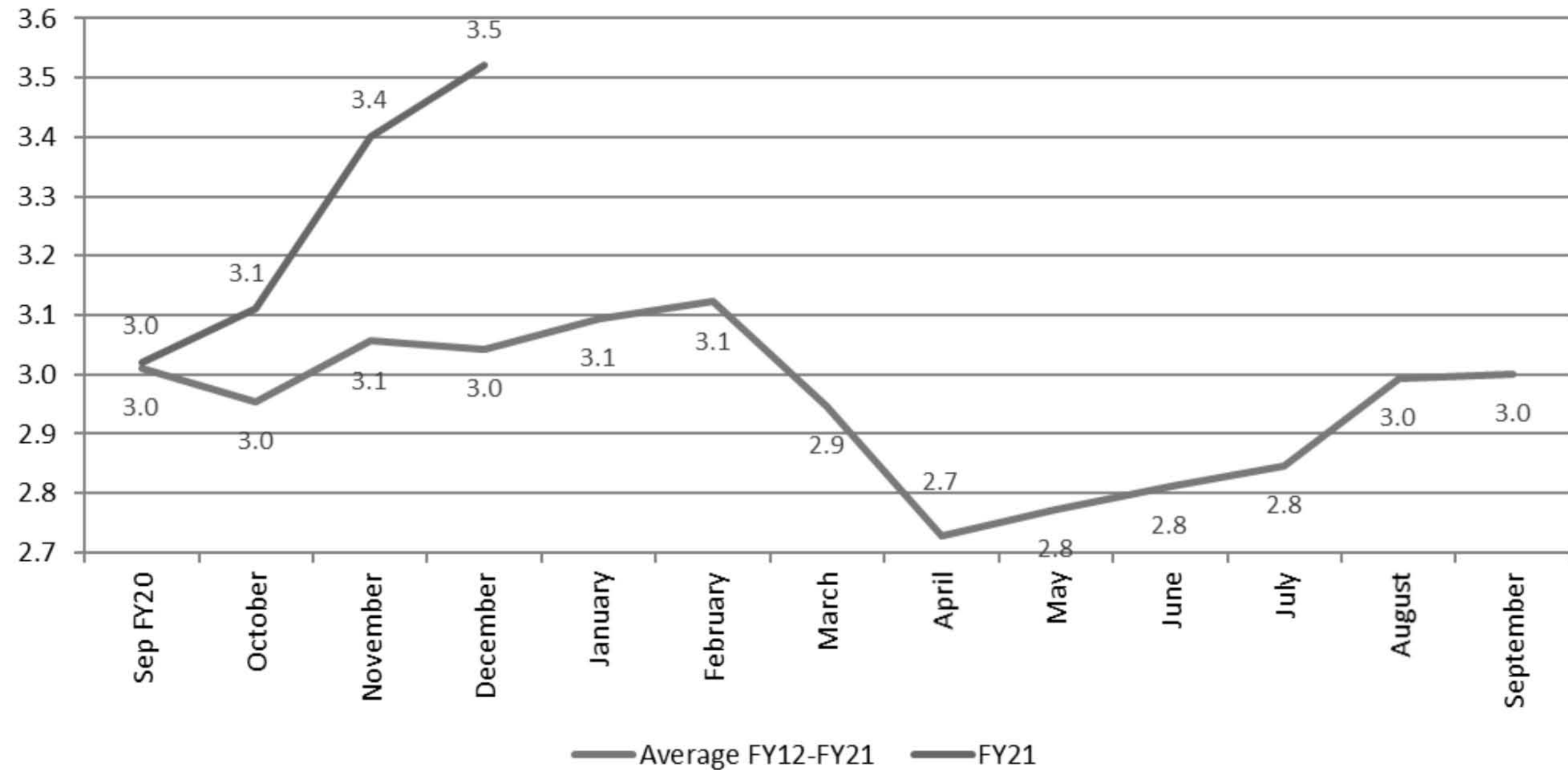




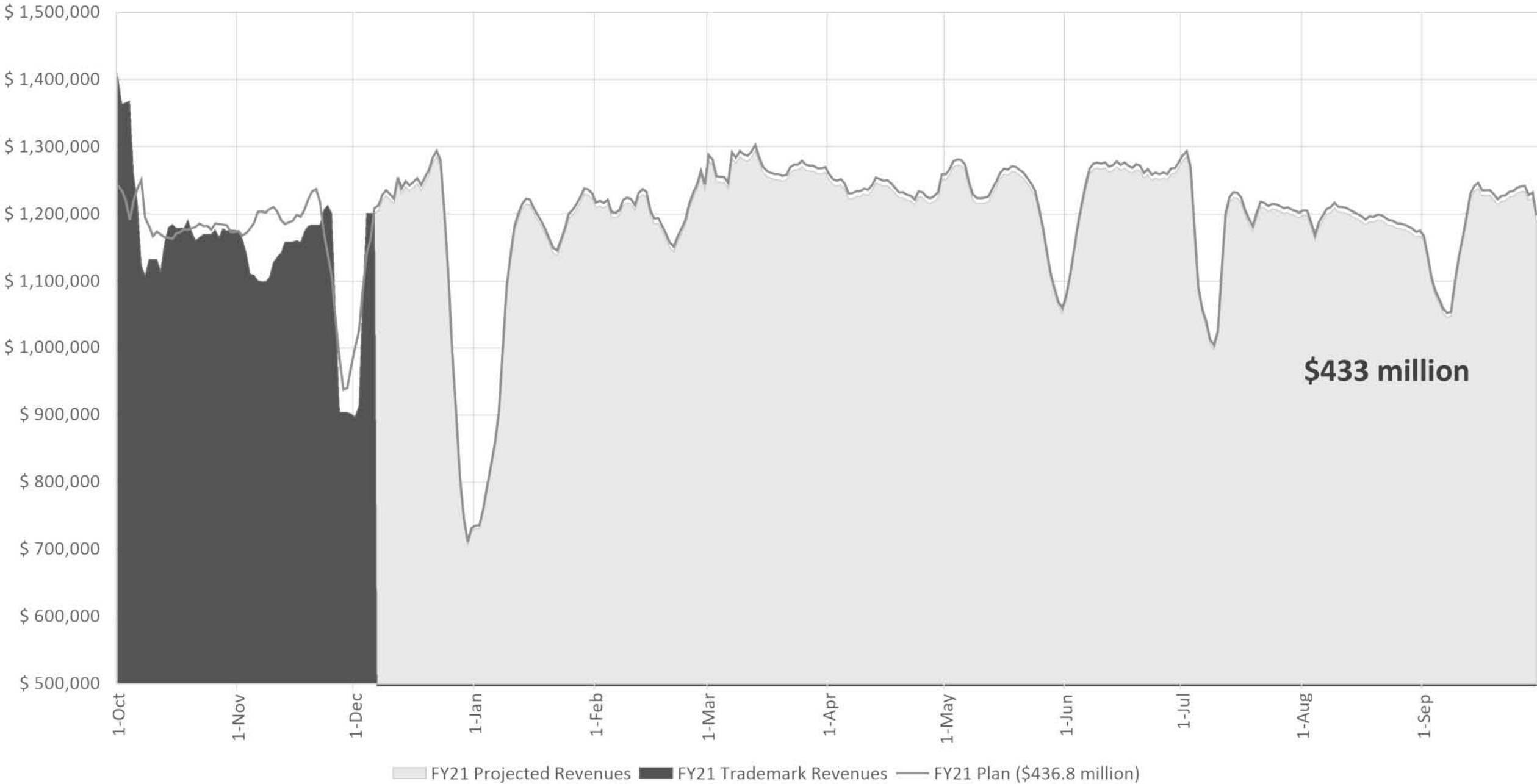
Unexamined Application Inventory (Classes)

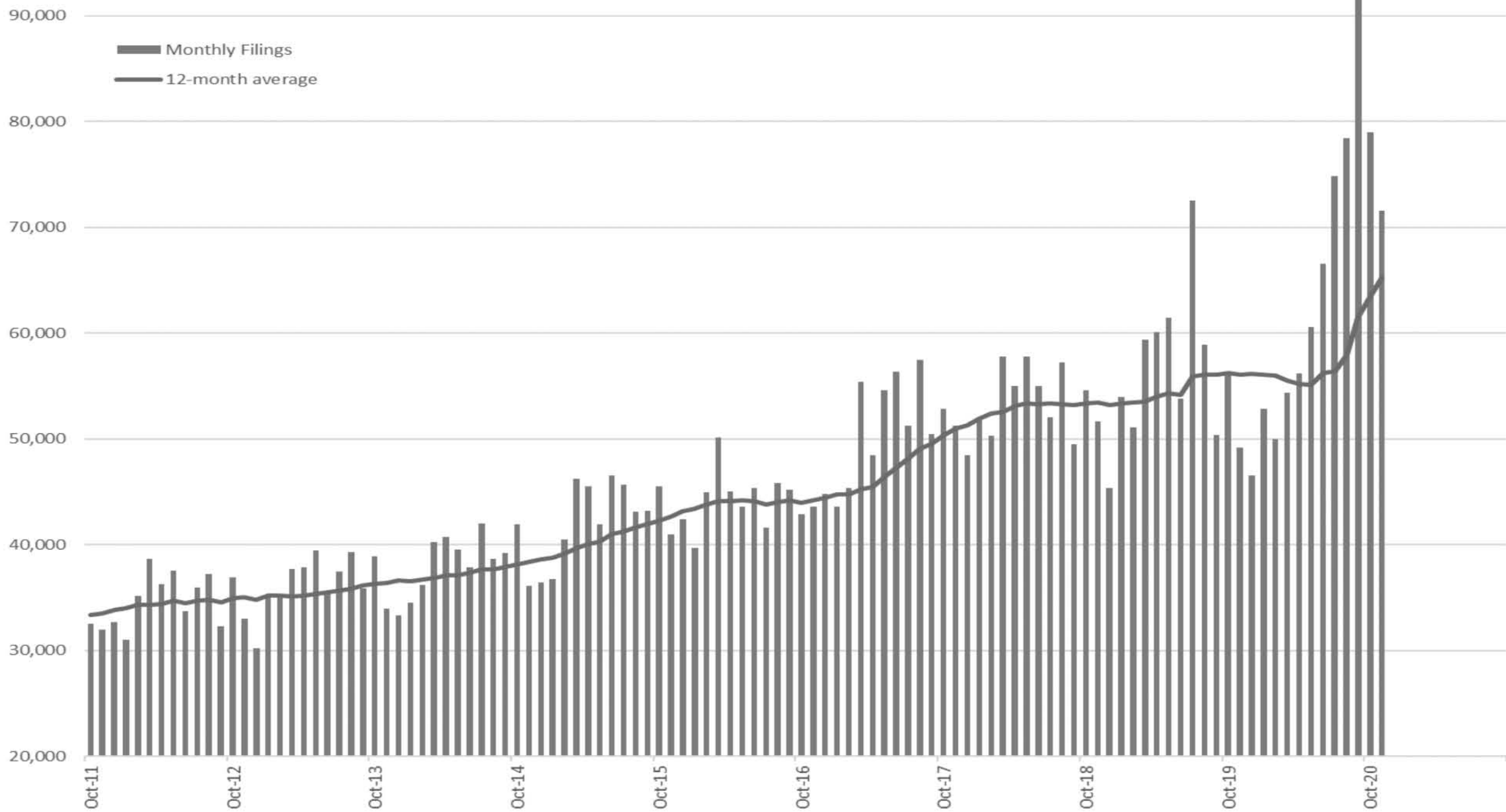


FY21 First Action Pendency vs. 10-year Average

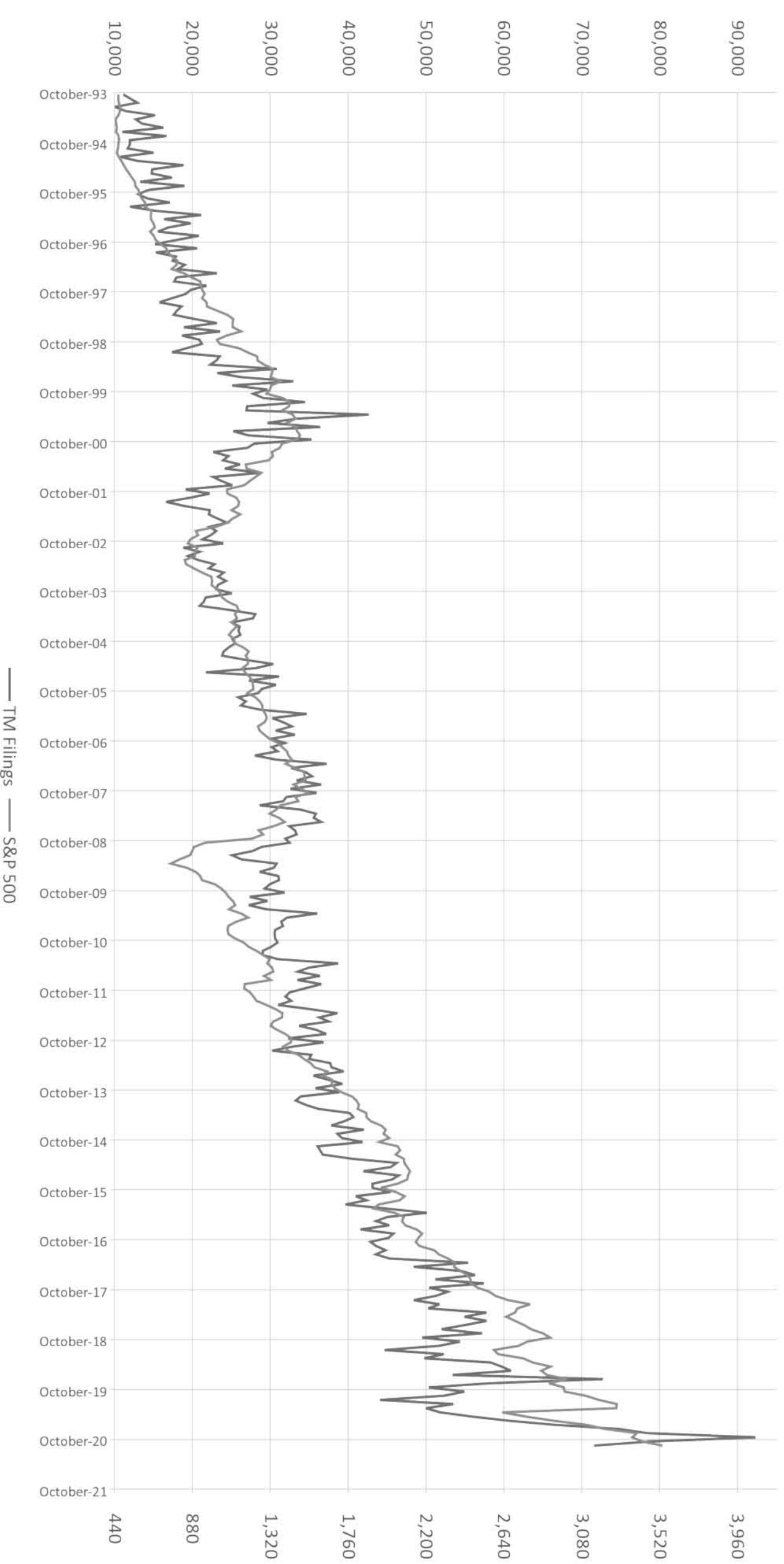


FY 2021 Daily TM Revenues



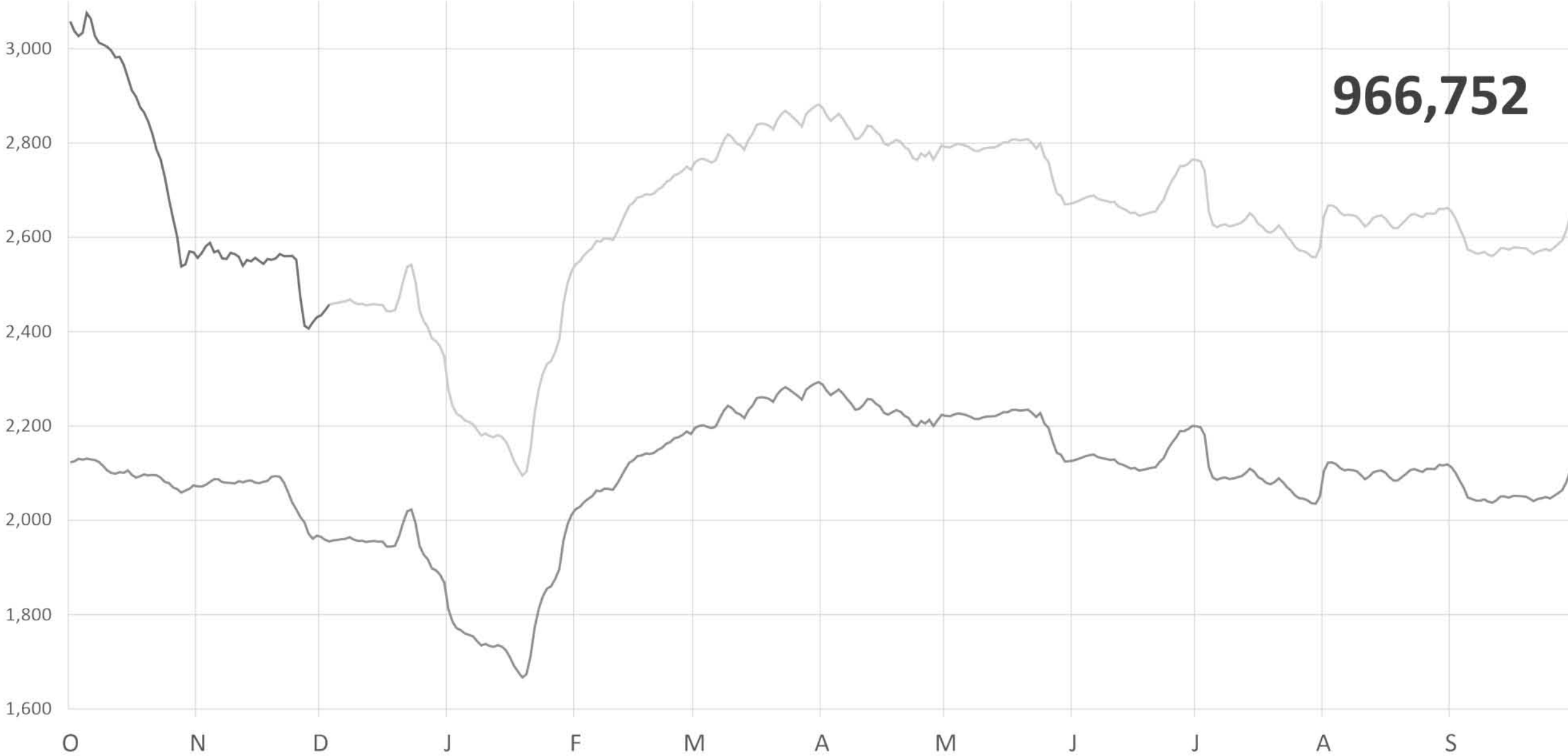


Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



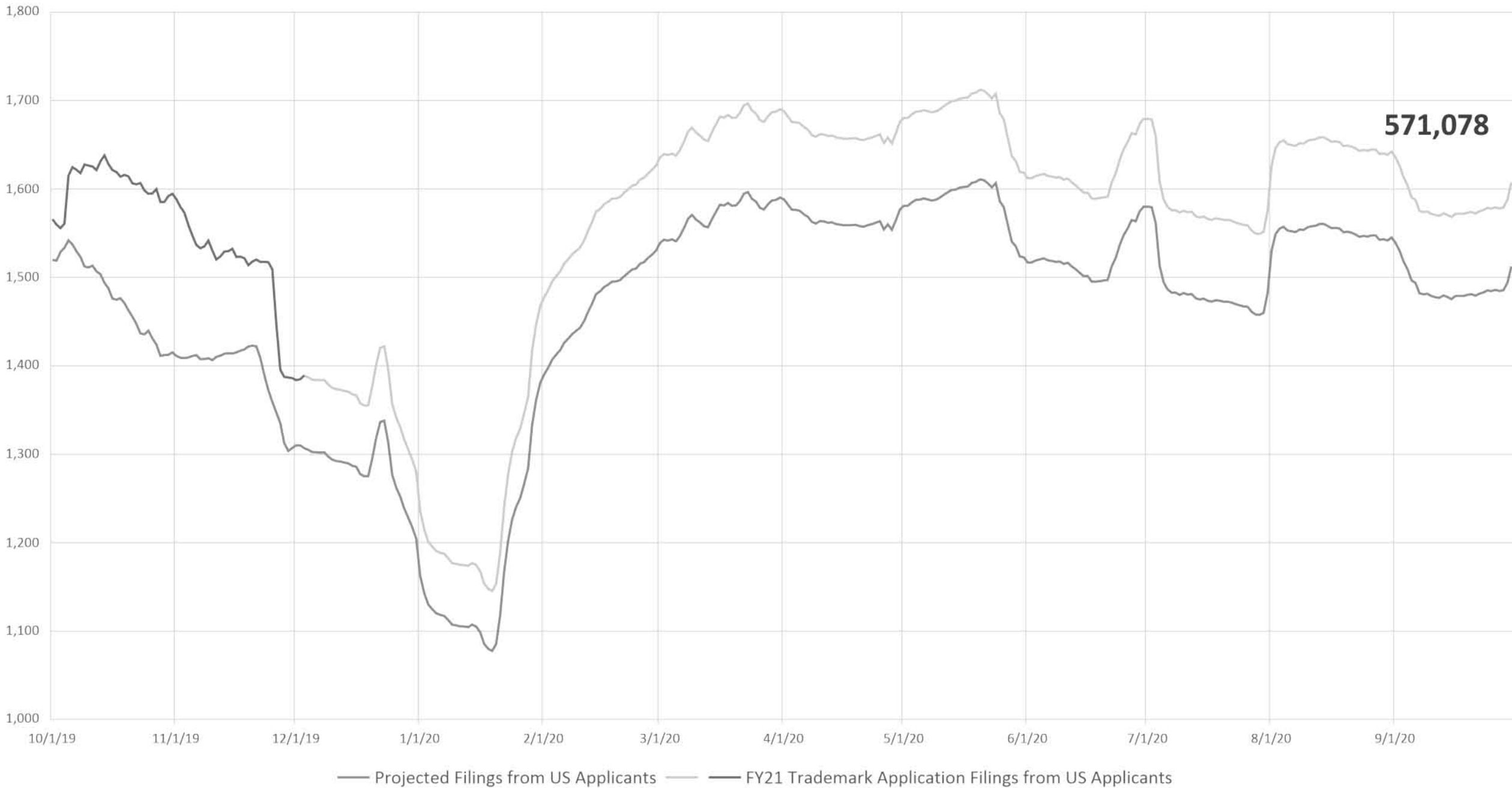
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

966,752

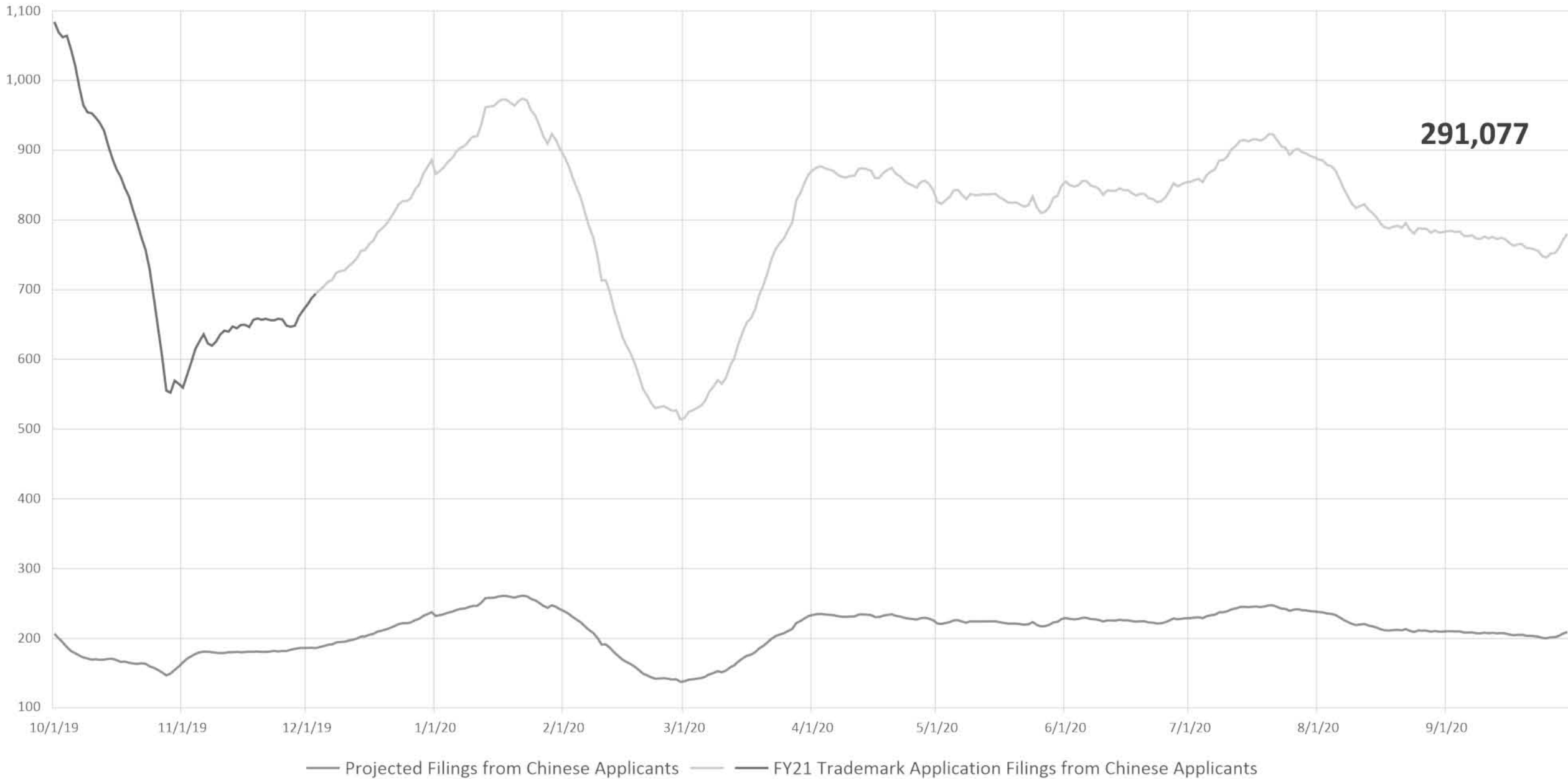


— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)



FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)



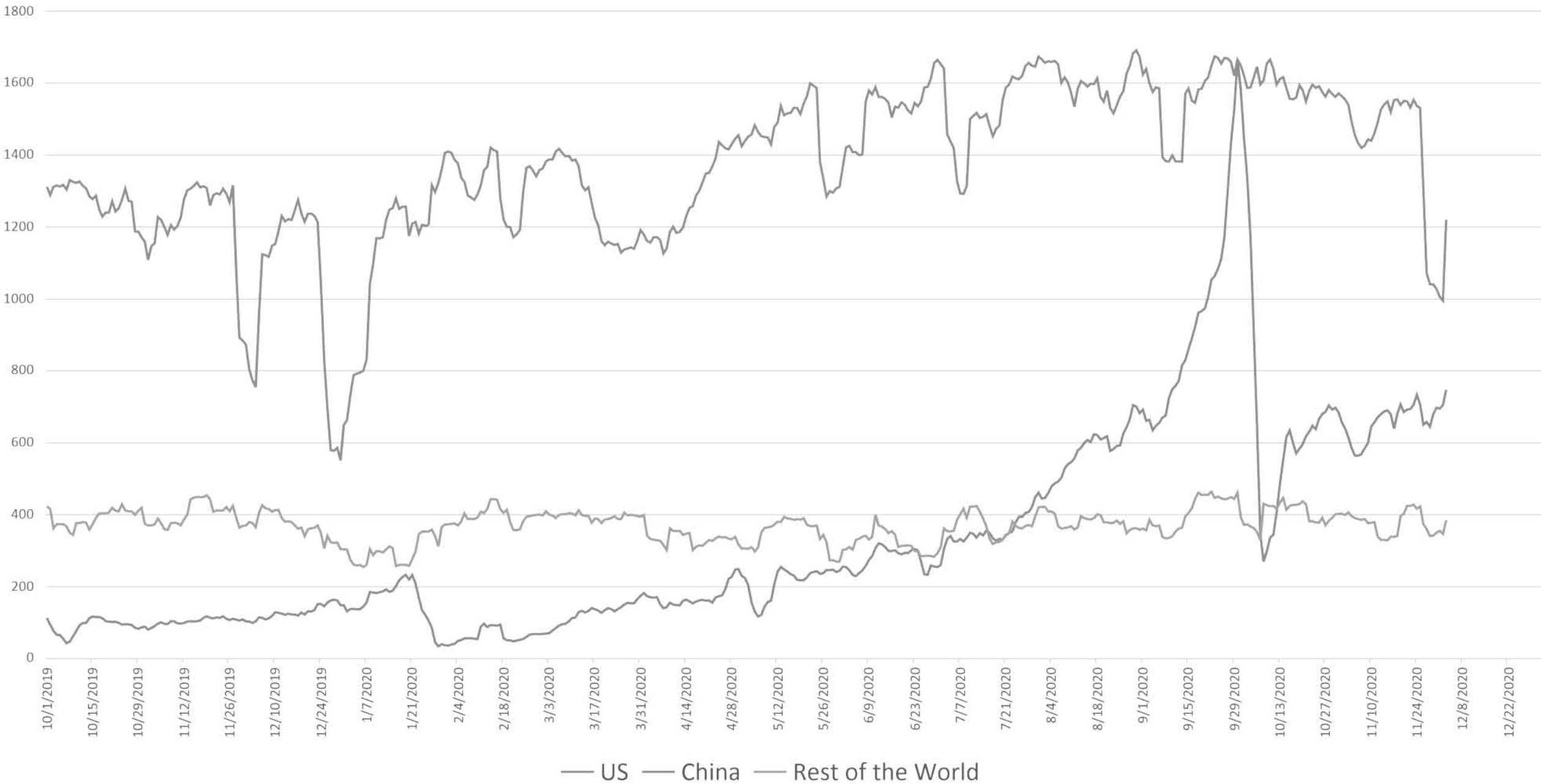
FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)

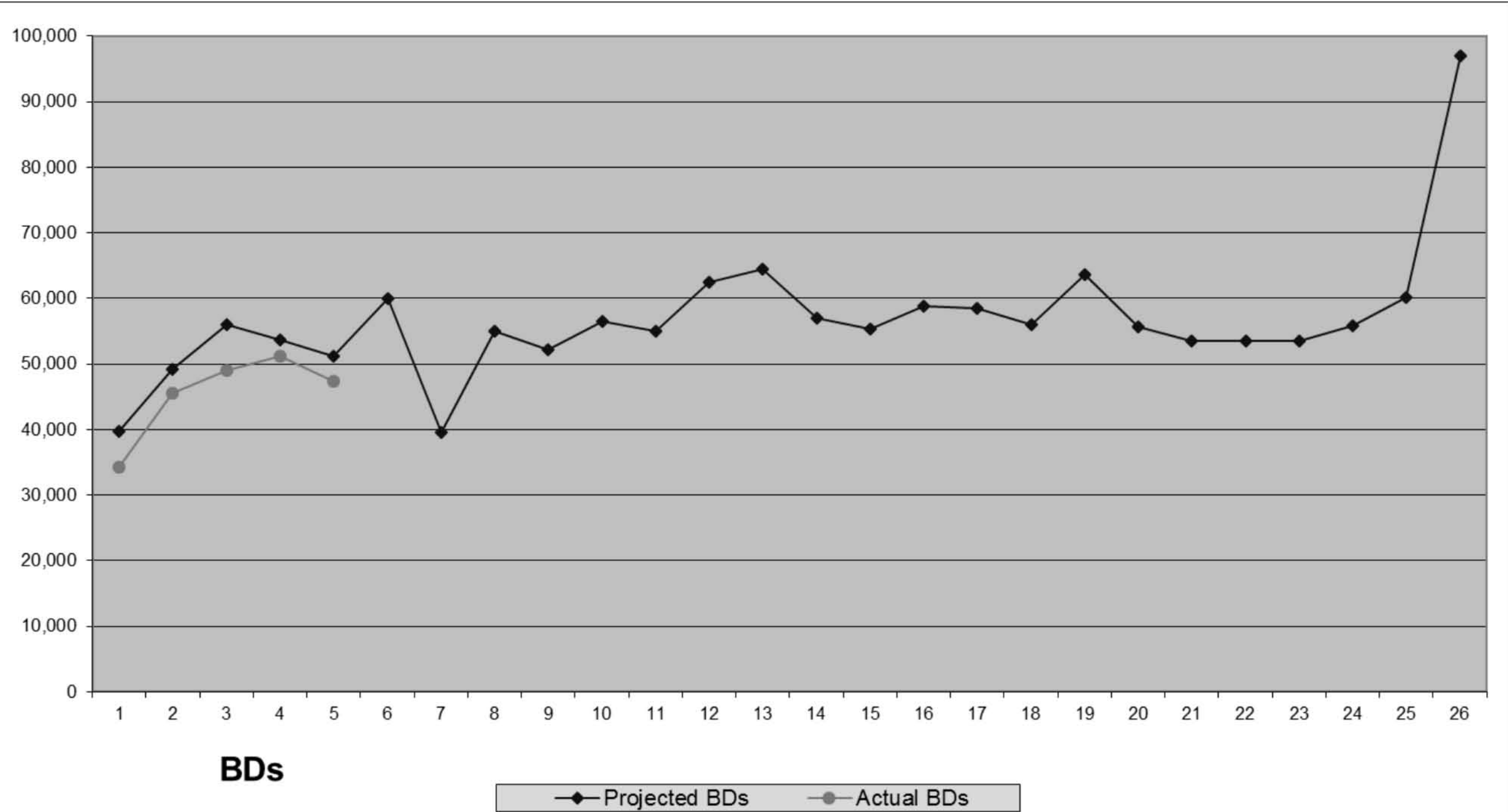


135,993

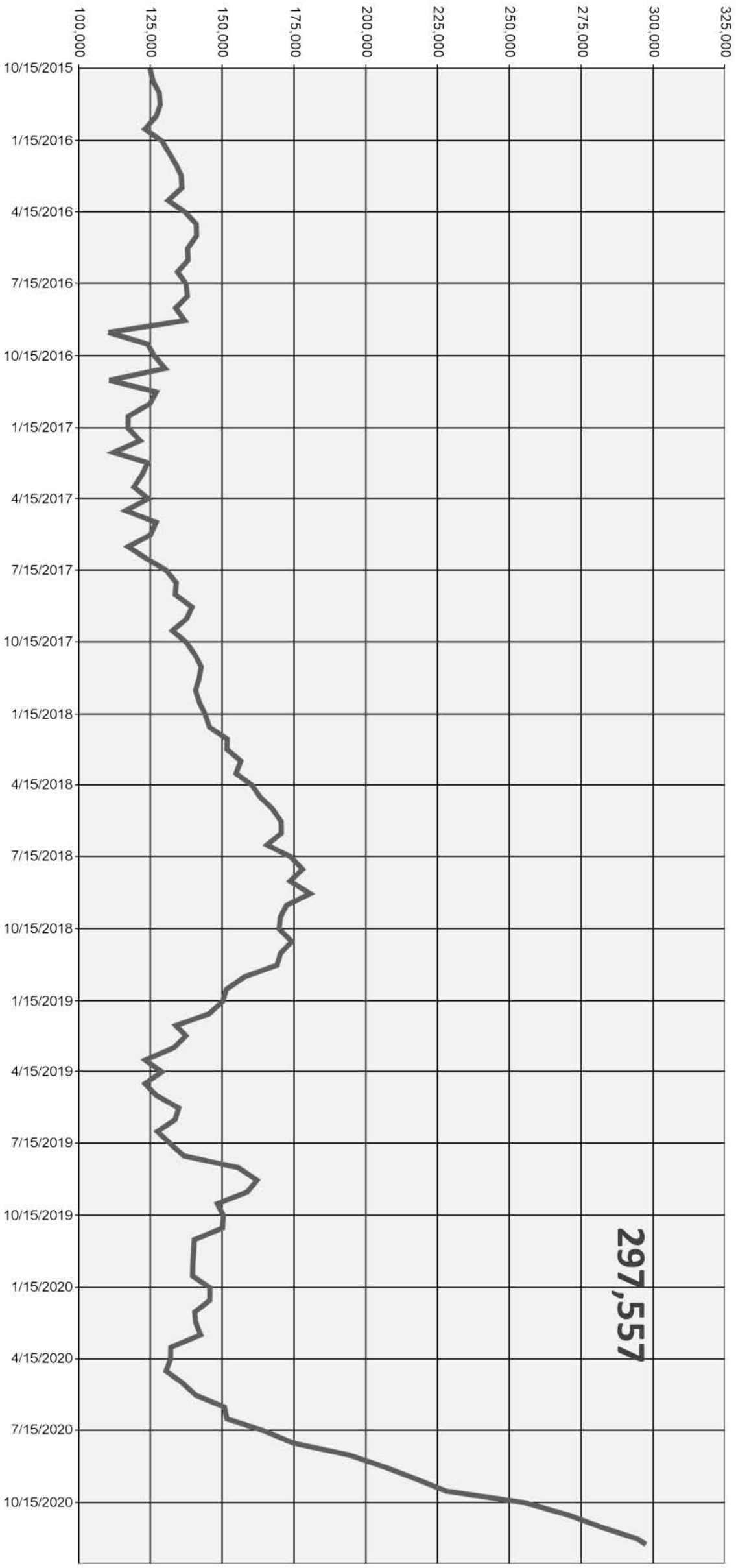
— Projected Filings from Non-US Non-China Applicants — FY21 Trademark Application Filings from Non-US Non-China Applicants

USPTO Application Filings: US, China, and the Rest of the World

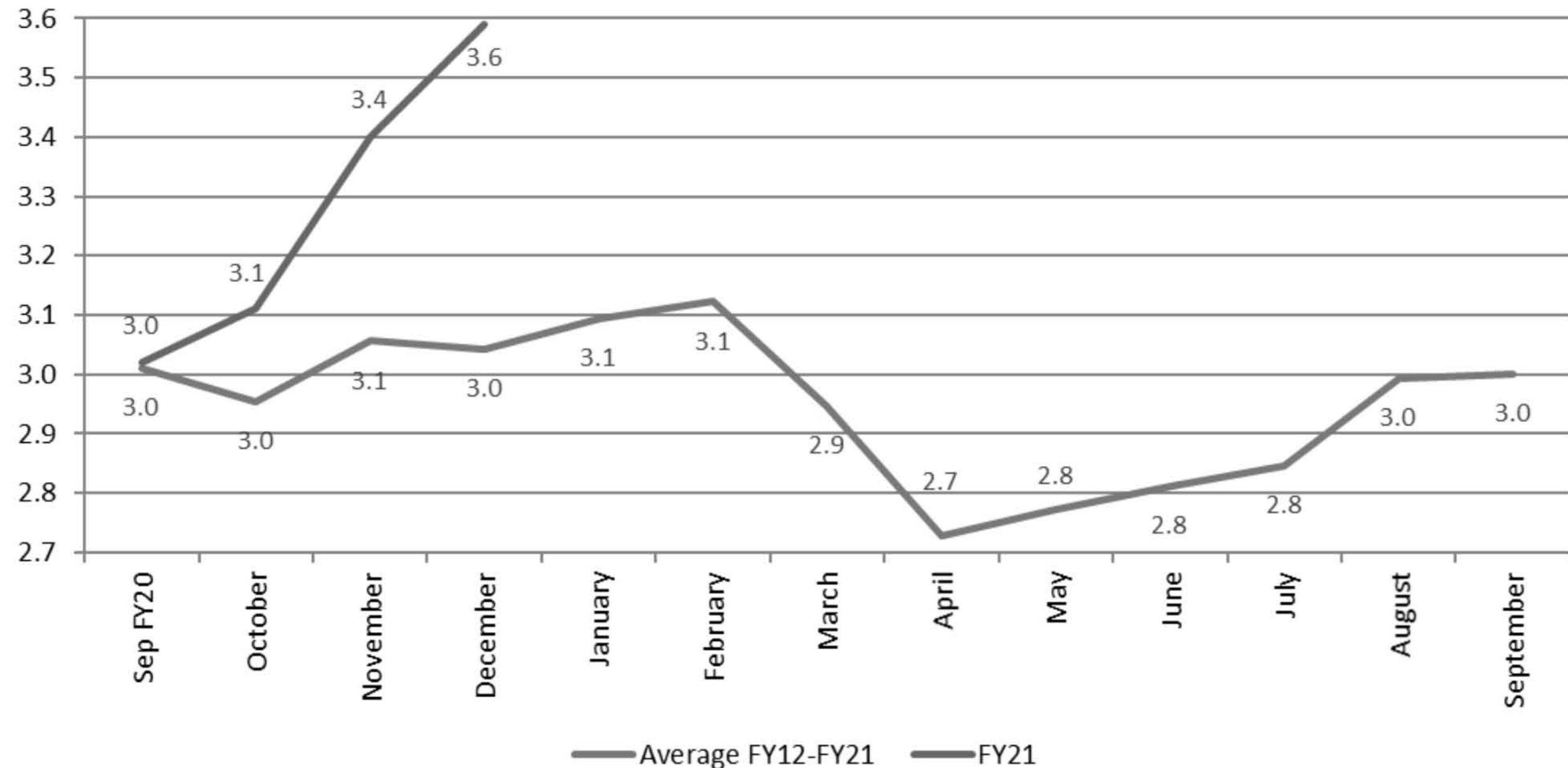




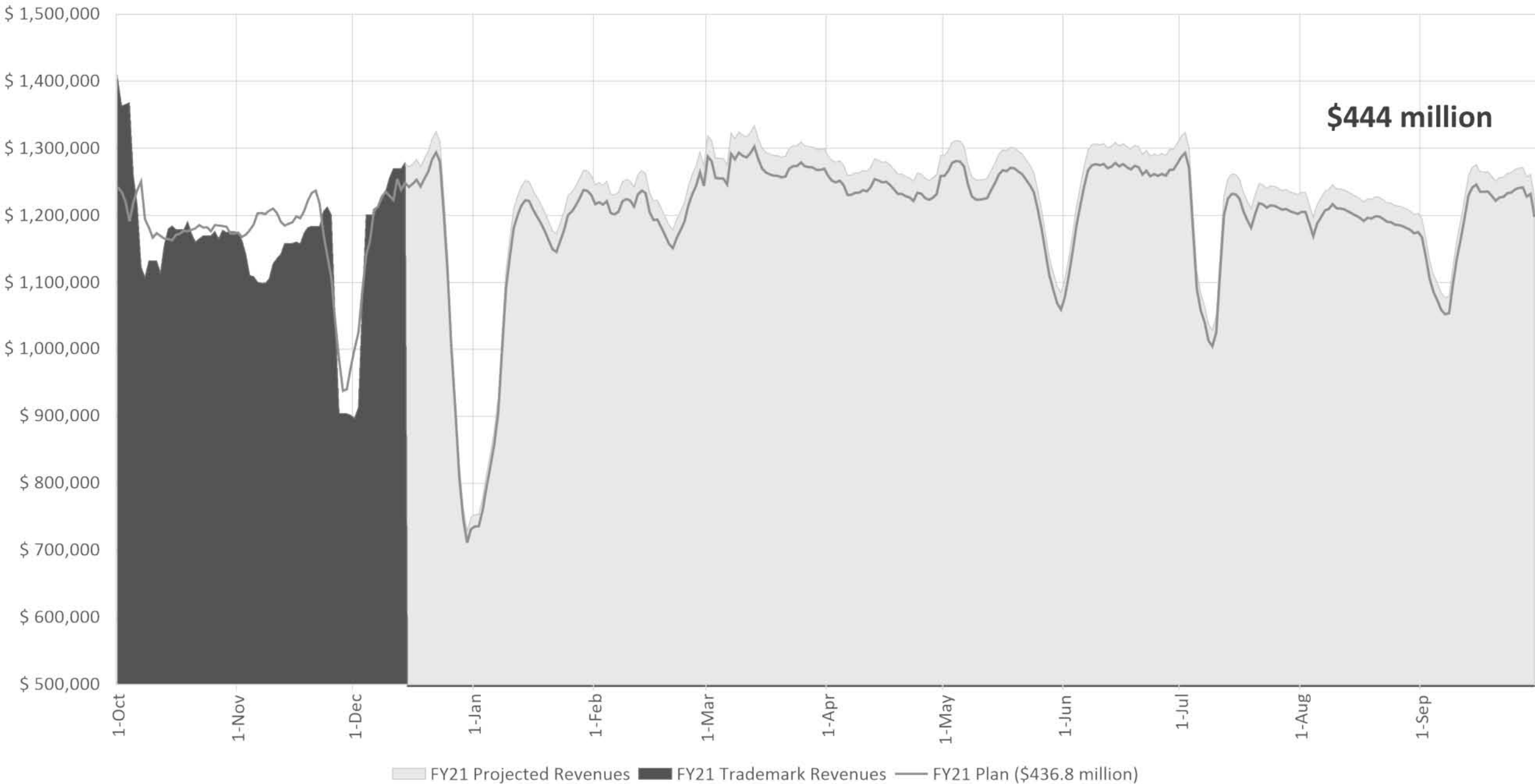
Unexamined Application Inventory (Classes)



FY21 First Action Pendency vs. 10-year Average

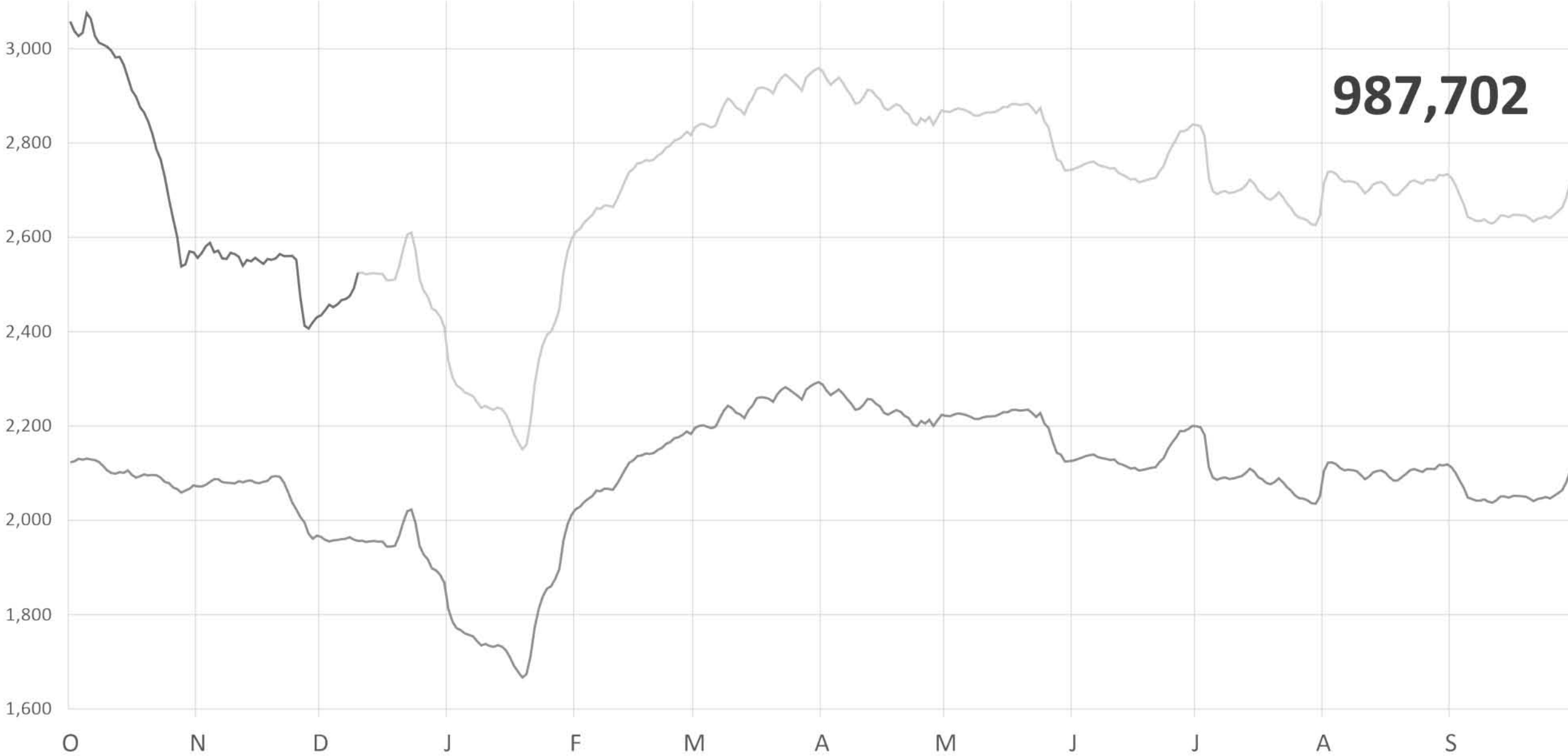


FY 2021 Daily TM Revenues



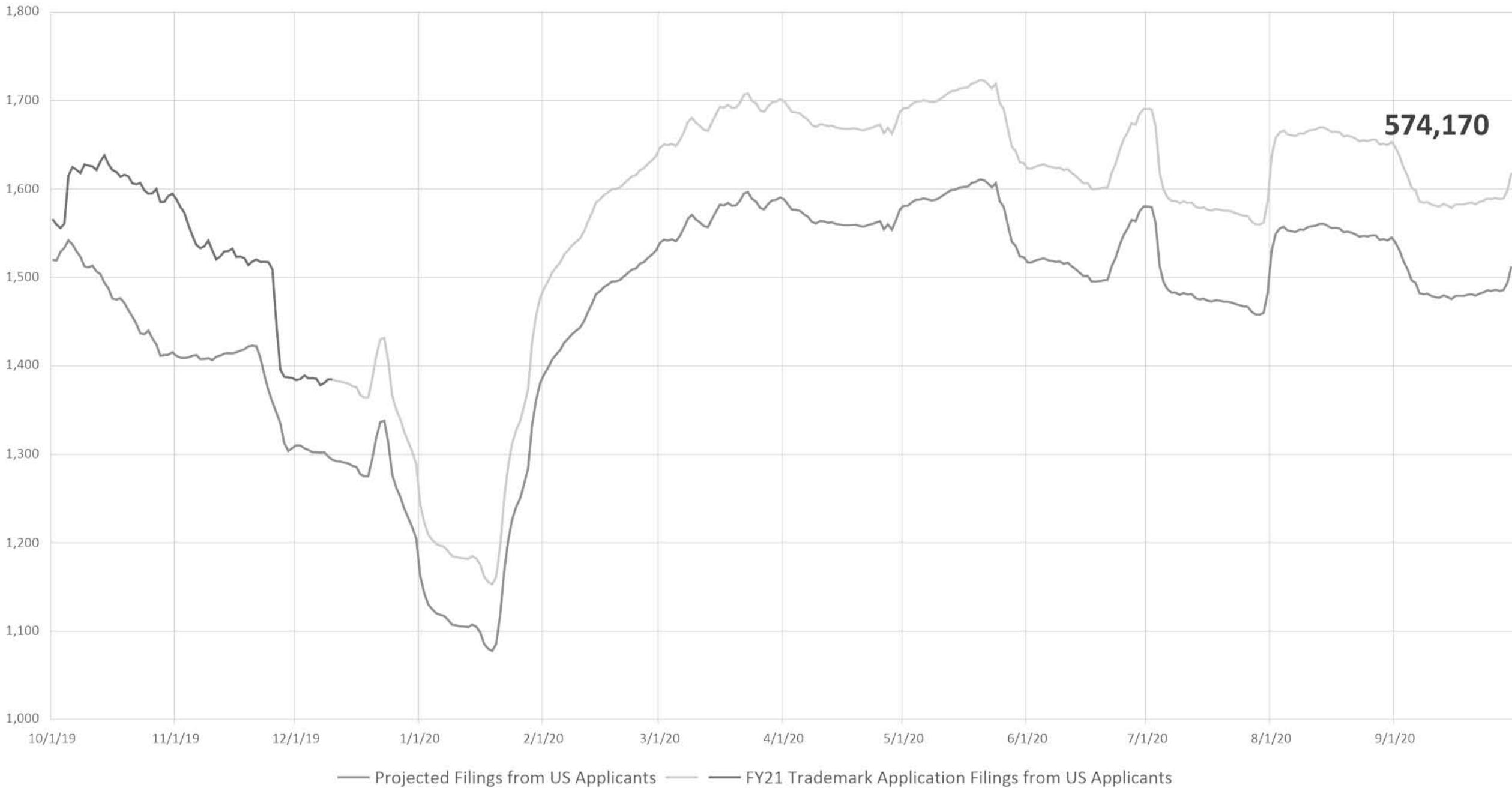
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)

987,702

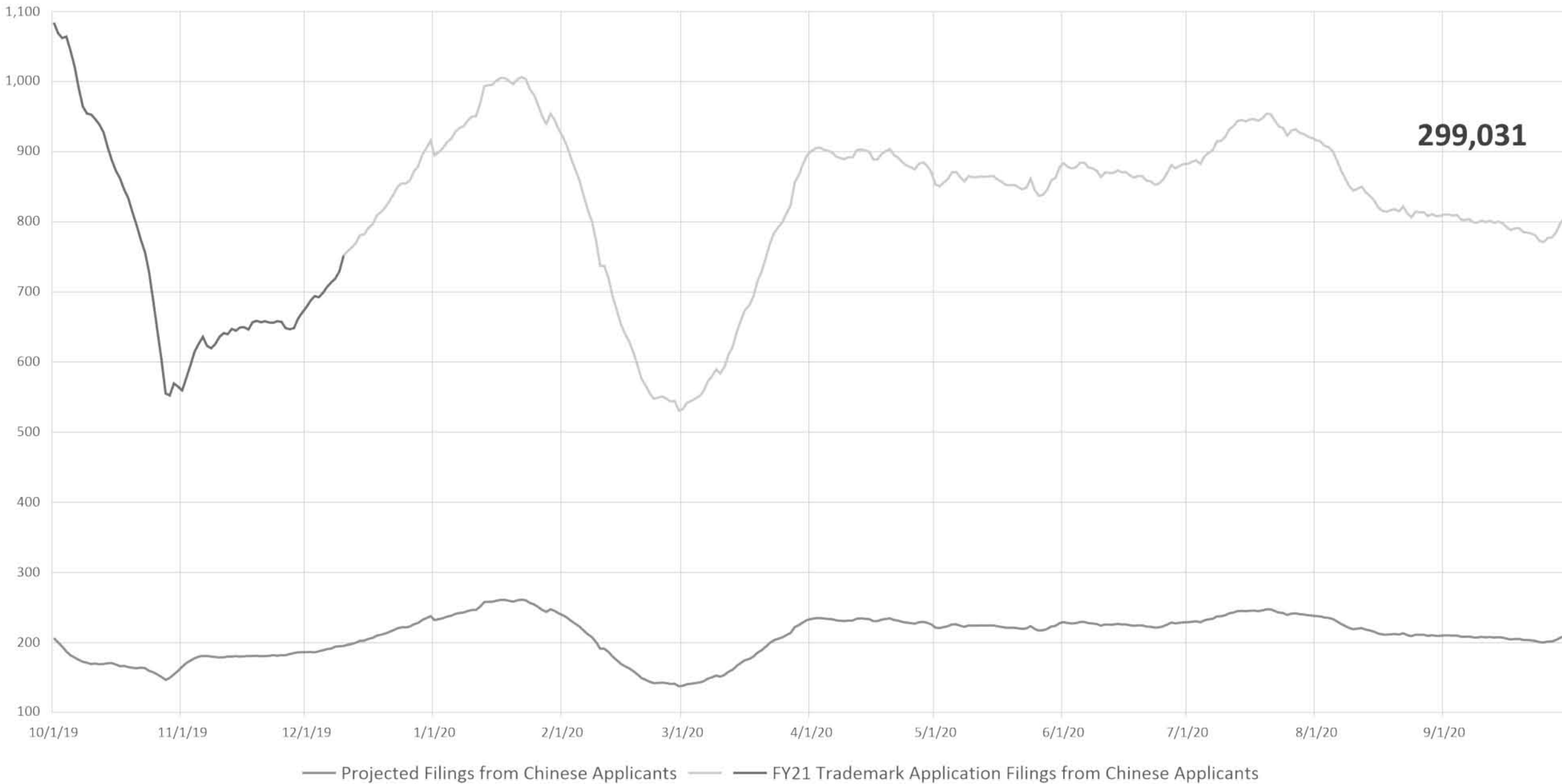


— Projected Filings (765,000 Classes) — FY21 Trademark Application Filings (28-Day Average)

