

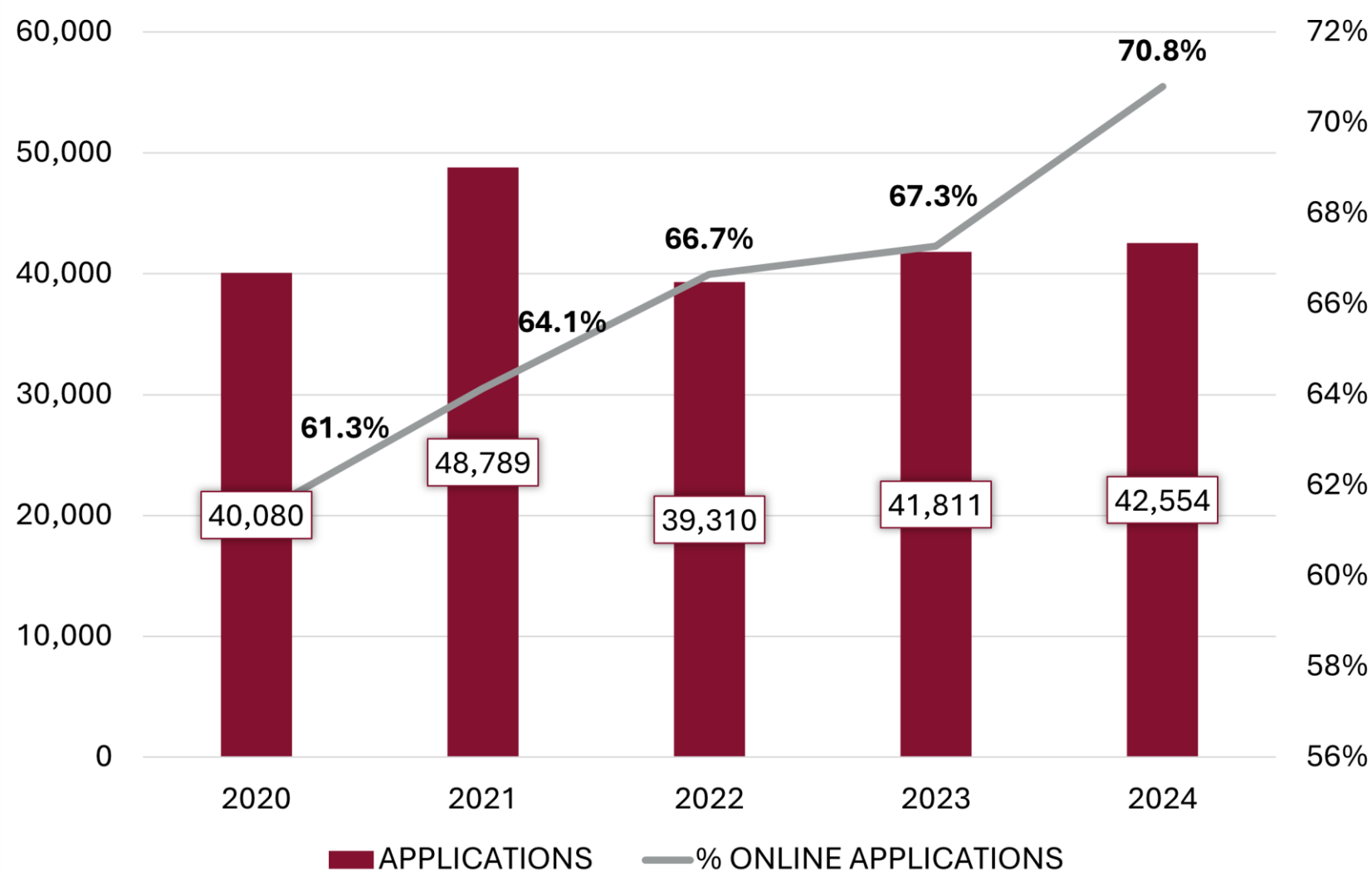
TRADEMARKS 2024 summary

Source: UIBM

APPLICATIONS

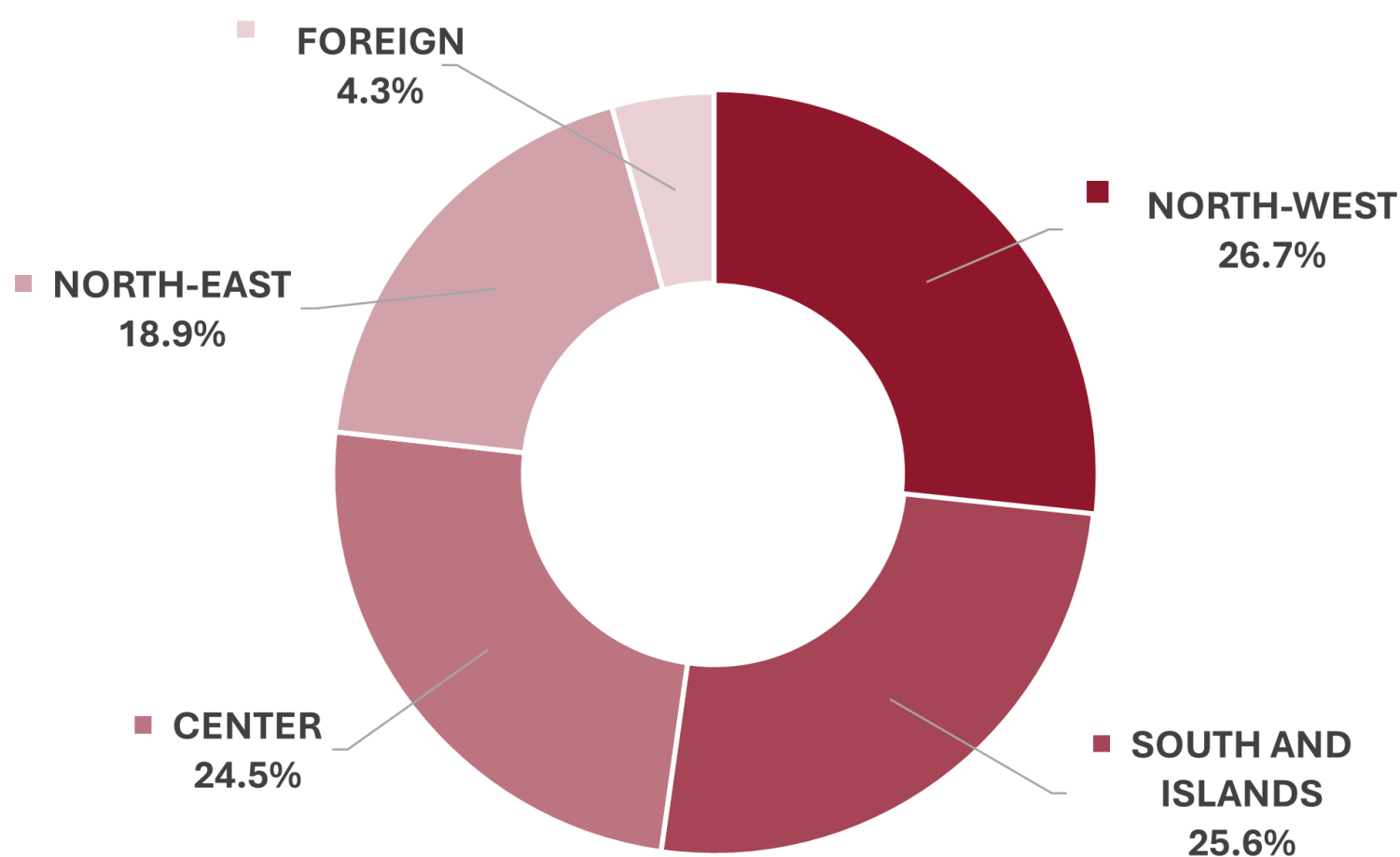
In 2024, a total of 64,591 trademark applications for first filing or renewals were filed, a figure that has continued to grow slowly and steadily over the last two years. Approximately 75 percent of the total applications were submitted via the UIBM online portal, while the remaining 25 percent were submitted at the counters of the Chambers of Commerce, Industry, Handcrafts and Agriculture (CCIAA) or sent by postal service.

Trend and filing procedure in 2020-2024 – First filings



On the other hand, 42,554 applications for new trademarks were