FY21 Daily Trademark Application Filings from US Applicants Compared to Plan (535,500 Classes)



FY21 Daily Trademark Application Filings from Chinese Applicants Compared to Plan (76,500 classes)



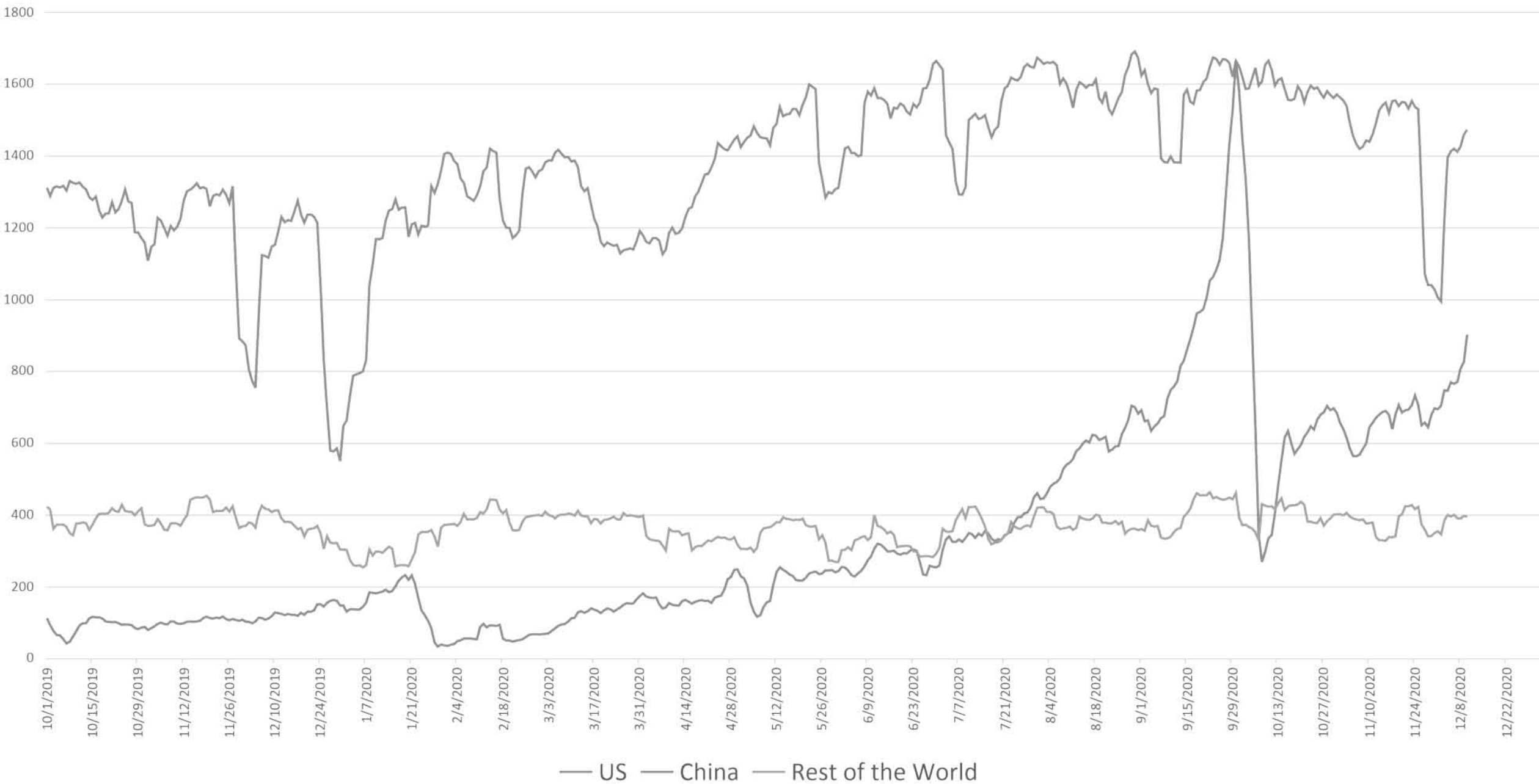
FY21 Daily Trademark Application Filings From the Rest of the World Compared to FY21 Expected Filings (153,000 classes)



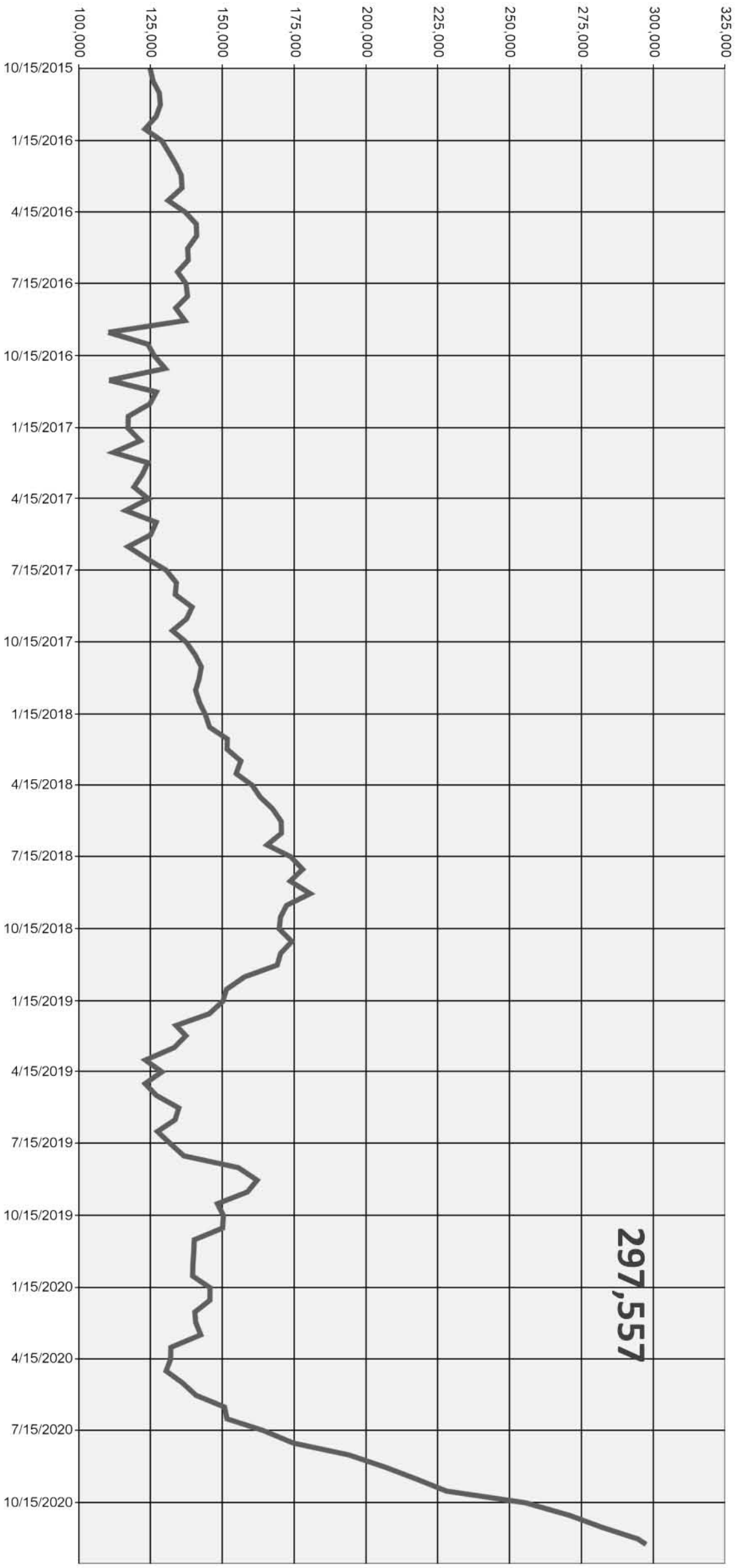
137,473

— Projected Filings from Non-US Non-China Applicants — FY21 Trademark Application Filings from Non-US Non-China Applicants

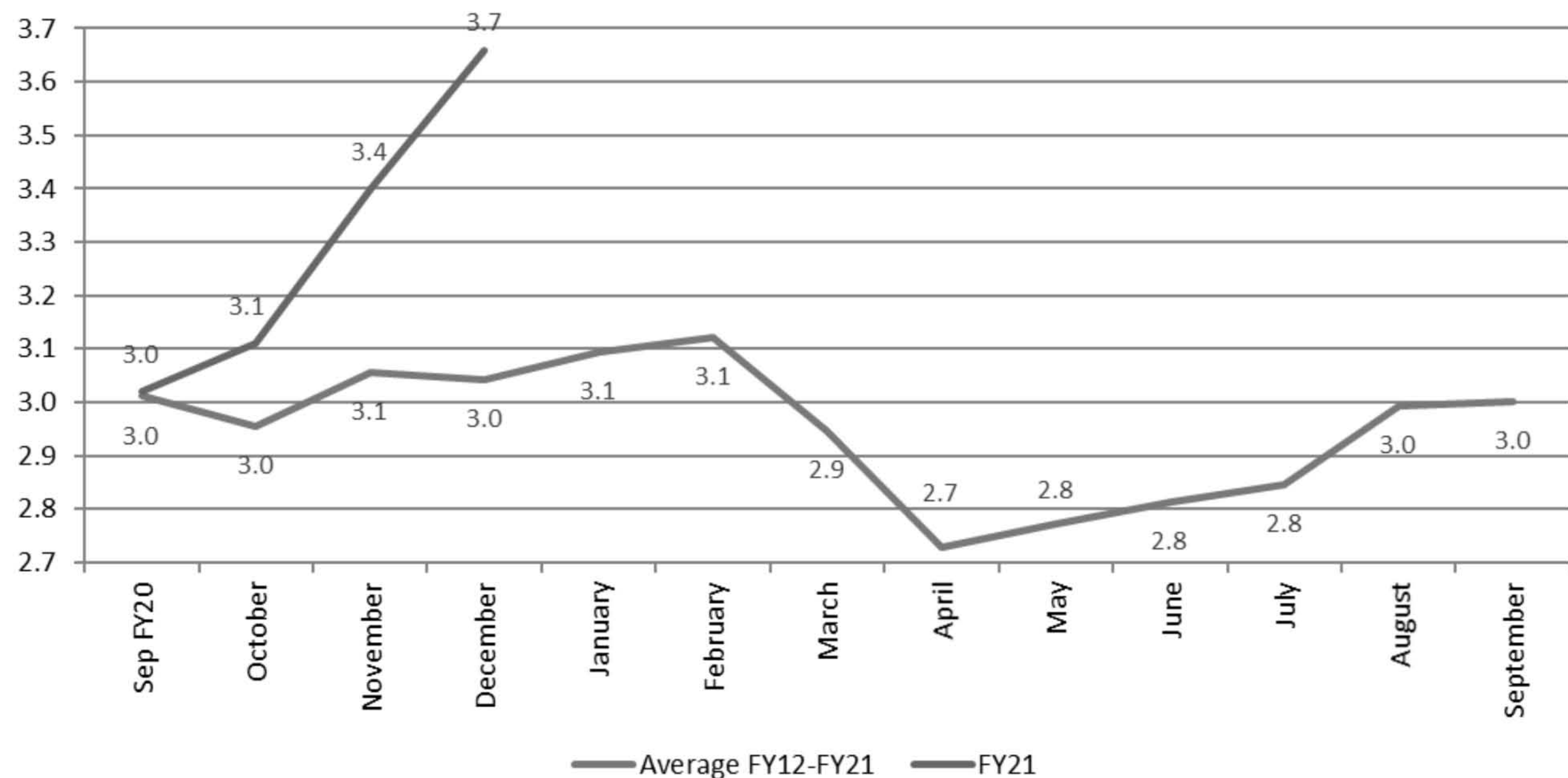
USPTO Application Filings: US, China, and the Rest of the World



Unexamined Application Inventory (Classes)

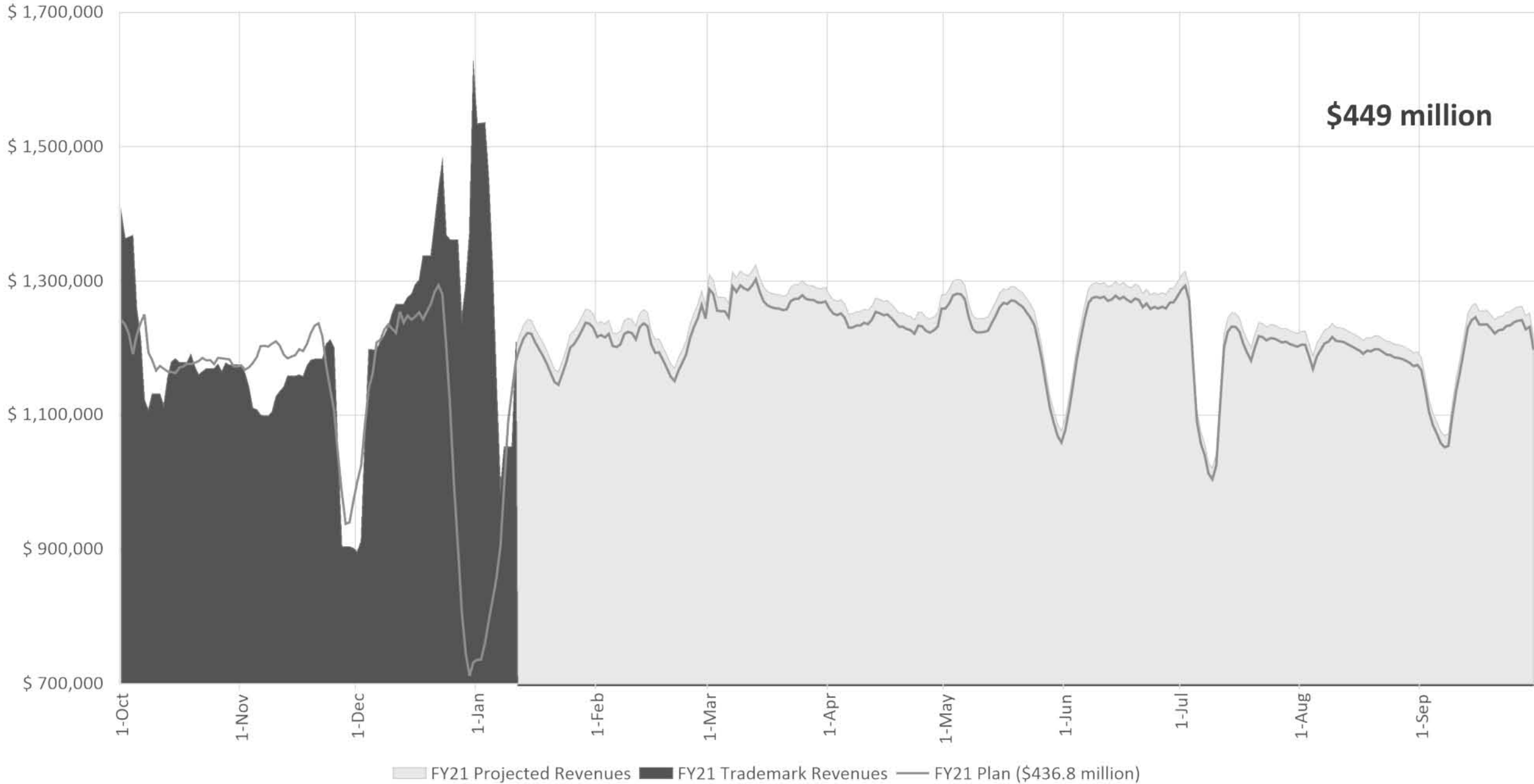


FY21 First Action Pendency vs. 10-year Average

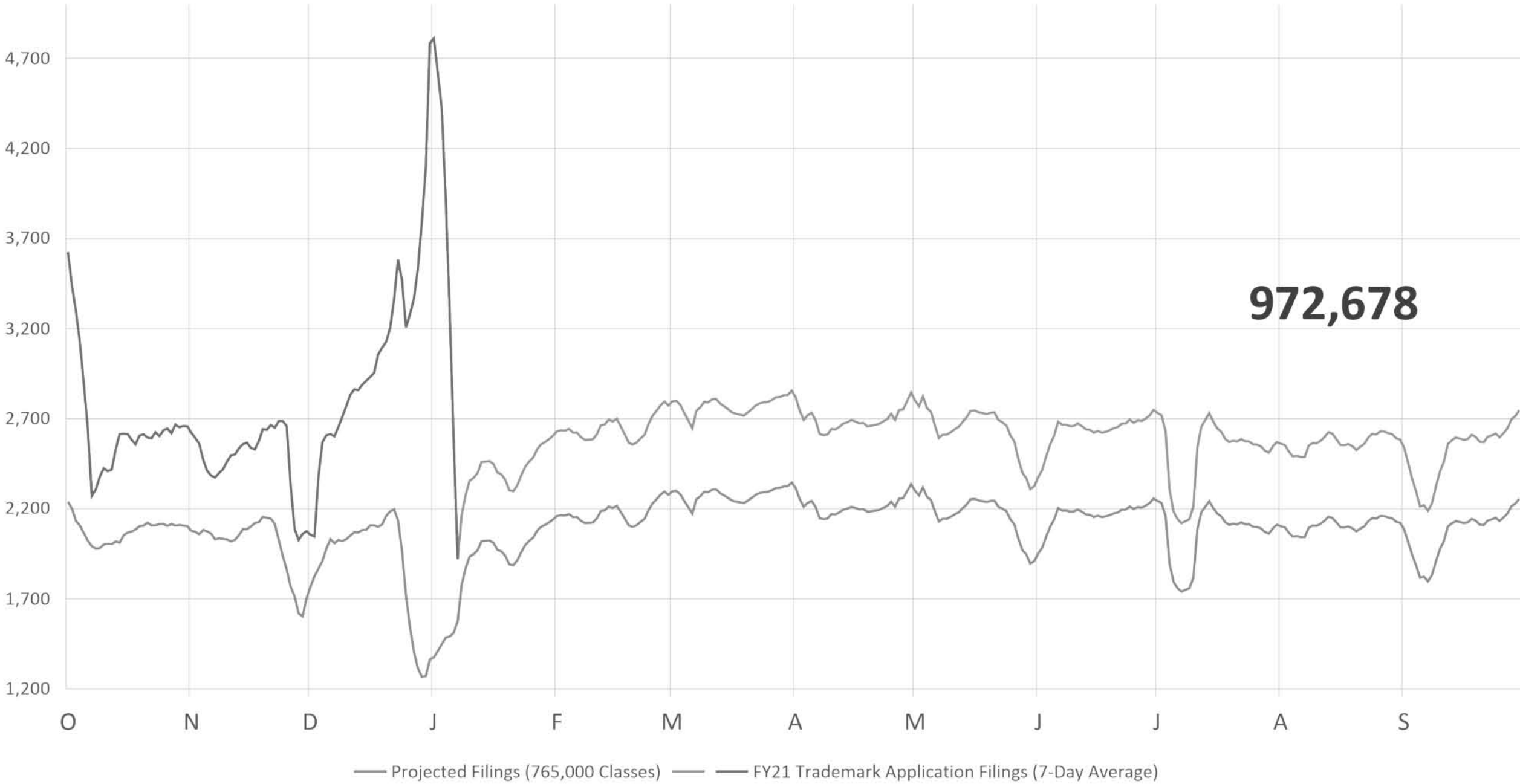


FY 2021 Daily TM Revenues

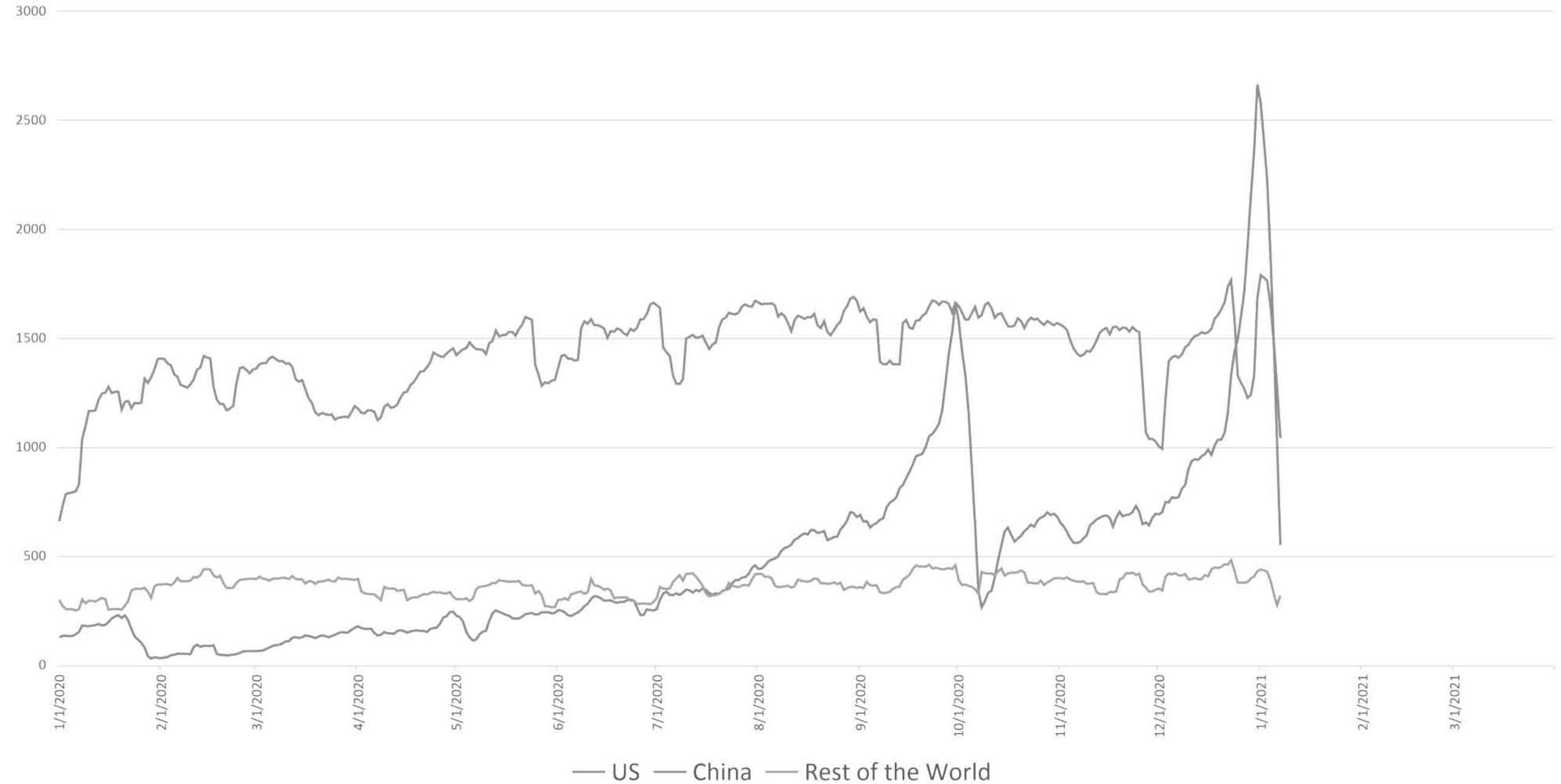
\$449 million



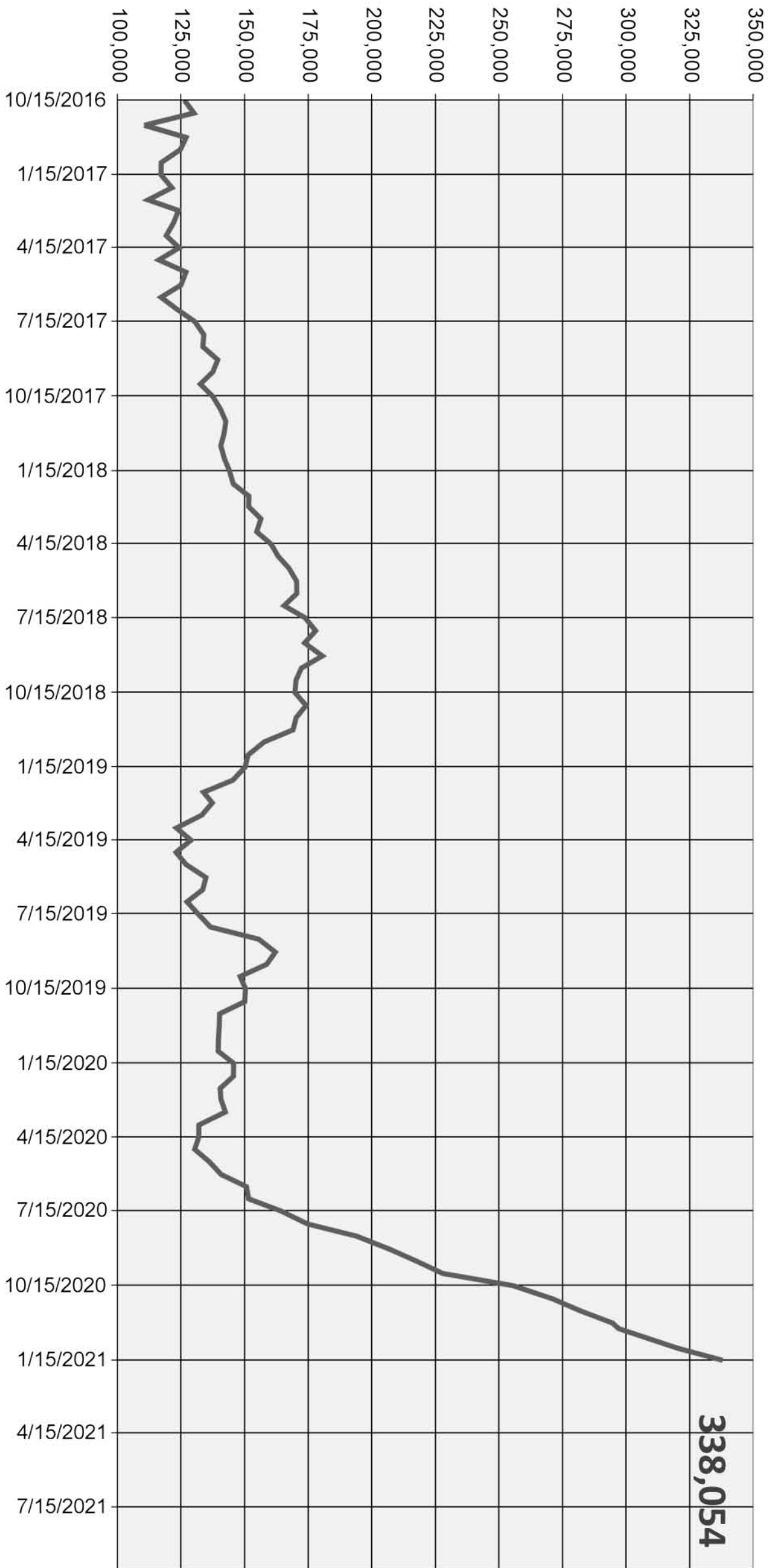
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)



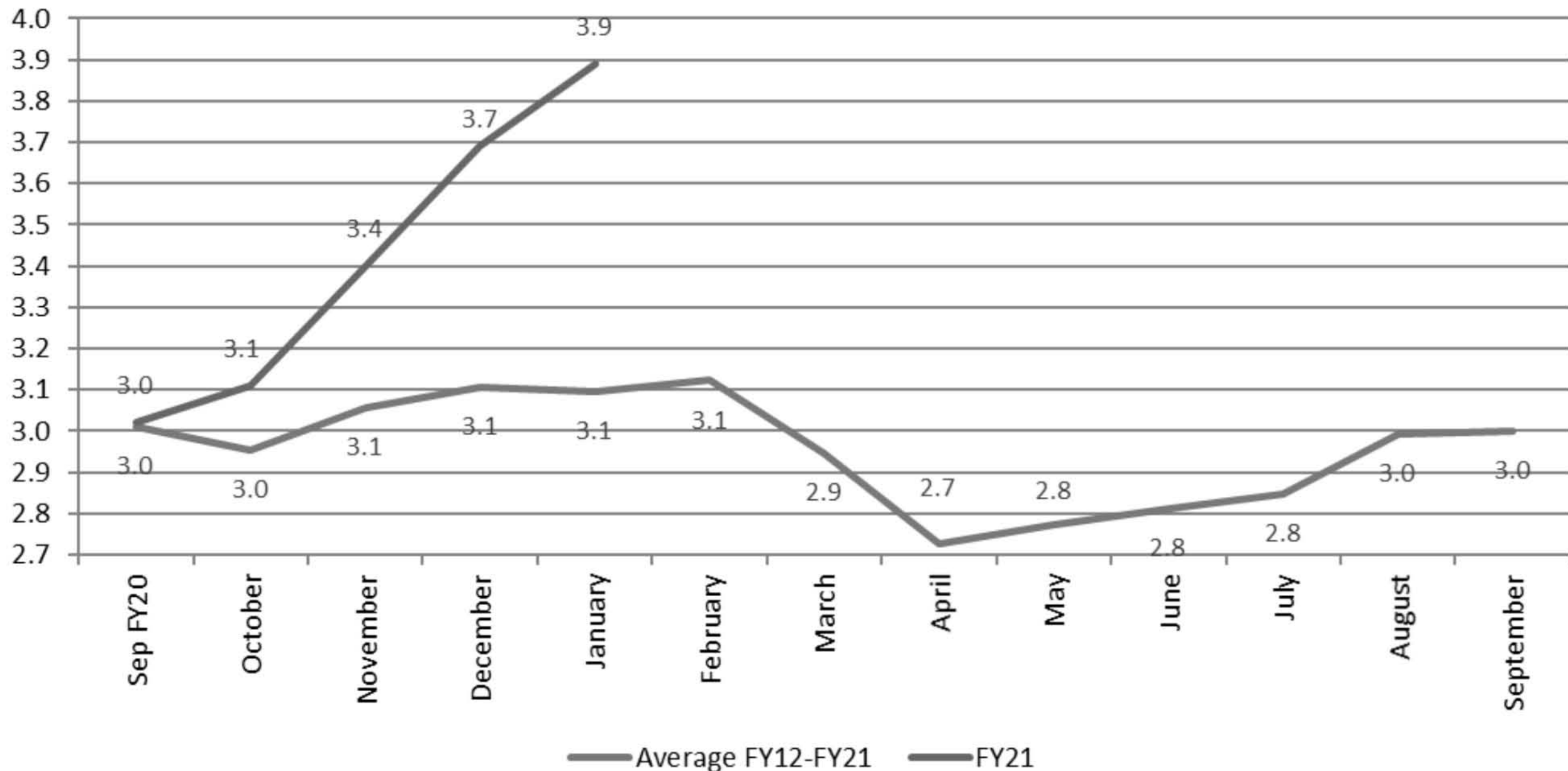
USPTO Application Filings: US, China, and the Rest of the World



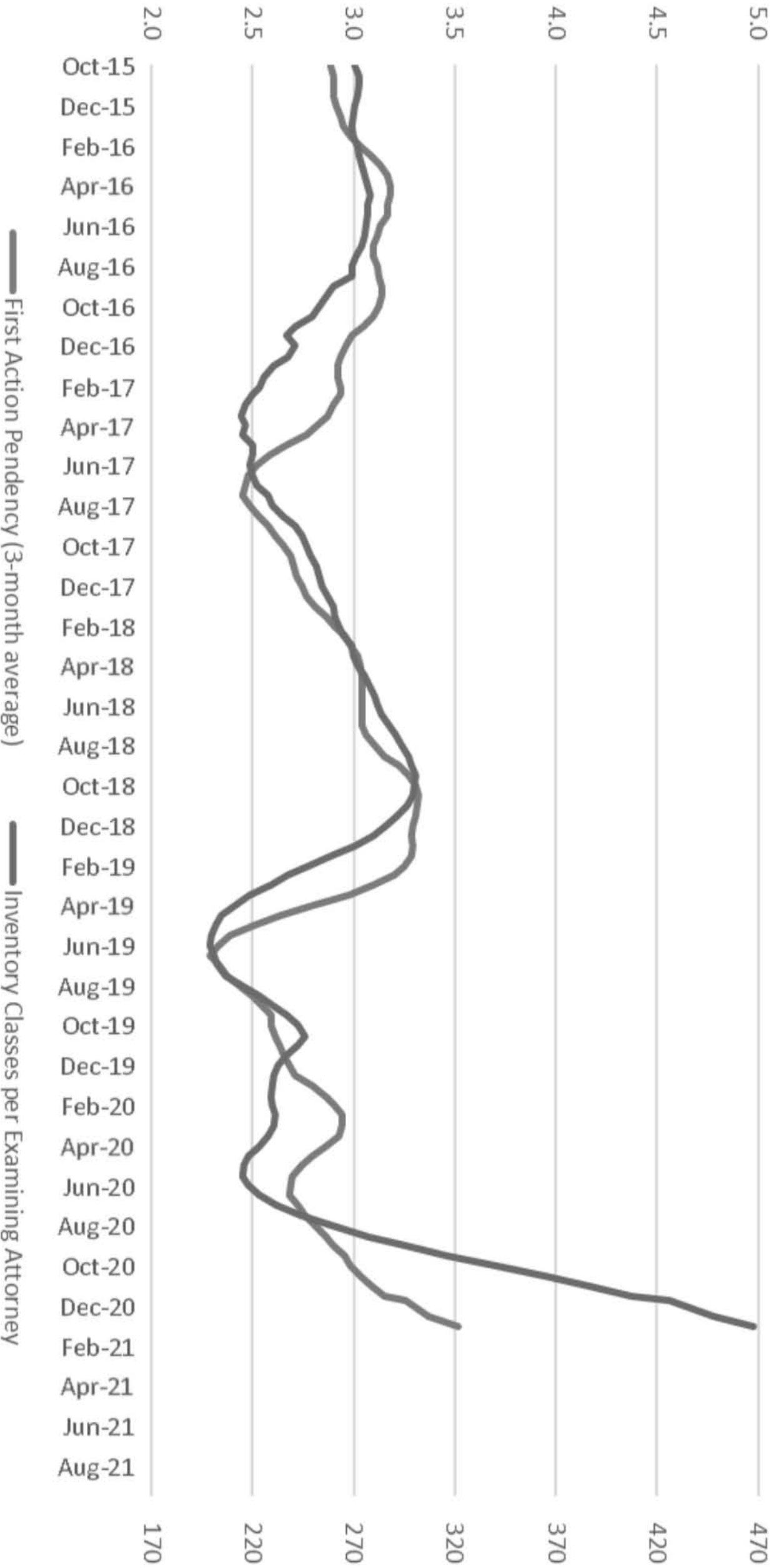
Unexamined Application Inventory (Classes)



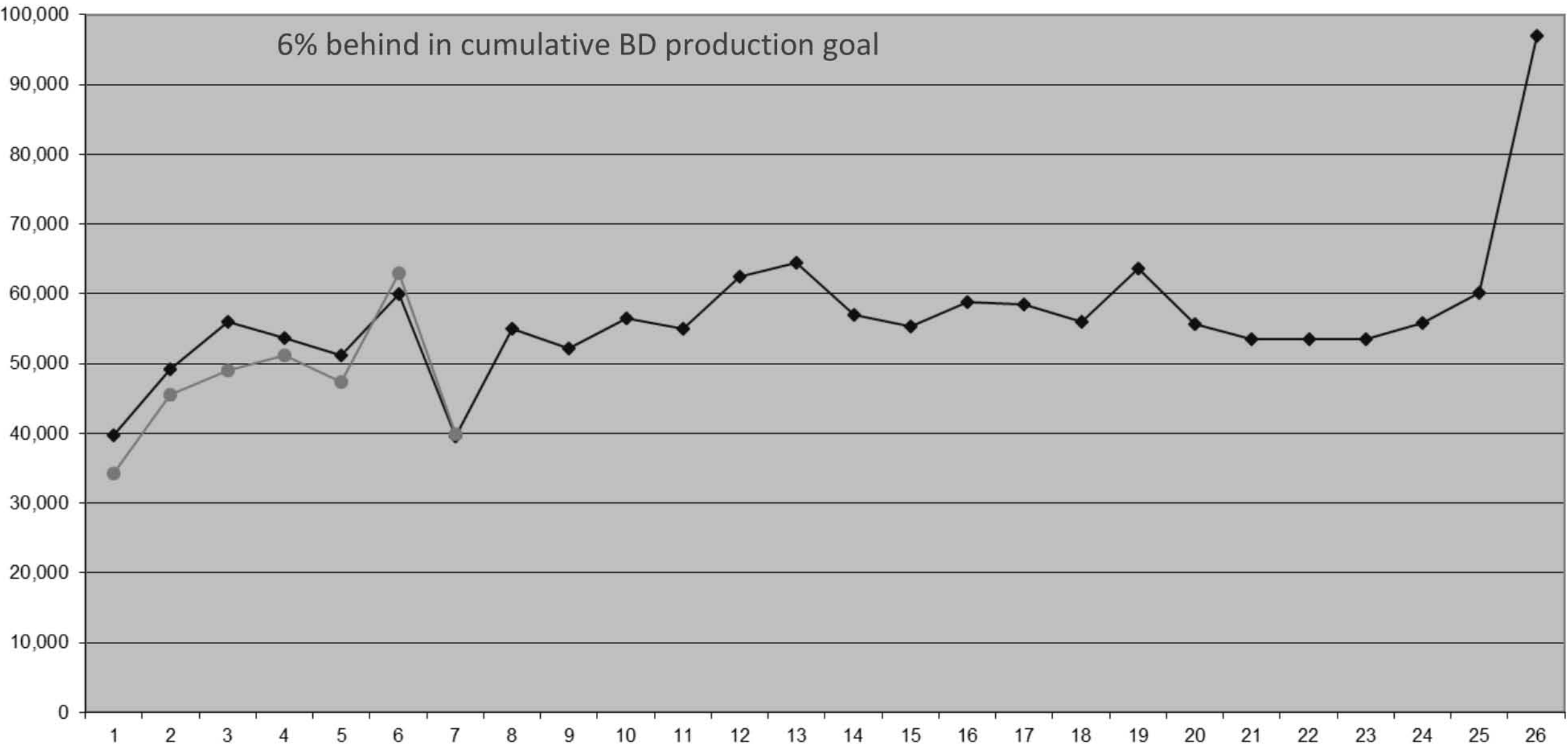
FY21 First Action Pendency vs. 10-year Average



Pendency vs. Inventory per Examining Attorney



6% behind in cumulative BD production goal

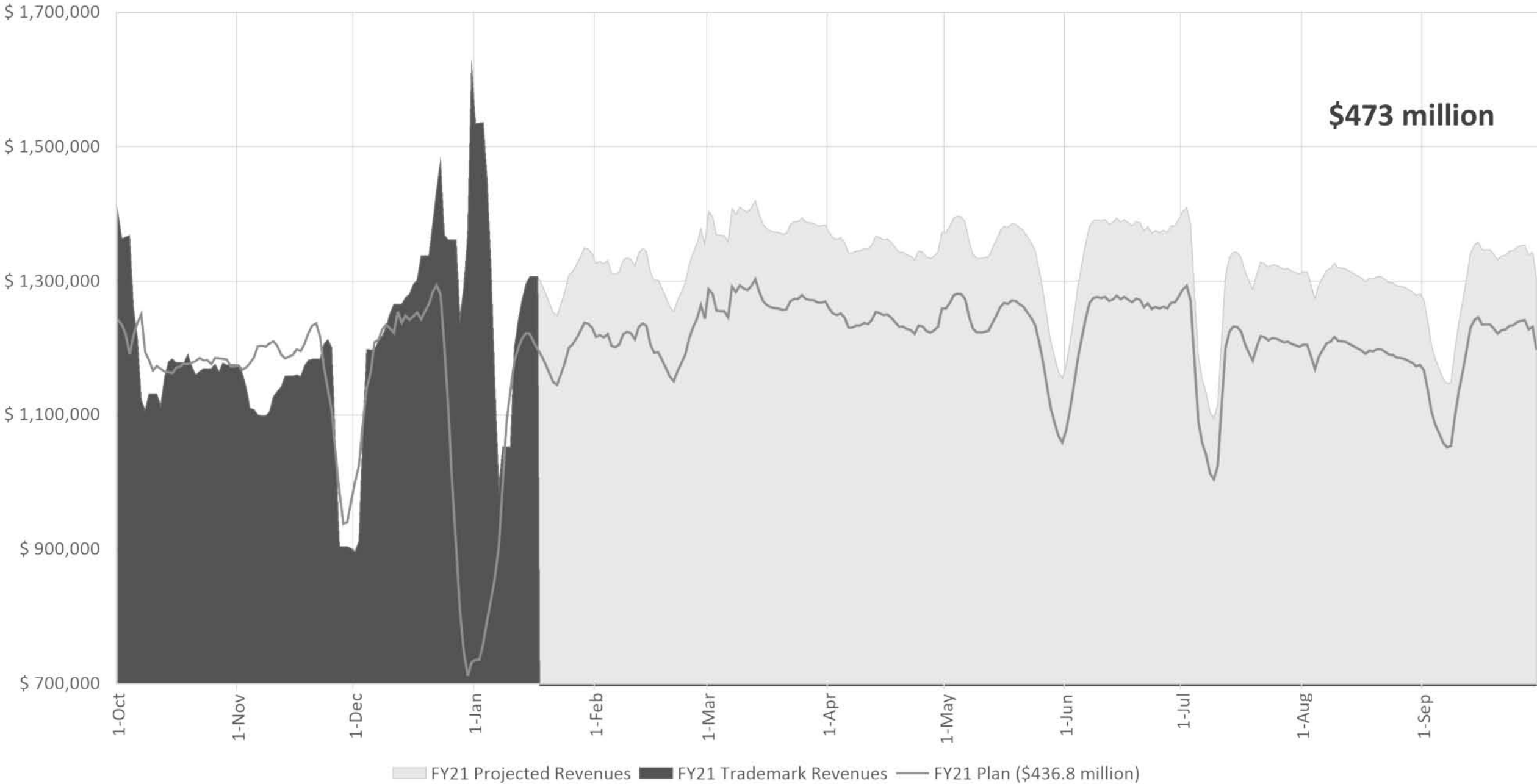


BDs

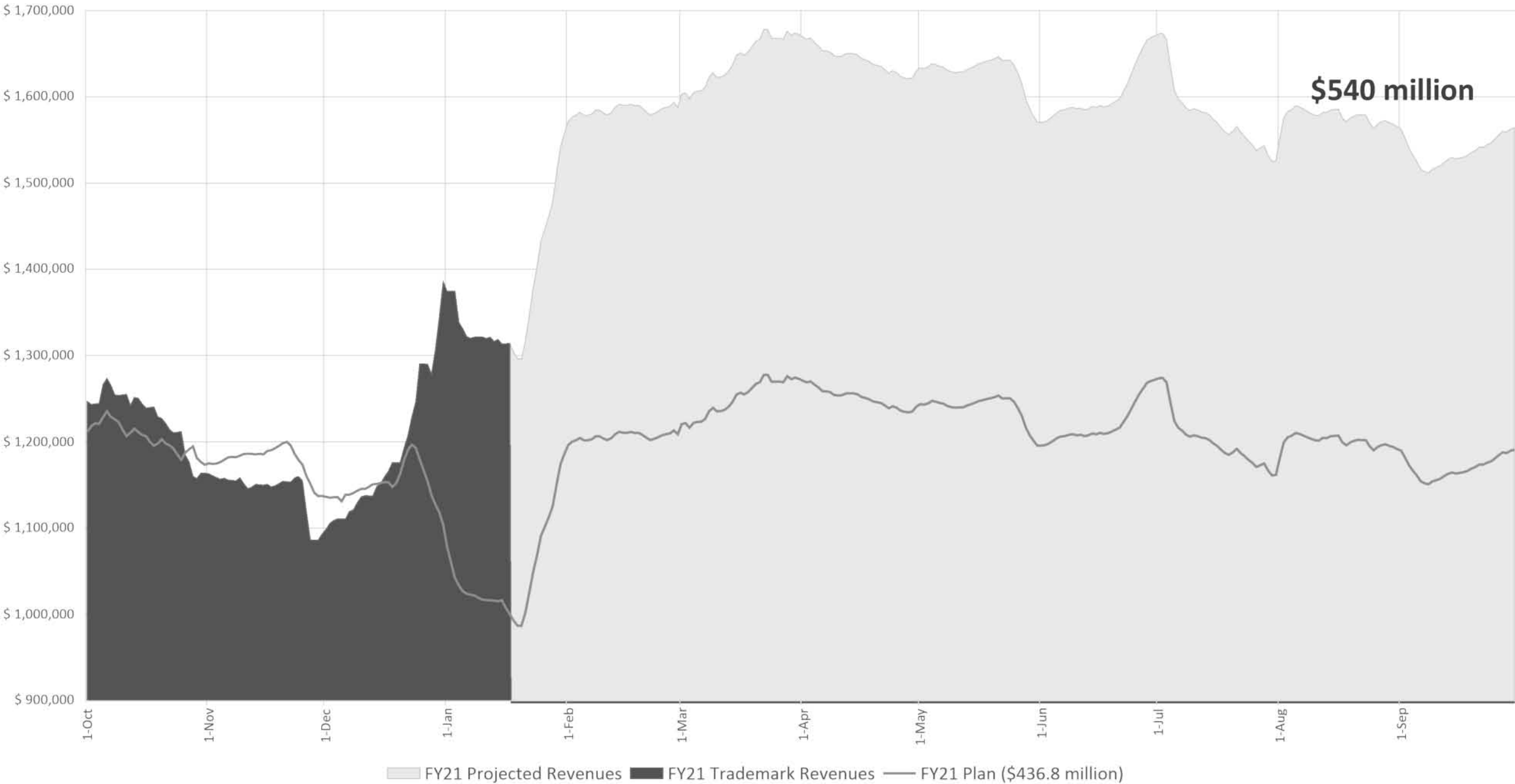


FY 2021 Daily TM Revenues

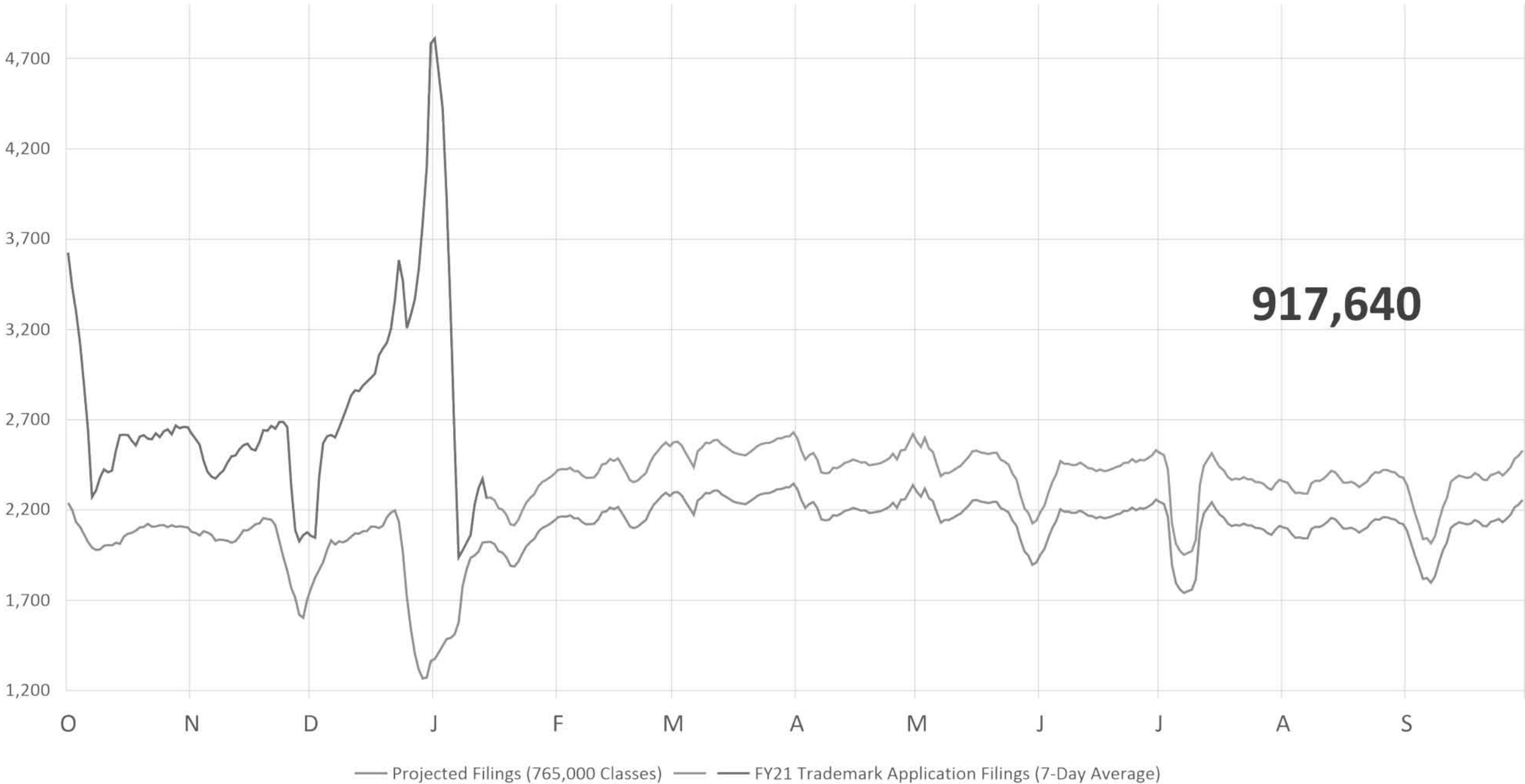
\$473 million



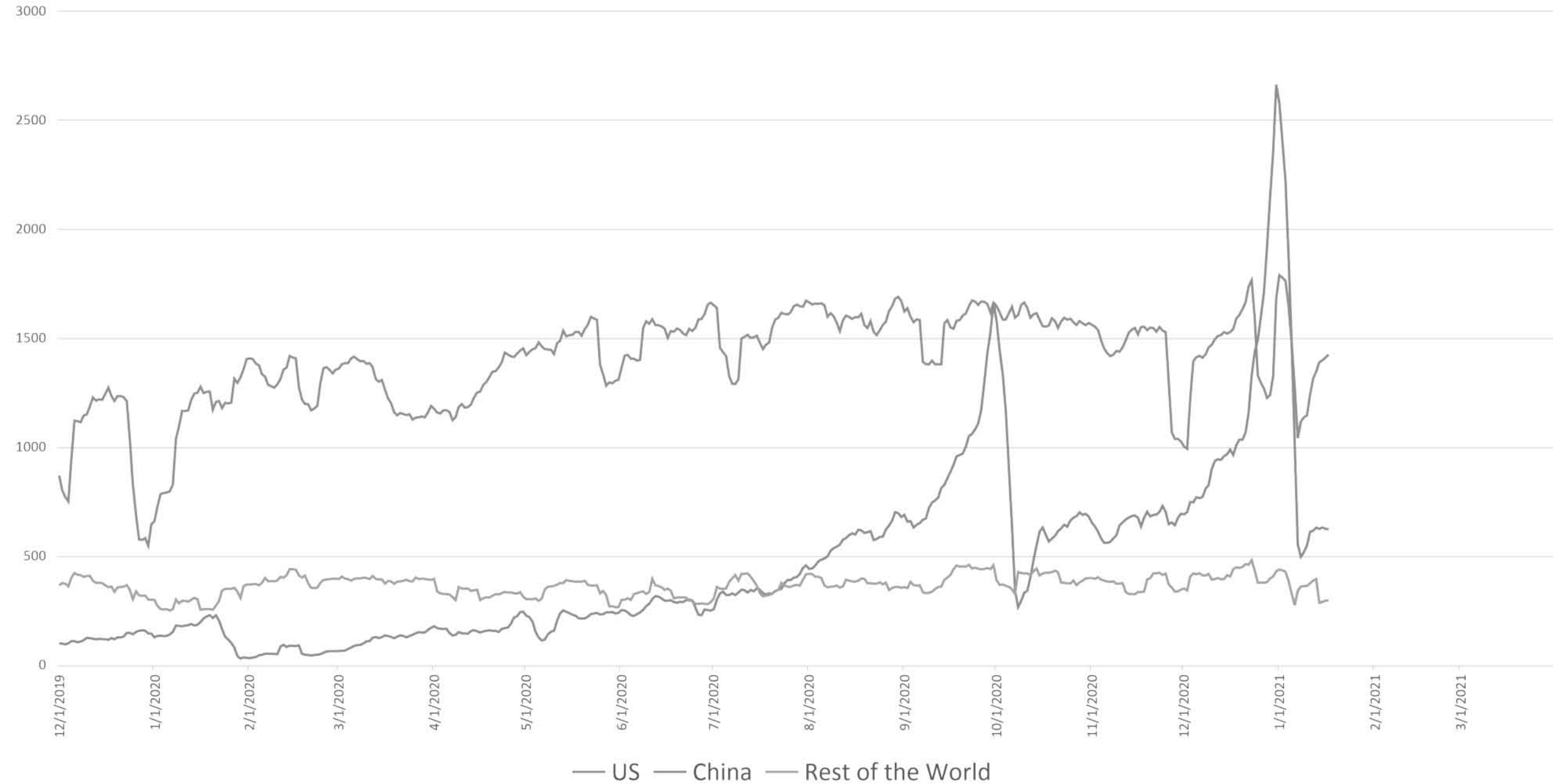
FY 2021 Daily TM Revenues



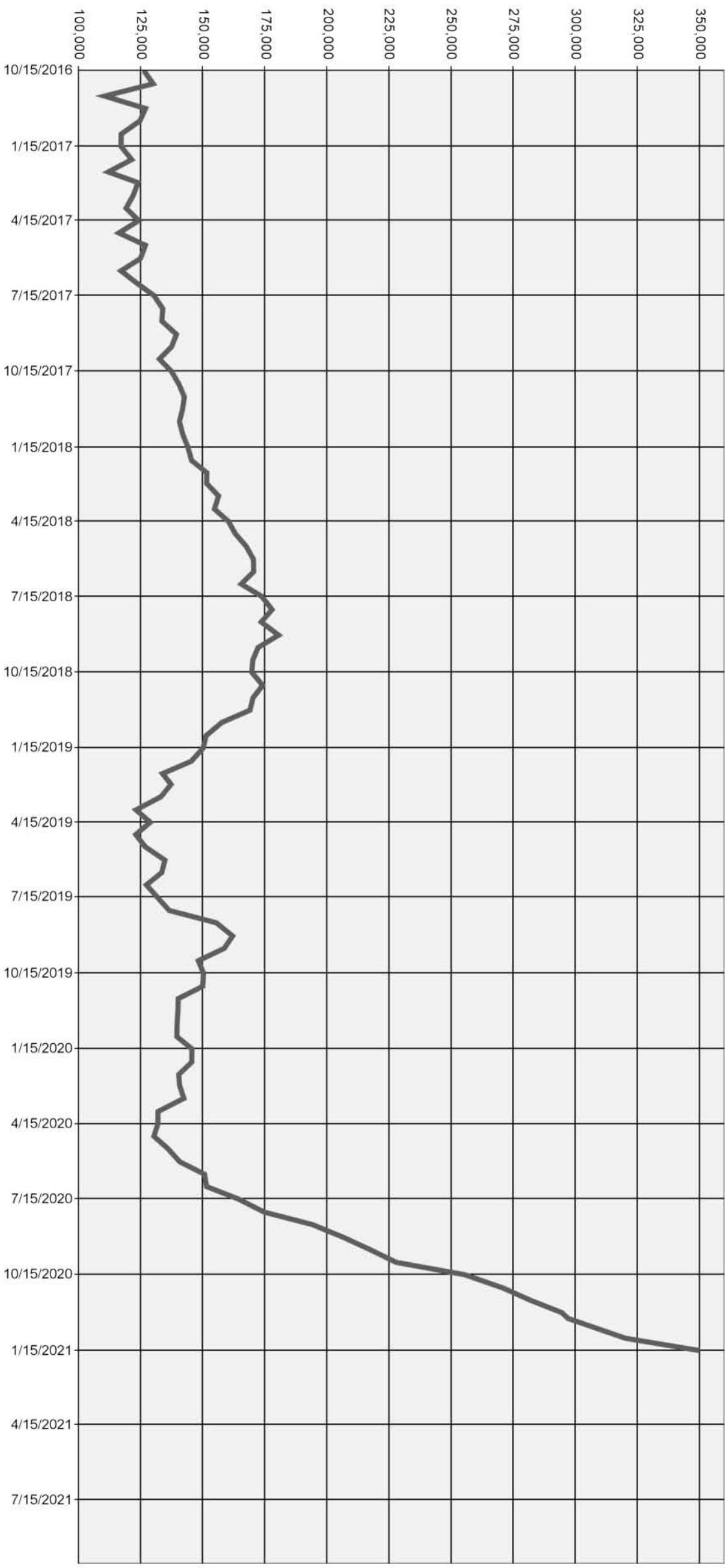
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)



USPTO Application Filings: US, China, and the Rest of the World

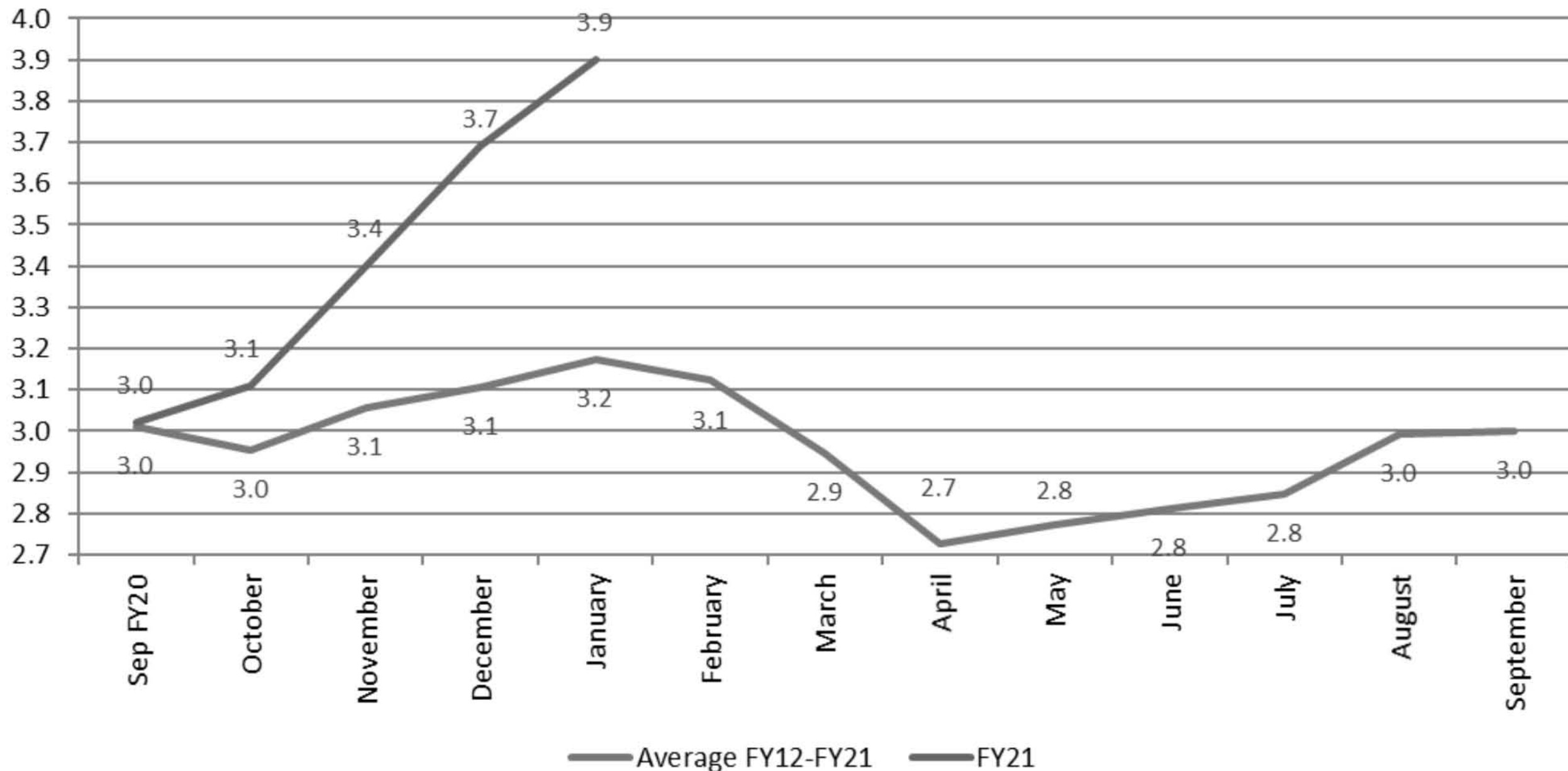


Unexamined Application Inventory (Classes)

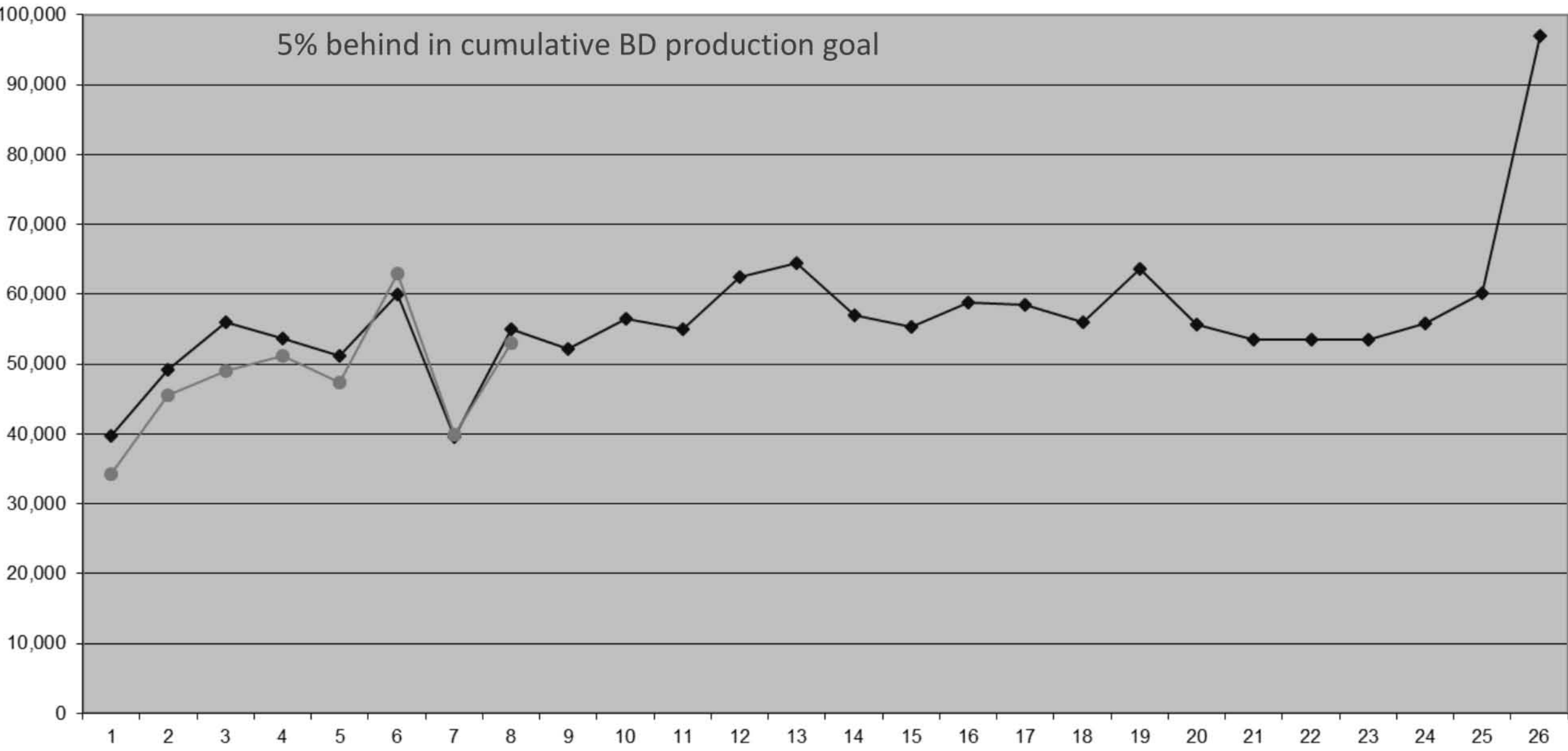


350,104

FY21 First Action Pendency vs. 10-year Average



5% behind in cumulative BD production goal

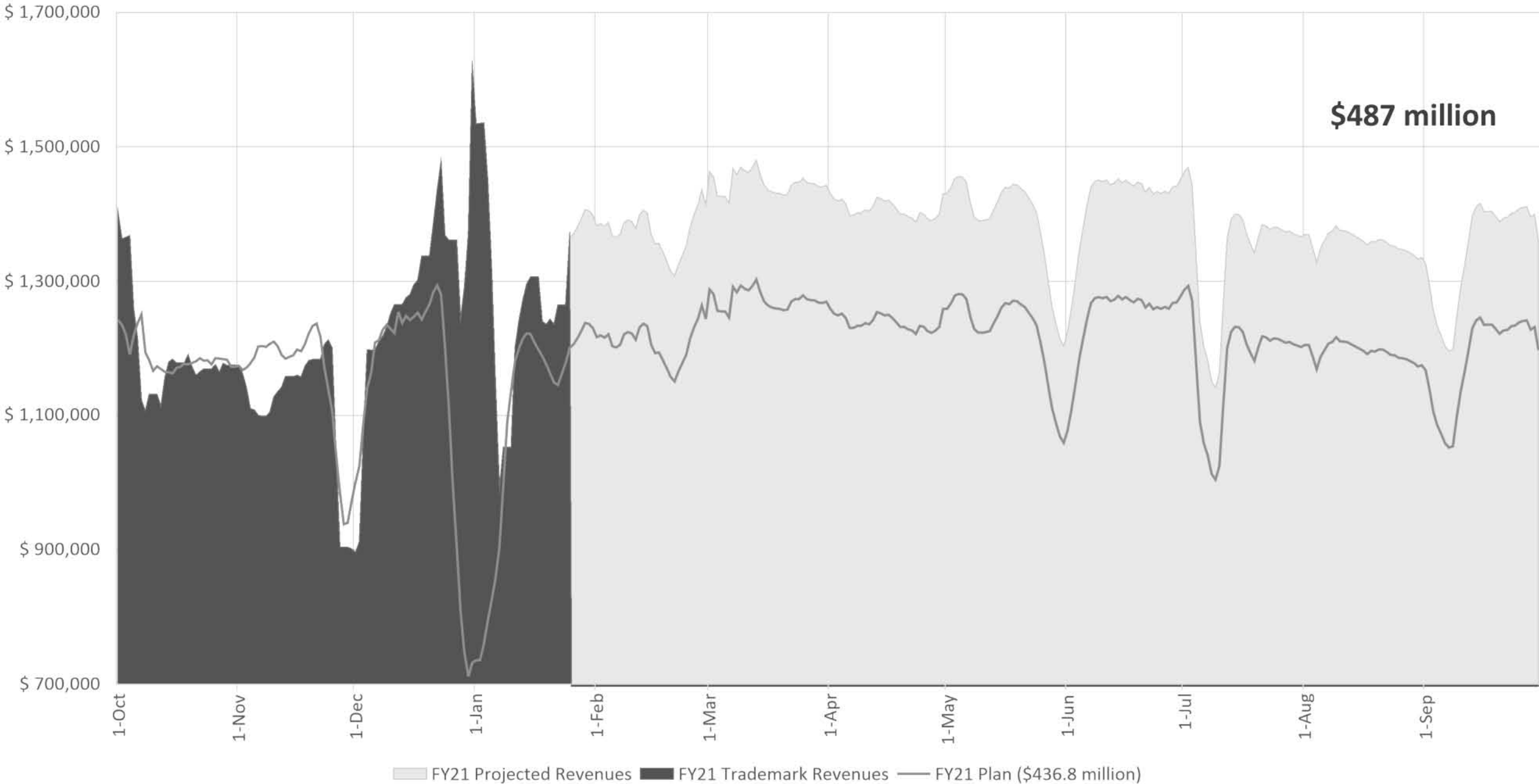


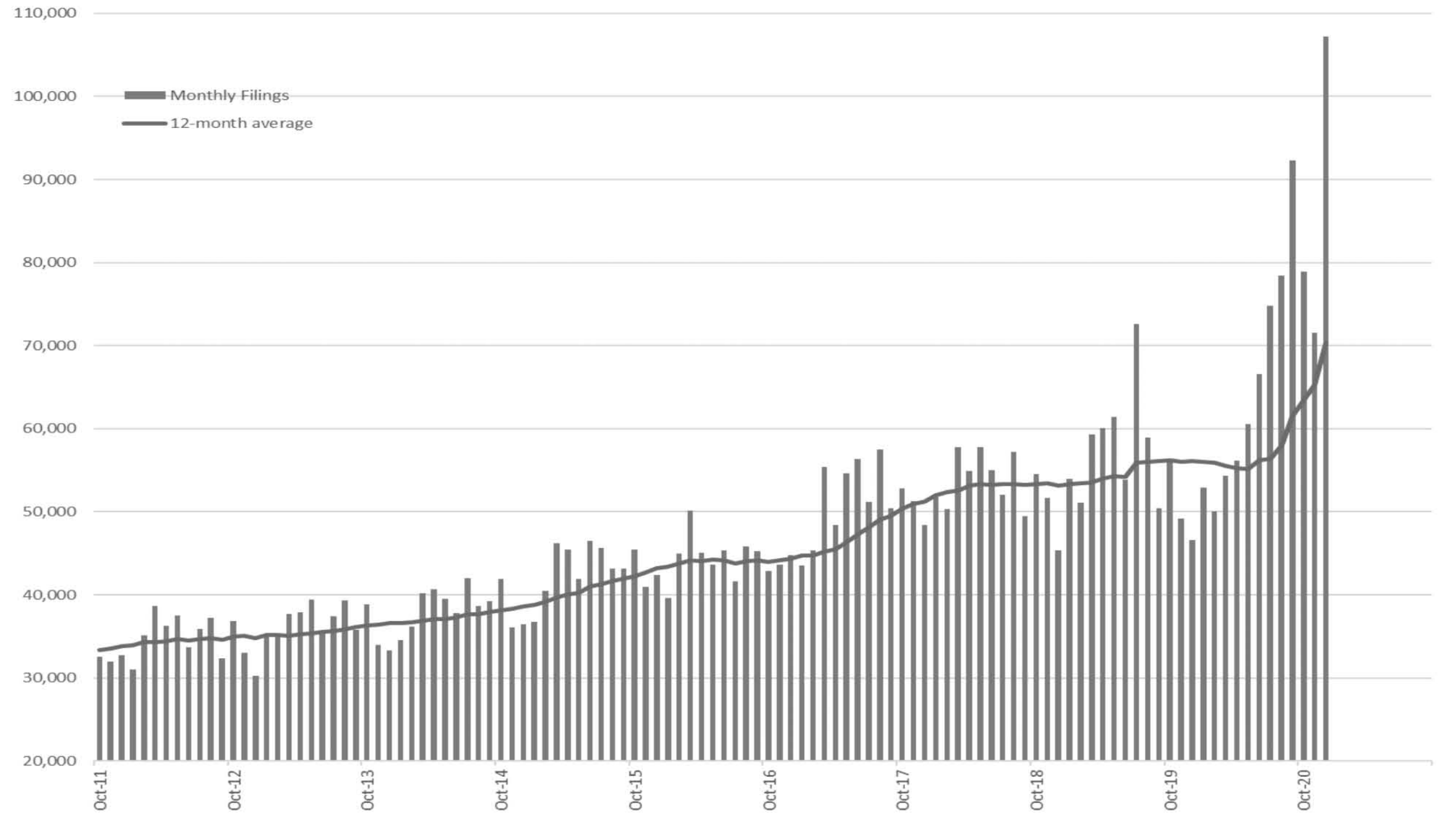
BDs



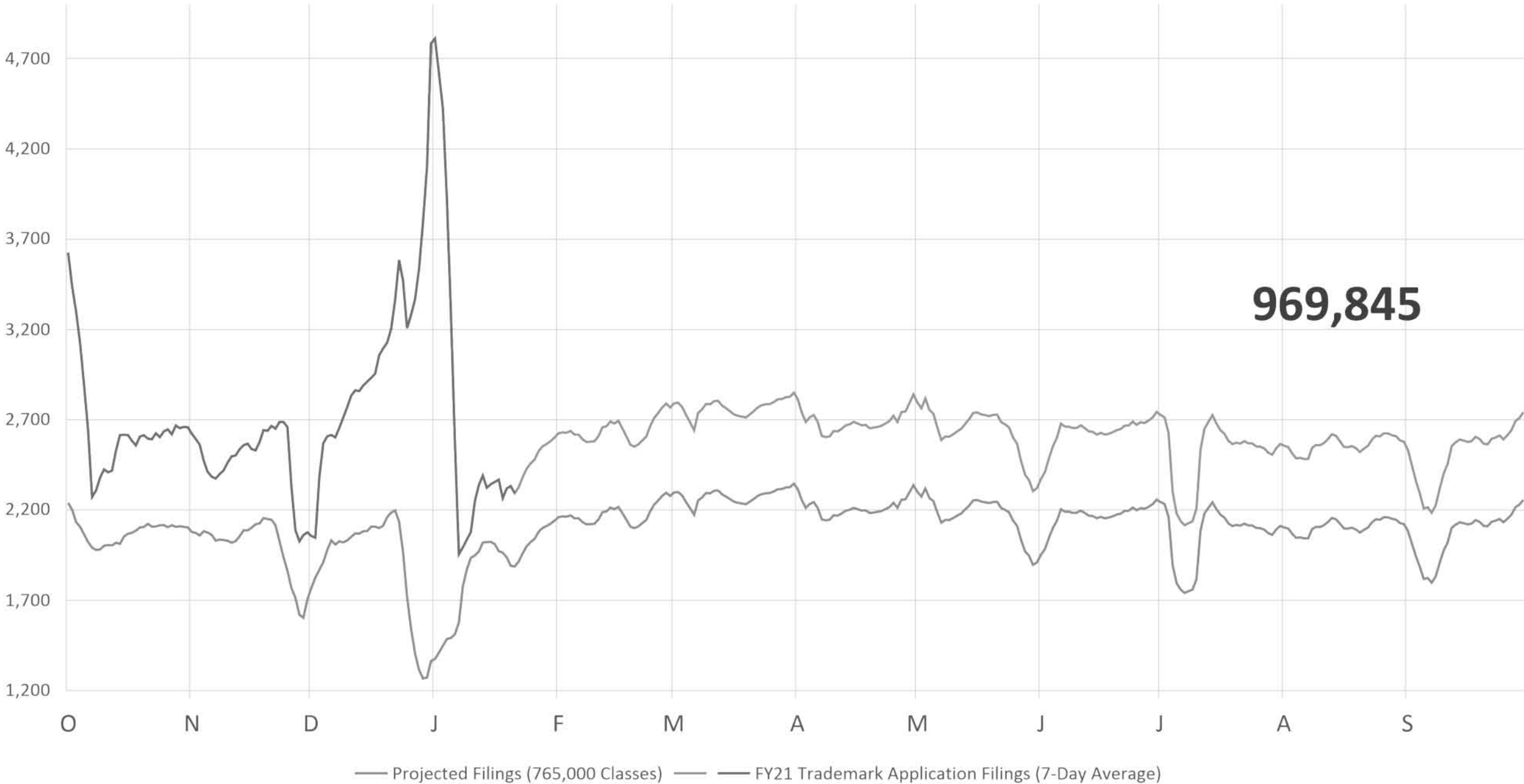
FY 2021 Daily TM Revenues

\$487 million

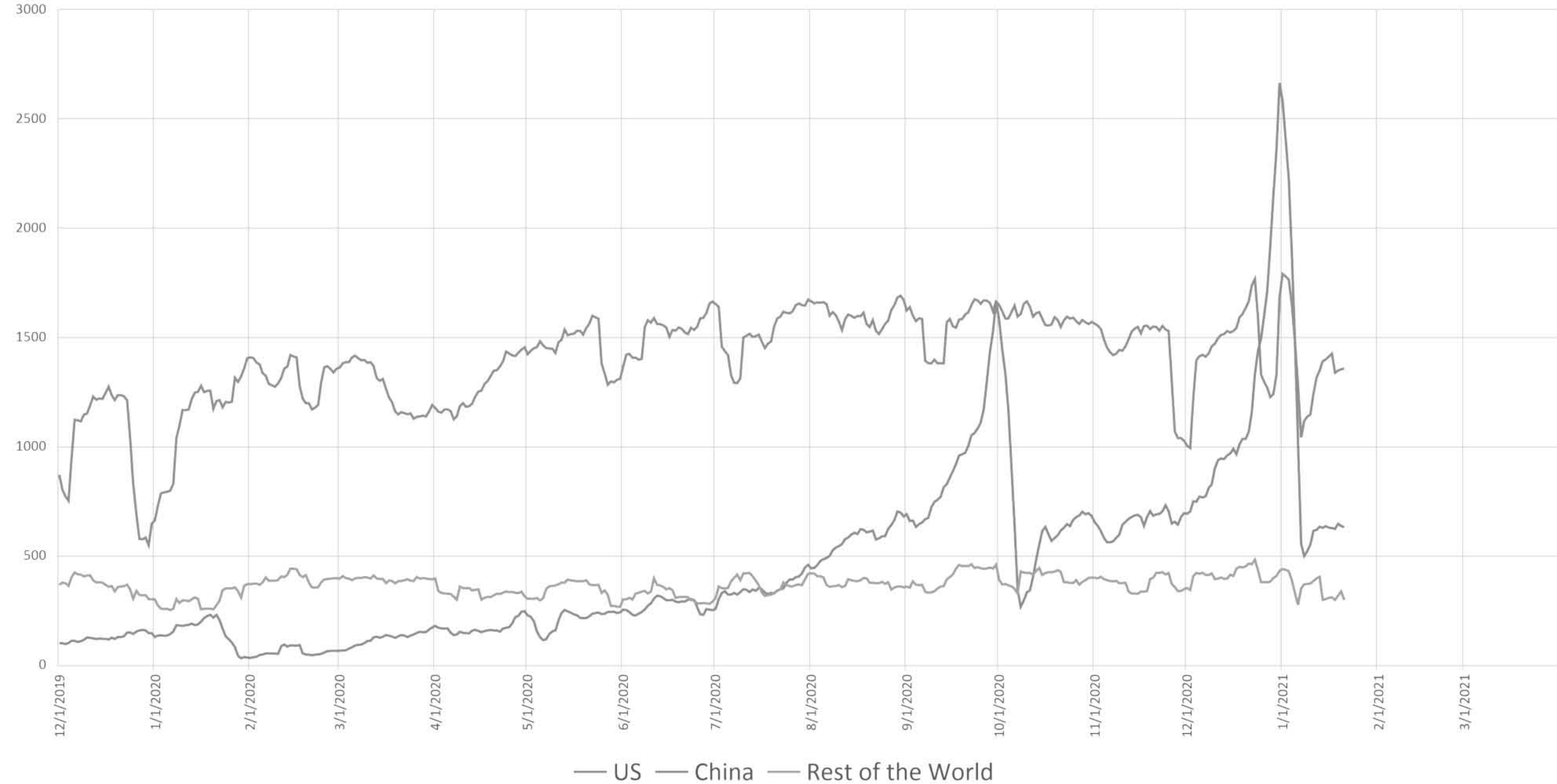




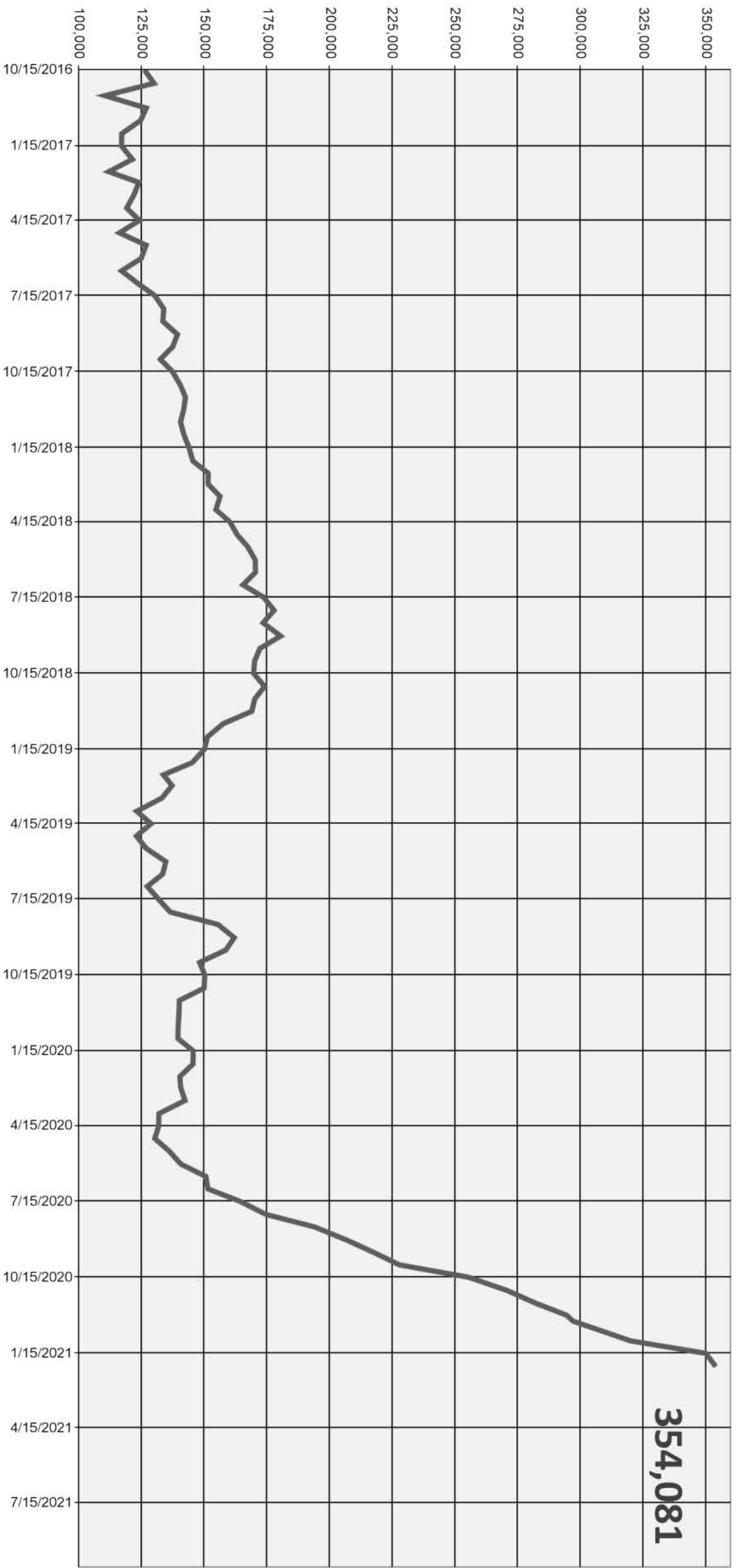
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)



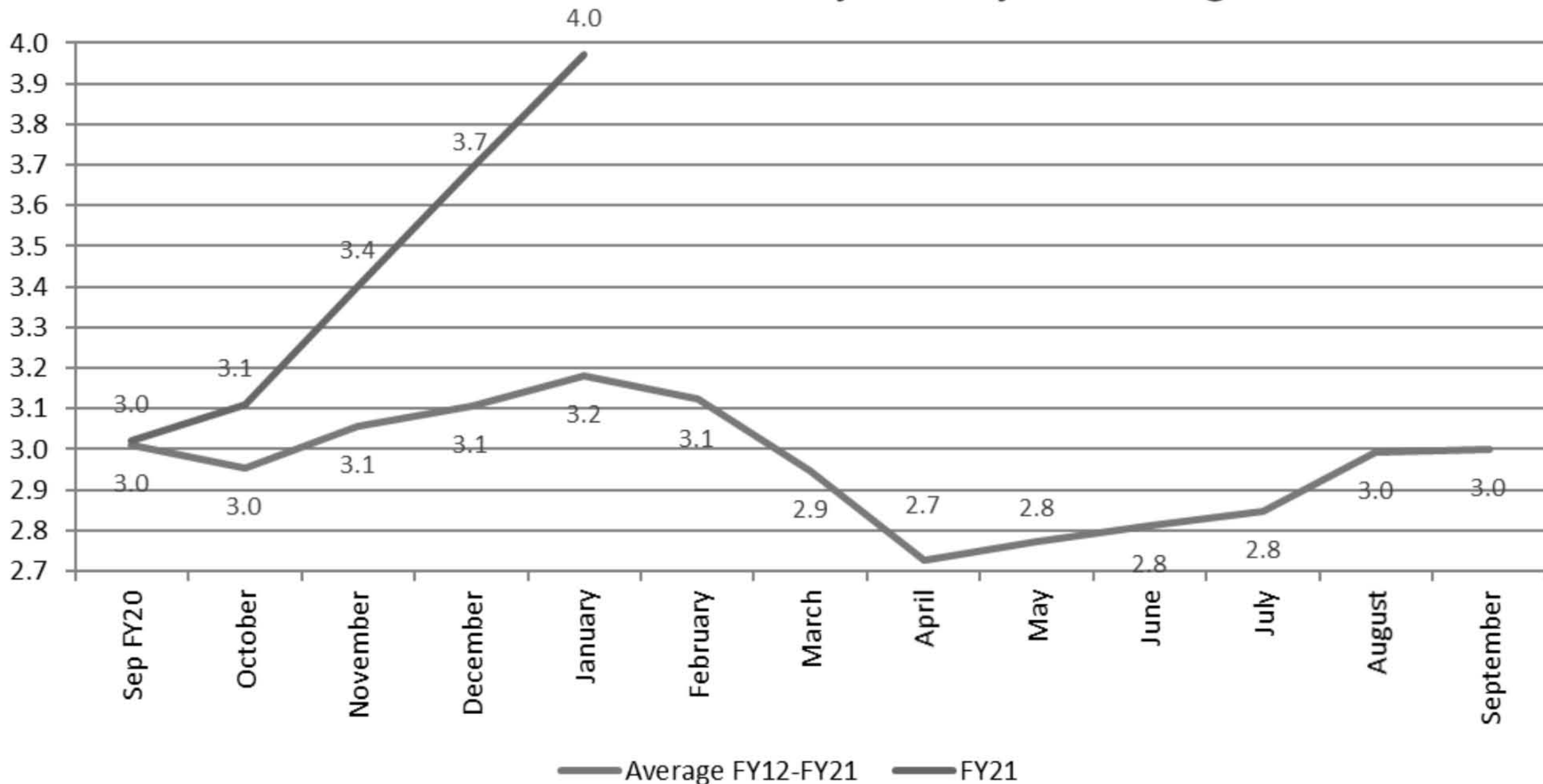
USPTO Application Filings From US, China, and the Rest of the World

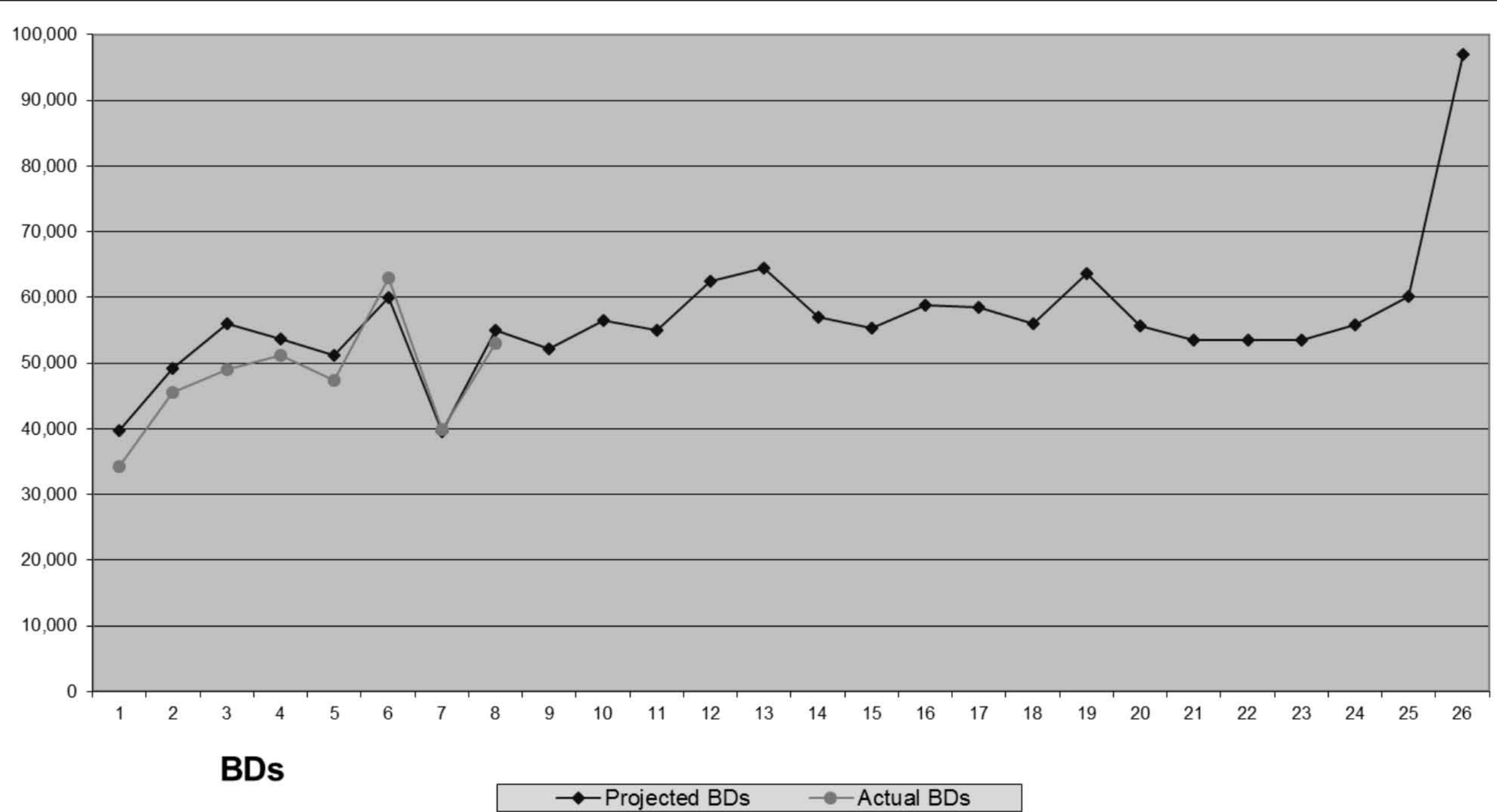


Unexamined Application Inventory (Classes)

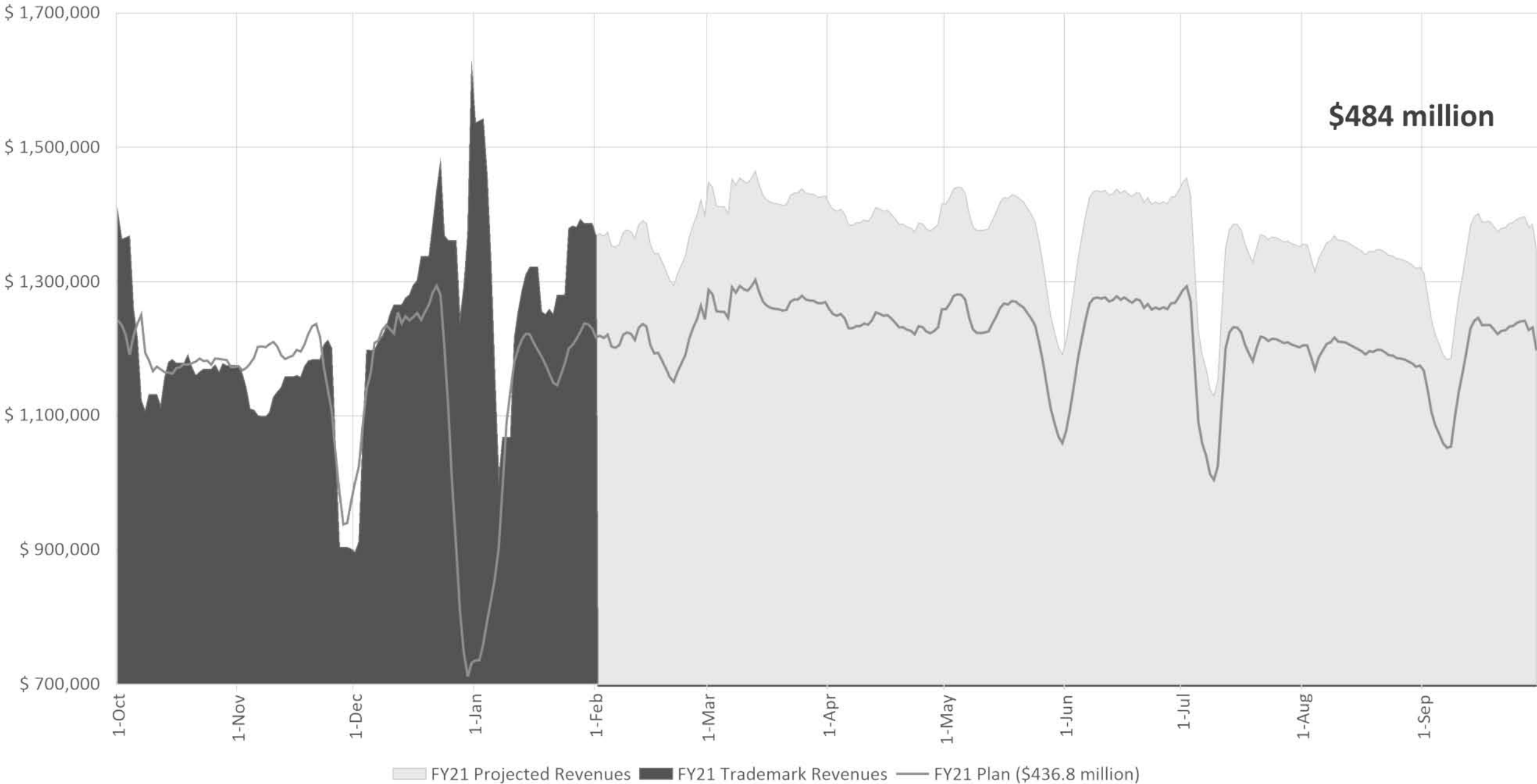


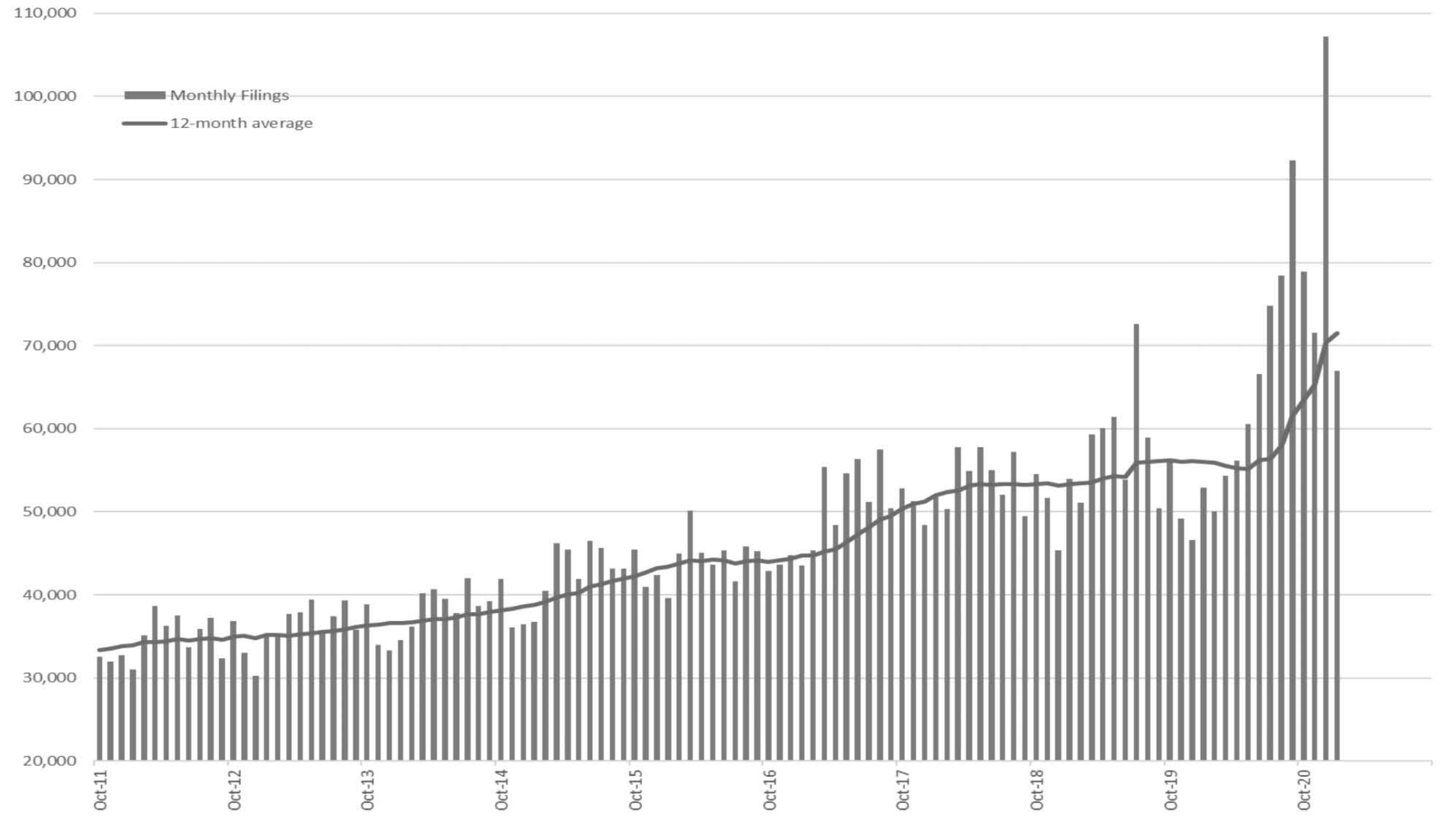
FY21 First Action Pendency vs. 10-year Average



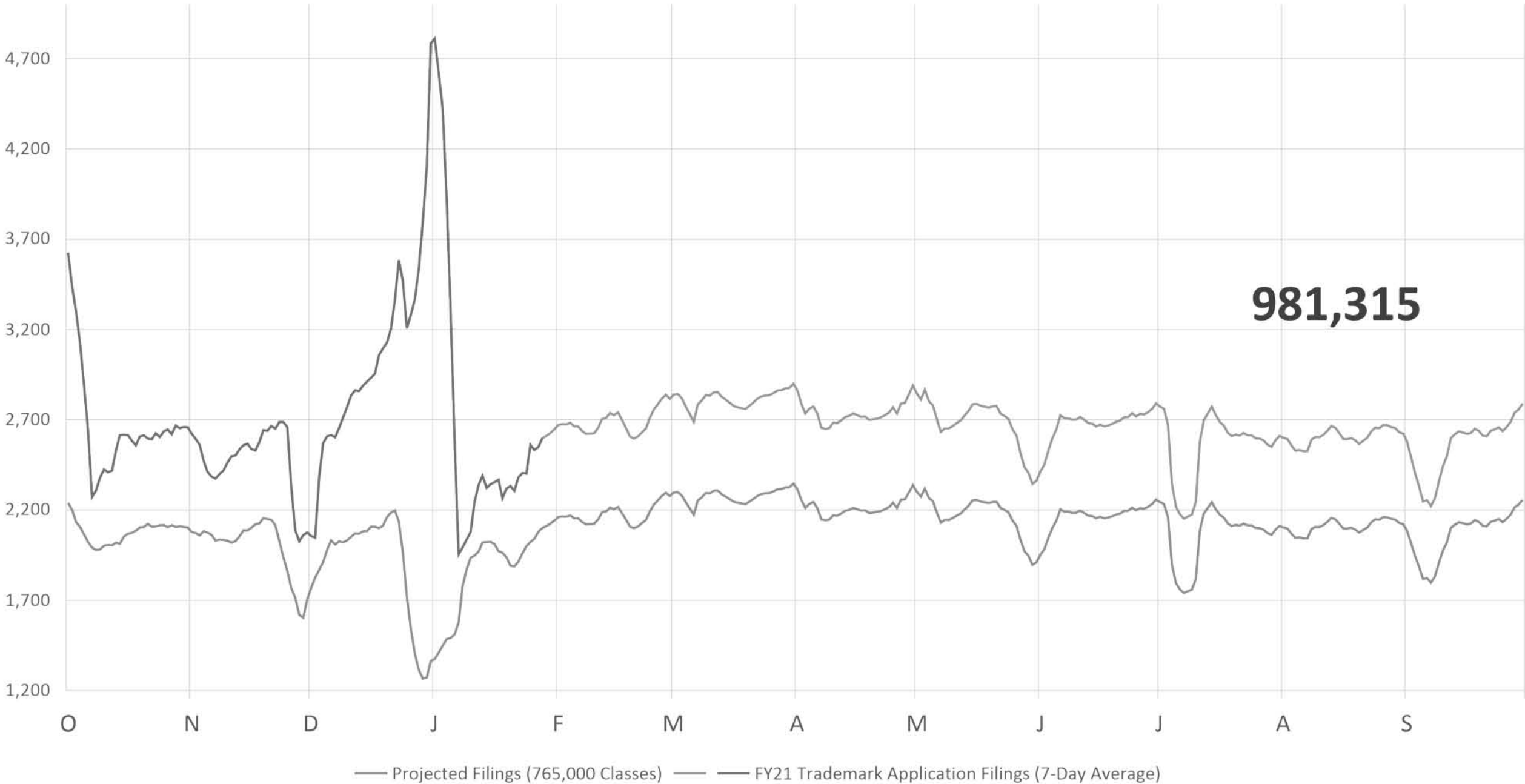


FY 2021 Daily TM Revenues

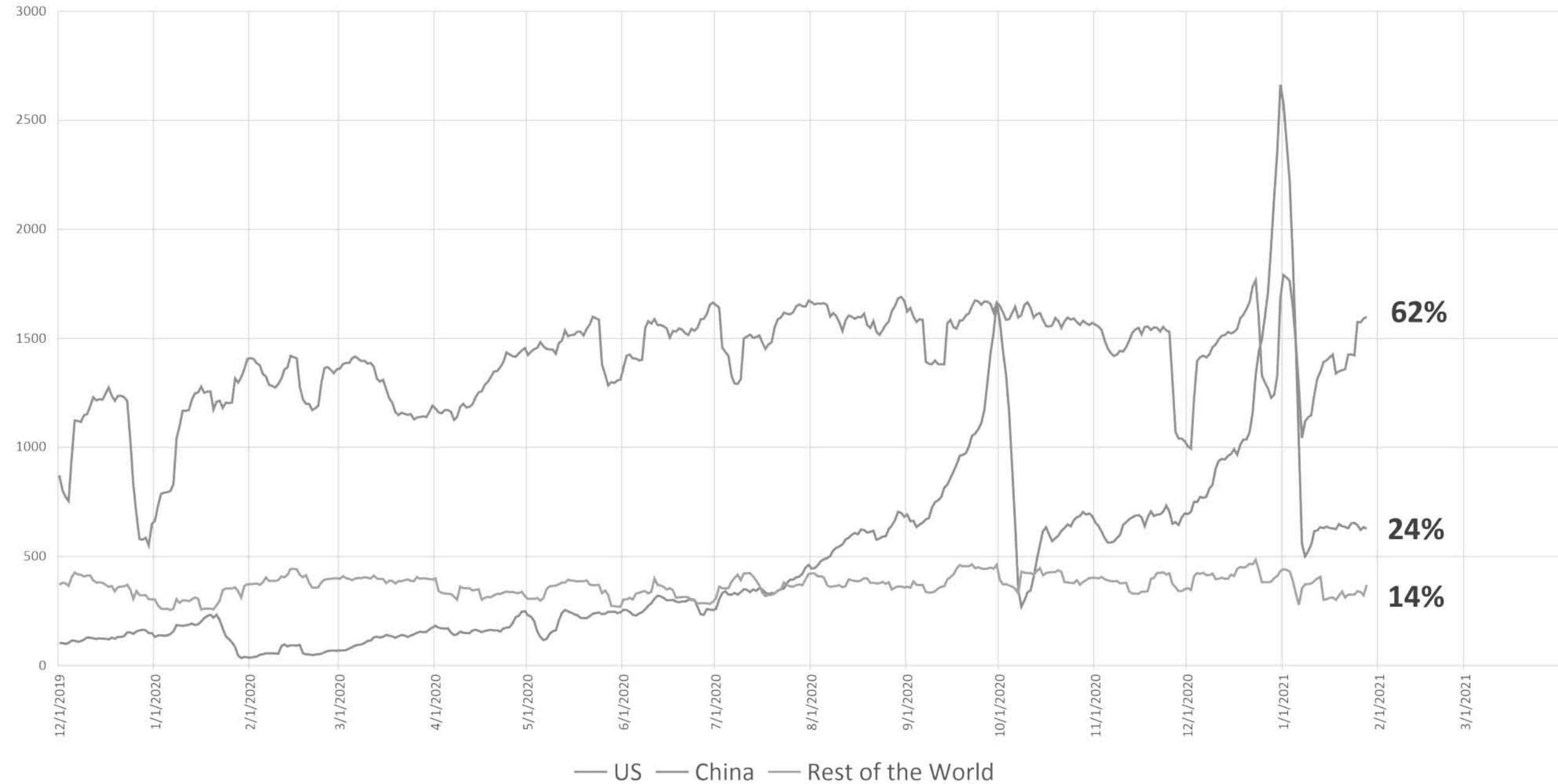




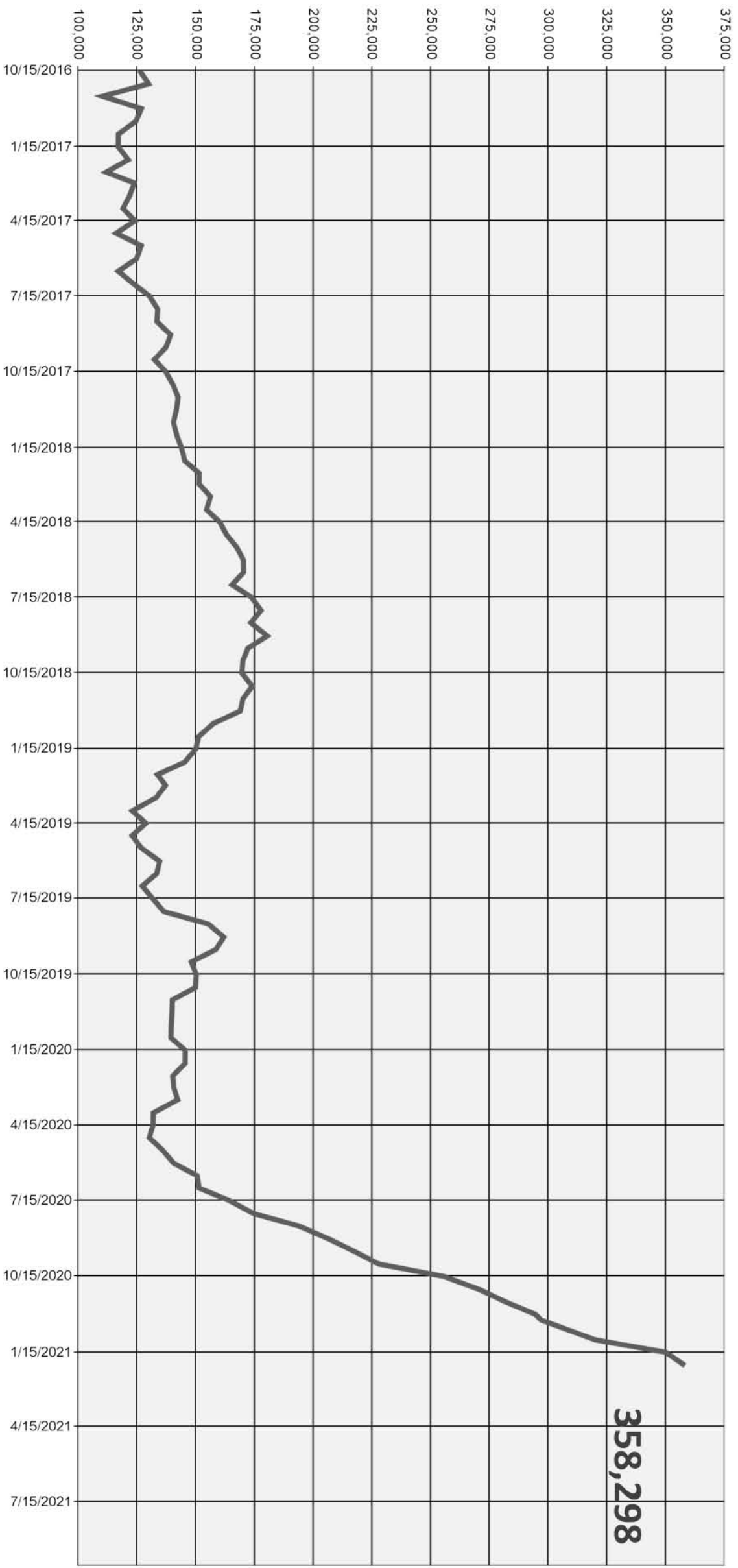
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)



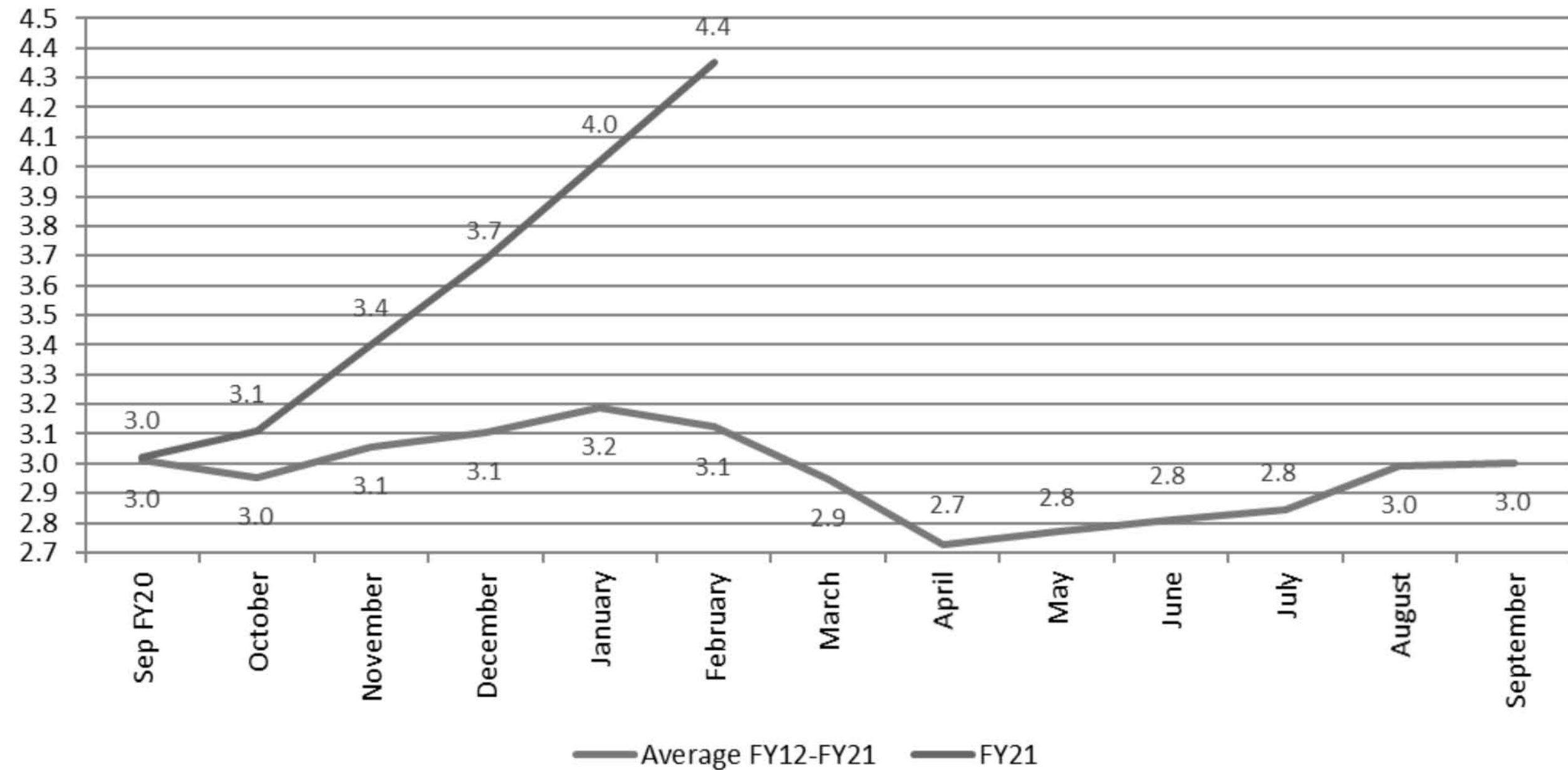
USPTO Application Filings: US, China, and the Rest of the World

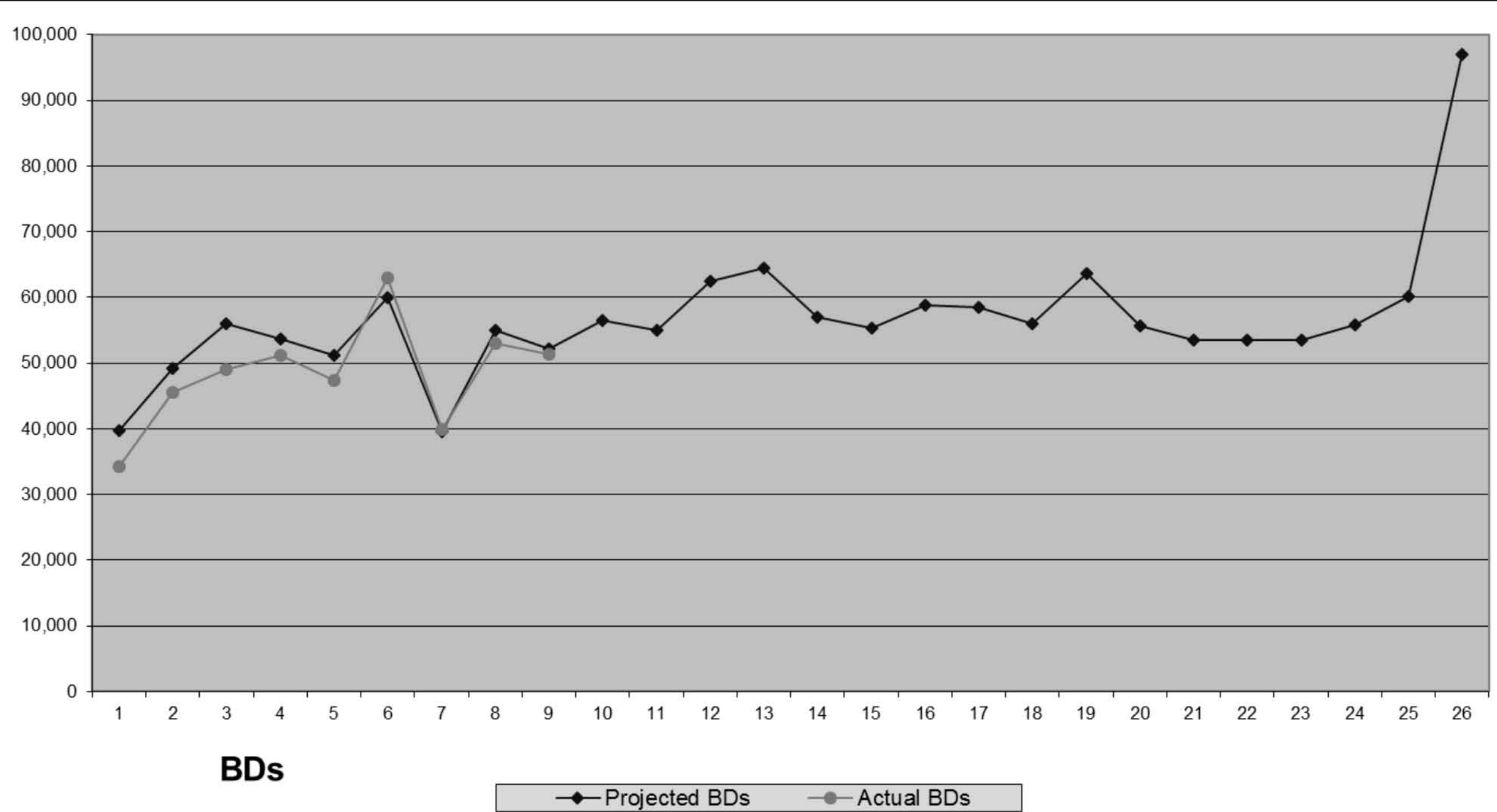


Unexamined Application Inventory (Classes)

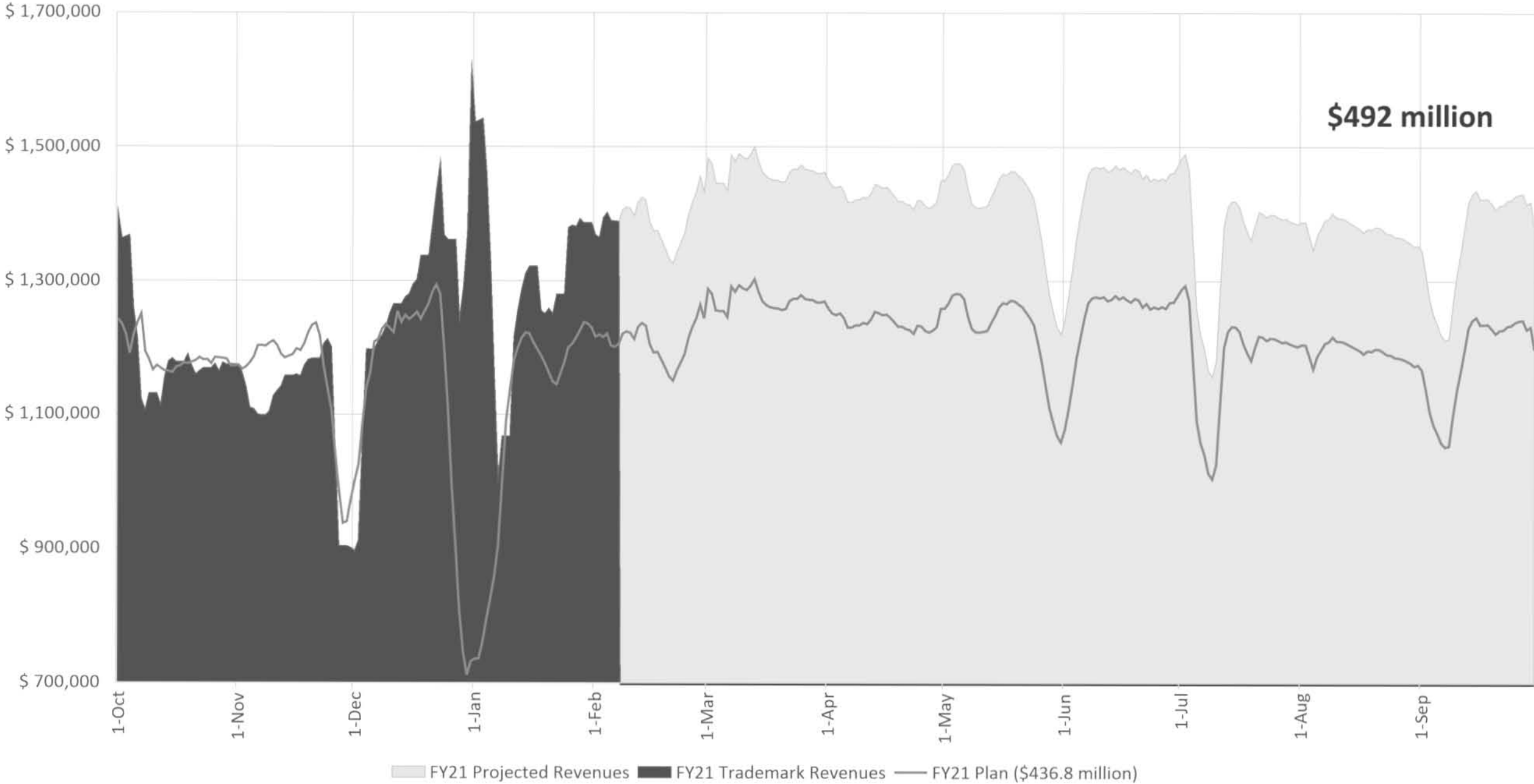


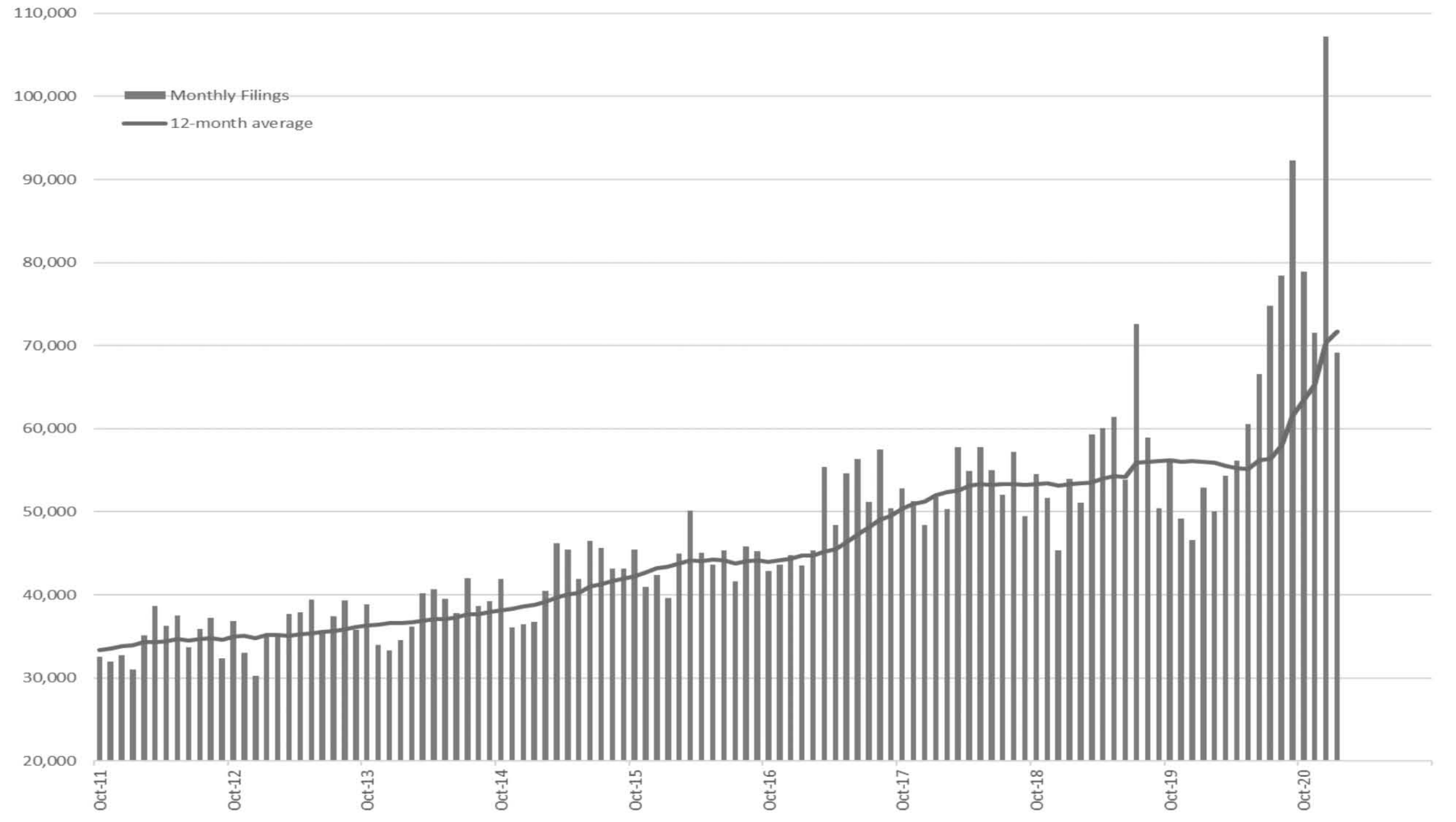
FY21 First Action Pendency vs. 10-year Average



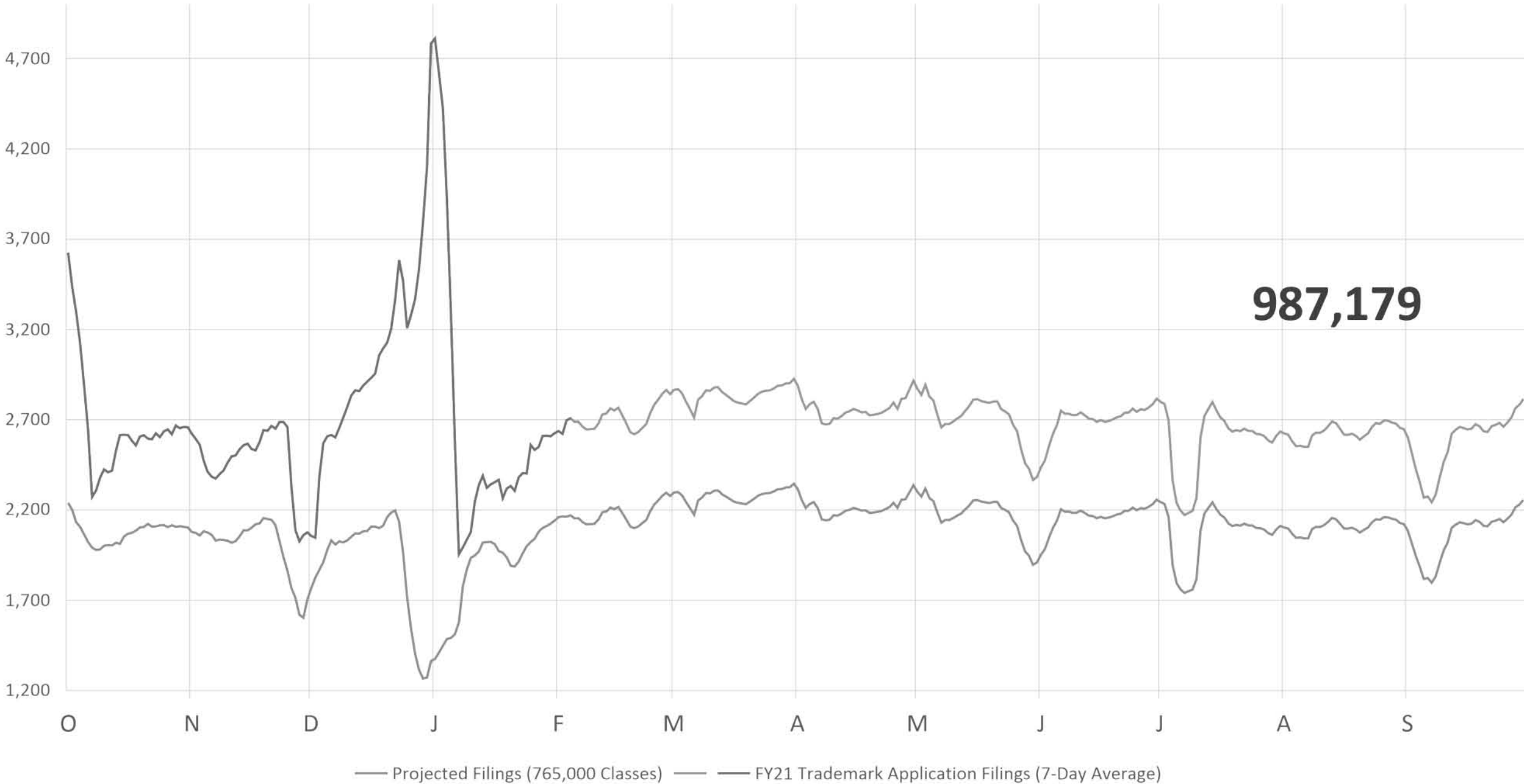


FY 2021 Daily TM Revenues

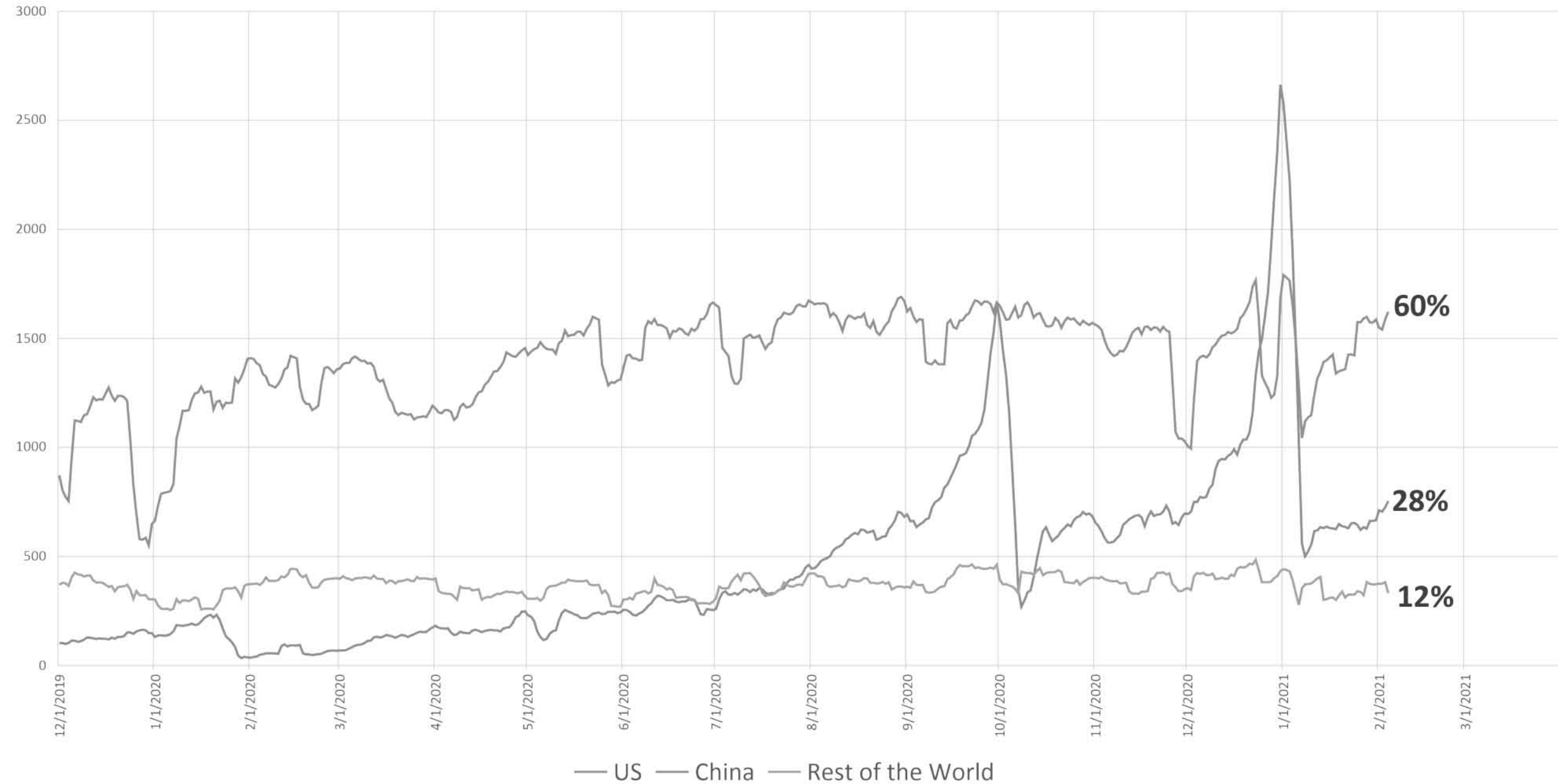




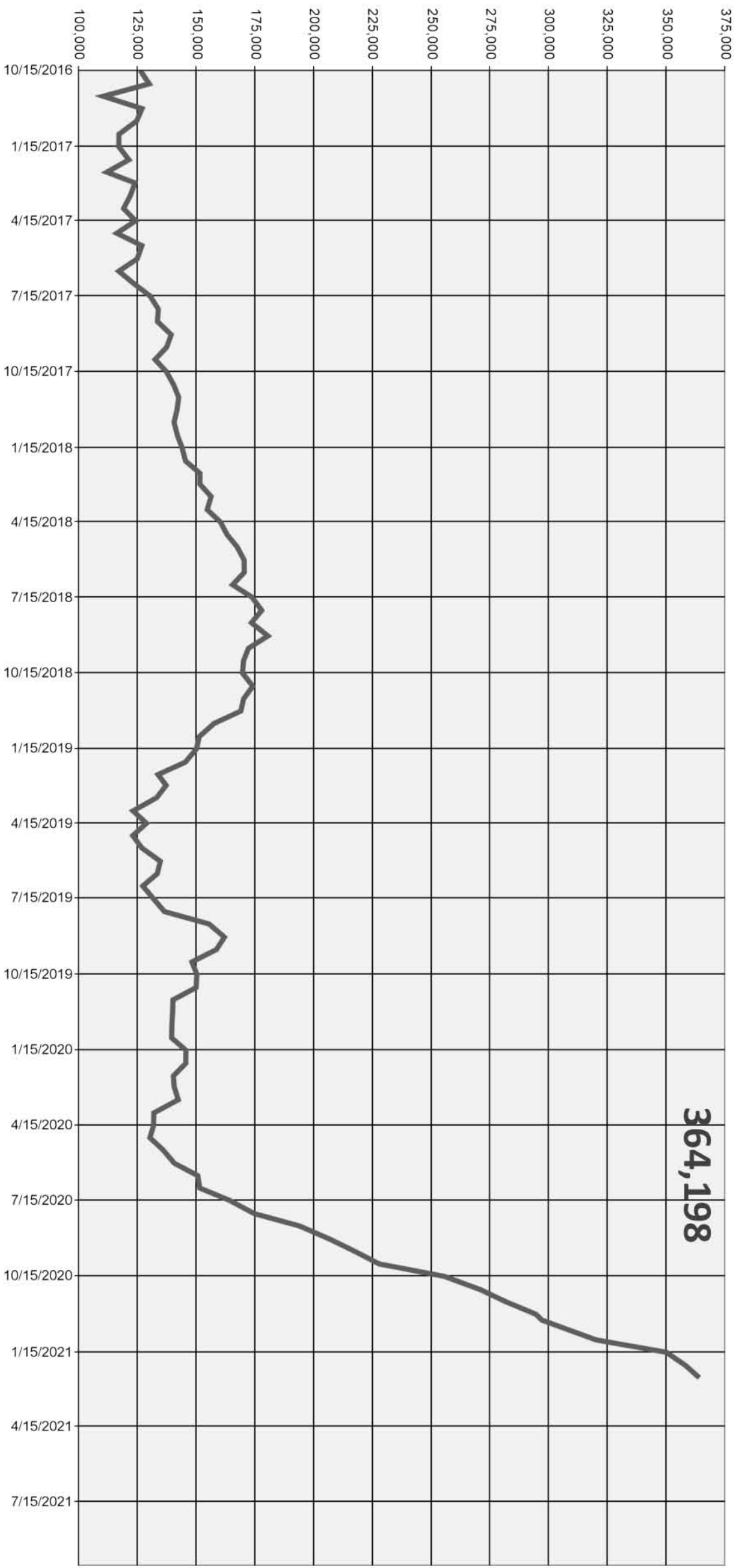
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)



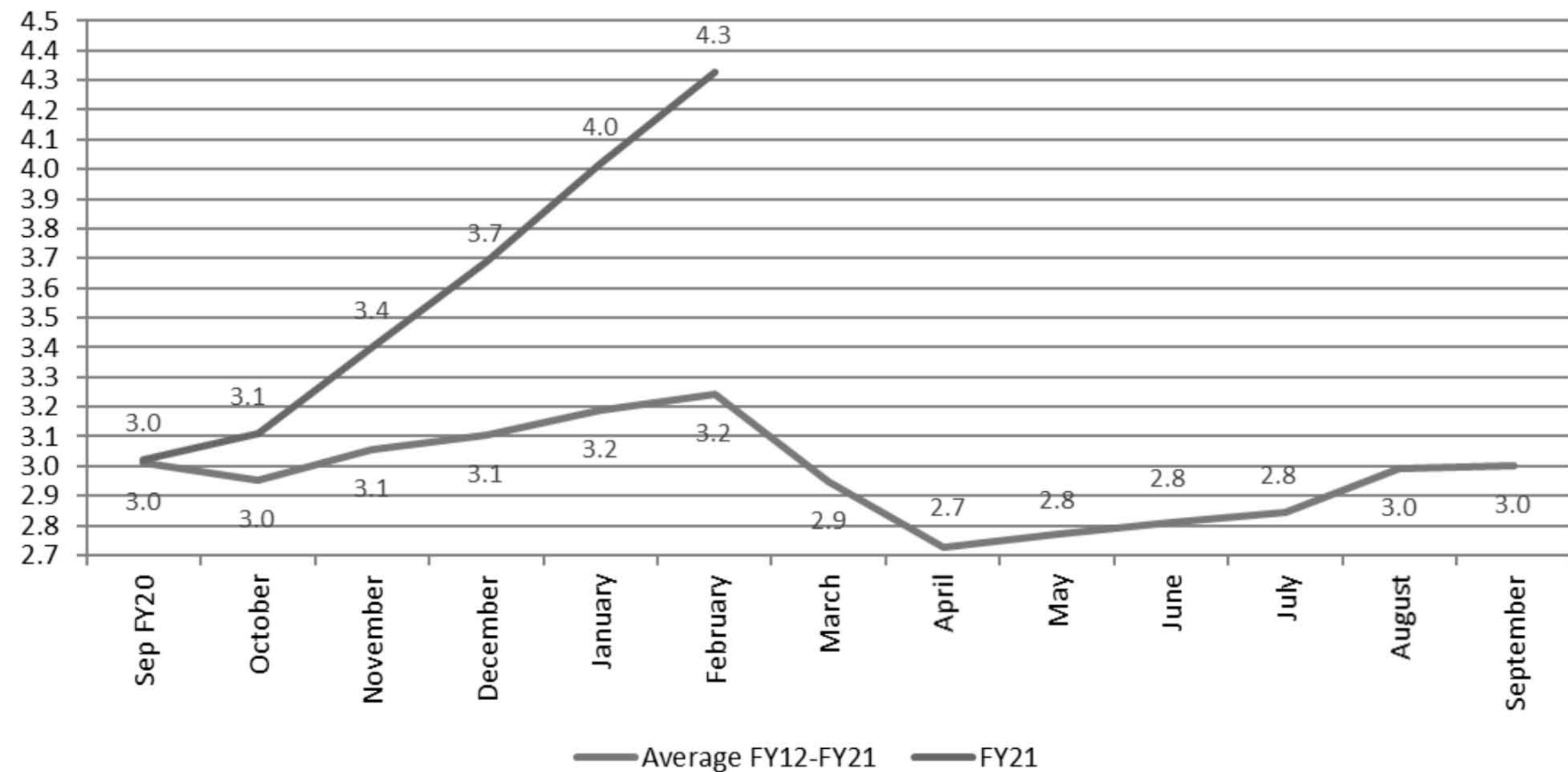
USPTO Application Filings: US, China, and the Rest of the World



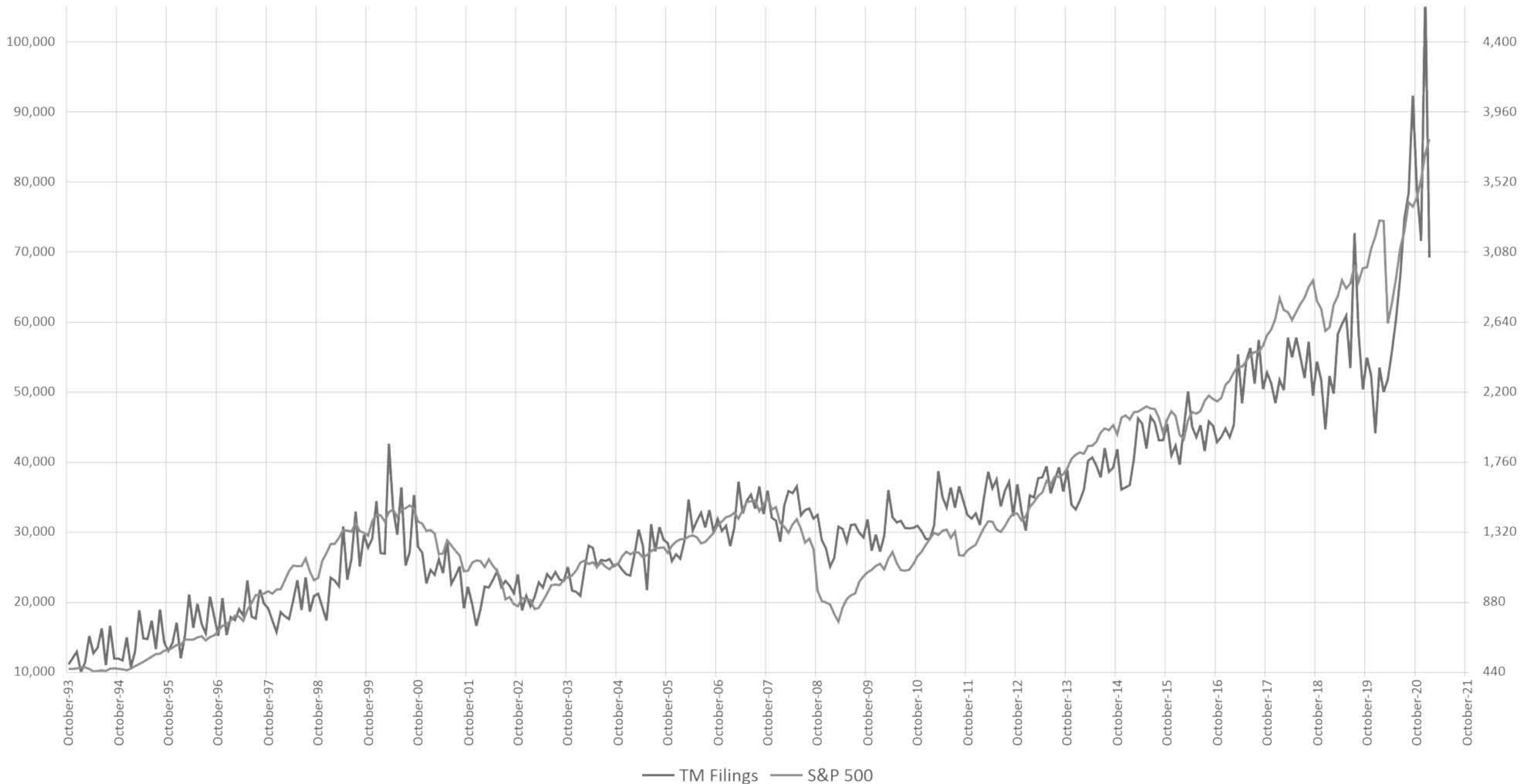
Unexamined Application Inventory (Classes)



FY21 First Action Pendency vs. 10-year Average

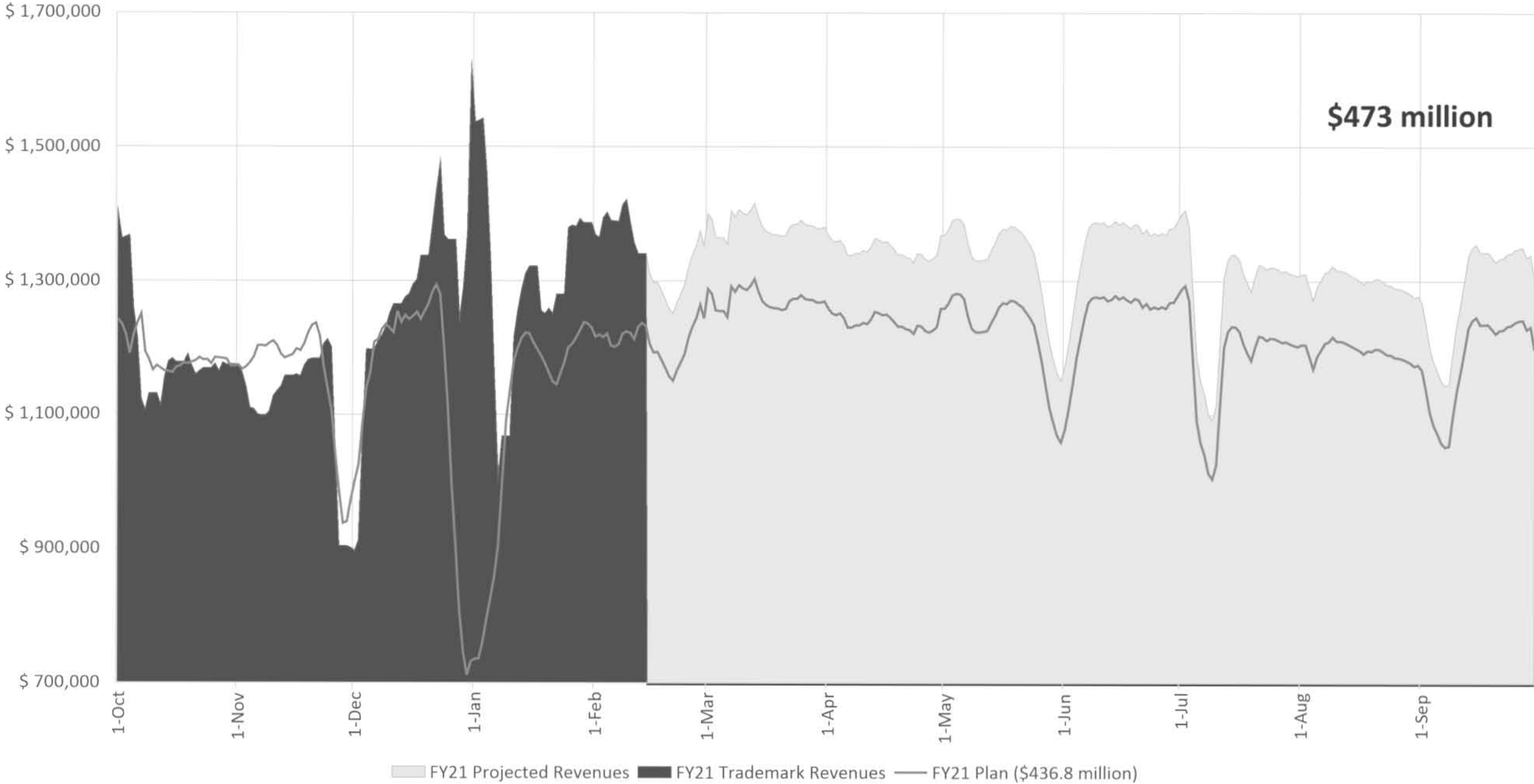


Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price

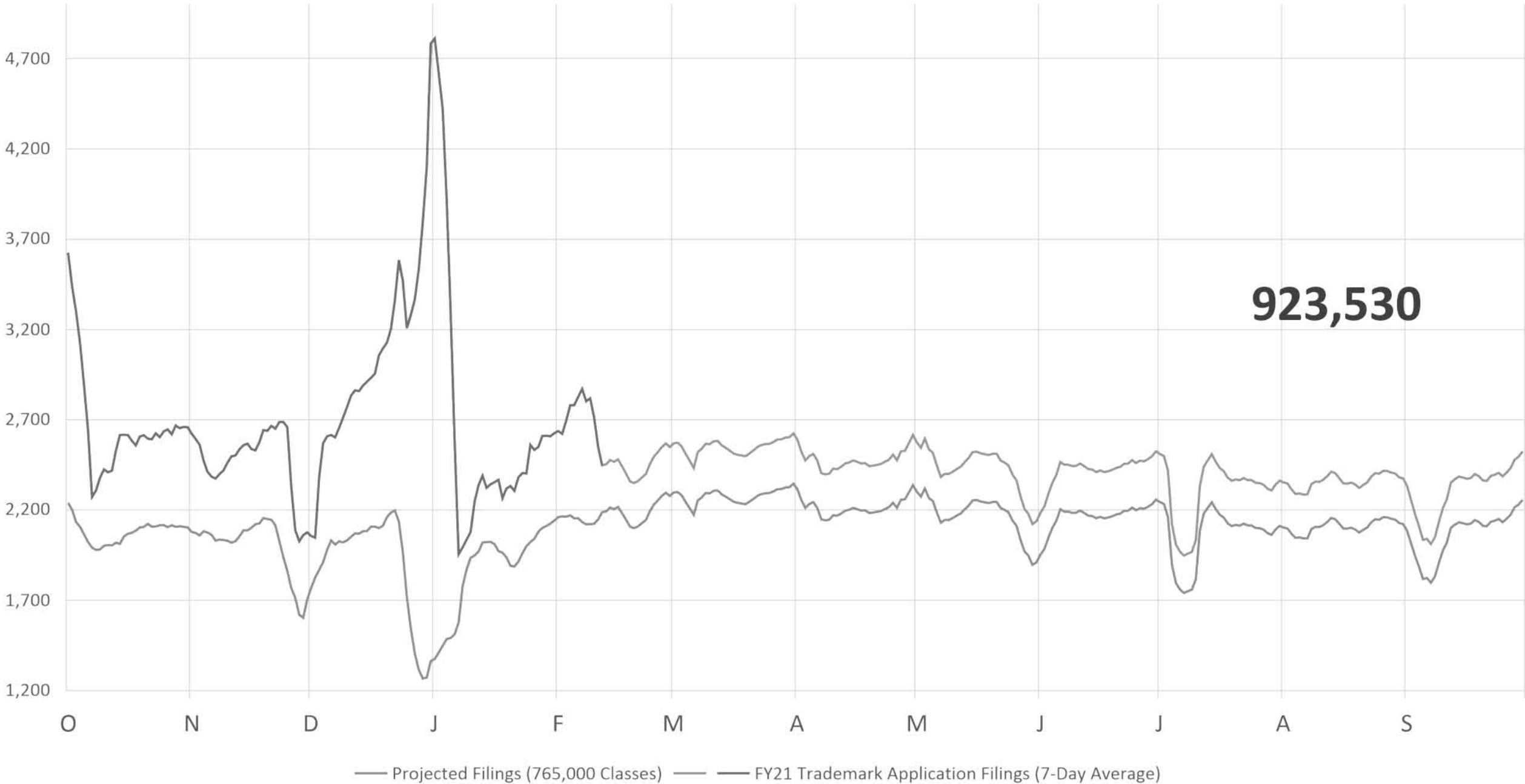


FY 2021 Daily TM Revenues

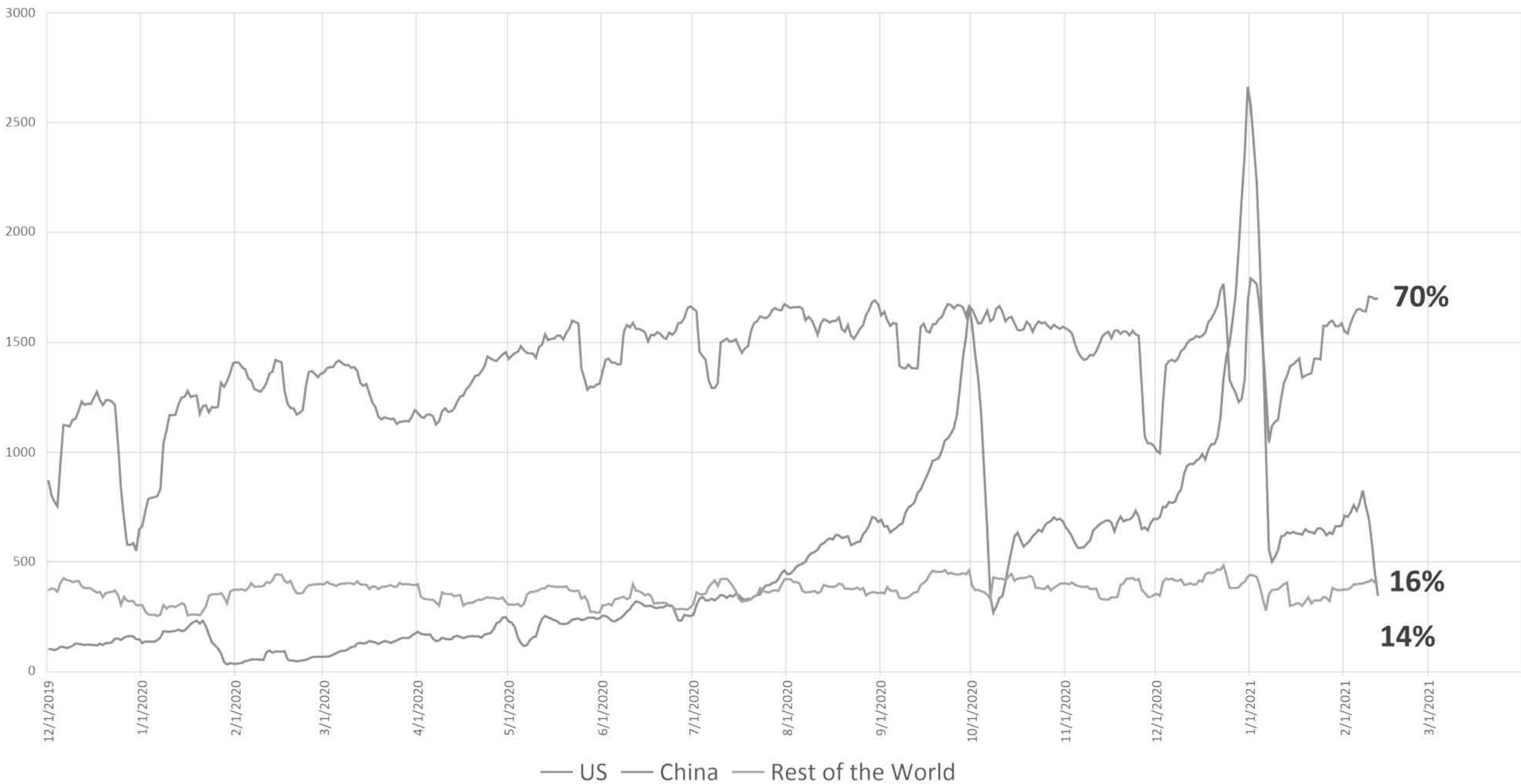
\$473 million



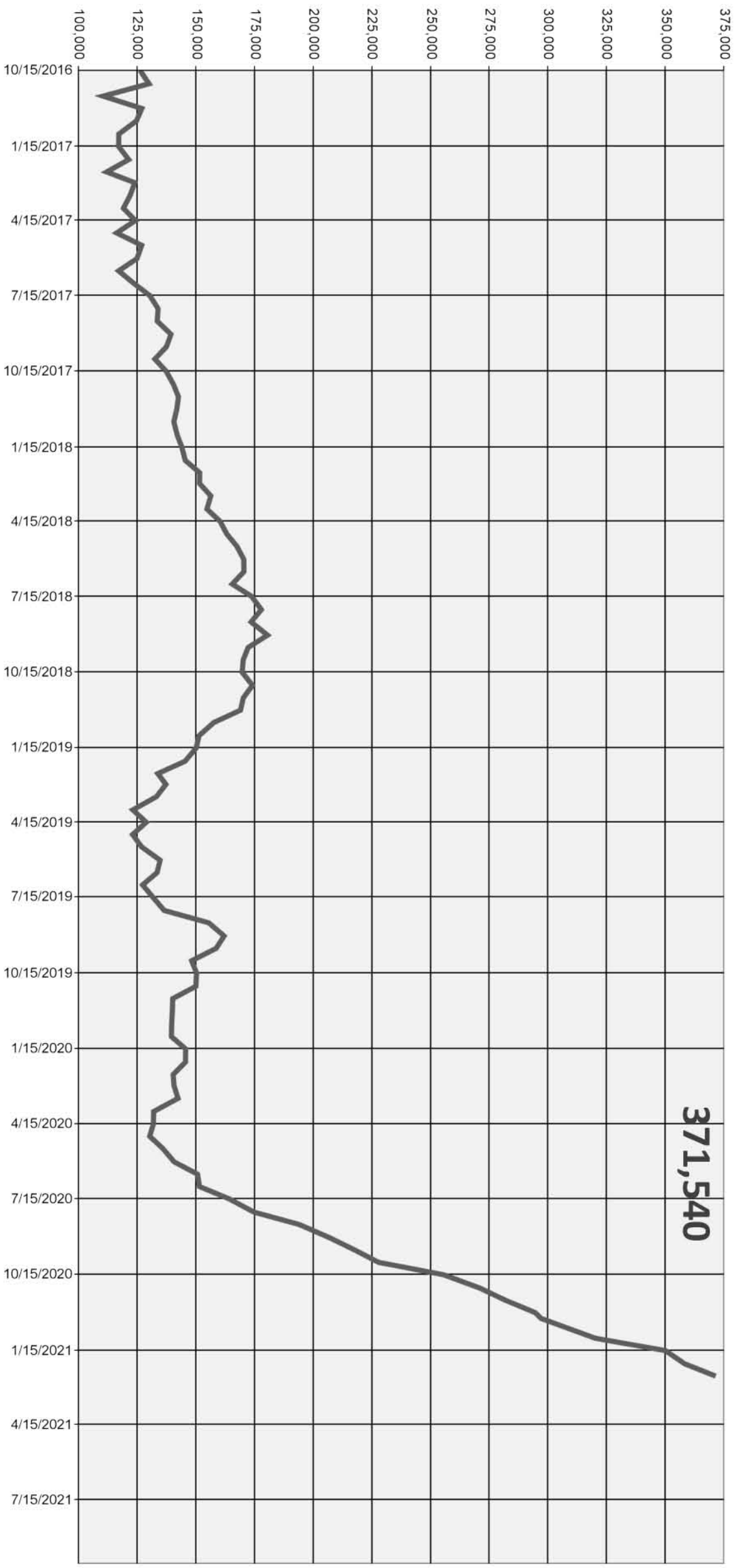
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (765,000 Classes)



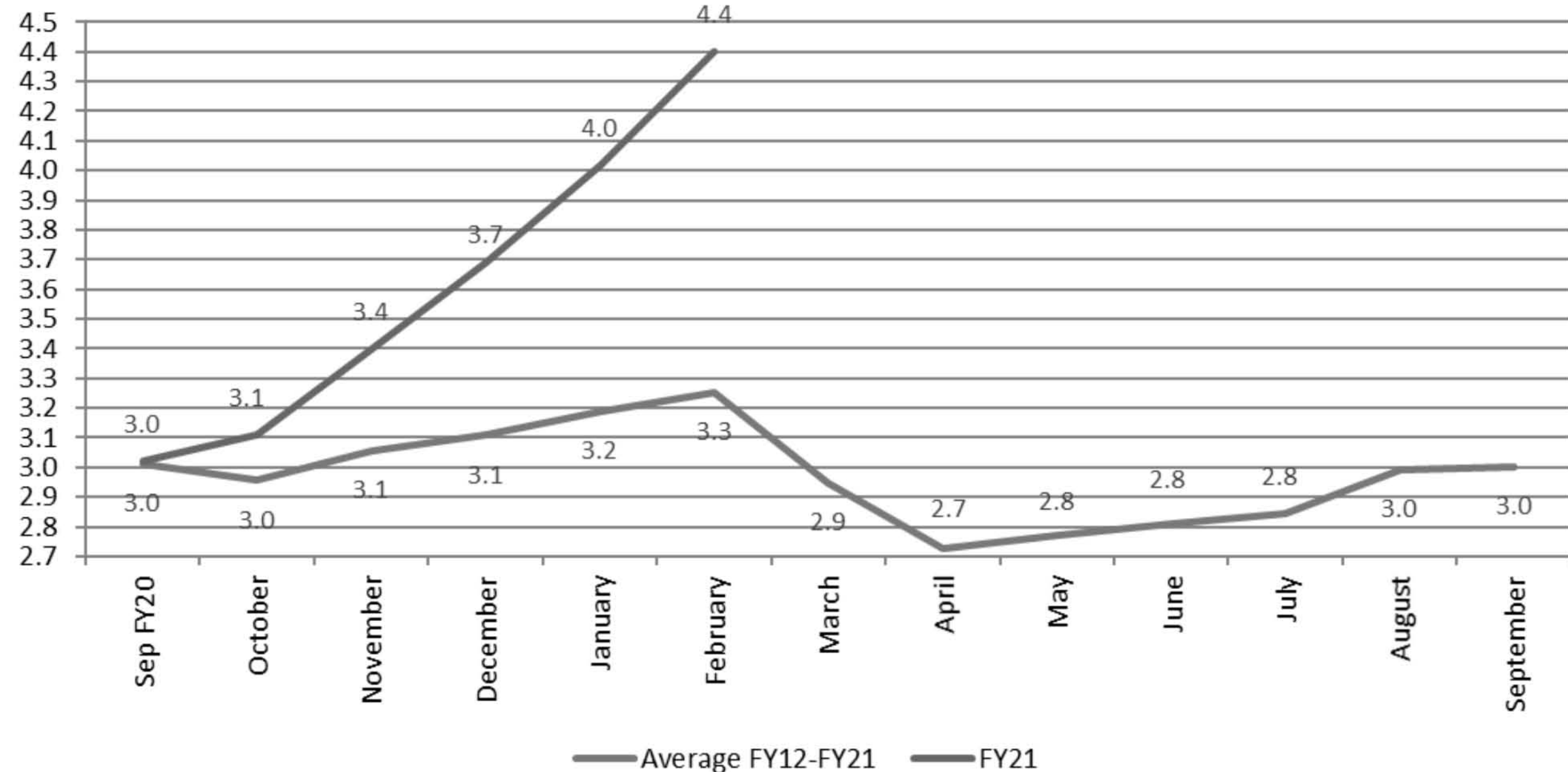
USPTO Application Filings: US, China, and the Rest of the World

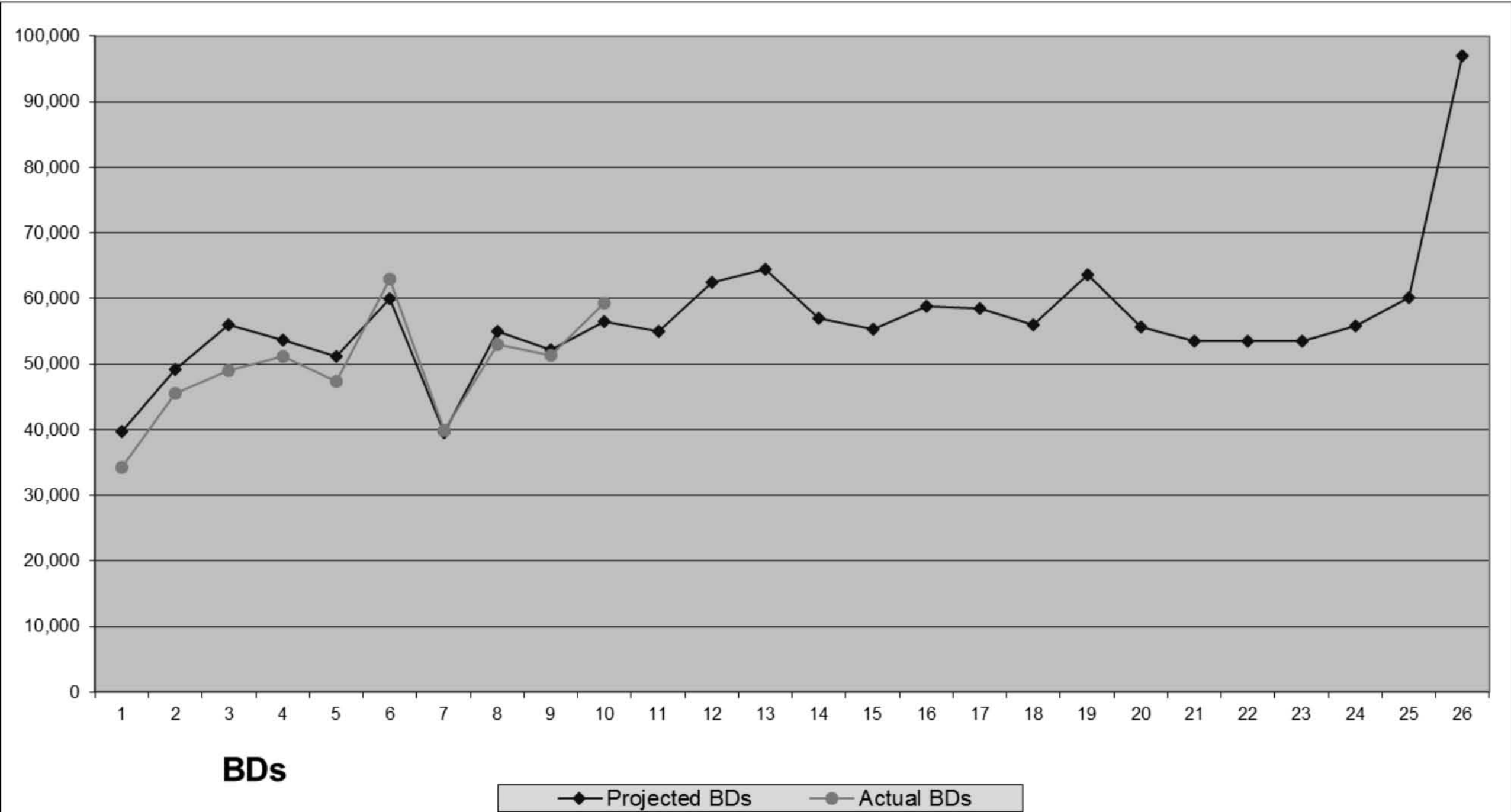


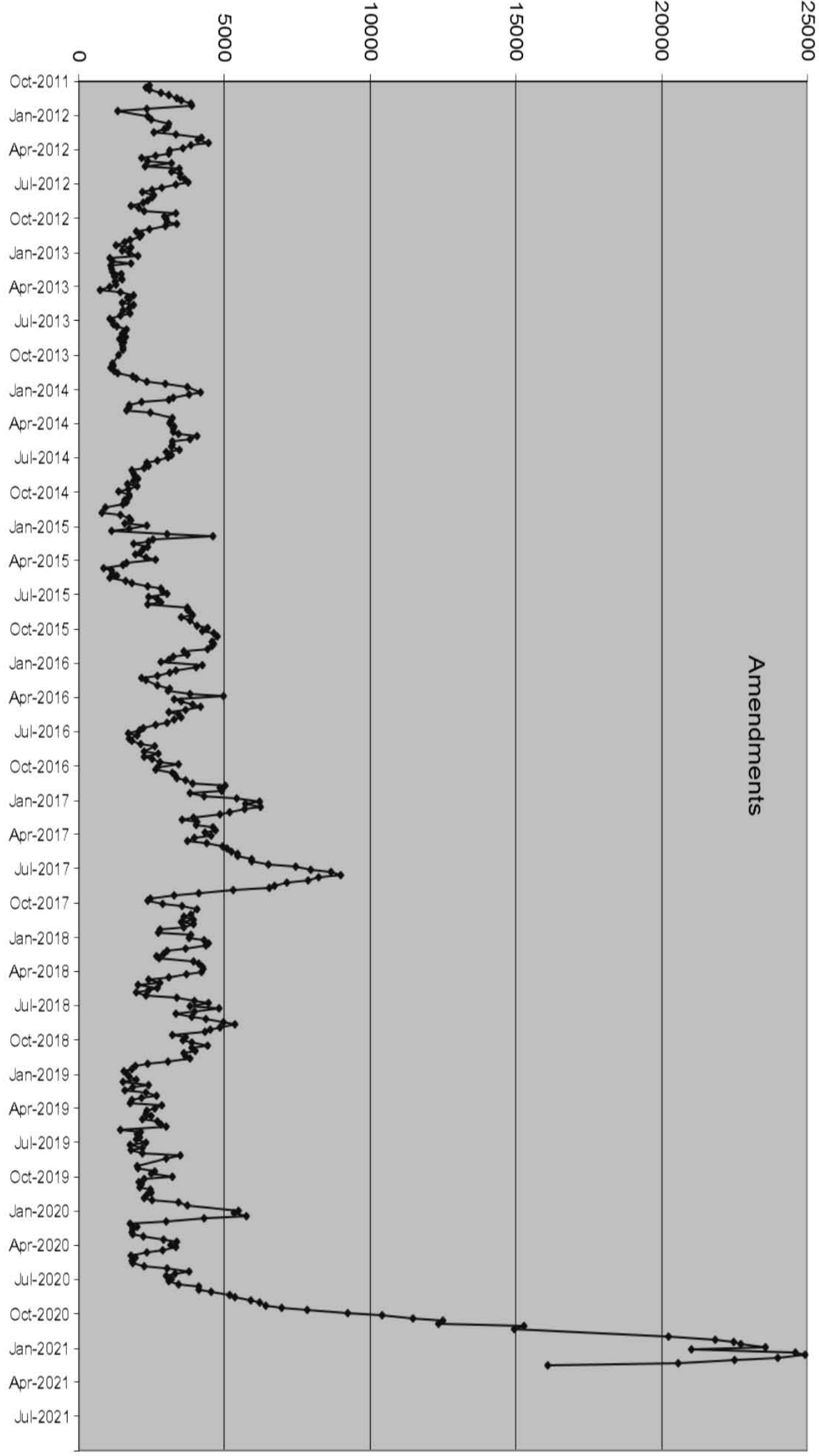
Unexamined Application Inventory (Classes)



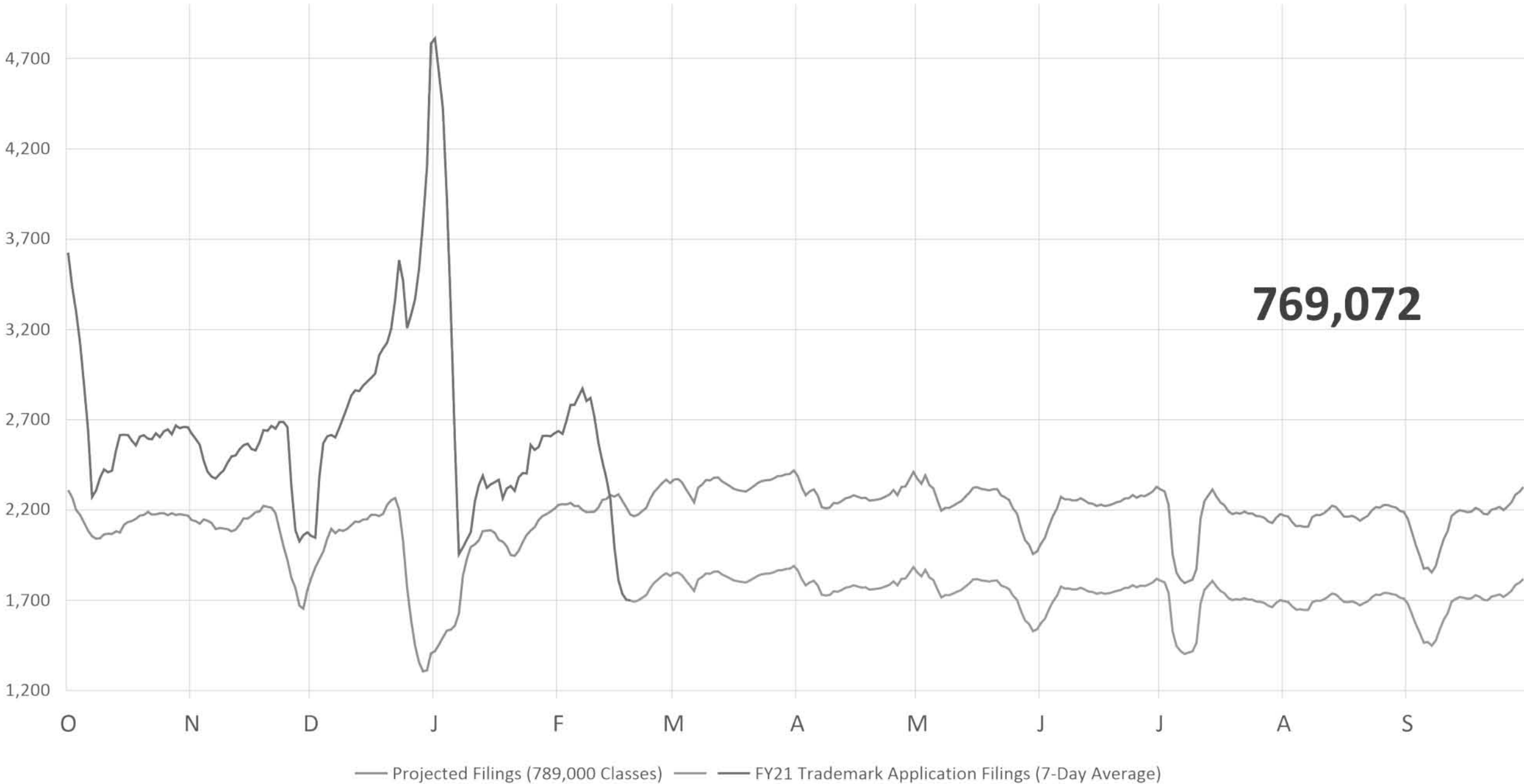
FY21 First Action Pendency vs. 10-year Average



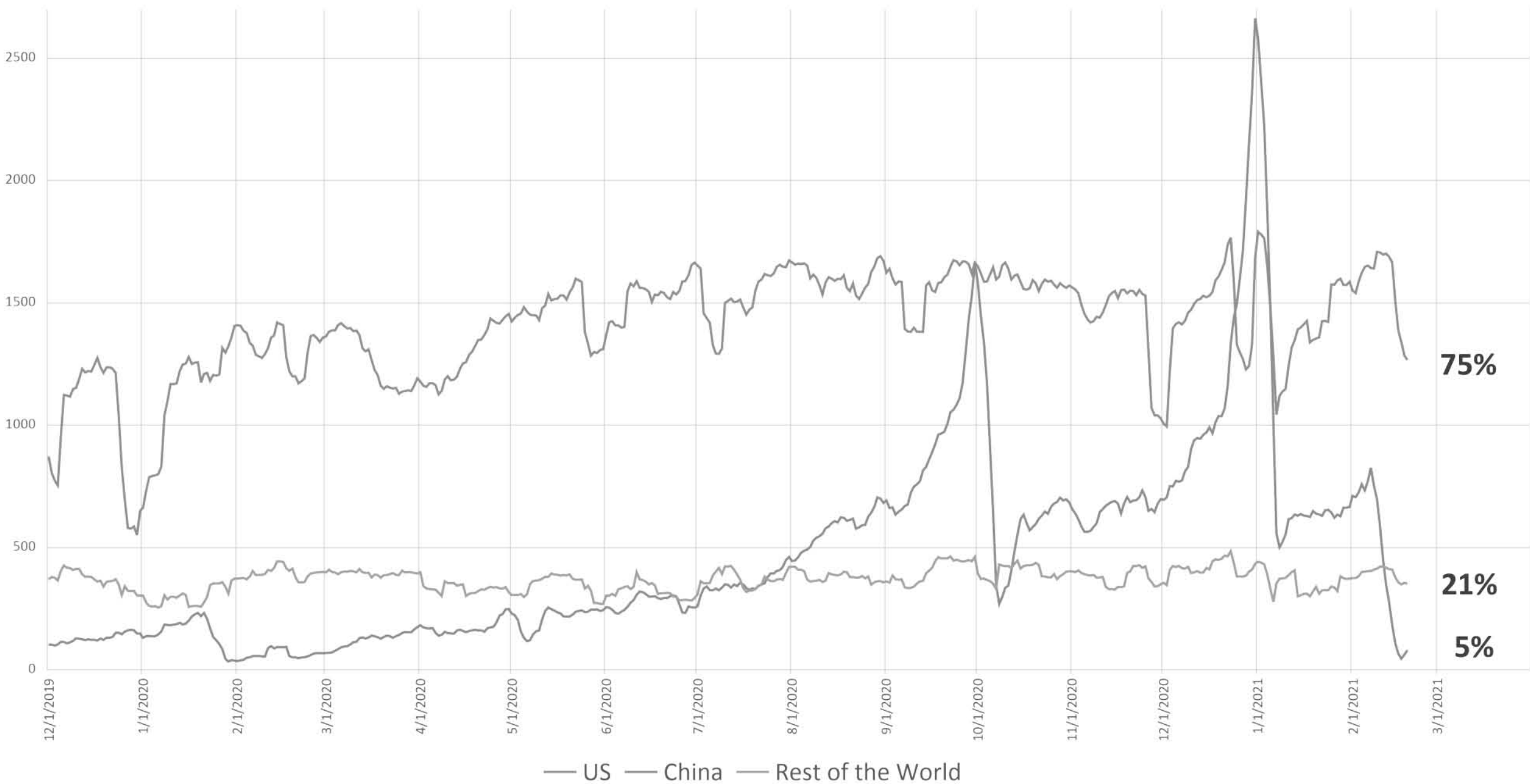




FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

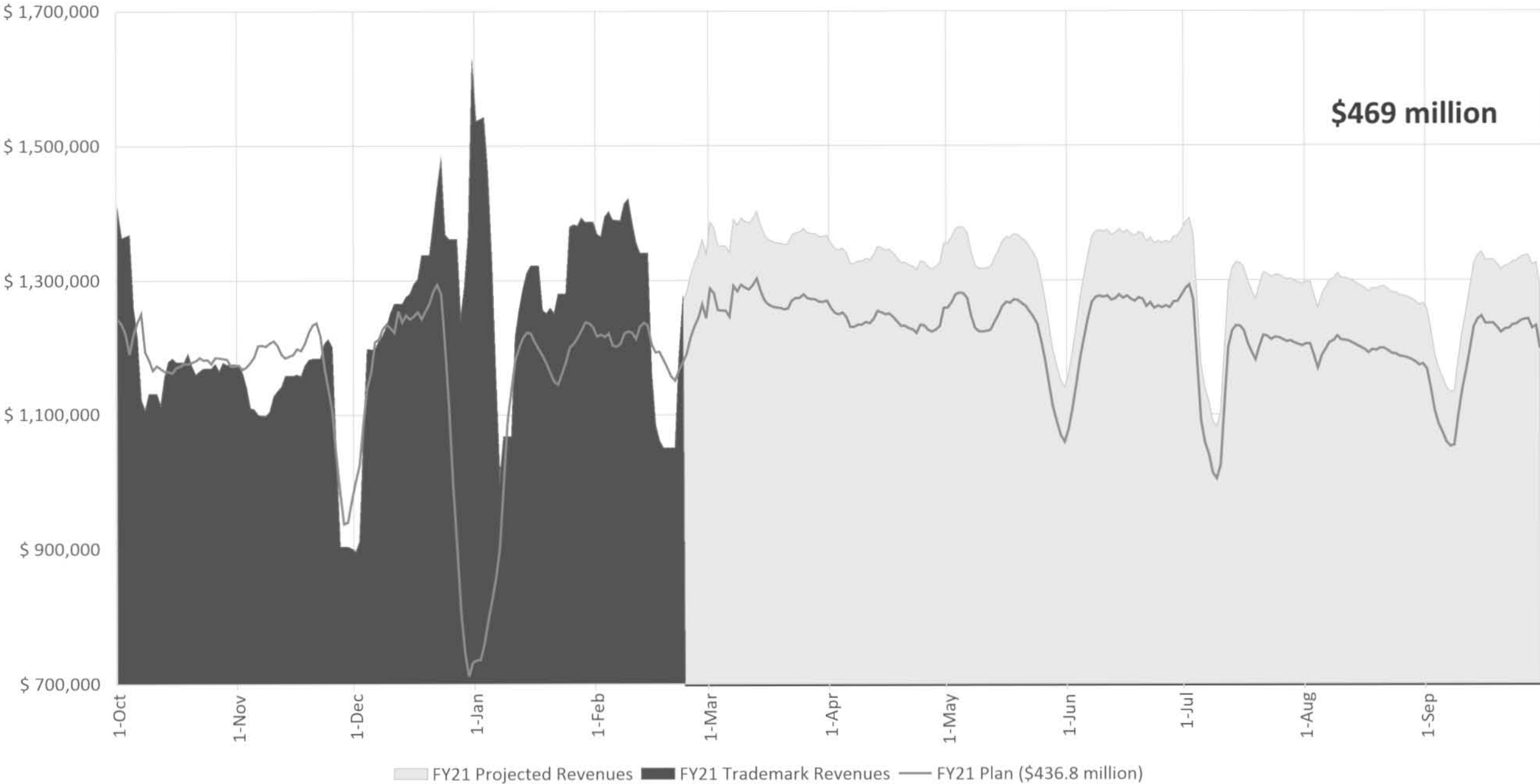


USPTO Application Filings: US, China, and the Rest of the World

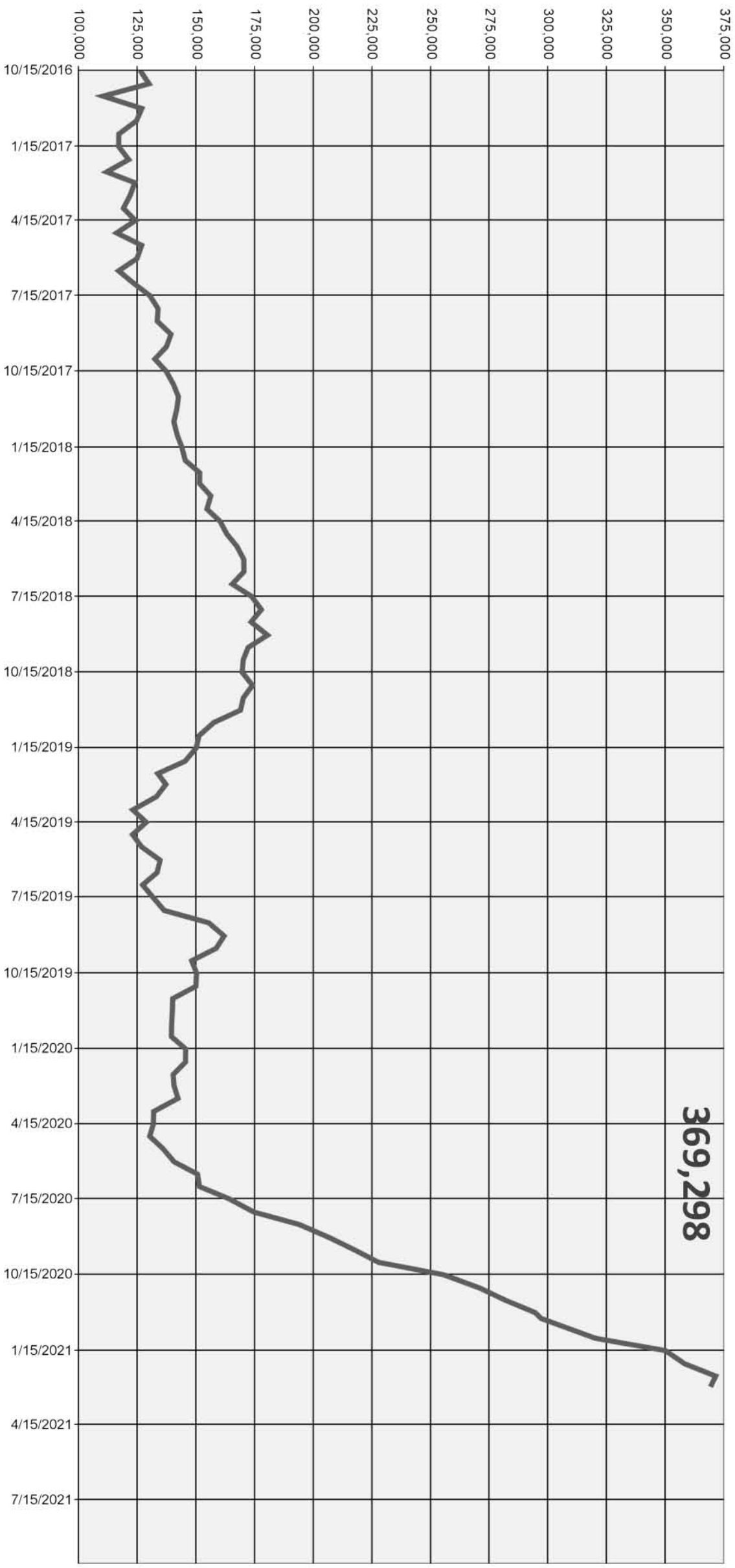


FY 2021 Daily TM Revenues

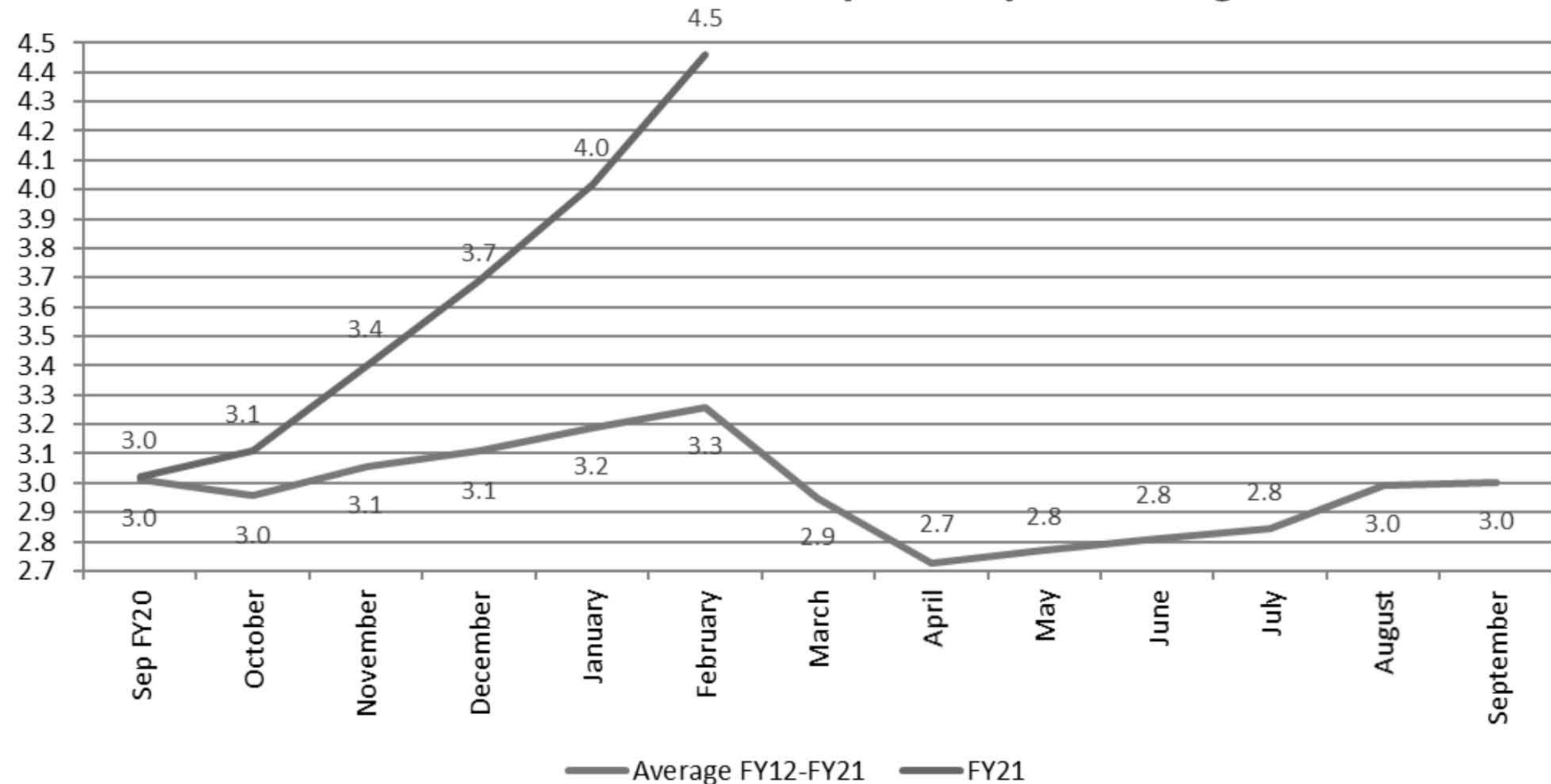
\$469 million



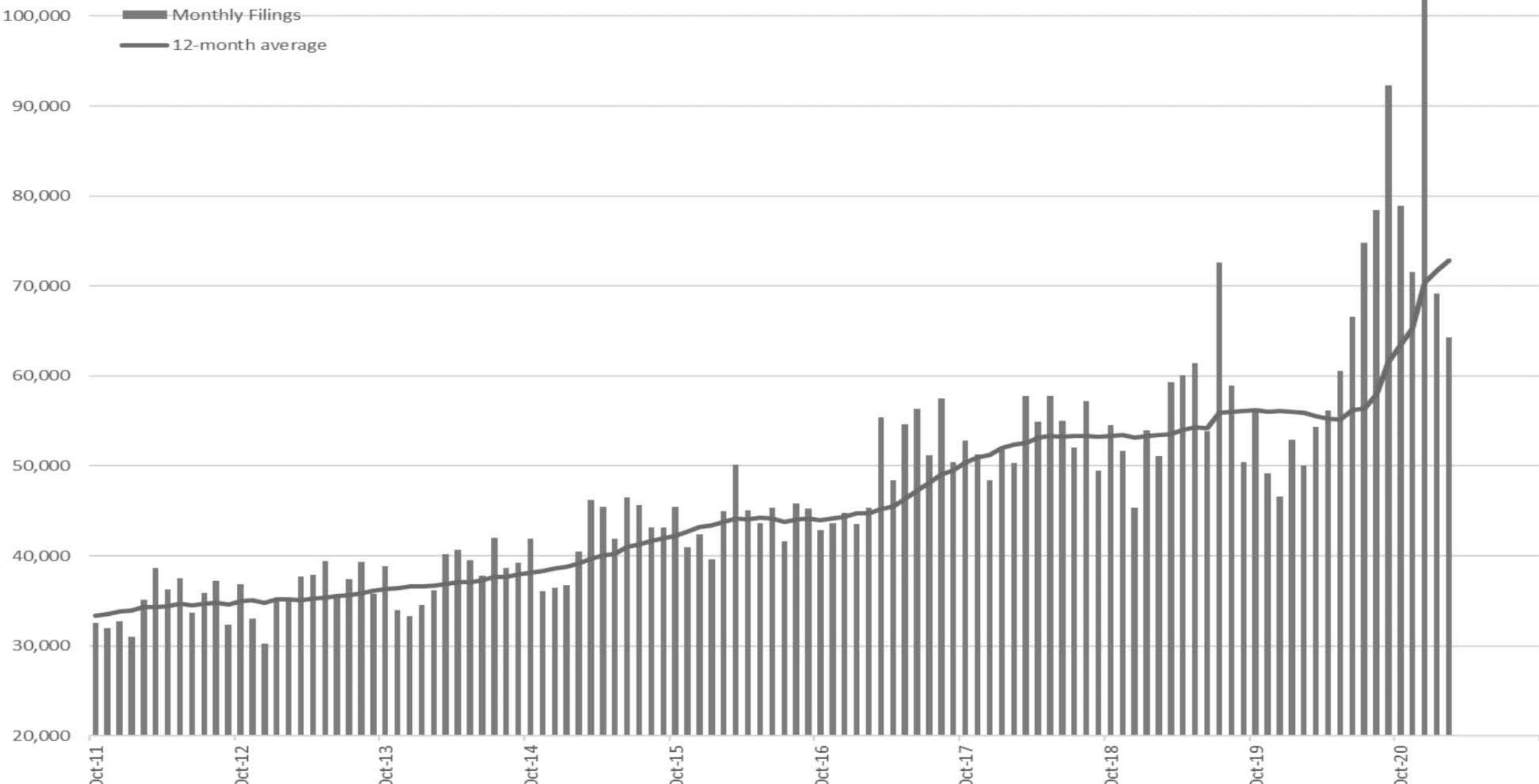
Unexamined Application Inventory (Classes)



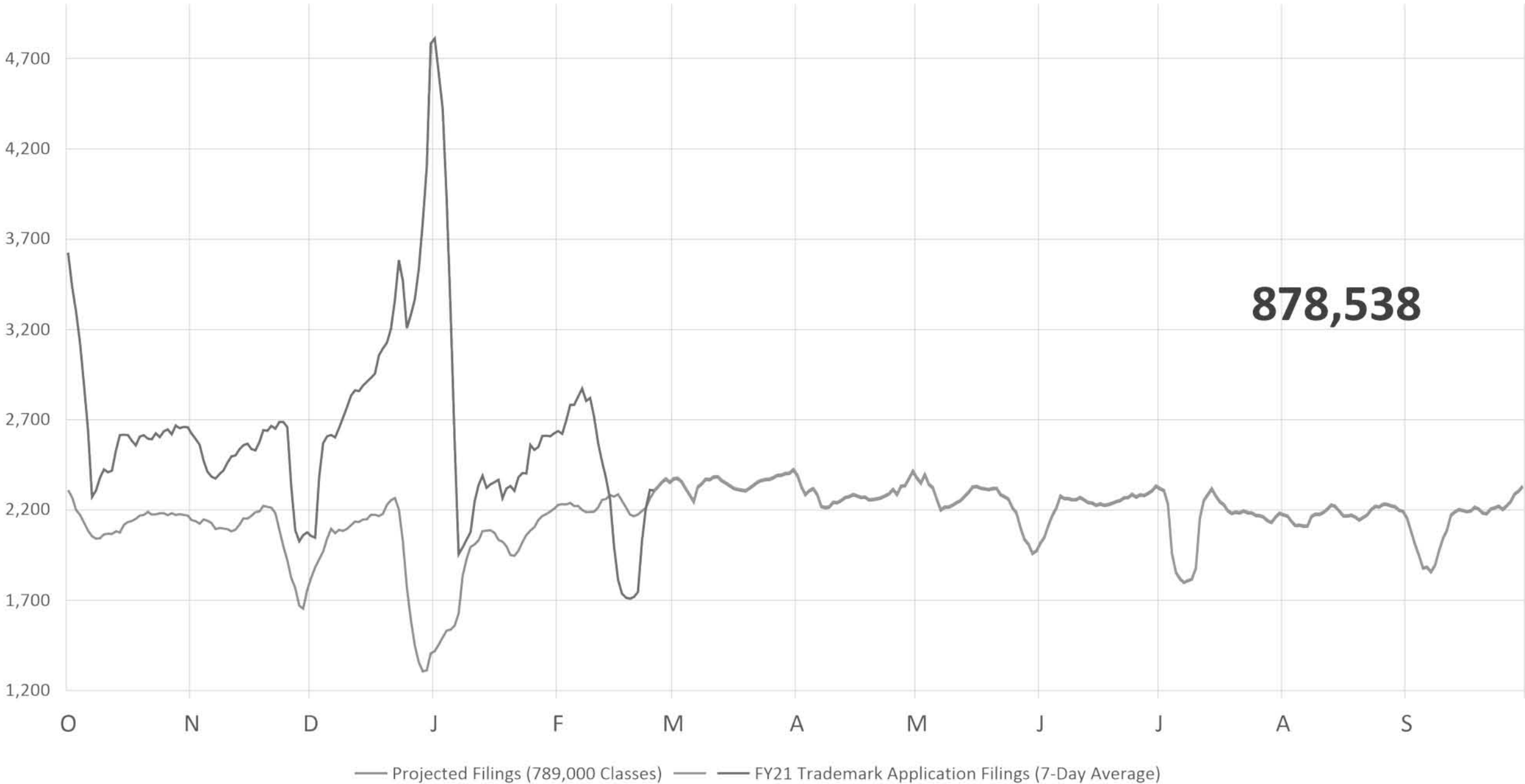
FY21 First Action Pendency vs. 10-year Average



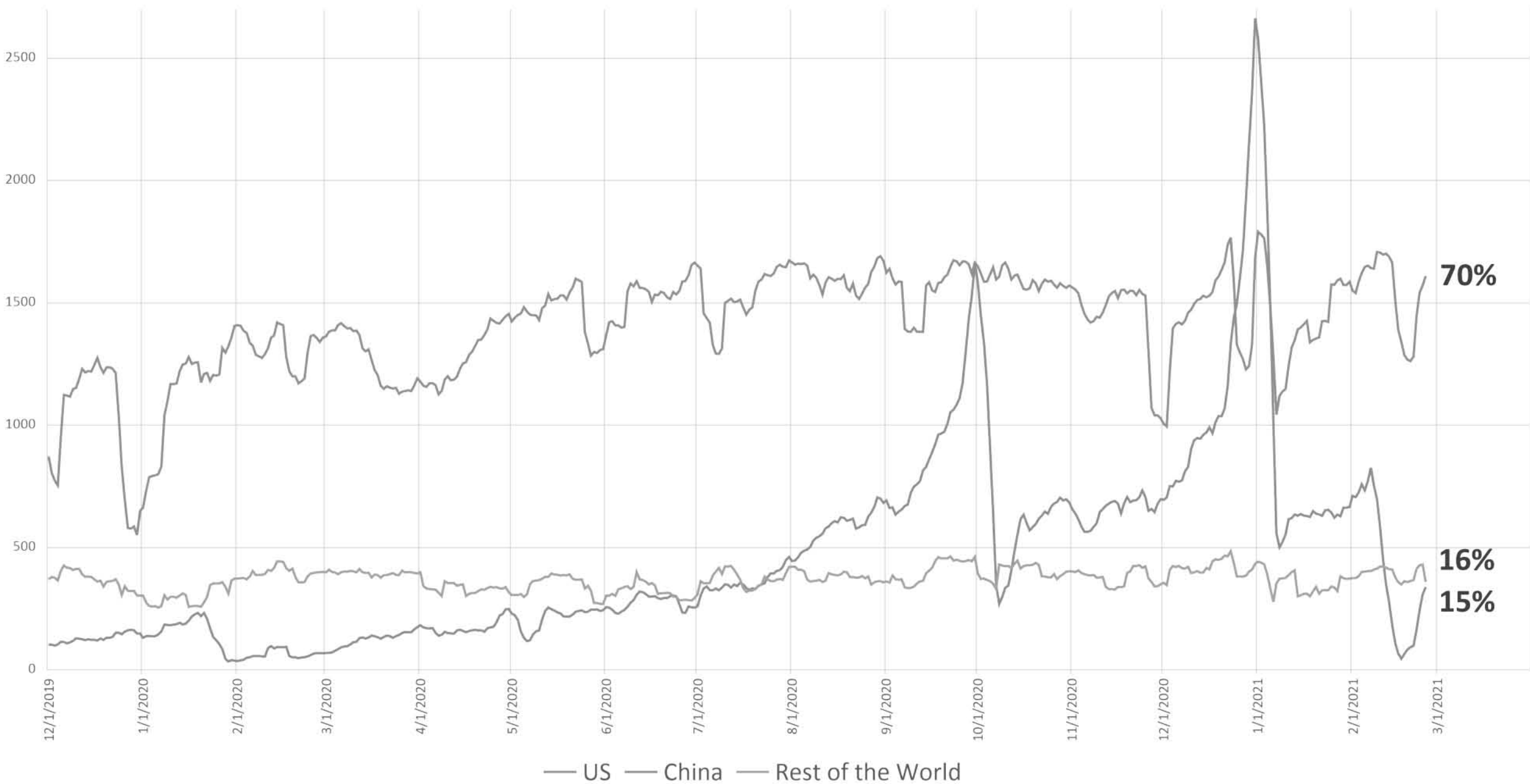
Monthly Application Filings (Classes) Since FY 2012



FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

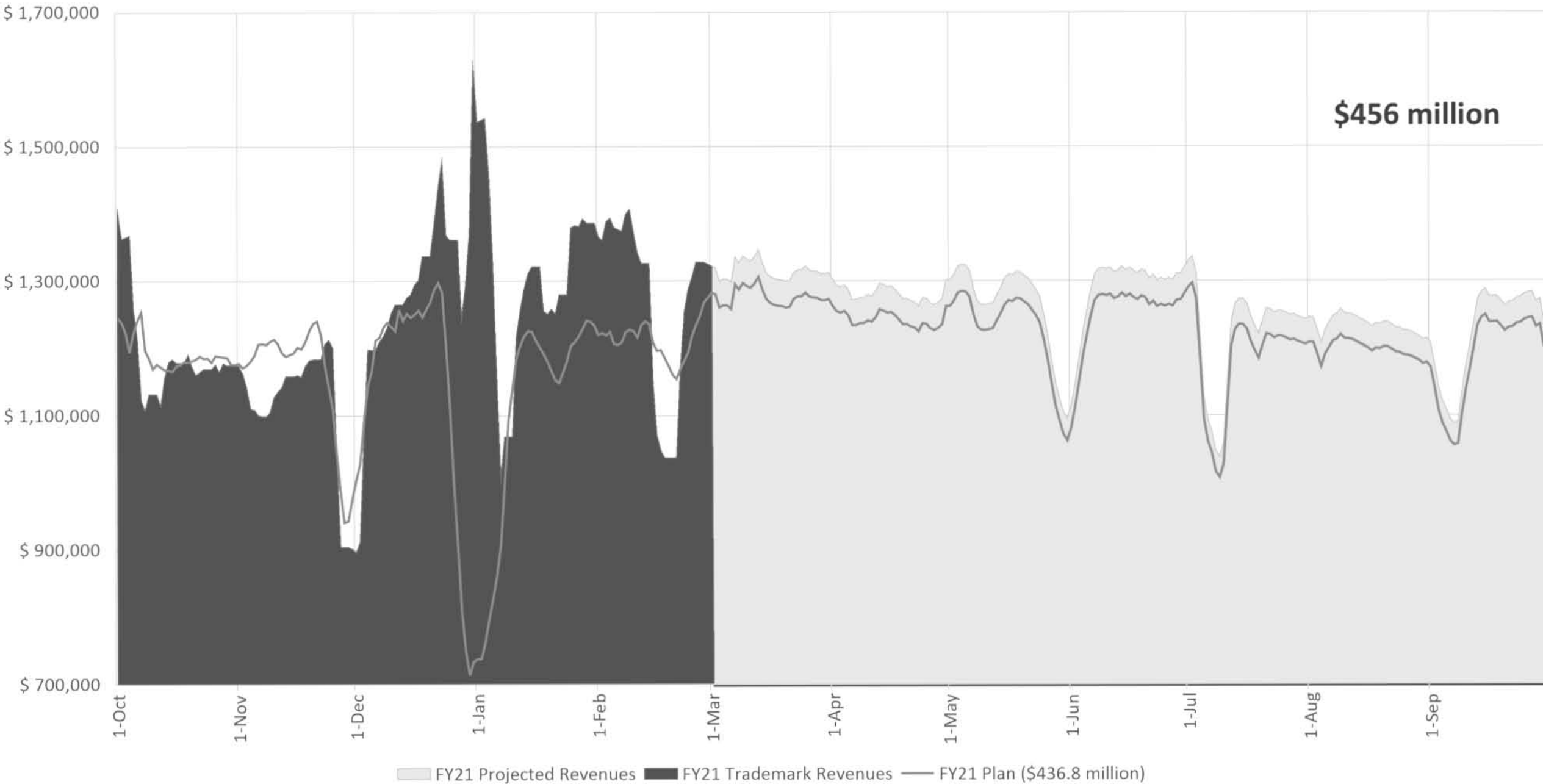


USPTO Application Filings: US, China, and the Rest of the World

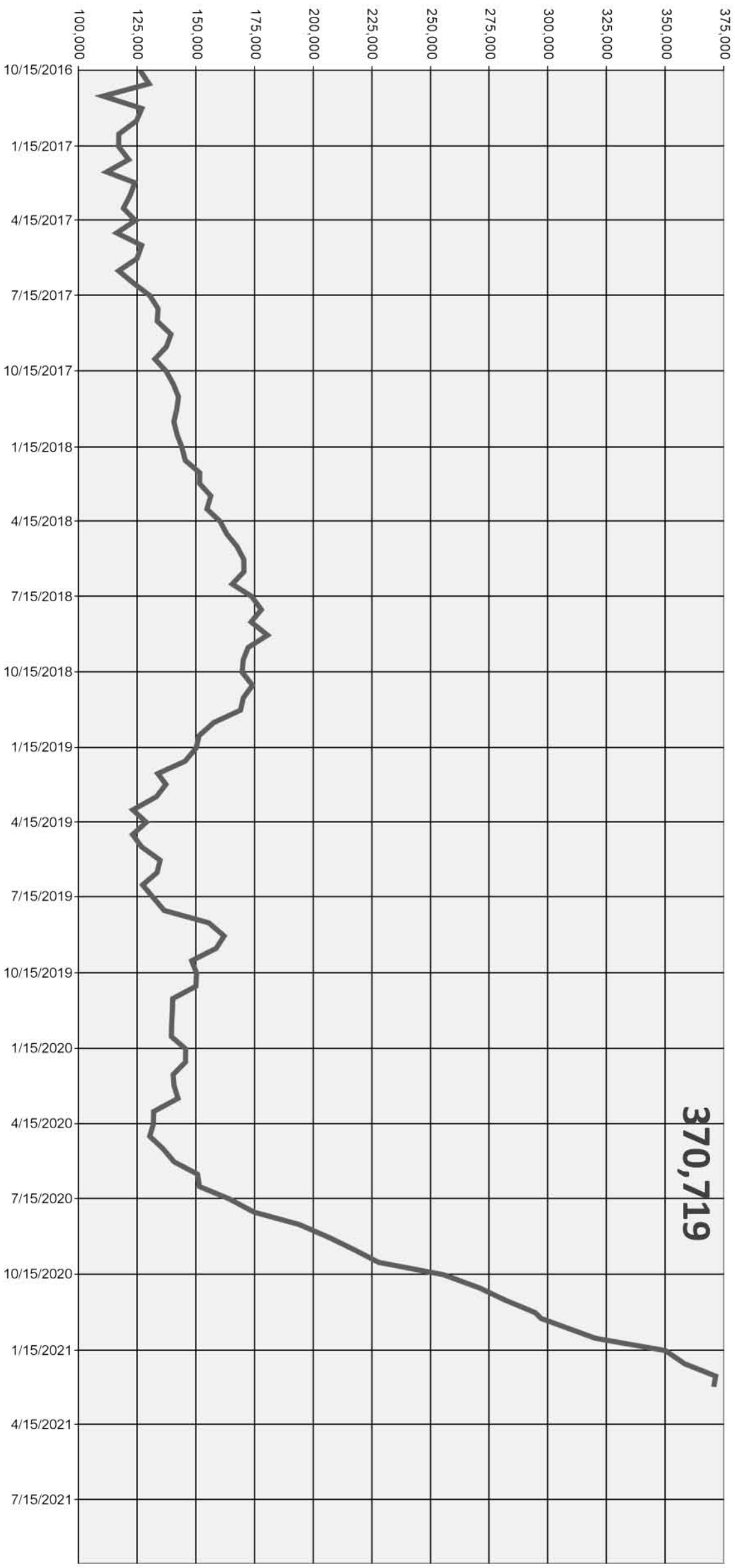


FY 2021 Daily TM Revenues

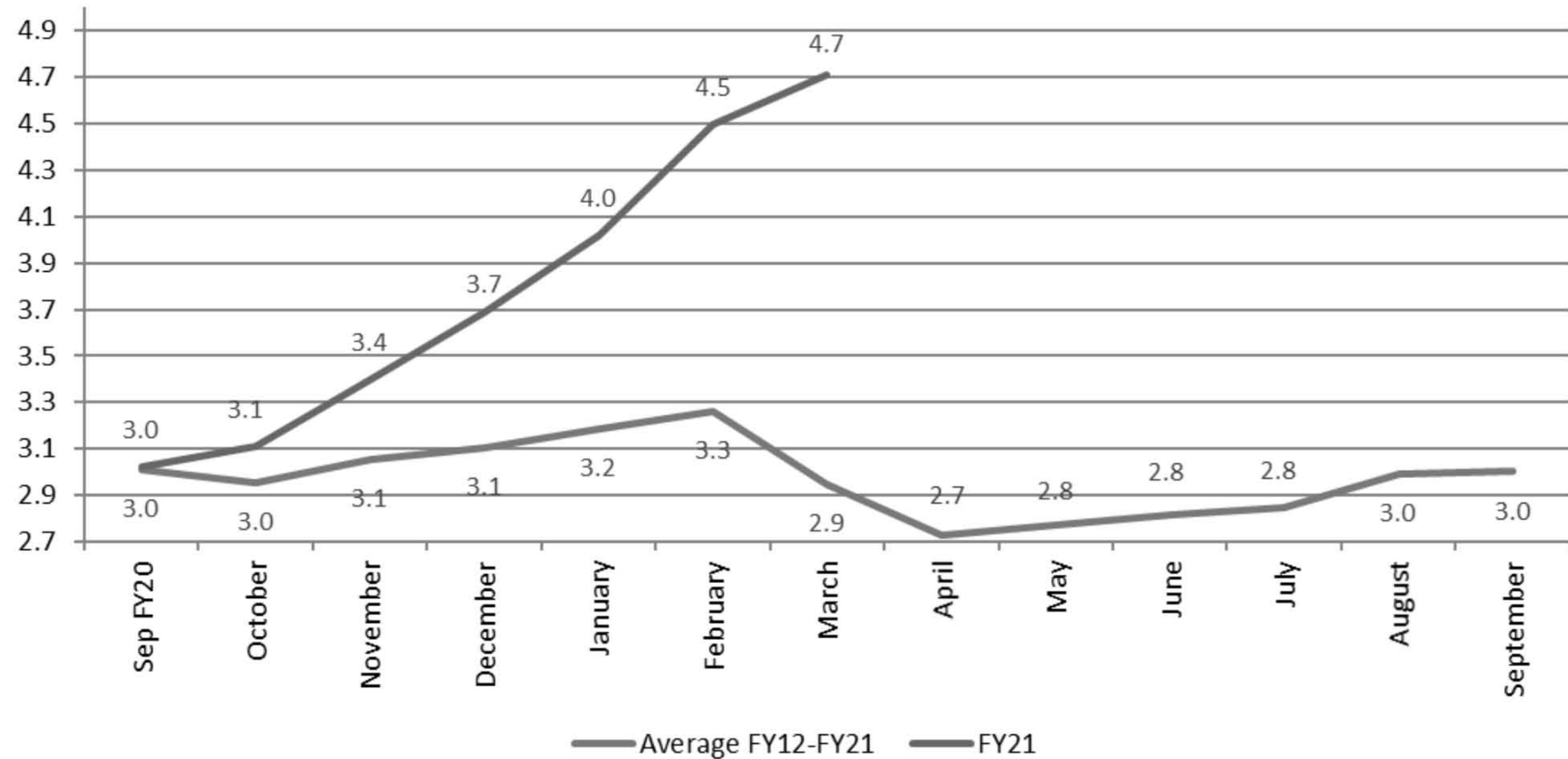
\$456 million

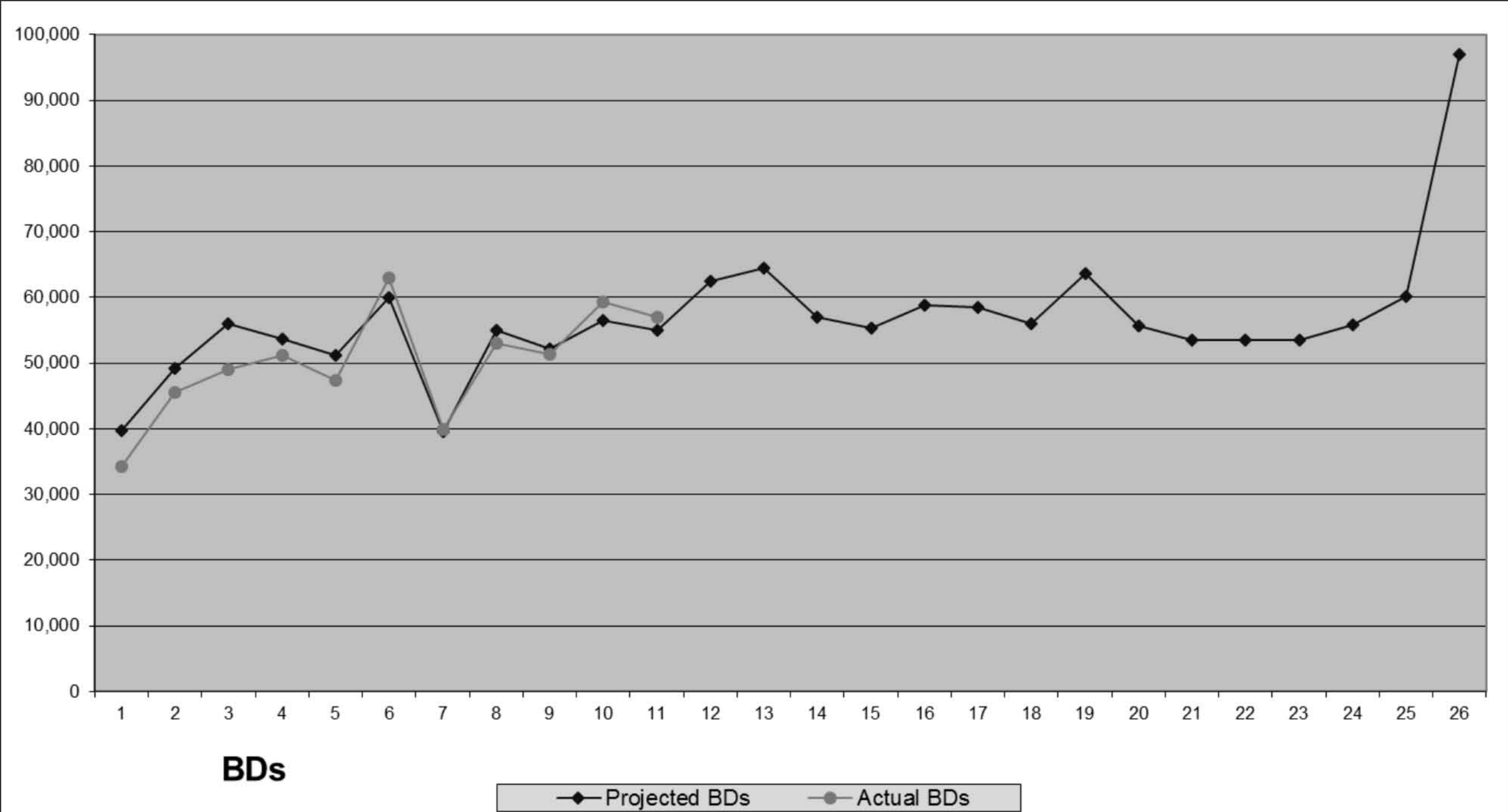


Unexamined Application Inventory (Classes)

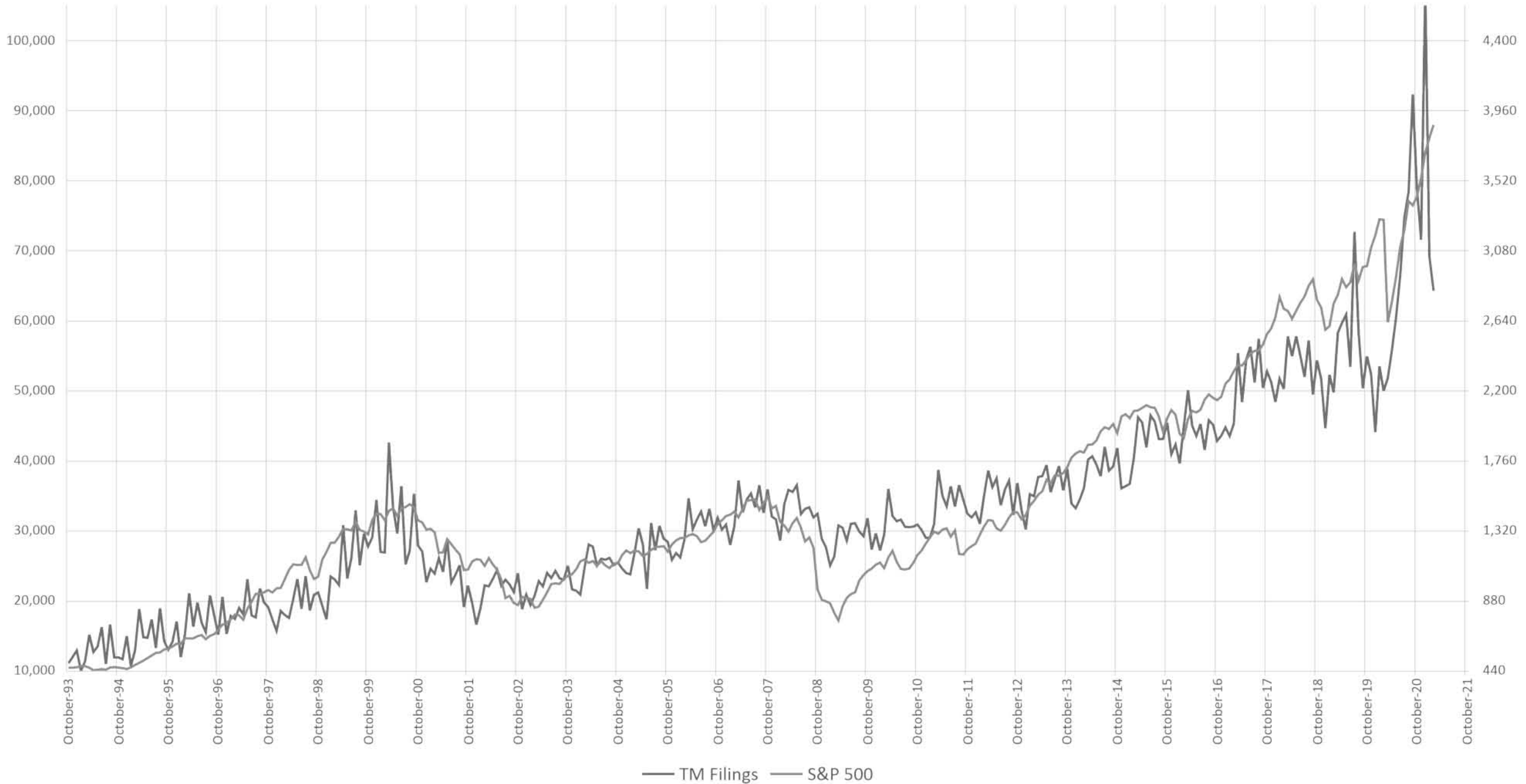


FY21 First Action Pendency vs. 10-year Average

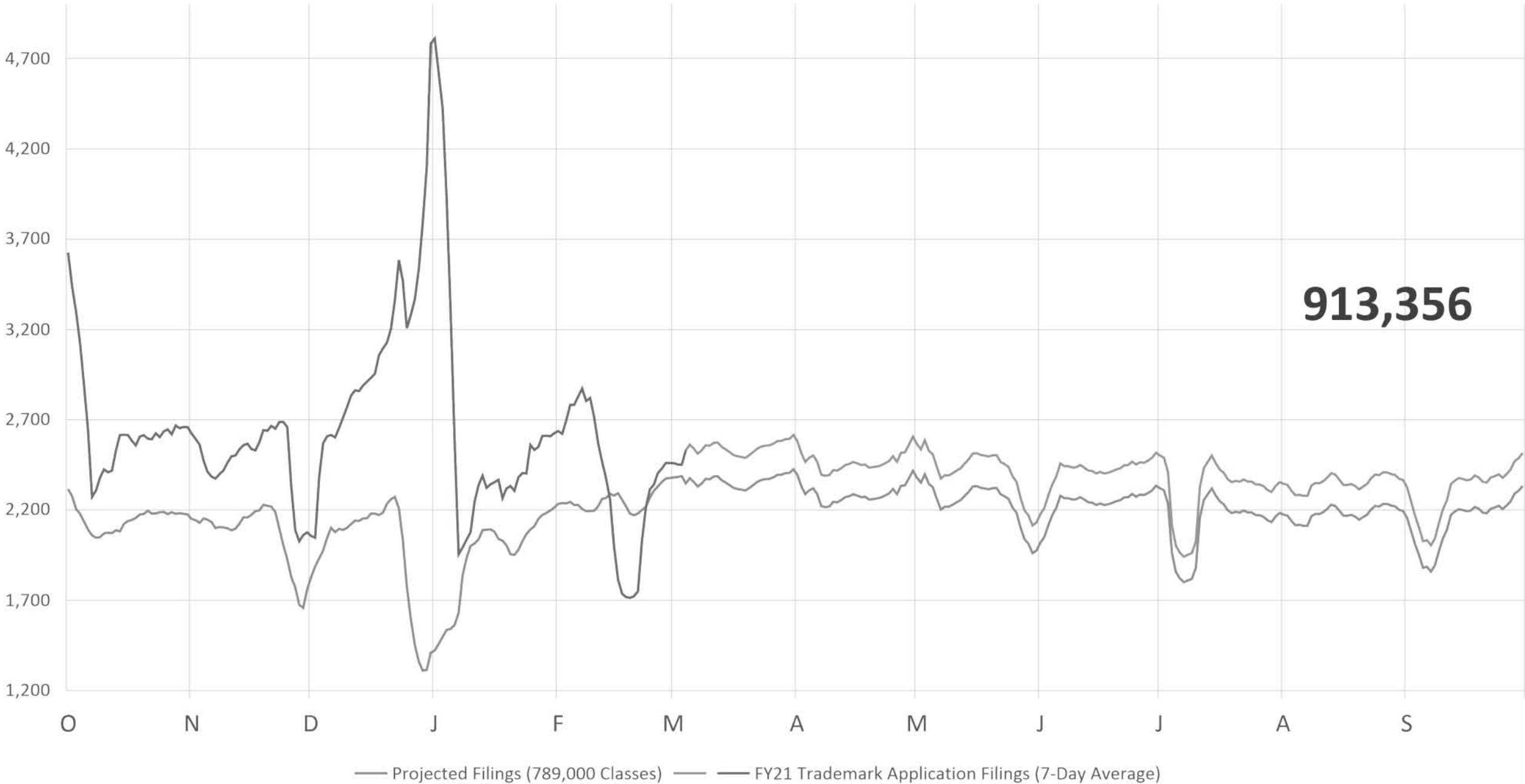




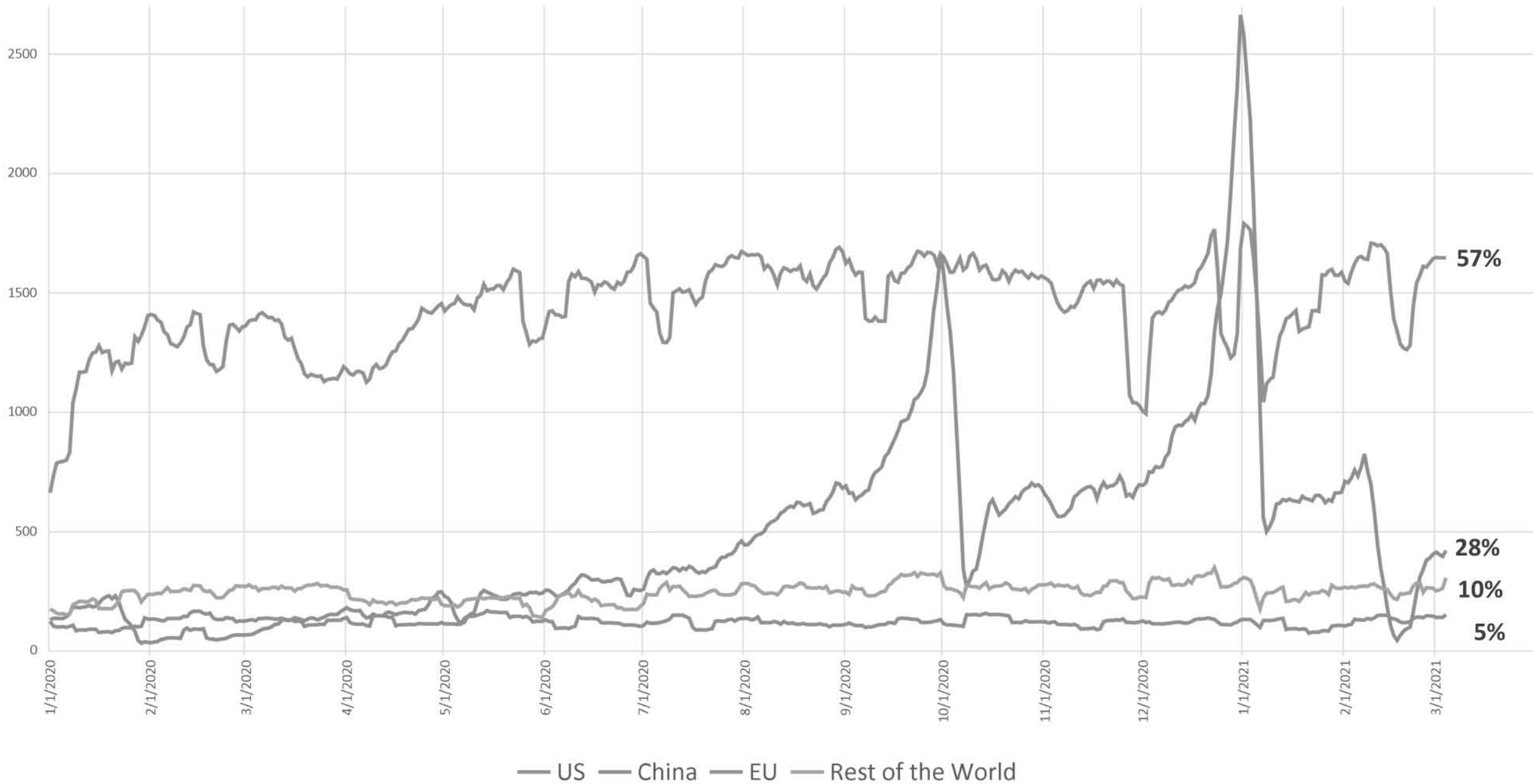
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

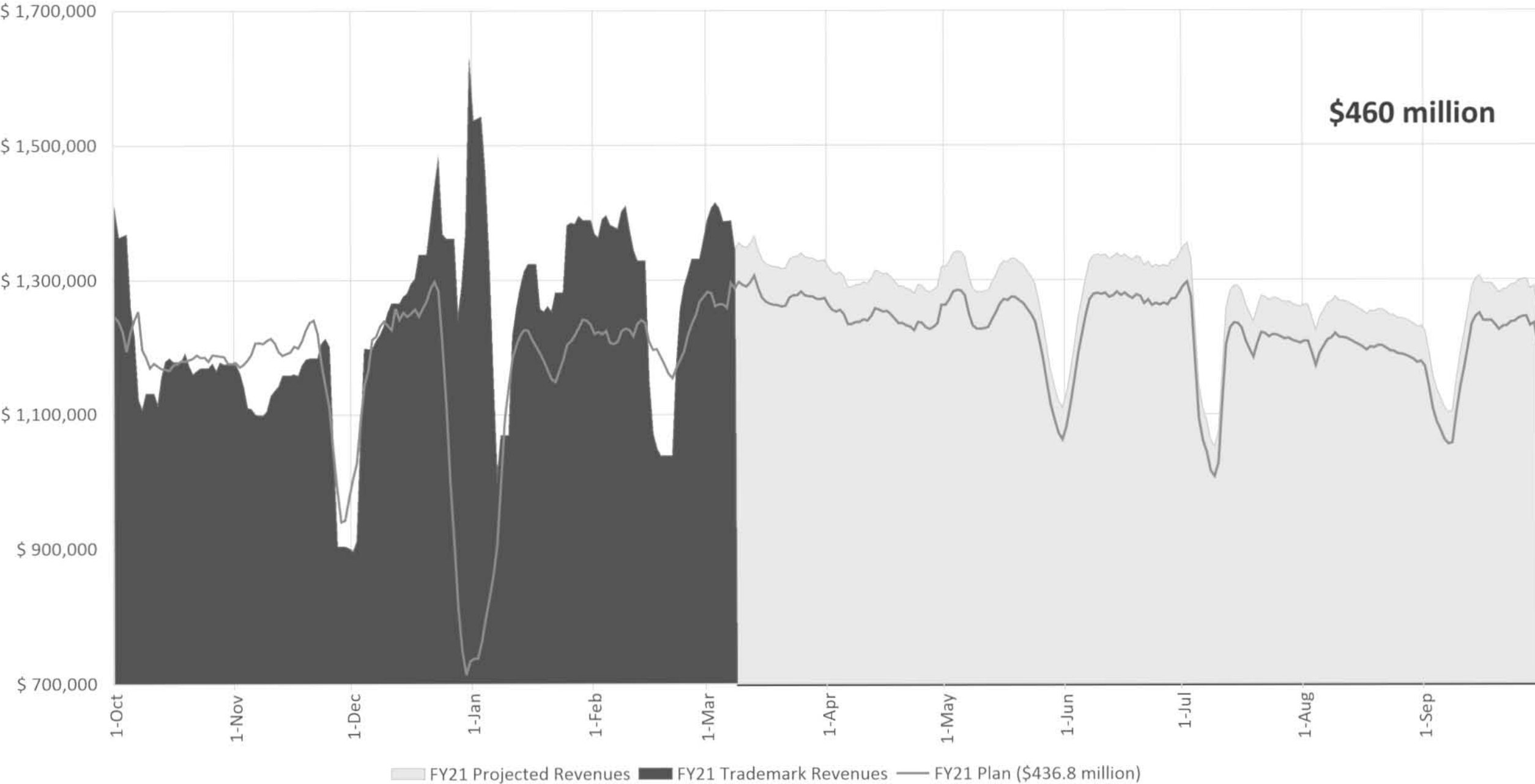


USPTO Application Filing Origins: US, China, EU and the Rest of the World



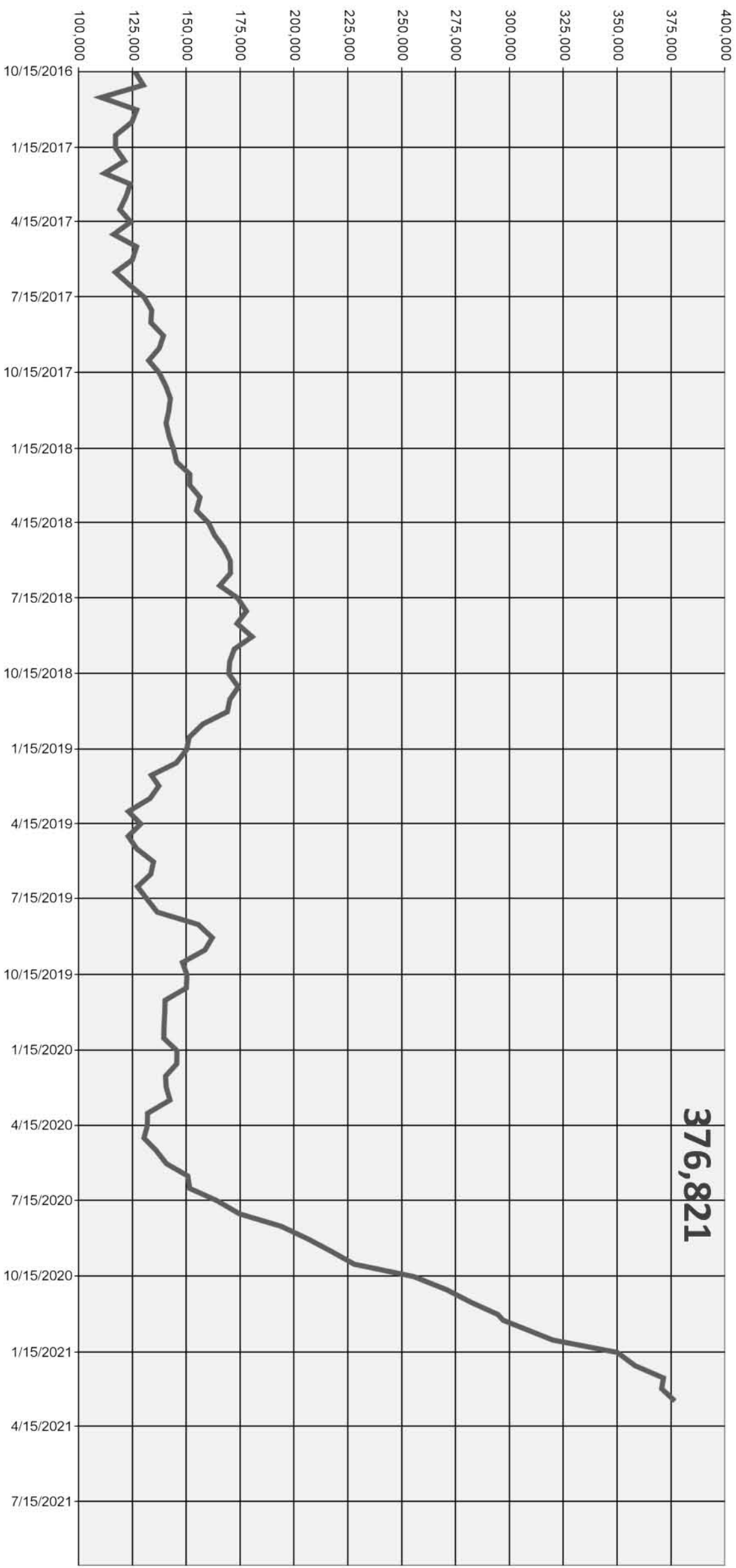
FY 2021 Daily TM Revenues

\$460 million

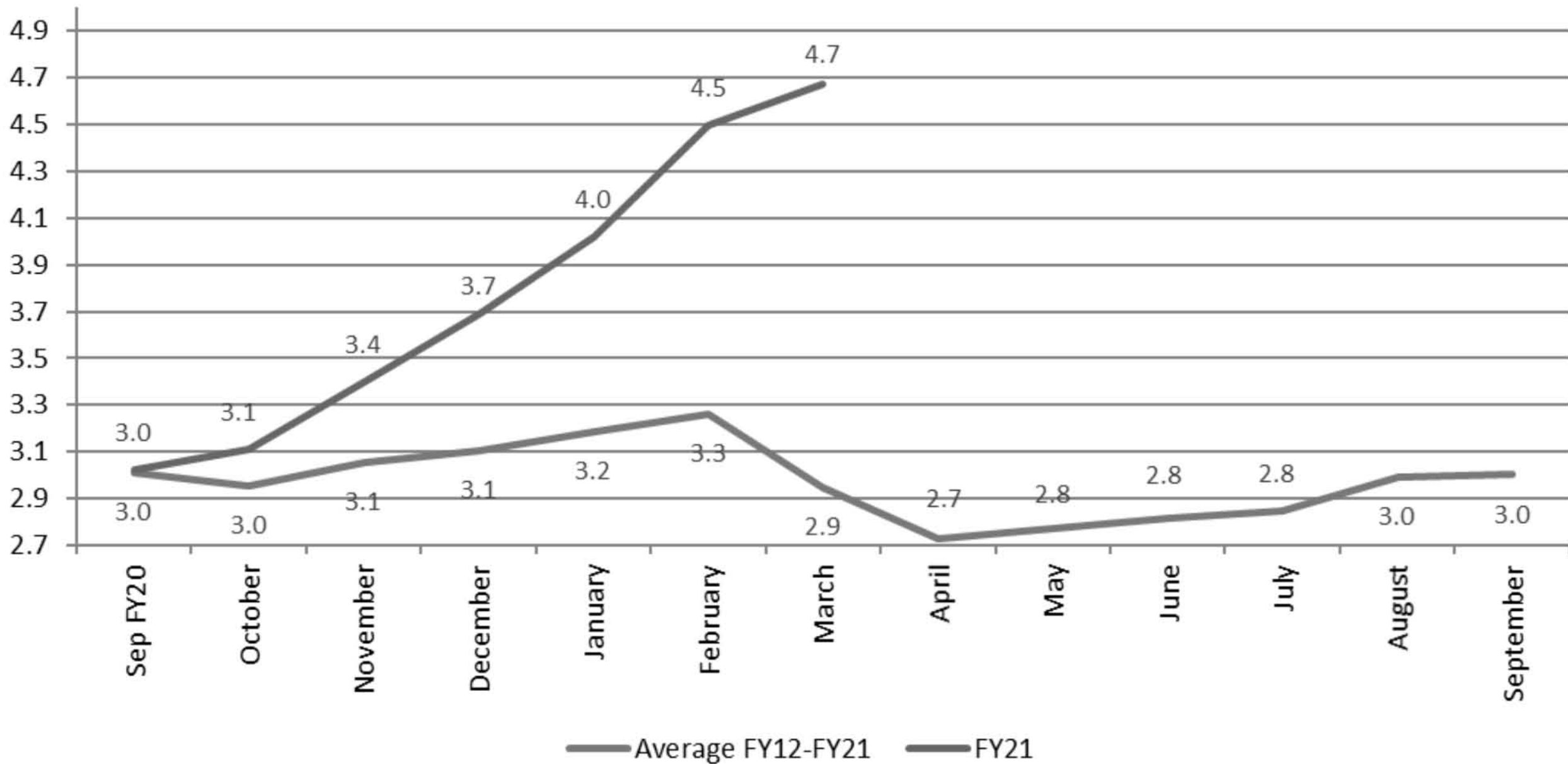


FY21 Projected Revenues FY21 Trademark Revenues FY21 Plan (\$436.8 million)

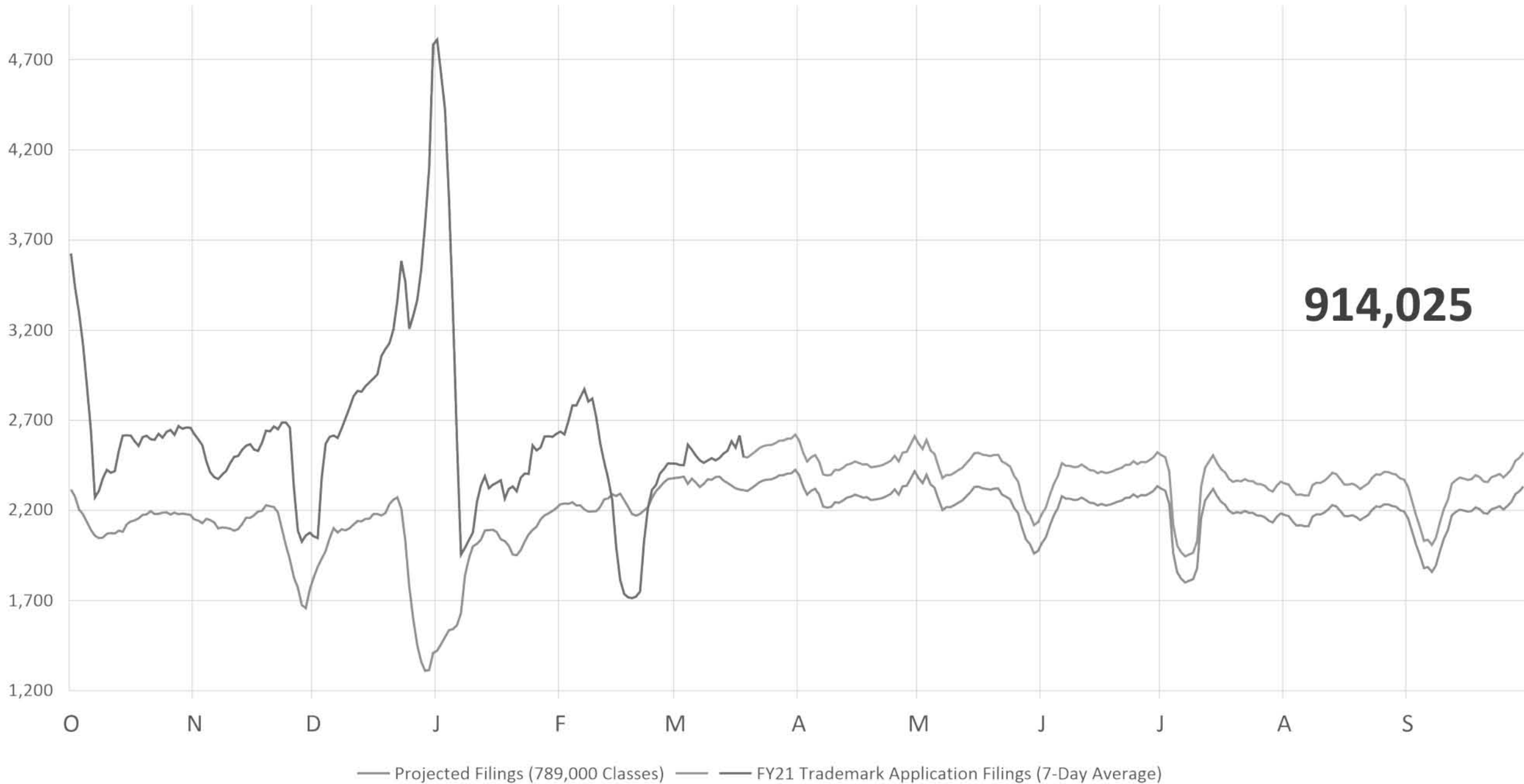
Unexamined Application Inventory (Classes)



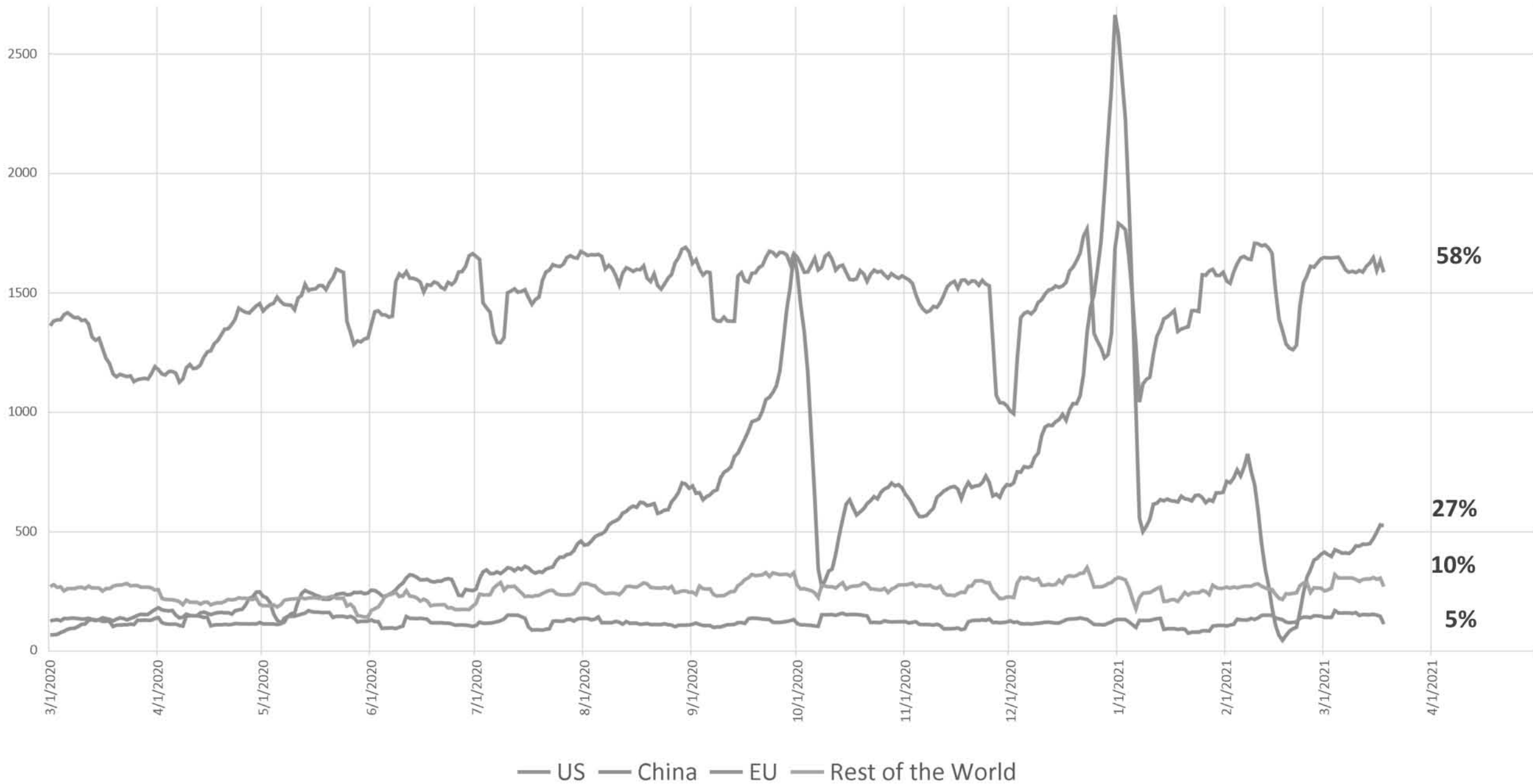
FY21 First Action Pendency vs. 10-year Average



FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

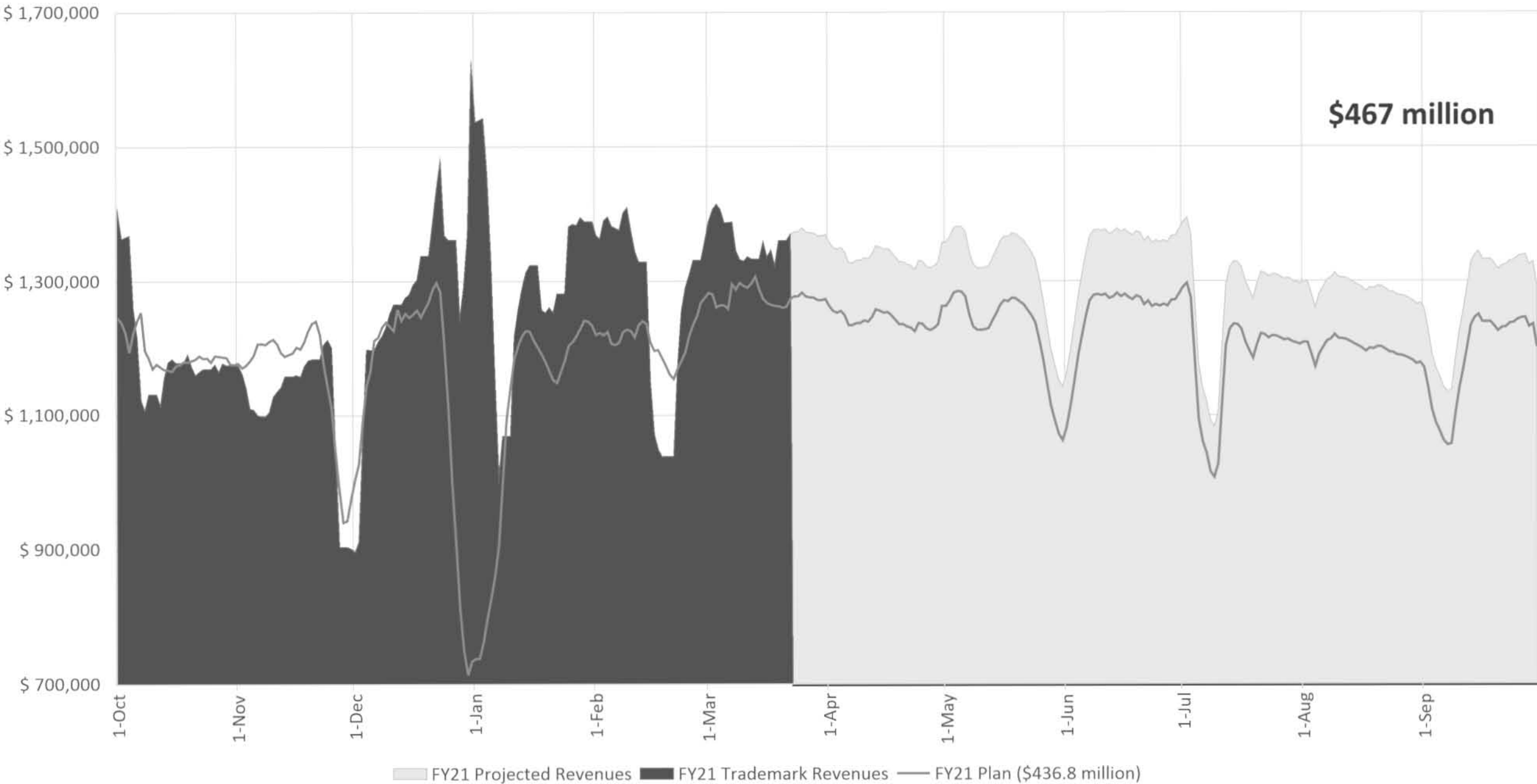


USPTO Application Filing Origins: US, China, EU and the Rest of the World

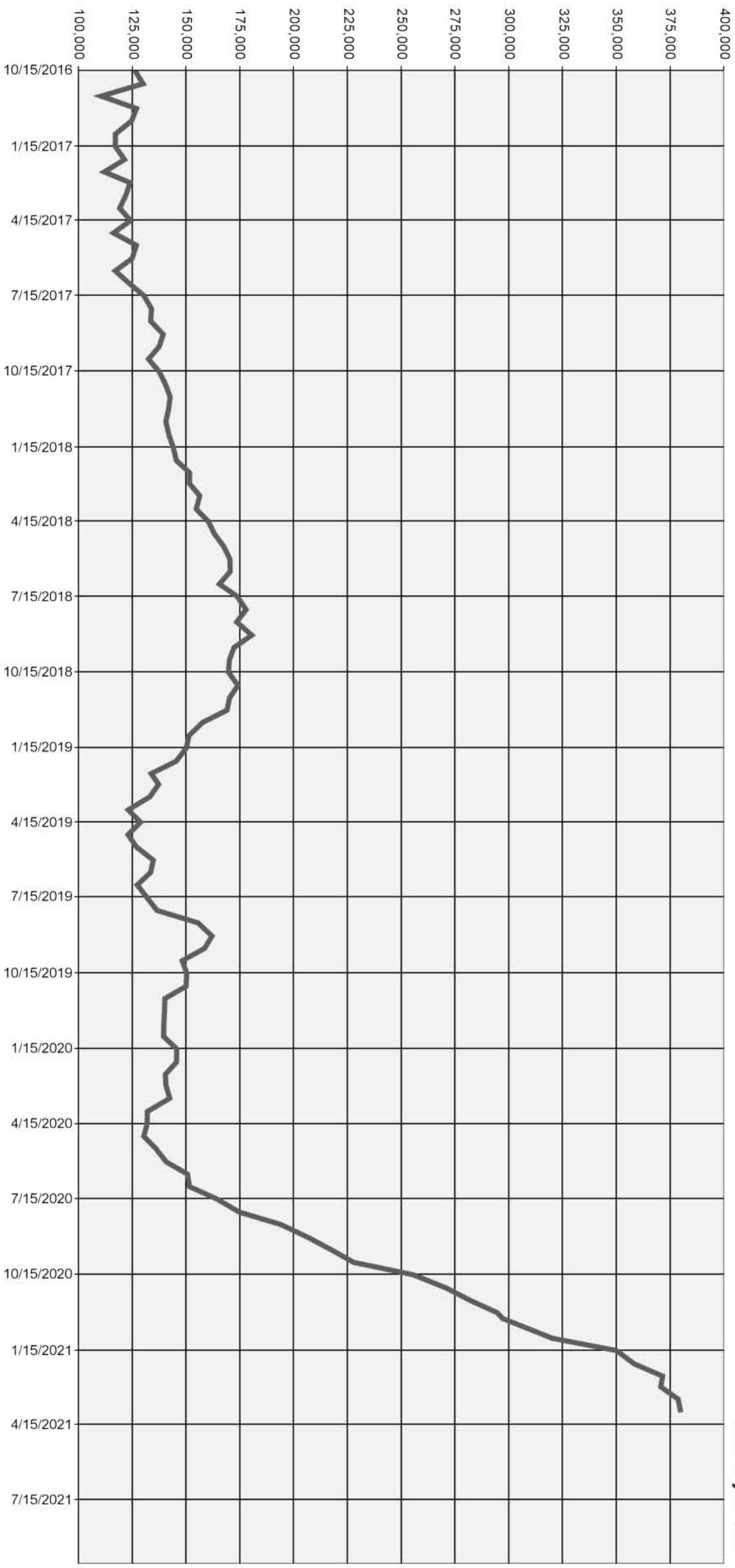


FY 2021 Daily TM Revenues

\$467 million

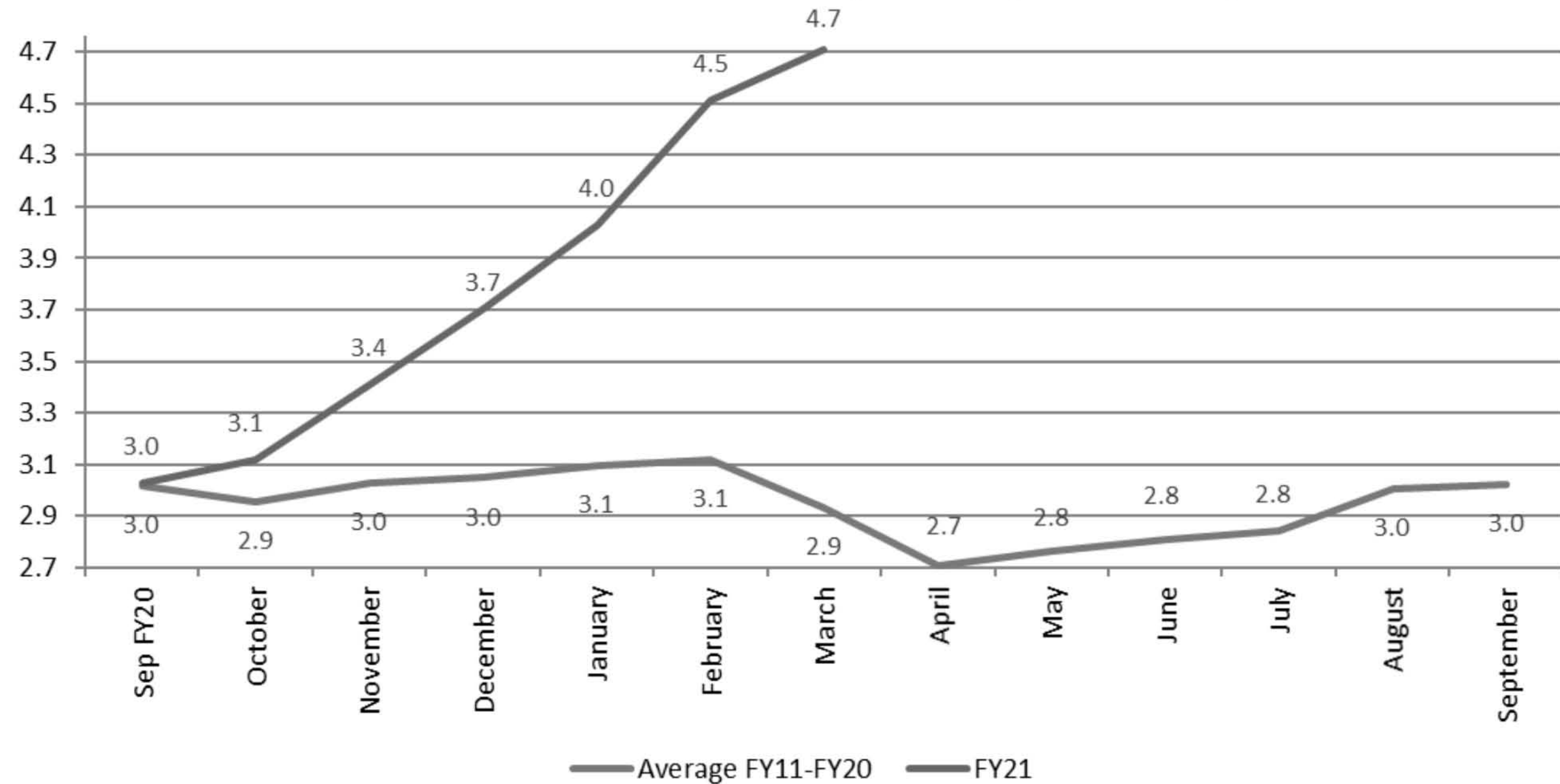


Unexamined Application Inventory (Classes)

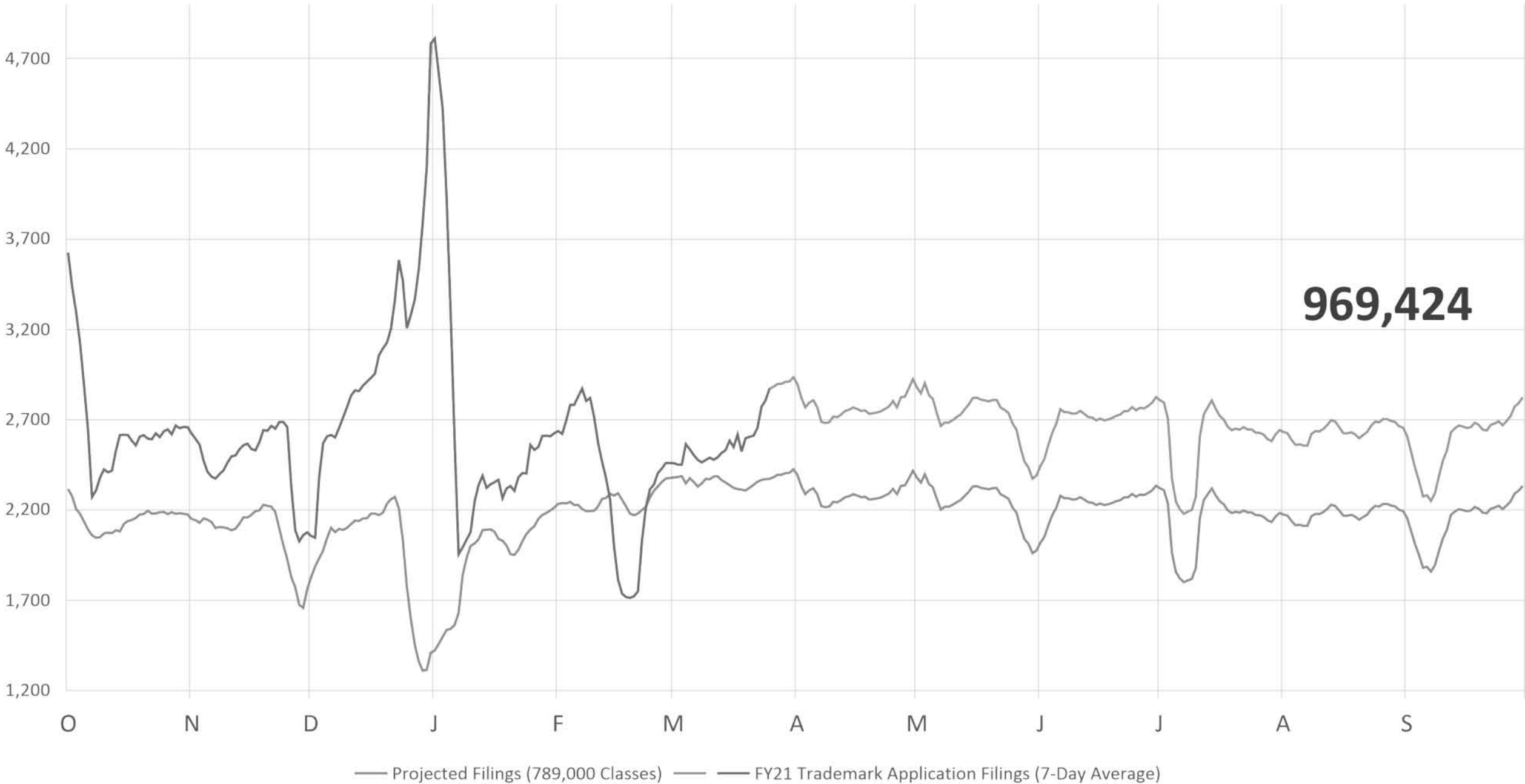


379,987

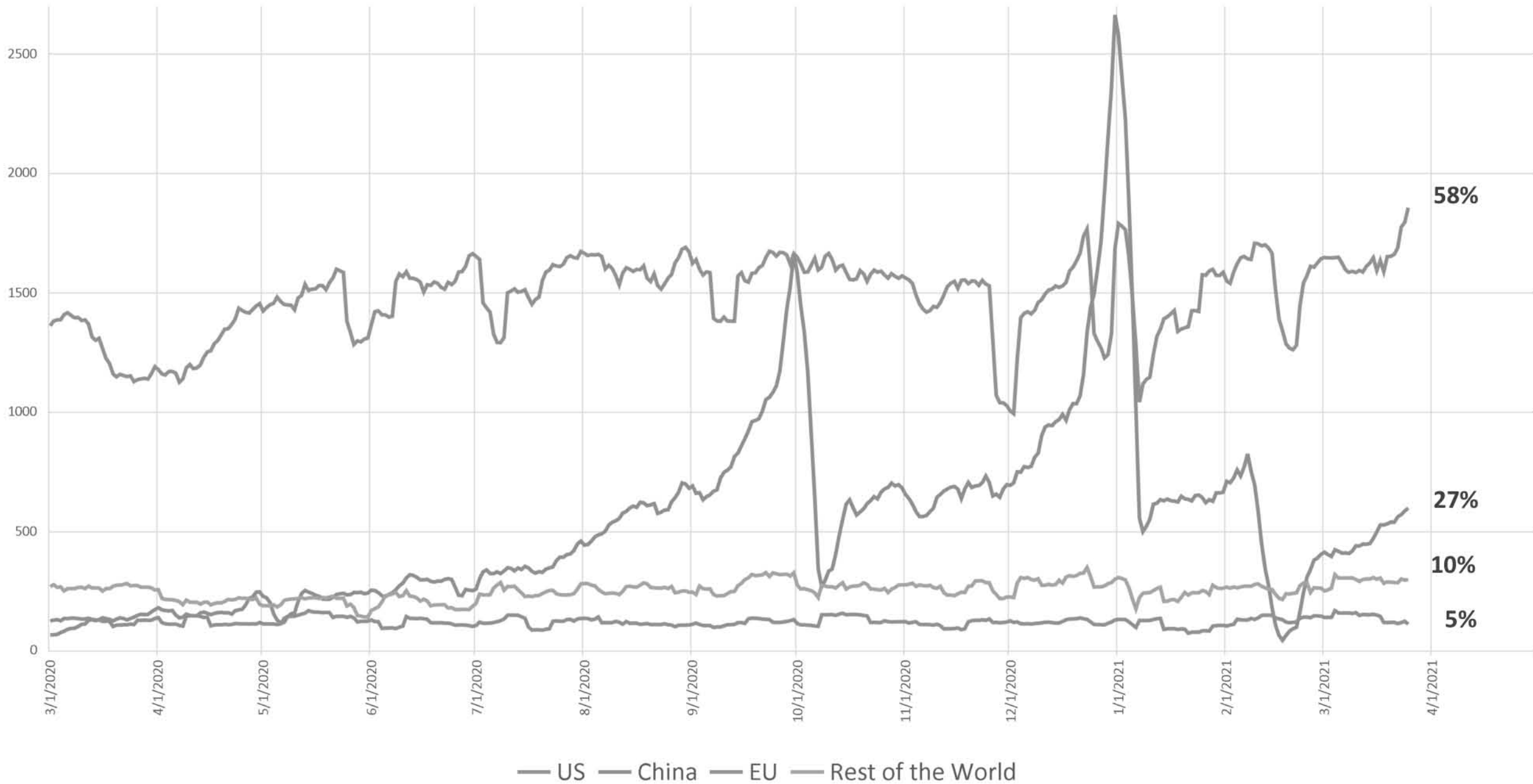
FY21 First Action Pendency vs. 10-year Average



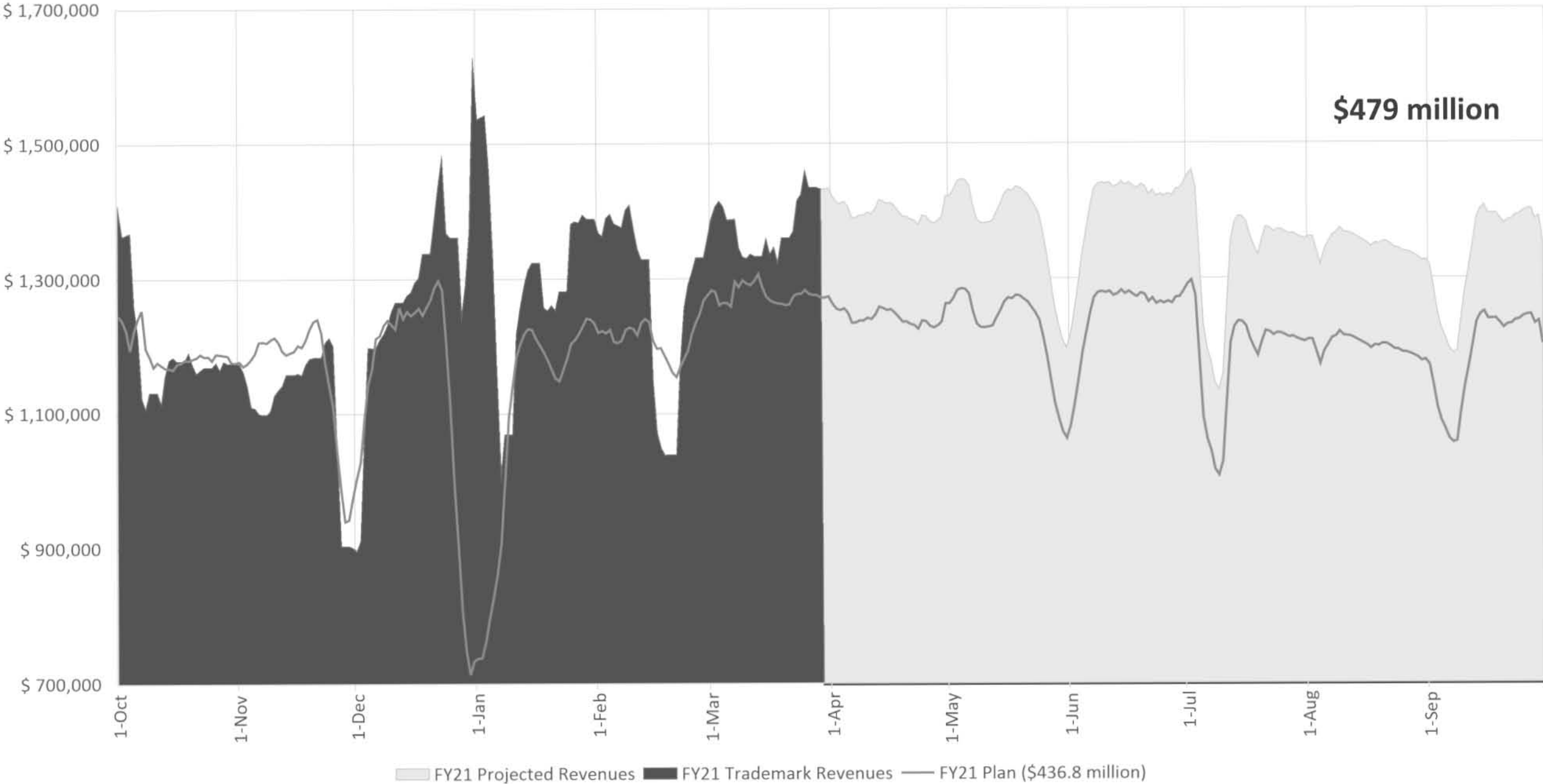
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

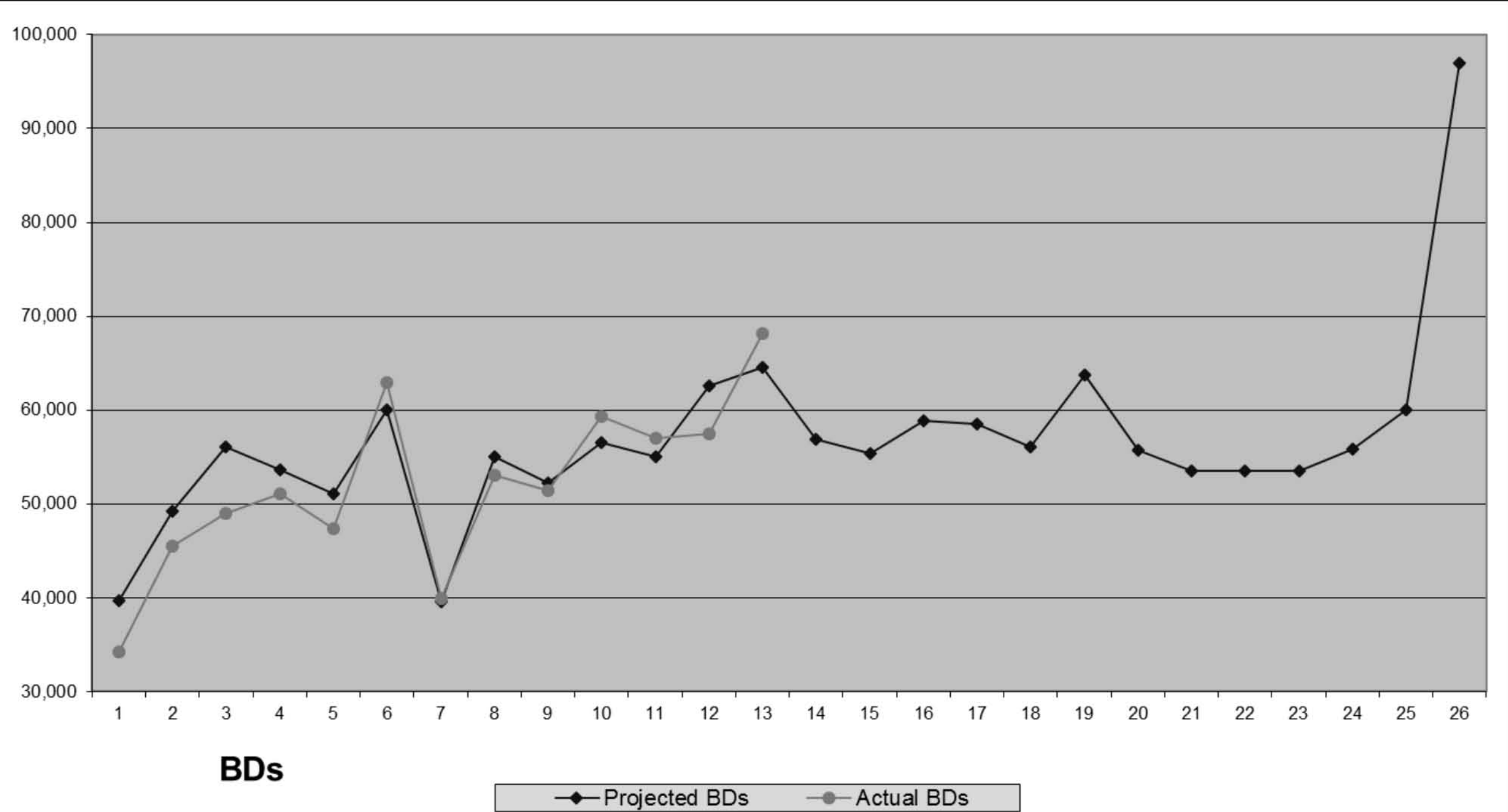


USPTO Application Filing Origins: US, China, EU and the Rest of the World

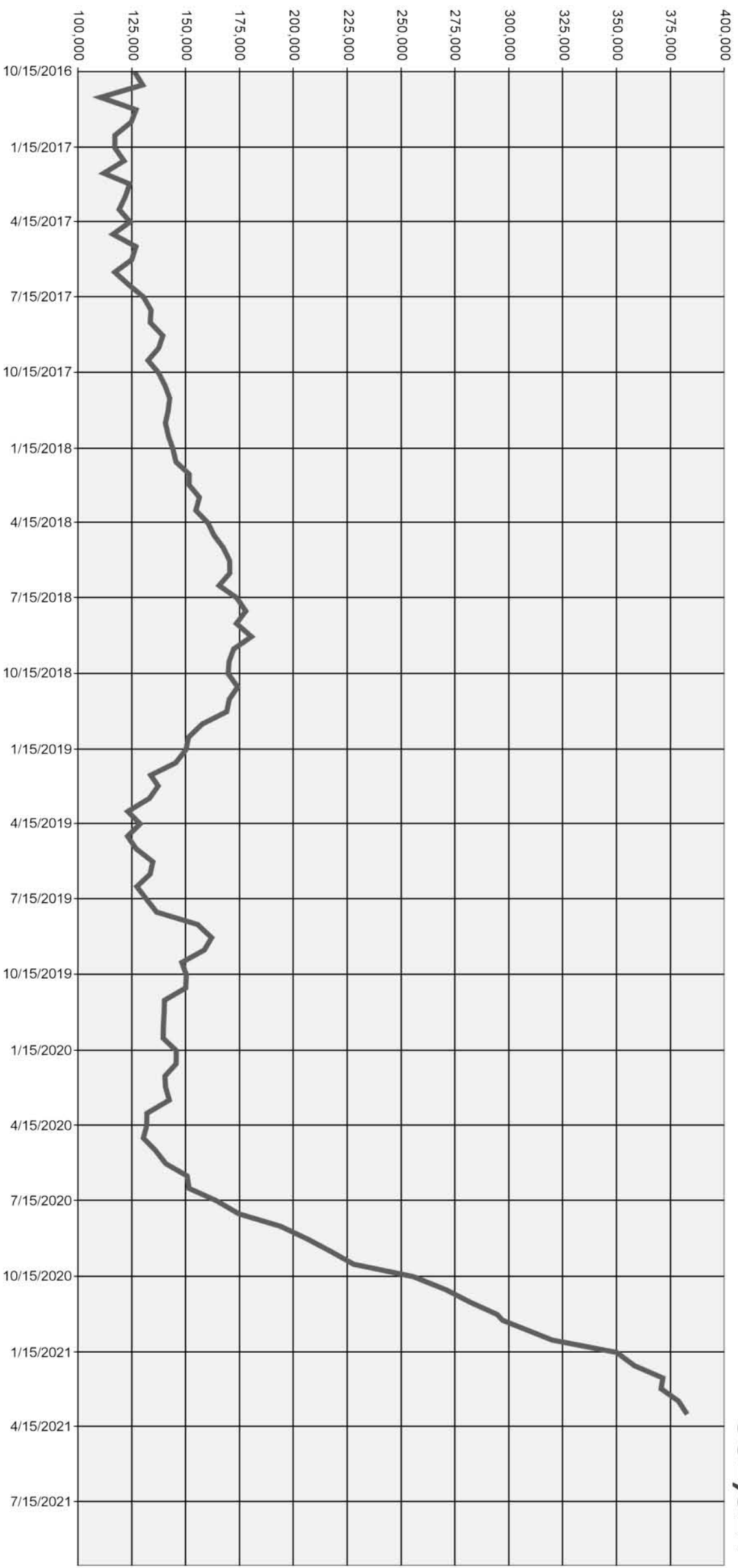


FY 2021 Daily TM Revenues



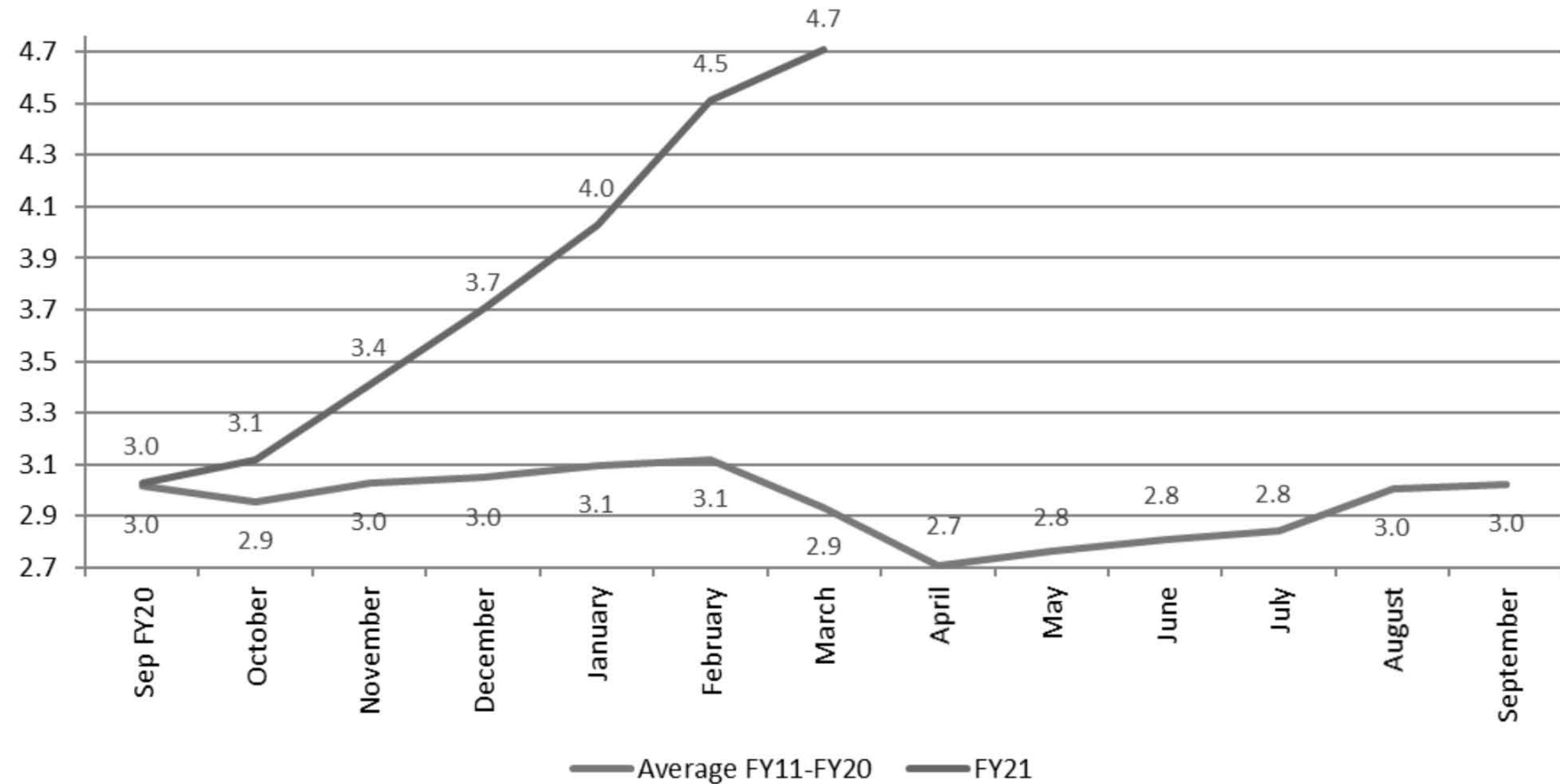


Unexamined Application Inventory (Classes)

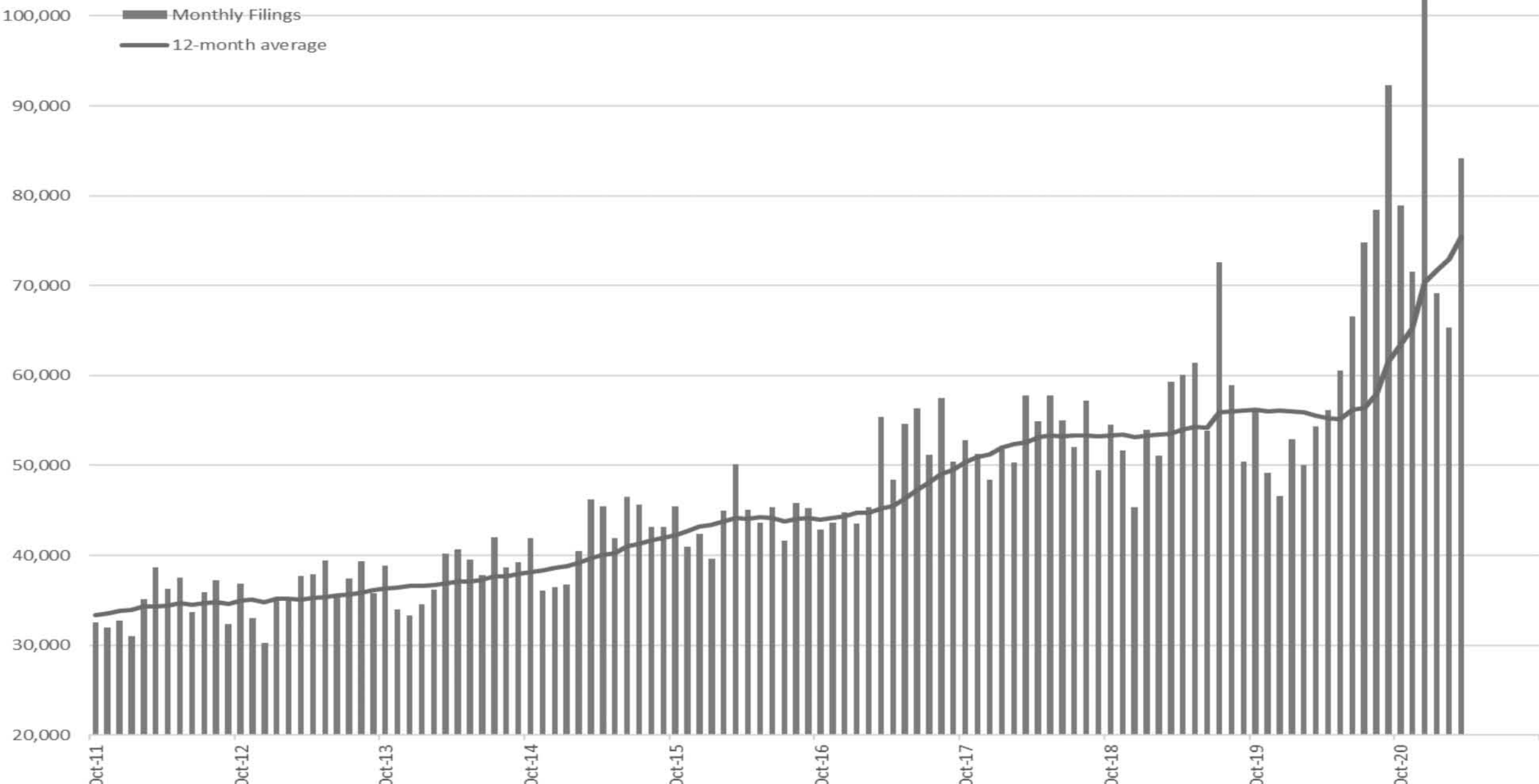


382,814

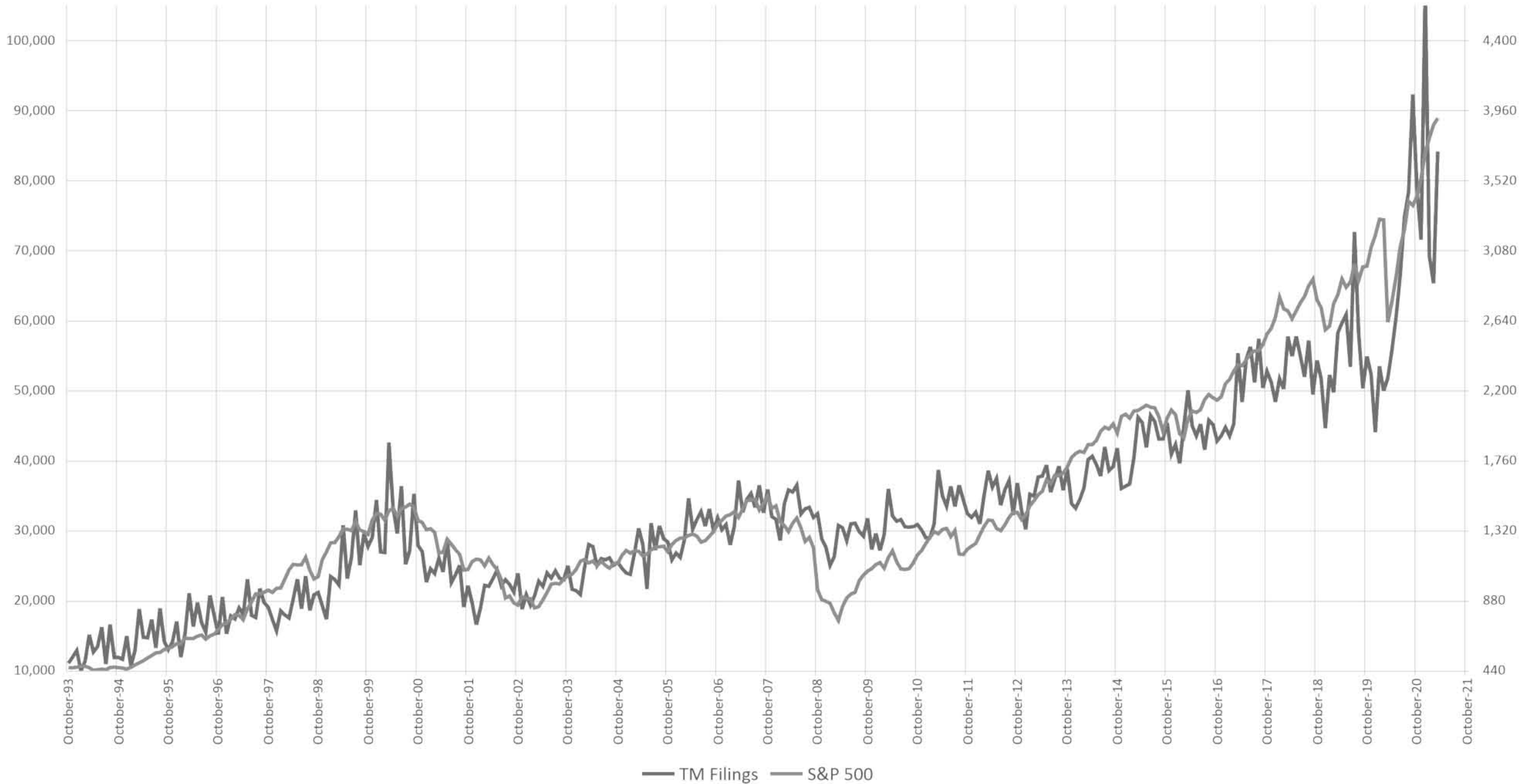
FY21 First Action Pendency vs. 10-year Average



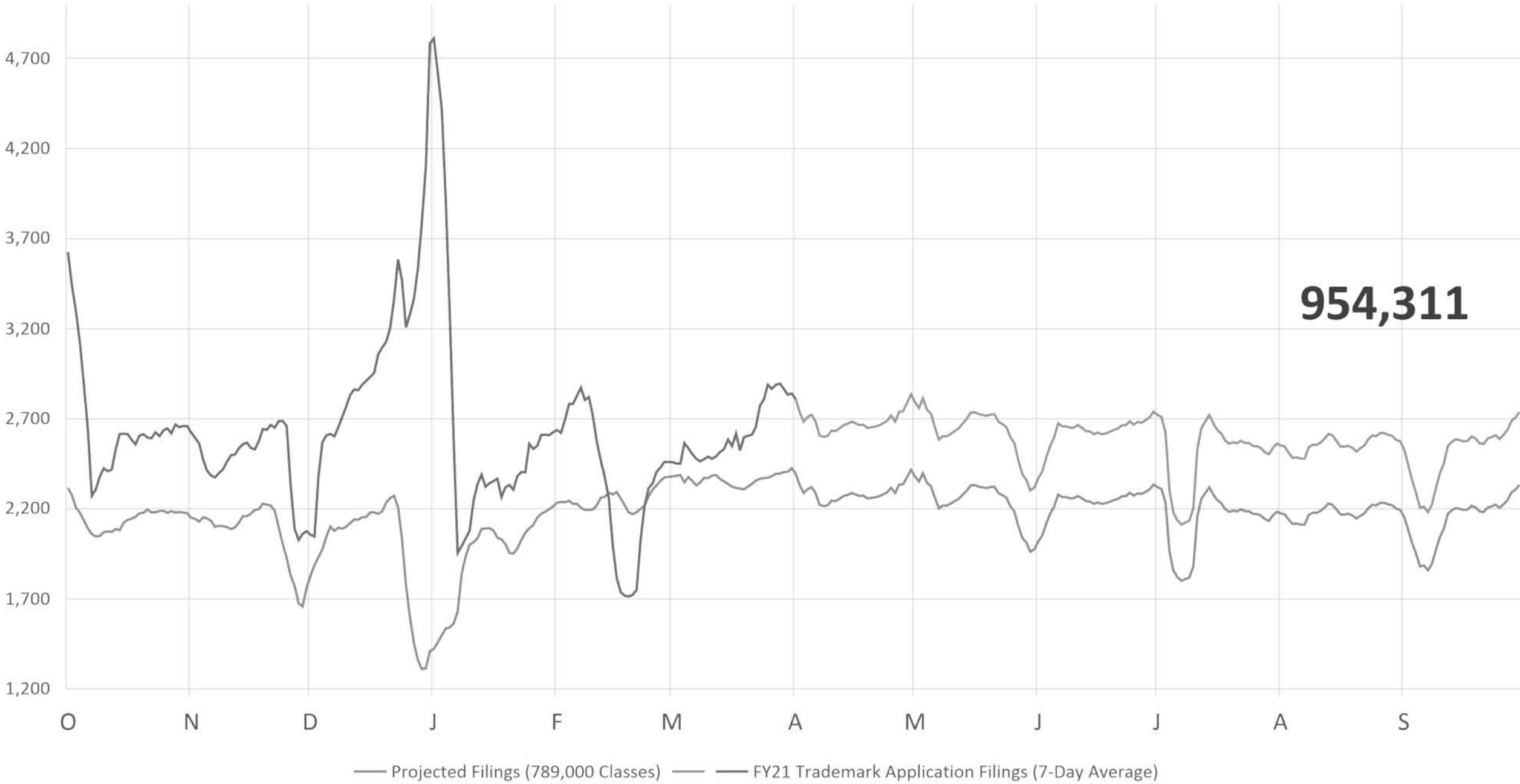
Monthly Application Filings (Classes) Since FY 2012



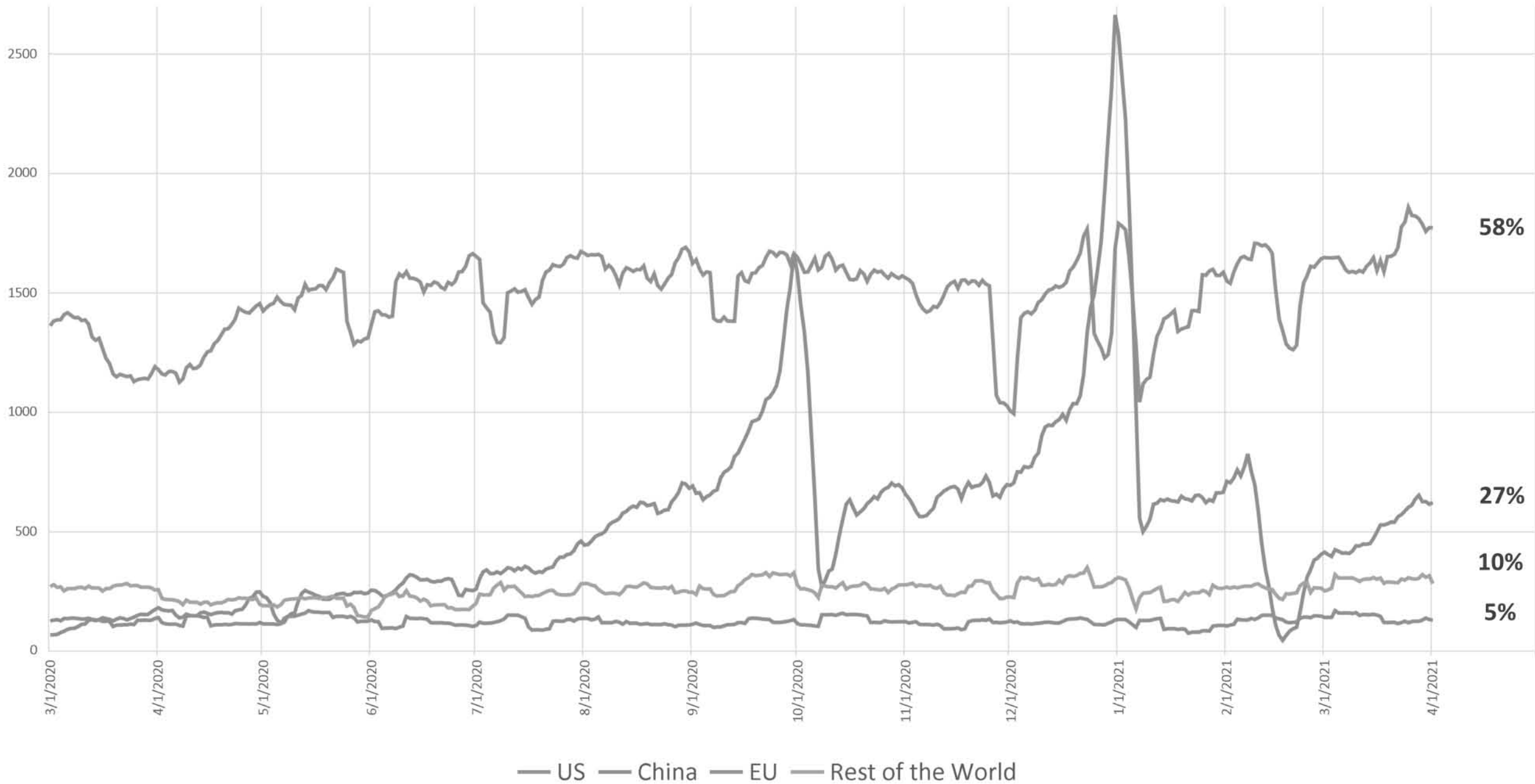
Trademark Monthly Filings v. S&P 500 Monthly Average Closing Price



FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

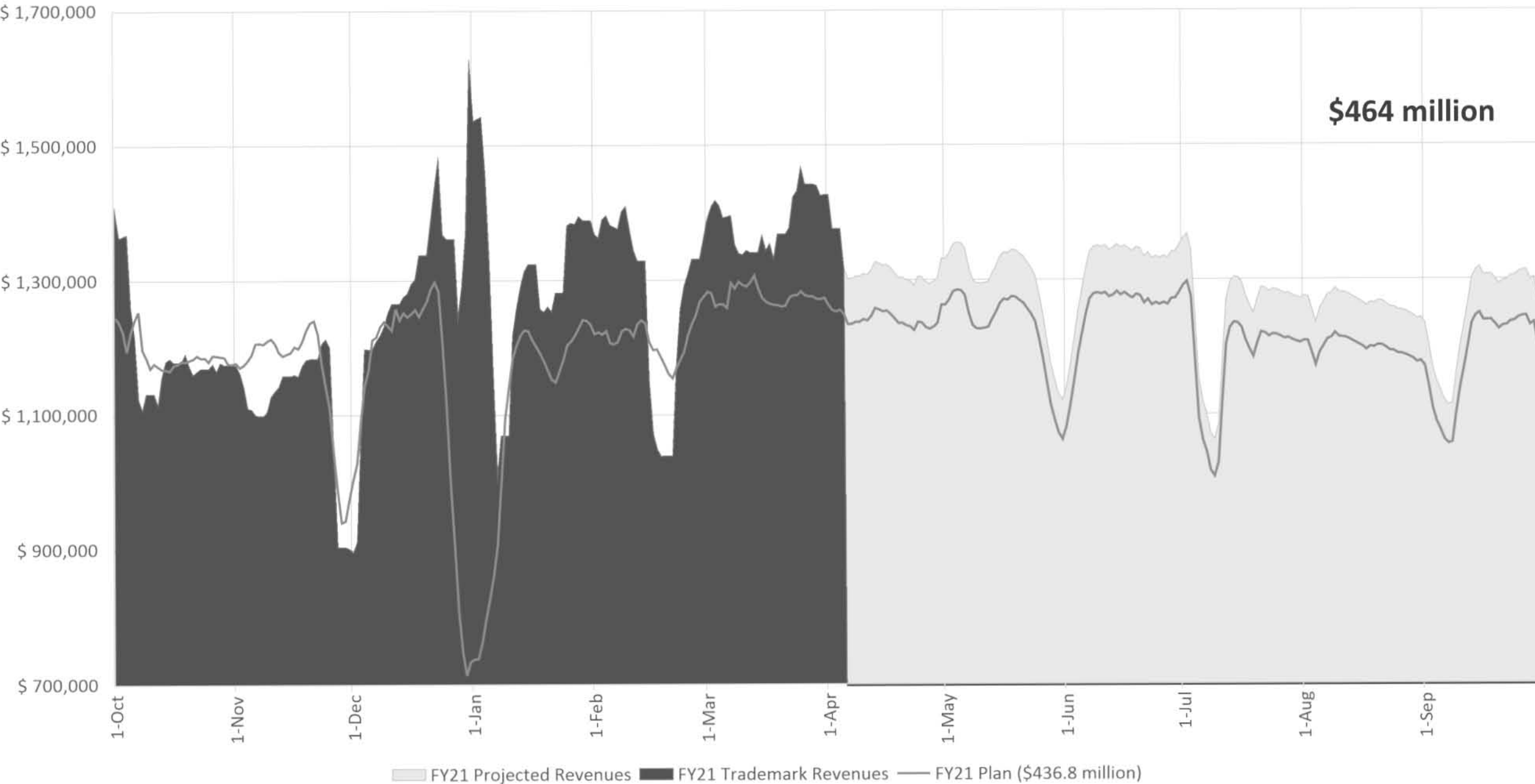


USPTO Application Filing Origins: US, China, EU and the Rest of the World

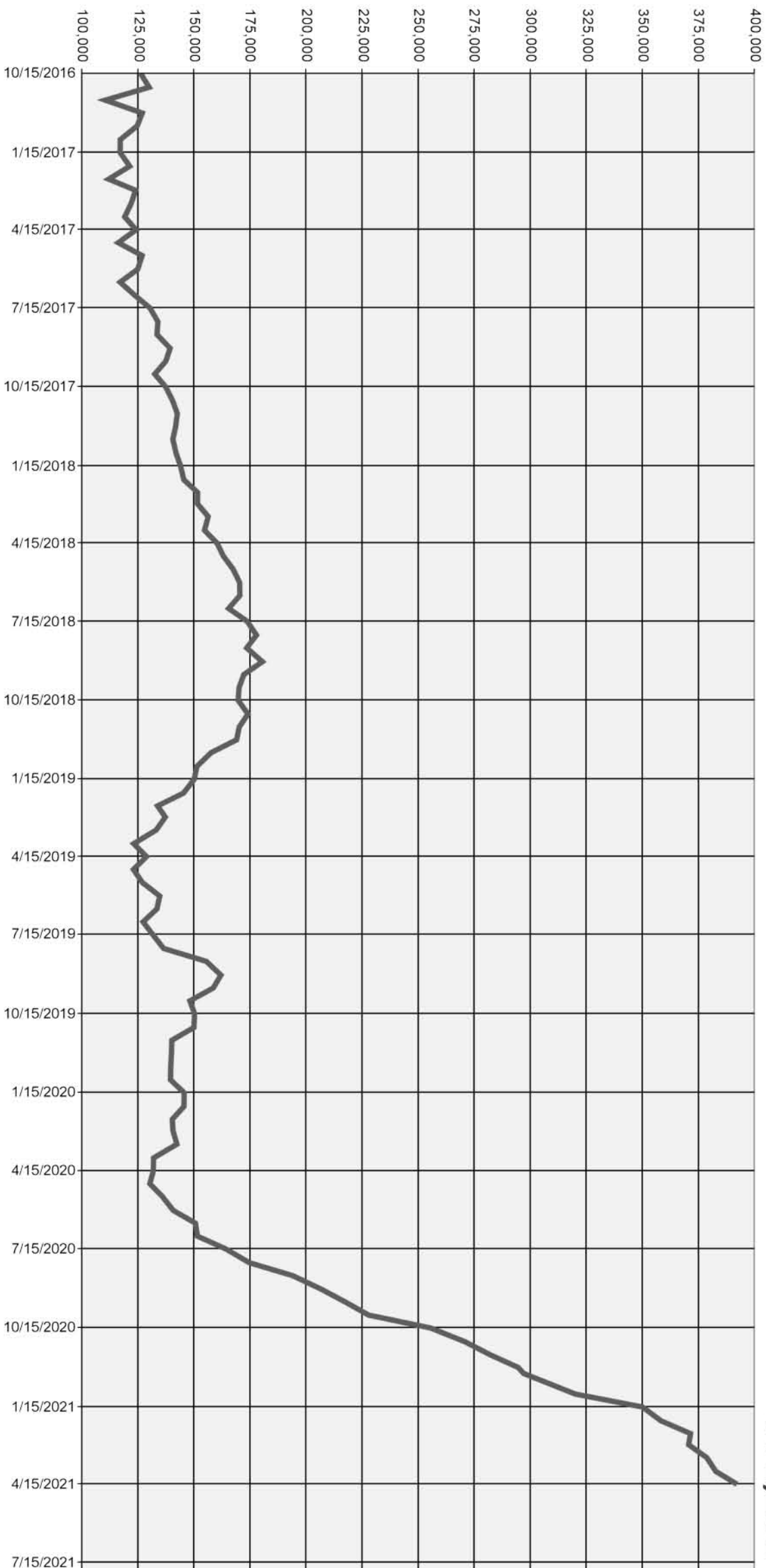


FY 2021 Daily TM Revenues

\$464 million

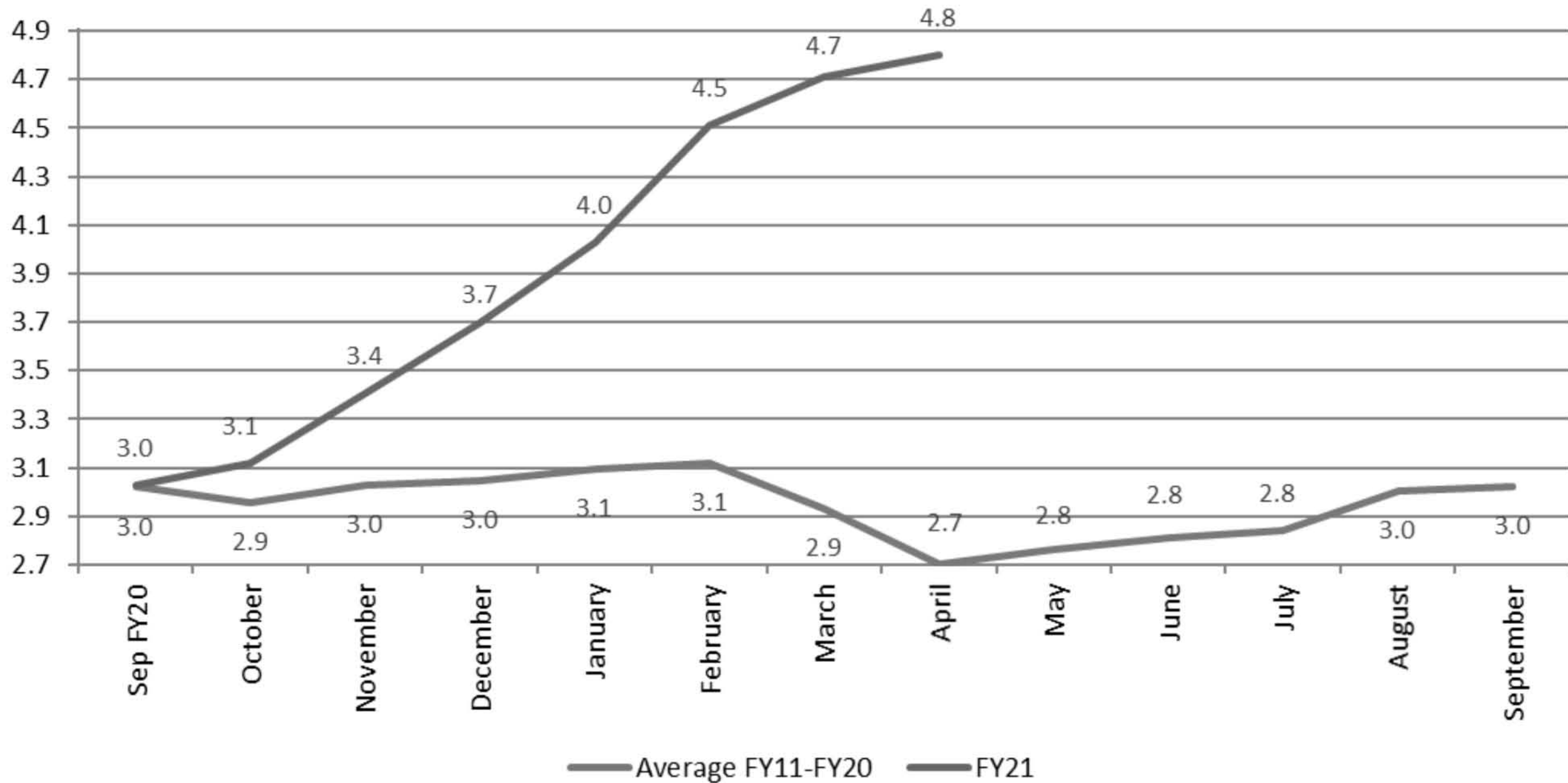


Unexamined Application Inventory (Classes)

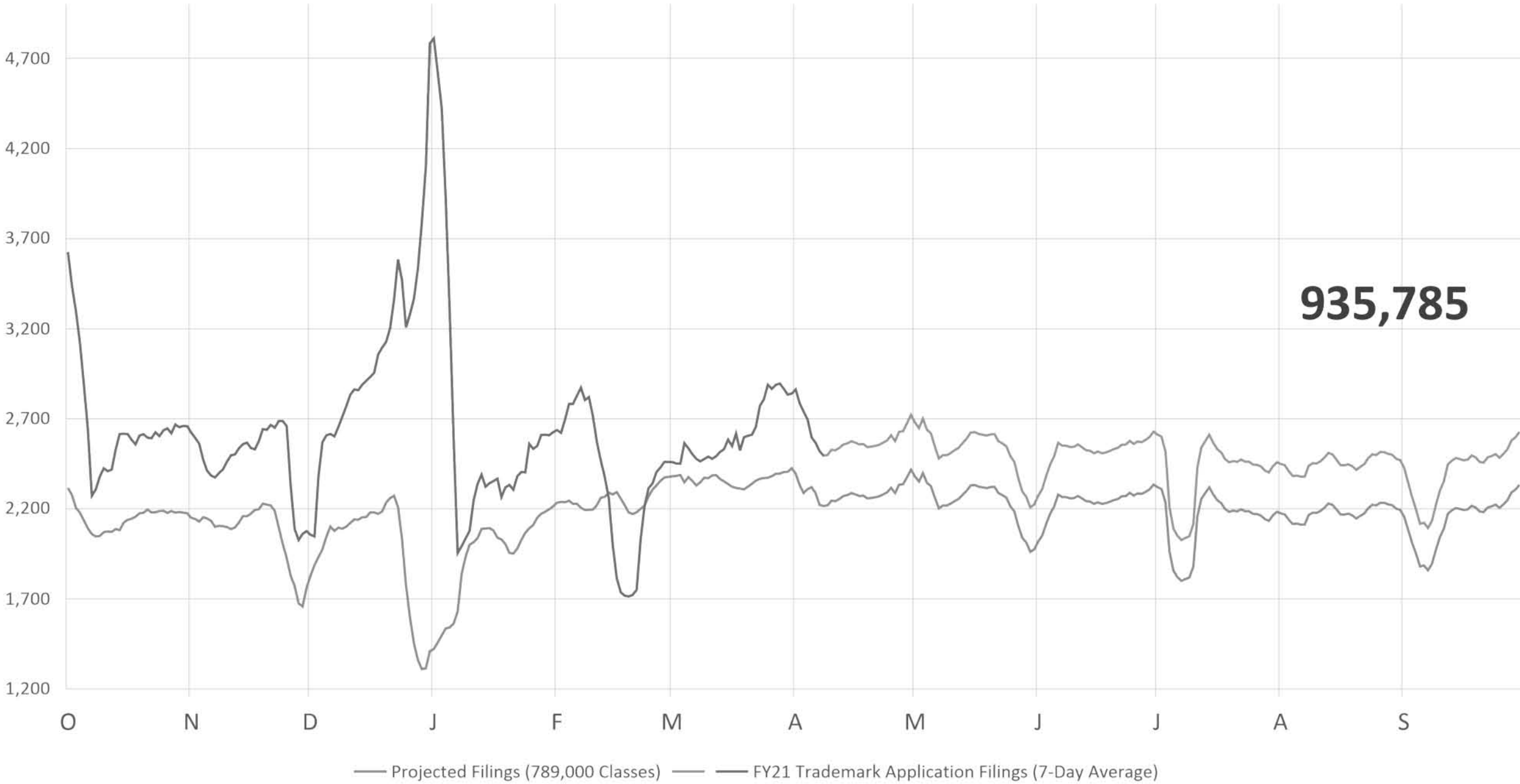


392,261

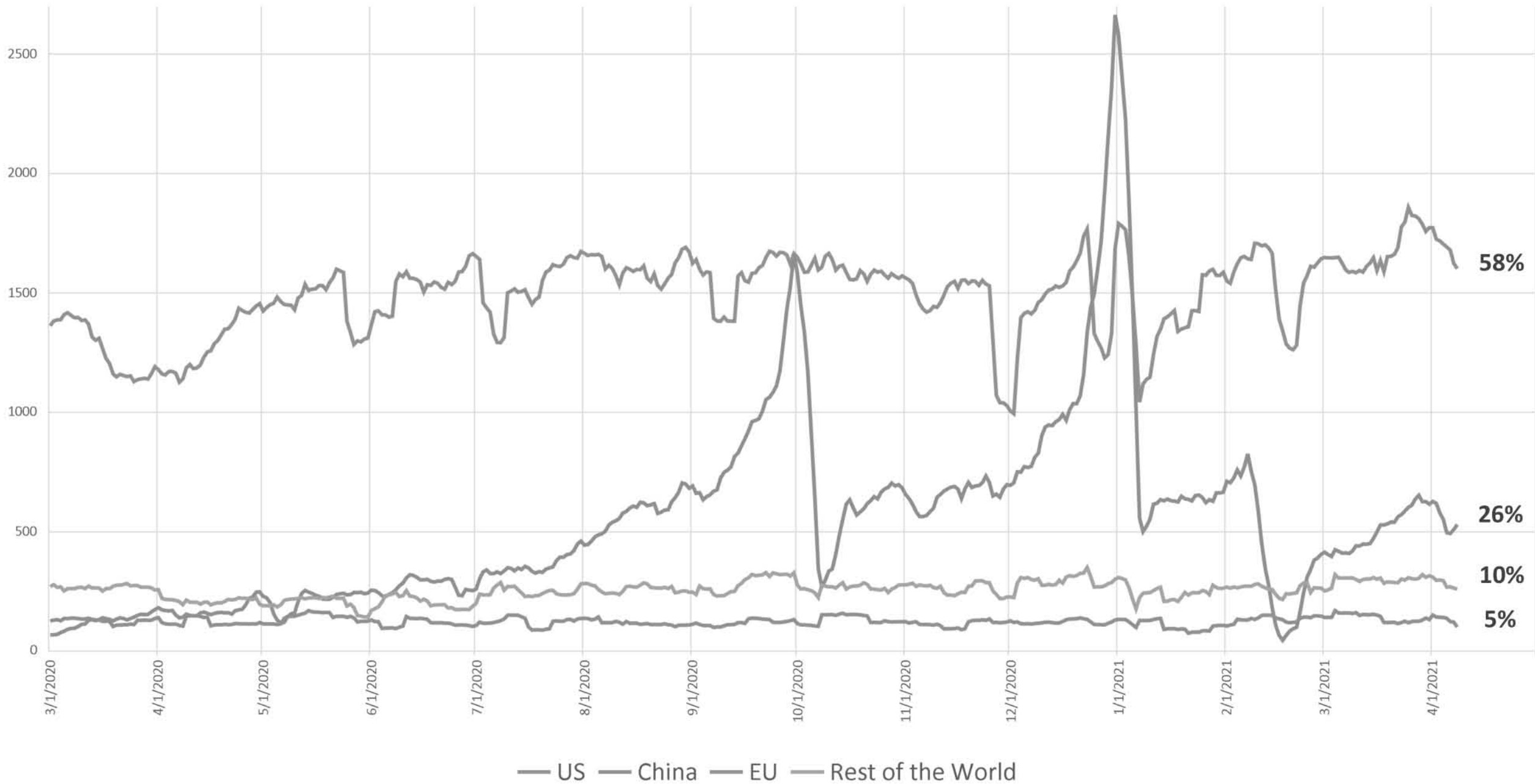
FY21 First Action Pendency vs. 10-year Average



FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)

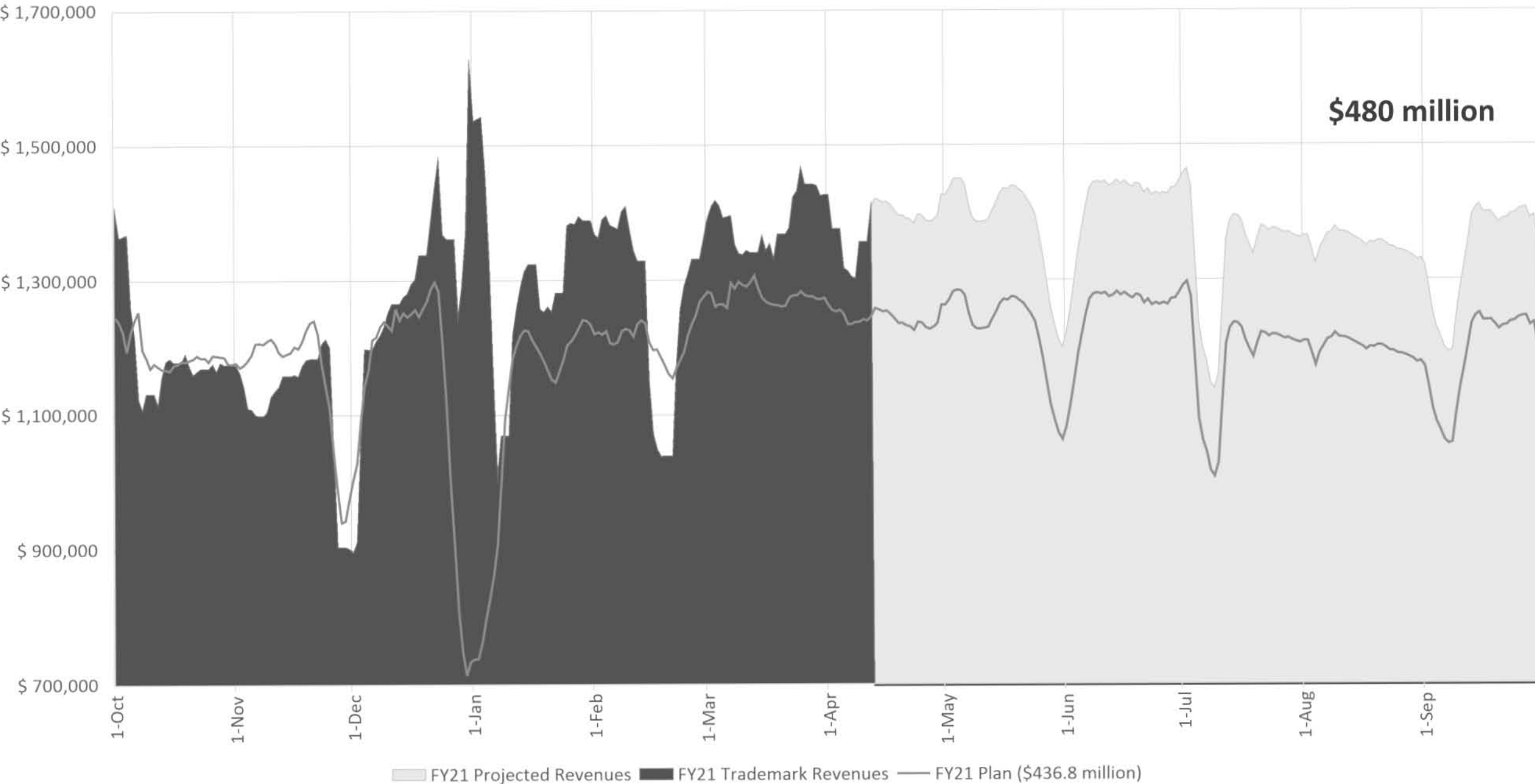


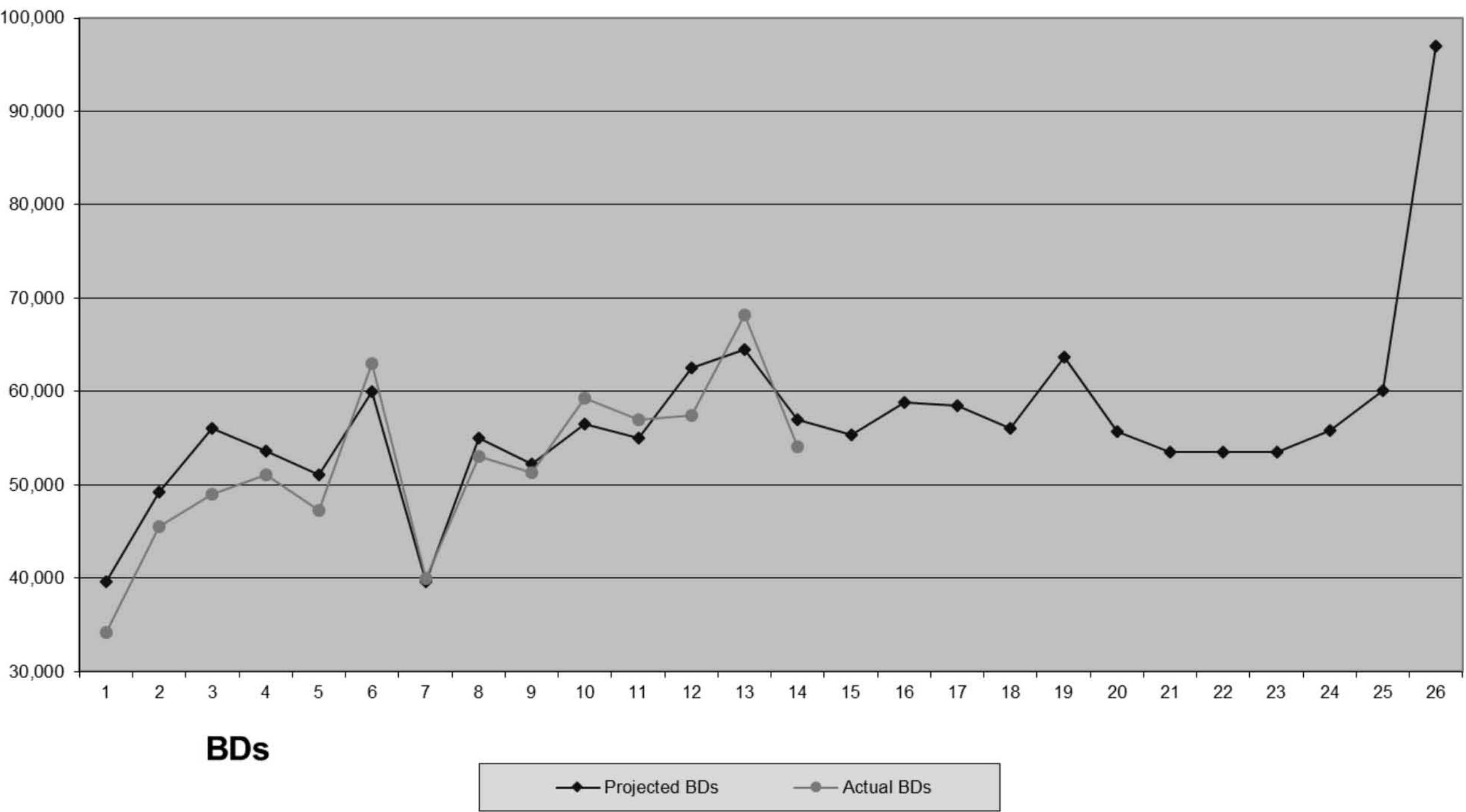
USPTO Application Filing Origins: US, China, EU and the Rest of the World



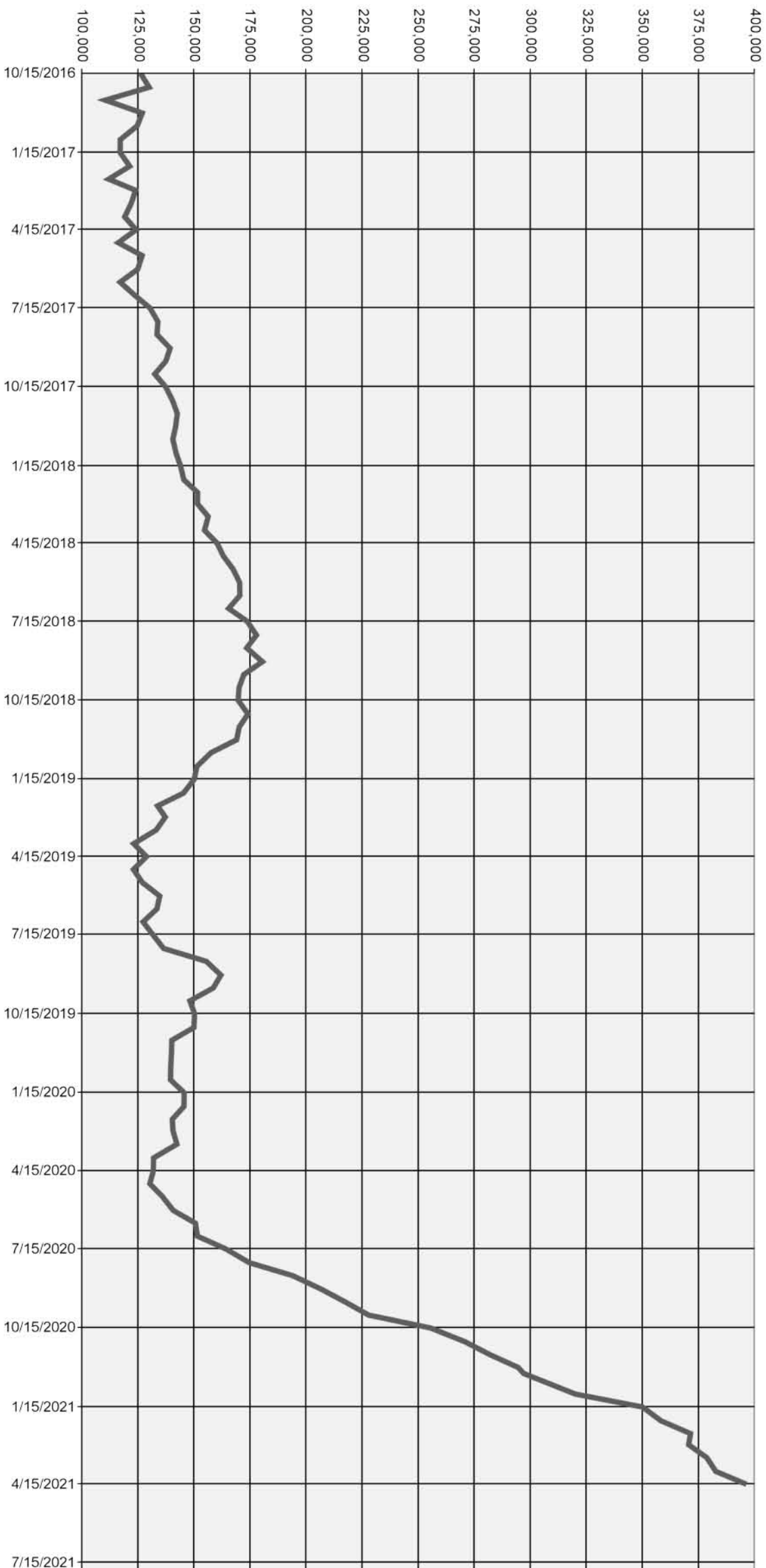
FY 2021 Daily TM Revenues

\$480 million



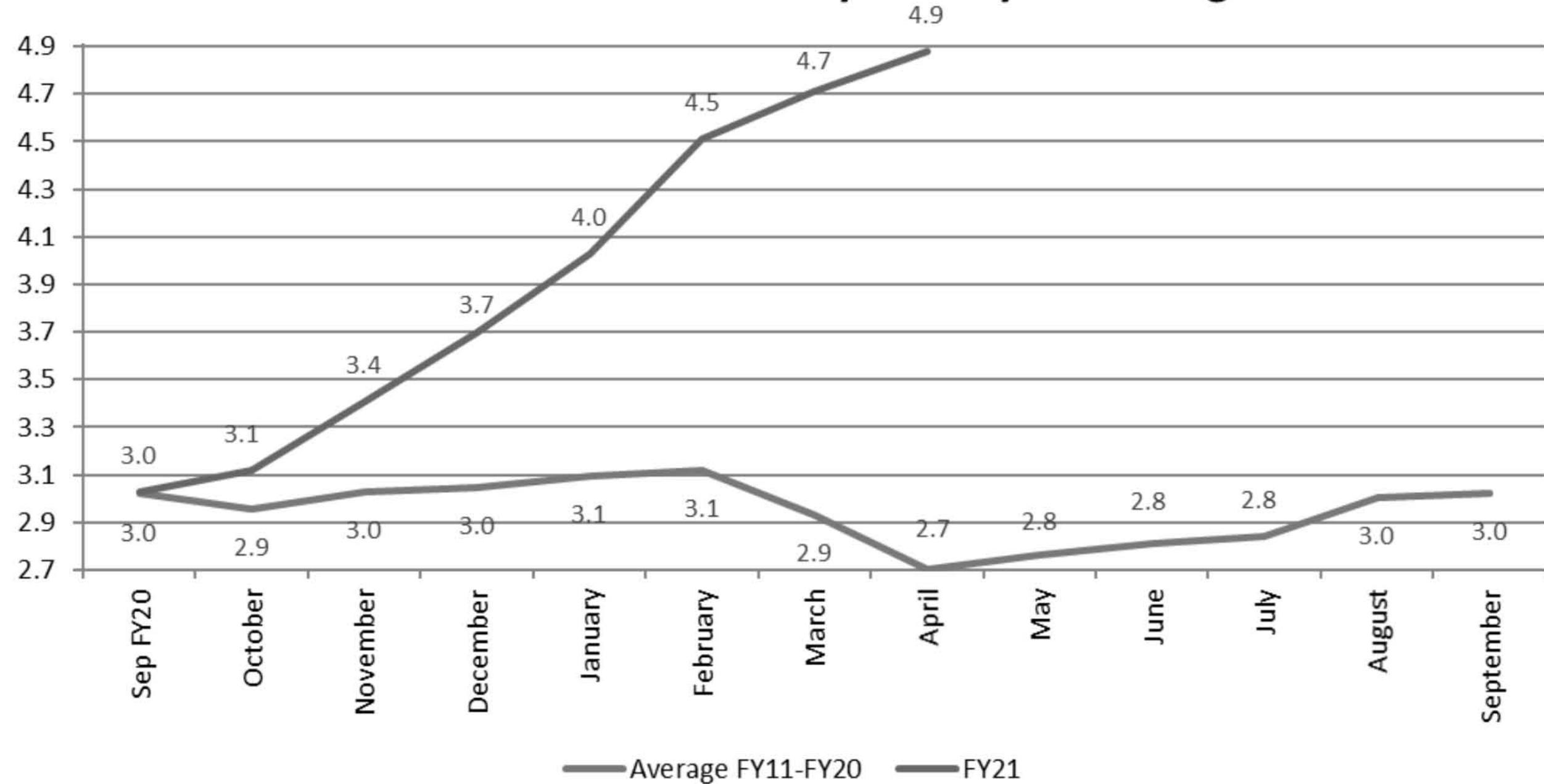


Unexamined Application Inventory (Classes)

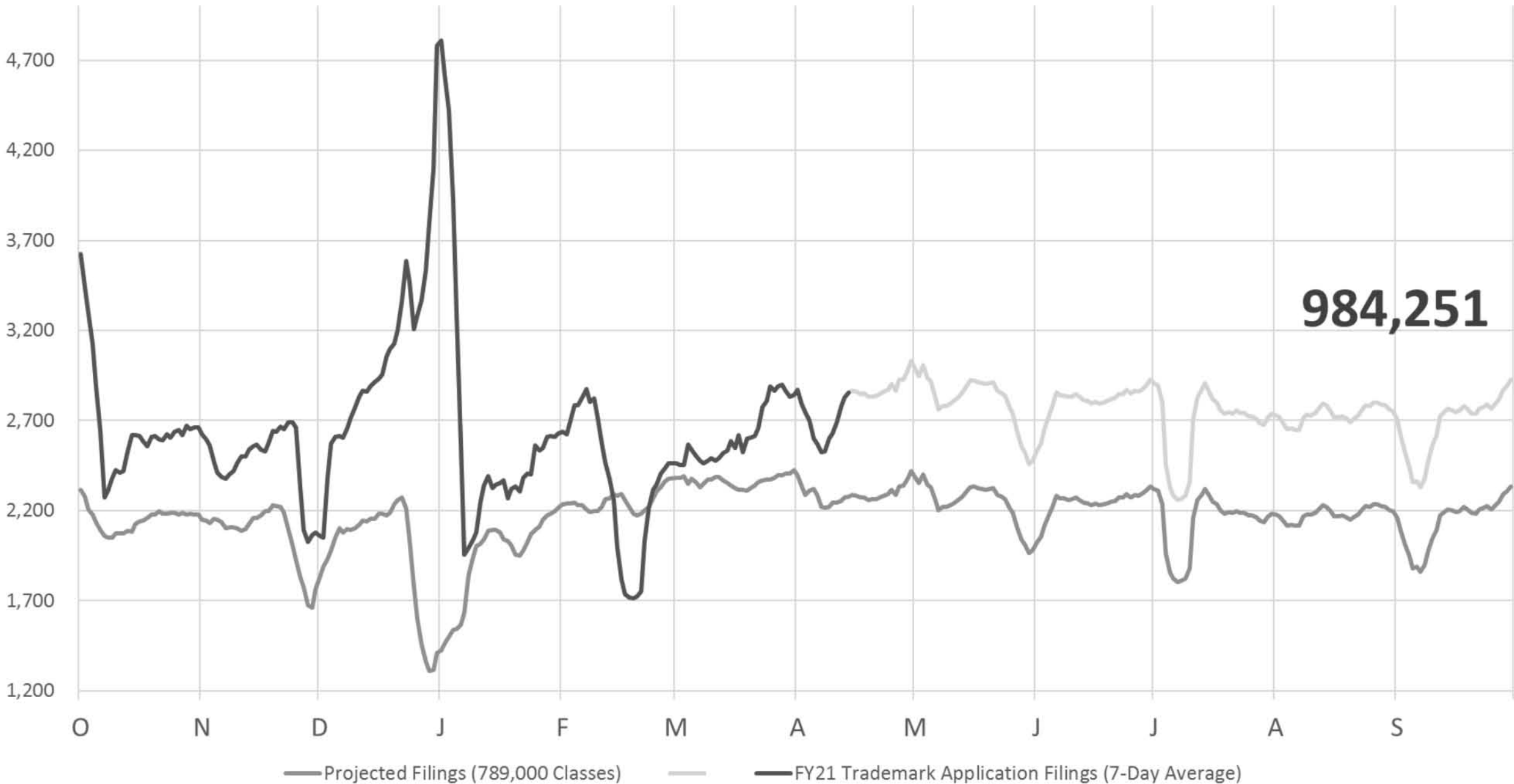


396,434

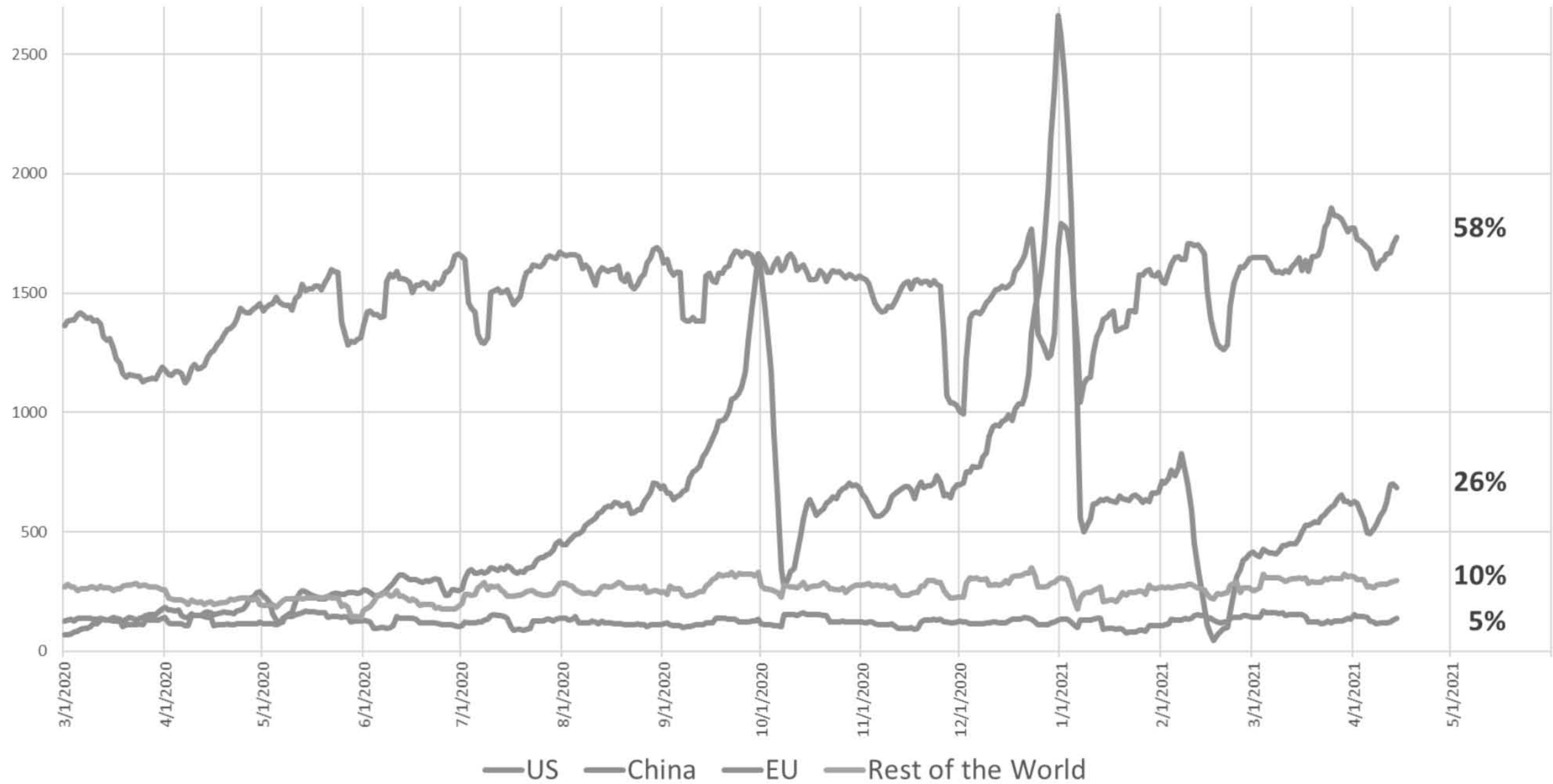
FY21 First Action Pendency vs. 10-year Average



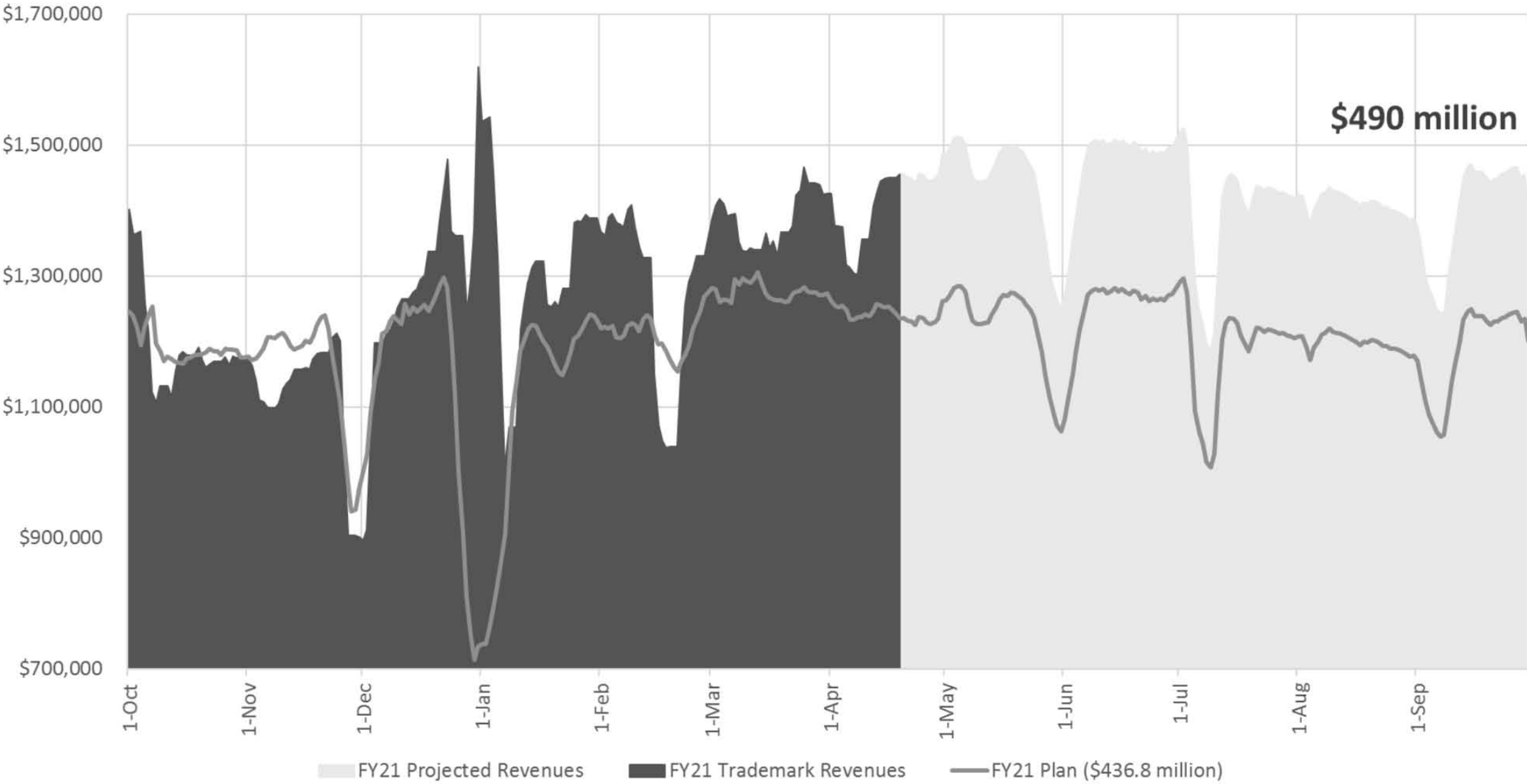
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



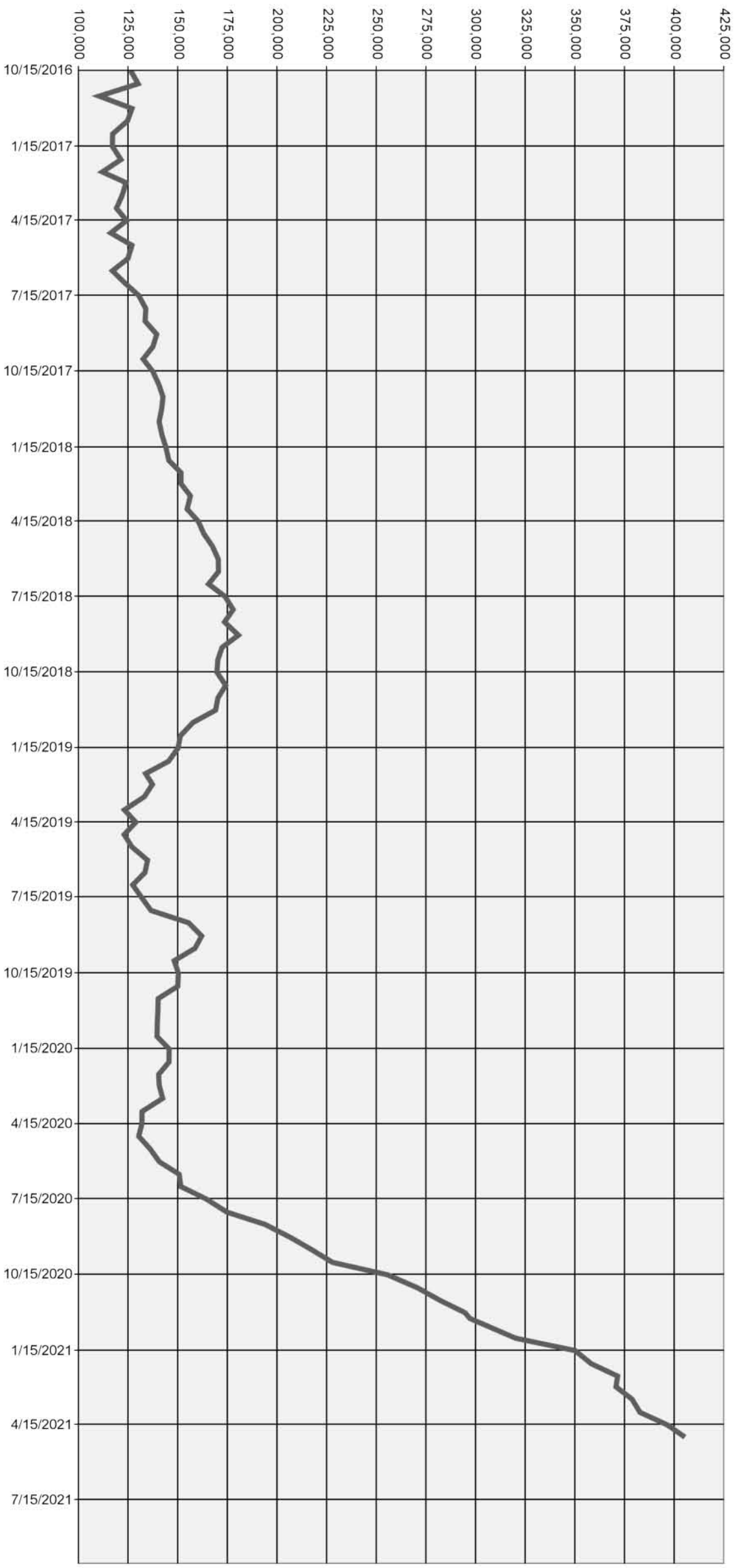
USPTO Application Filing Origins: US, China, EU and the Rest of the World



FY 2021 Daily TM Revenues

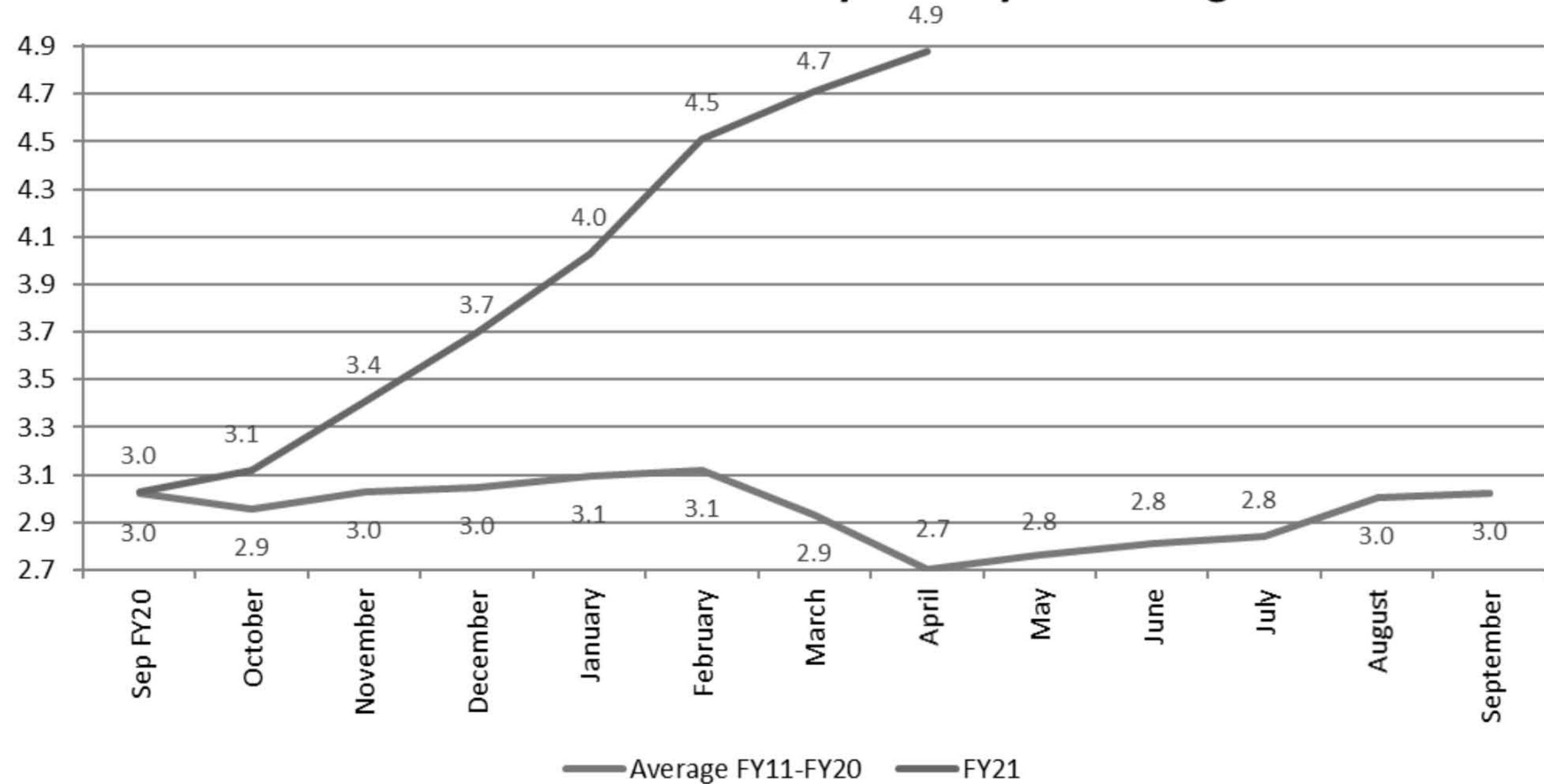


Unexamined Application Inventory (Classes)

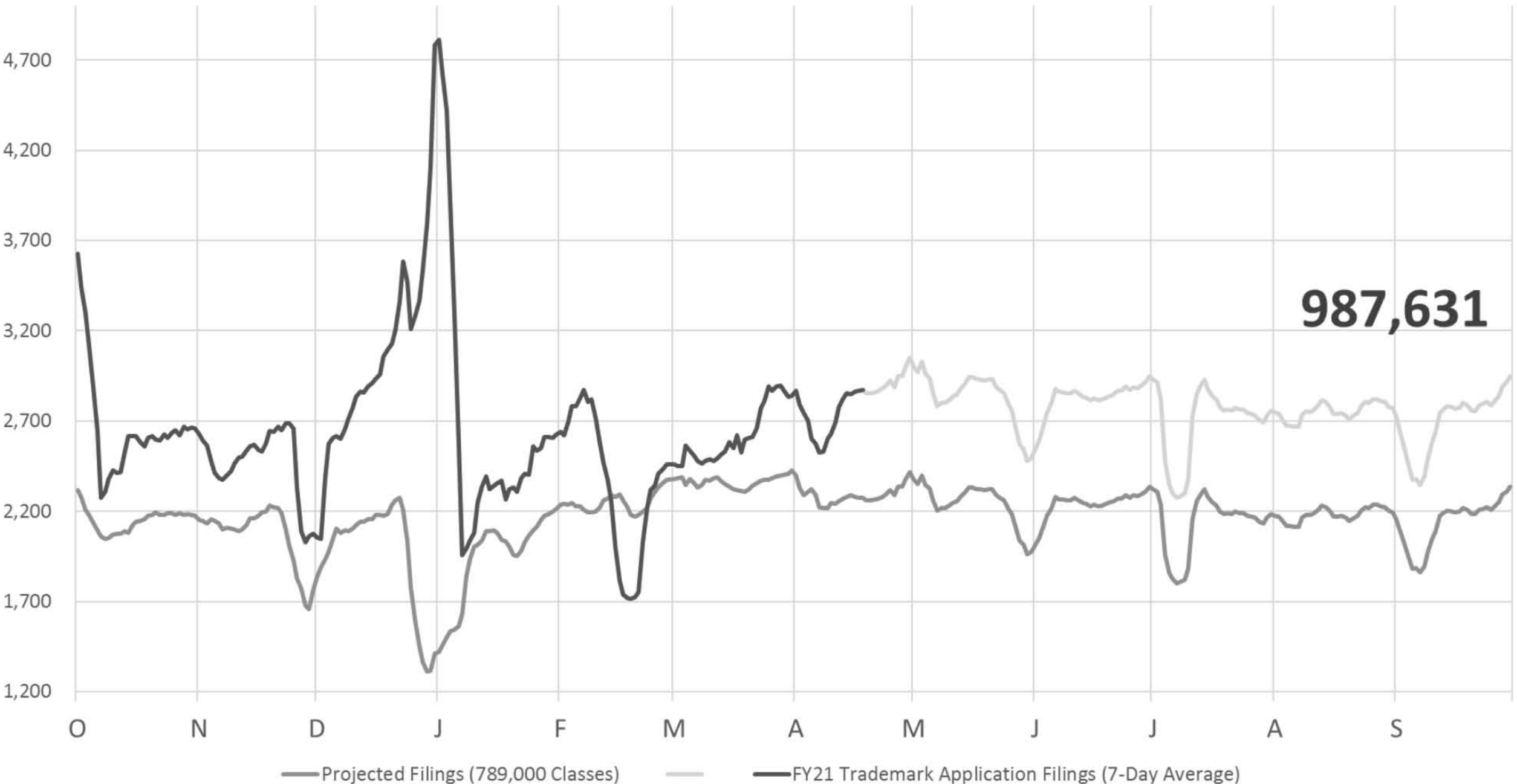


405,424

FY21 First Action Pendency vs. 10-year Average



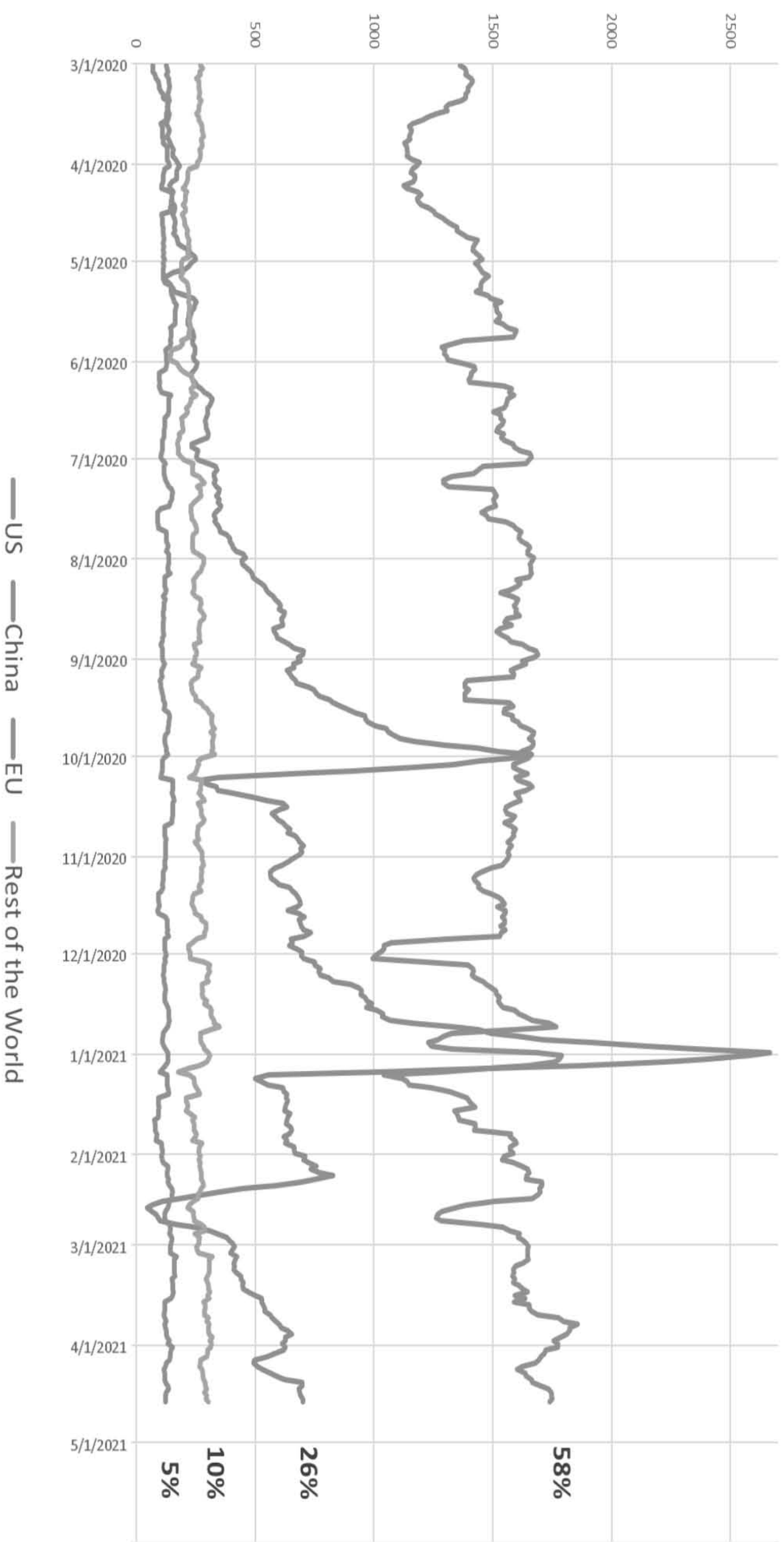
FY21 Daily Trademark Application Filings: Actuals Compared to Plan (789,000 Classes)



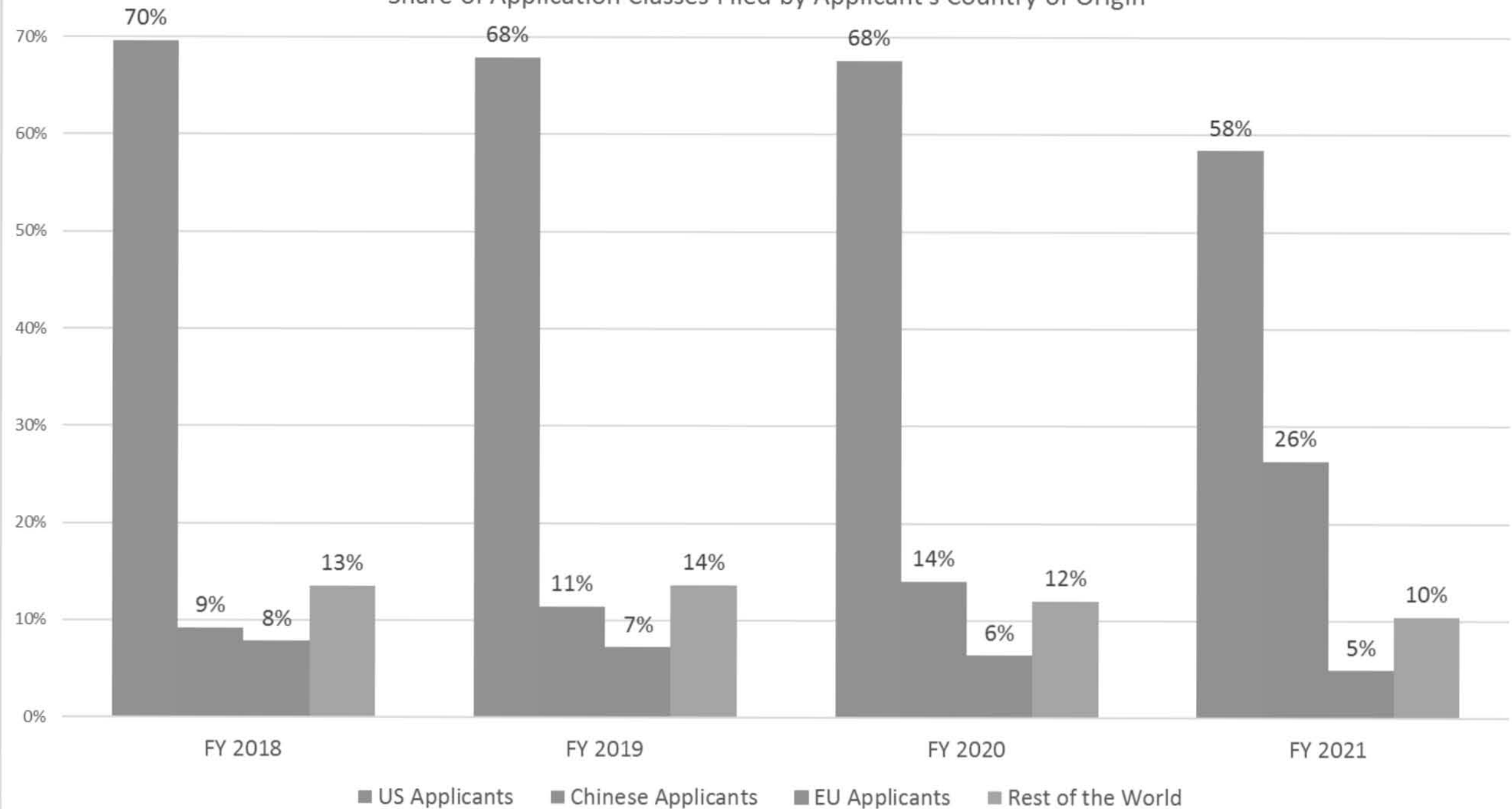
987,631

— Projected Filings (789,000 Classes) — FY21 Trademark Application Filings (7-Day Average)

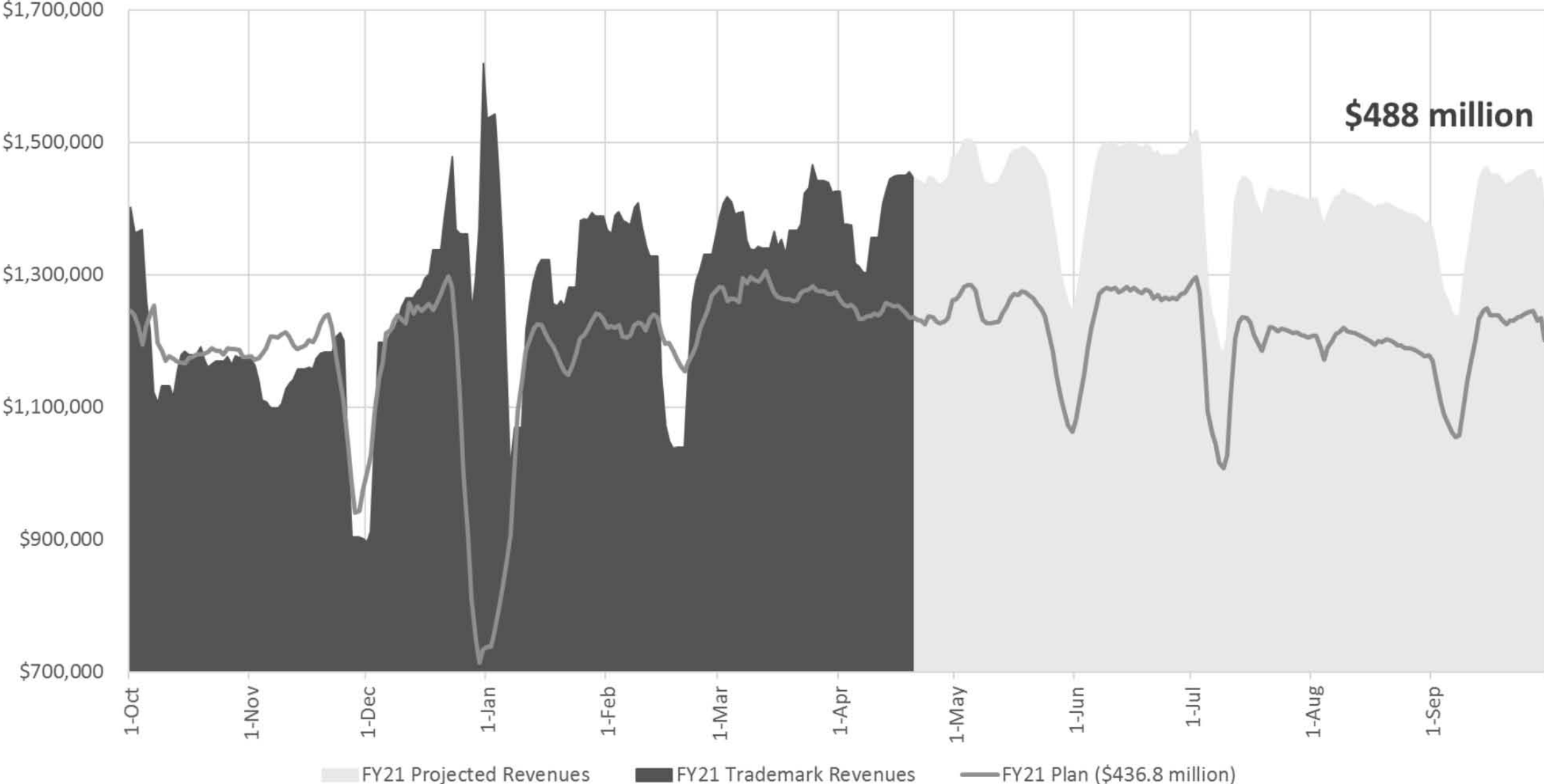
USPTO Application Filing Origins: US, China, EU and the Rest of the World



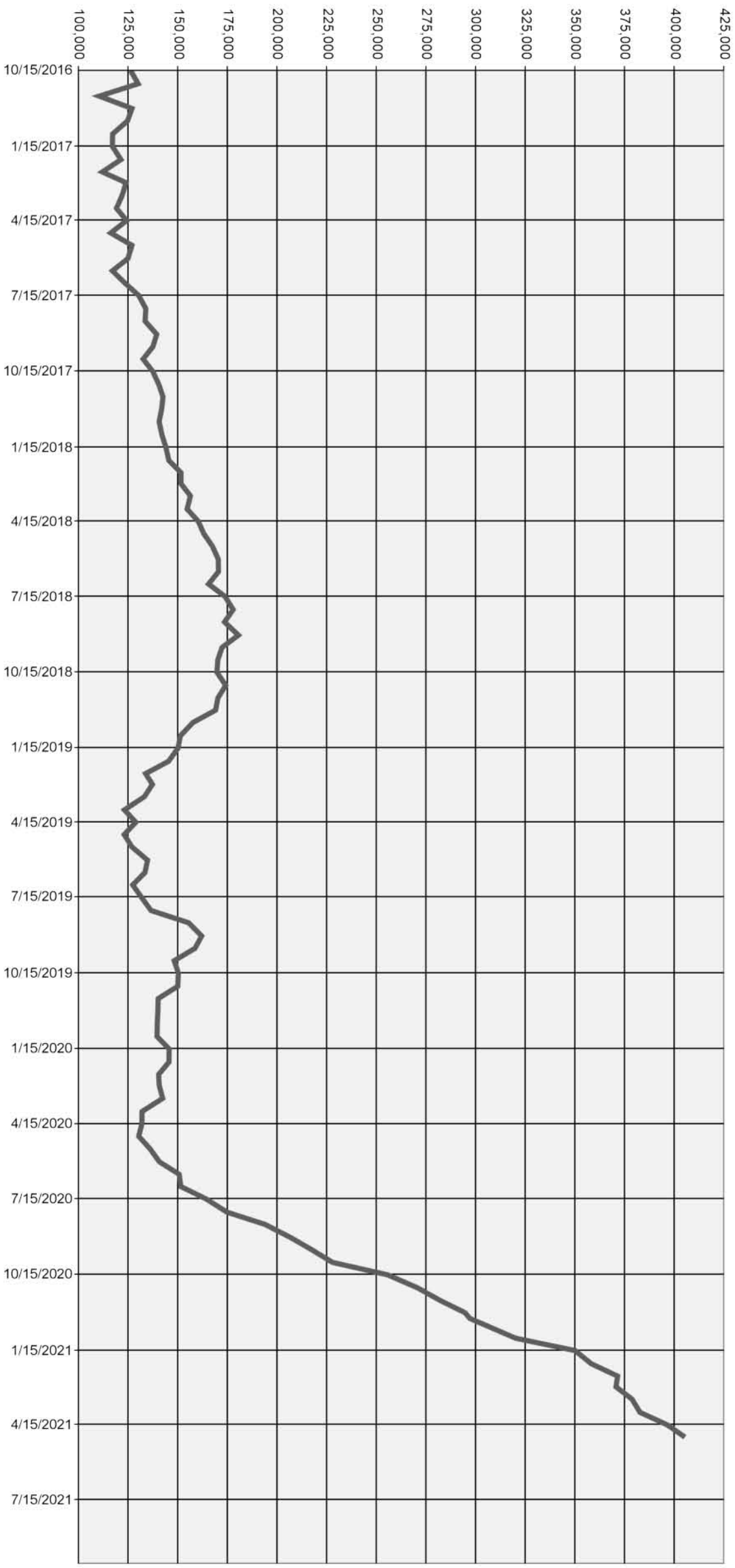
Share of Application Classes Filed by Applicant's Country of Origin



FY 2021 Daily TM Revenues

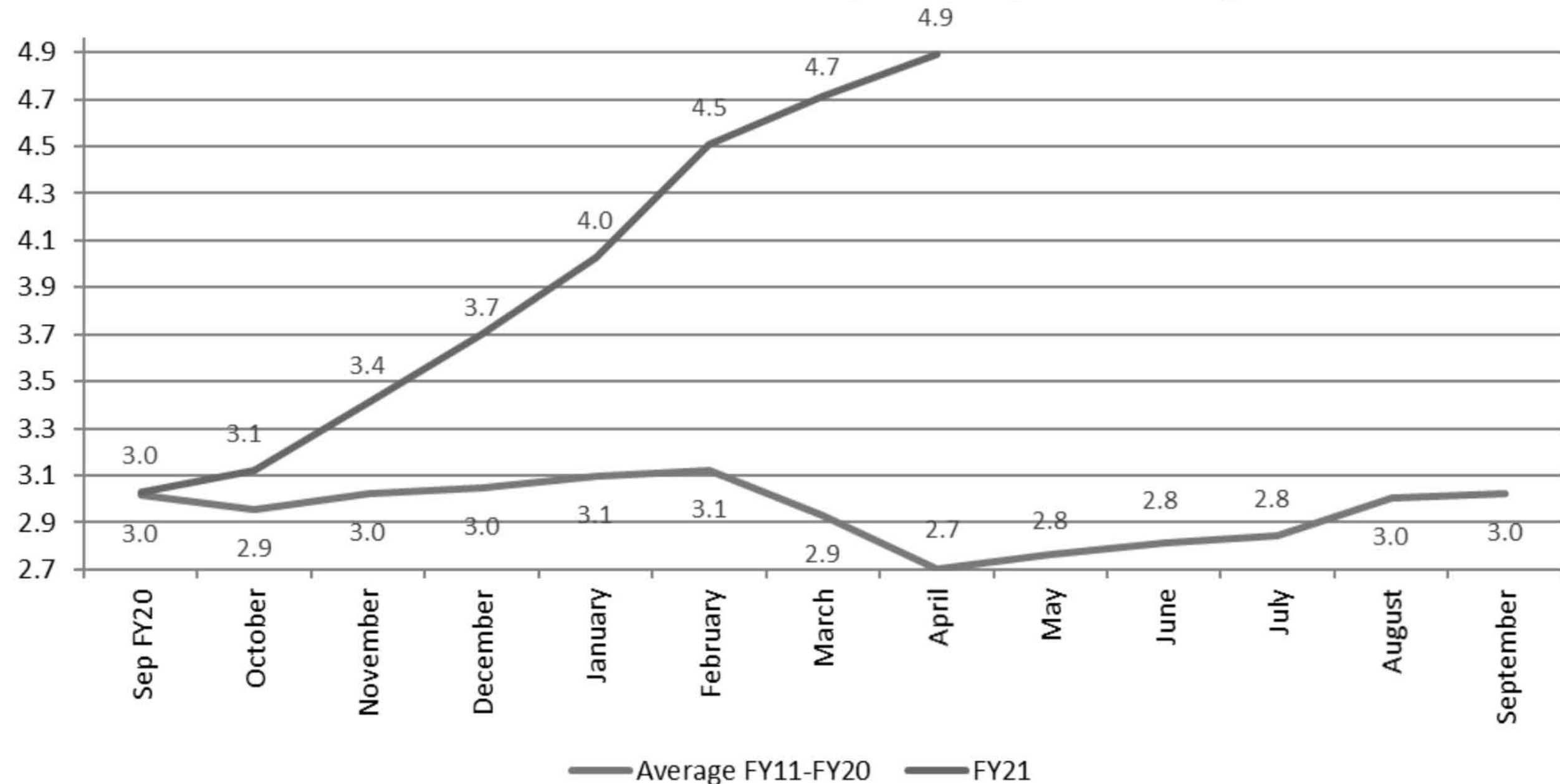


Unexamined Application Inventory (Classes)



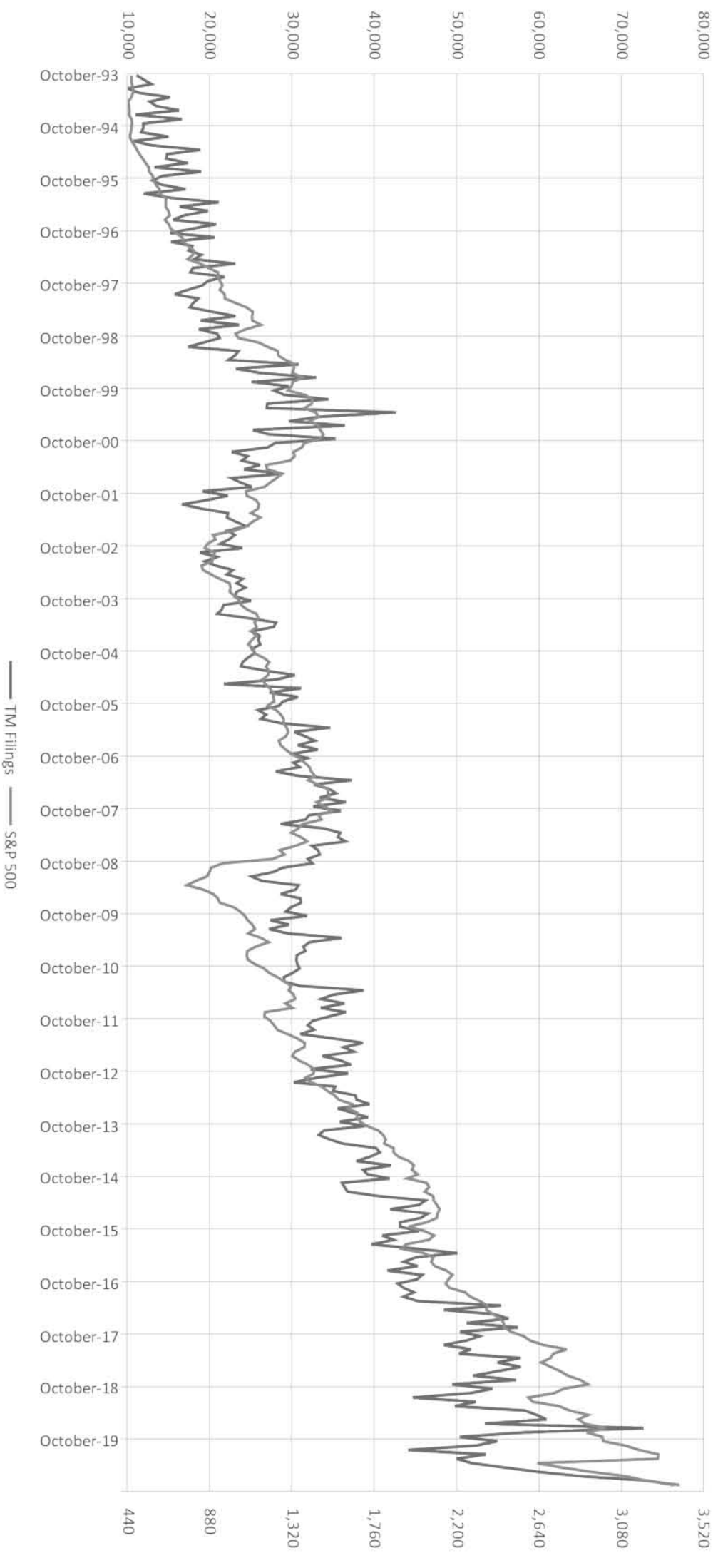
405,424

FY21 First Action Pendency vs. 10-year Average



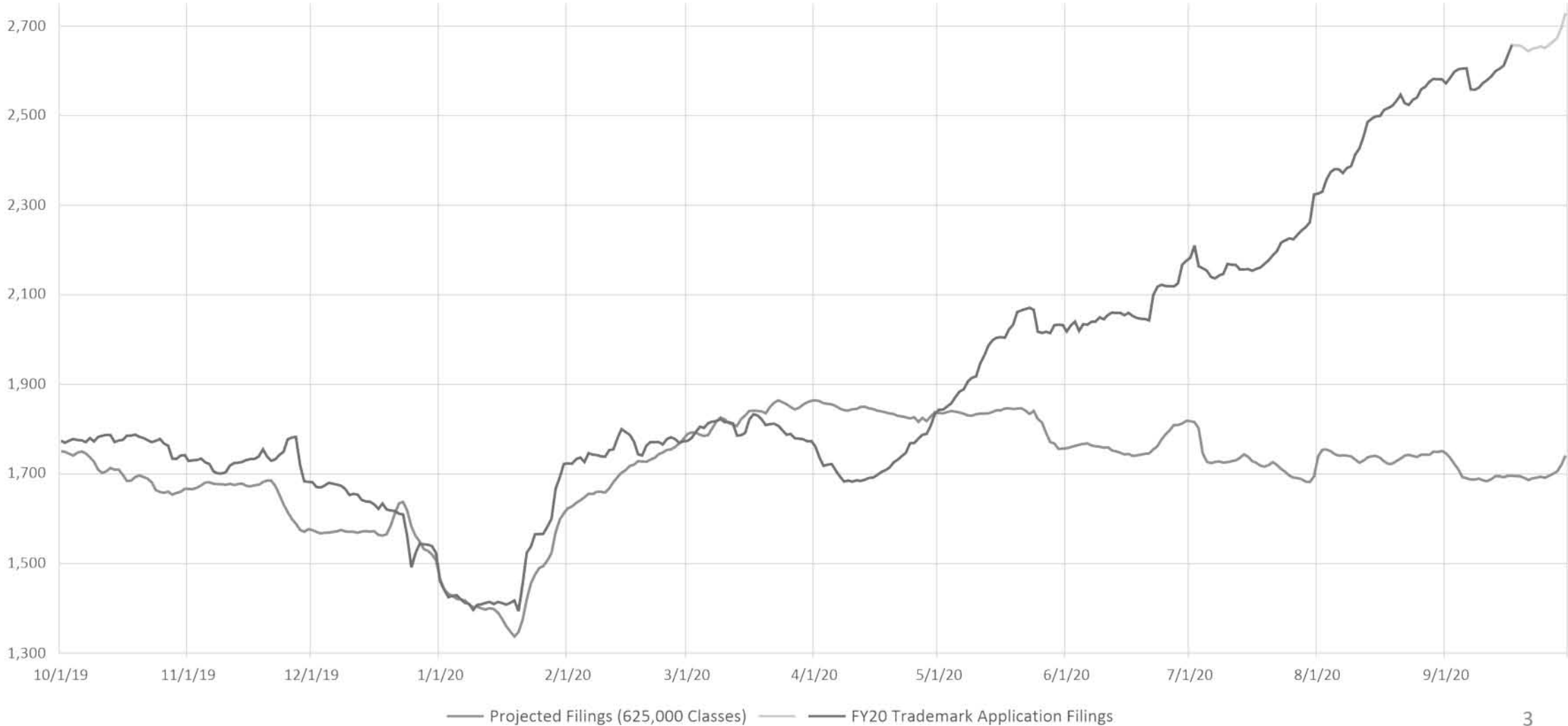
Tom's filings slides

Trademark monthly filings vs. S&P 500 monthly average closing price

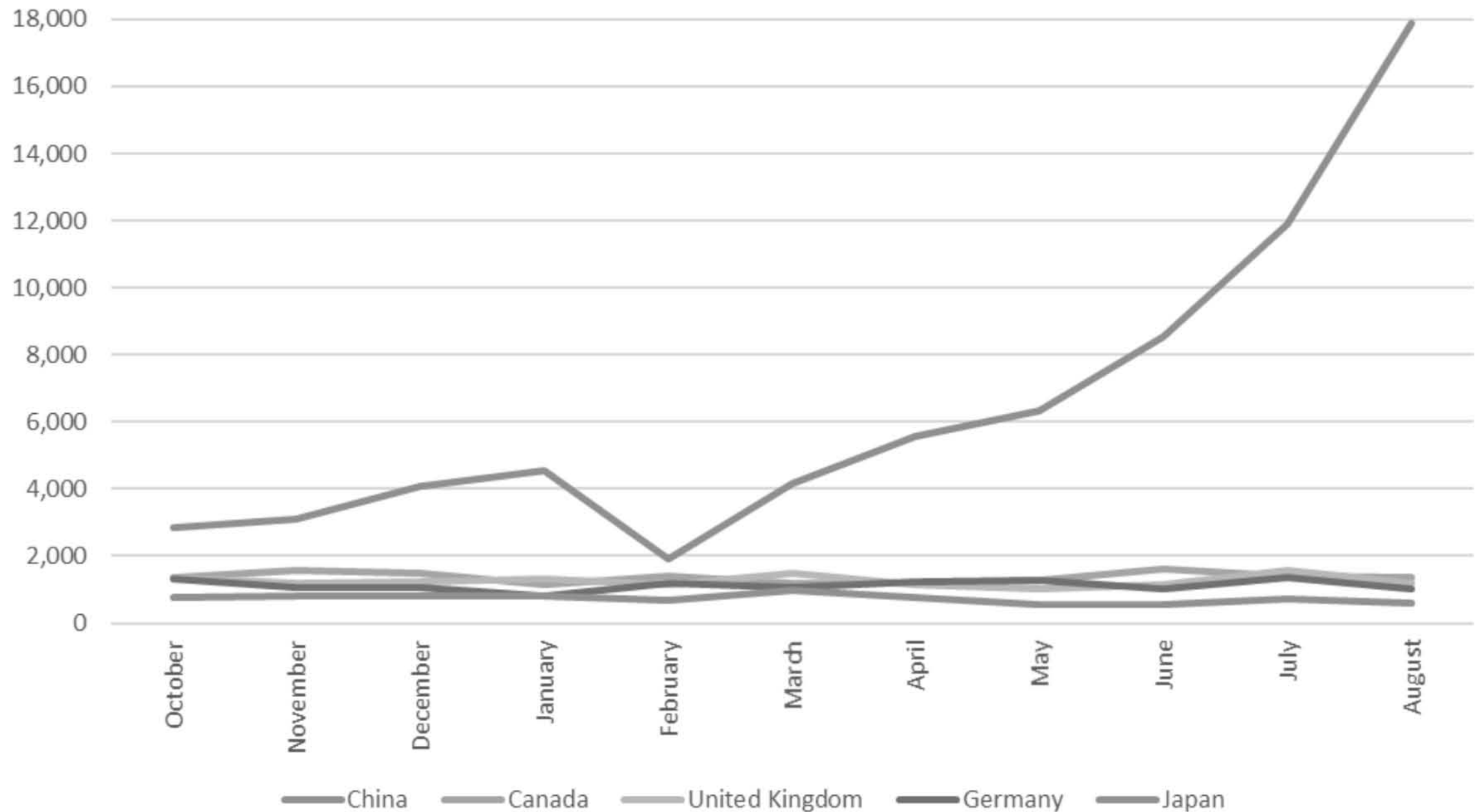


FY20 daily trademark application filings

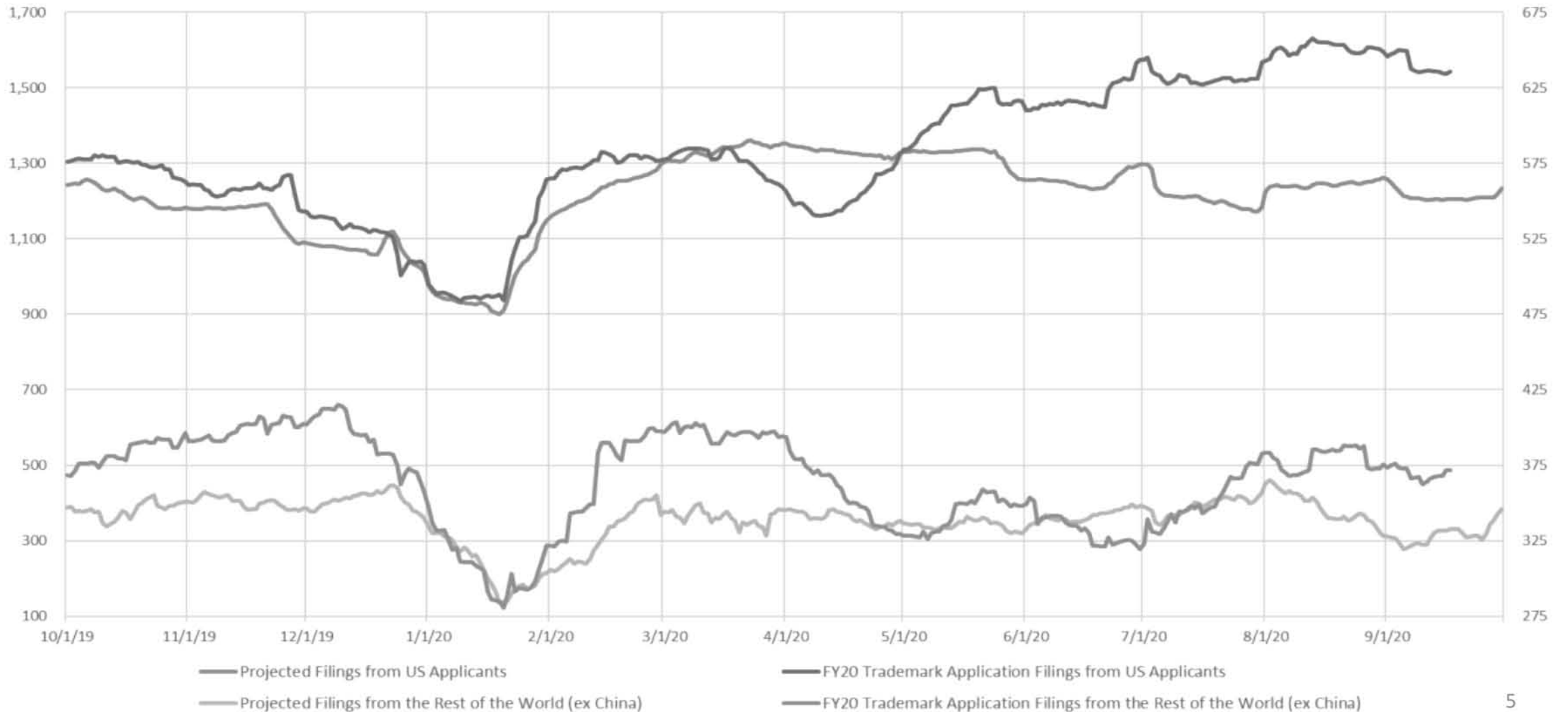
Actuals compared to revised plan (625,000 classes)



FY20 Monthly Filings (Classes) from 5 Largest Foreign Countries



FY20 daily trademark applications: U.S. and the rest of the world (excluding China) vs. revised plan



FY20 First Action Pendency vs. 10-year Average

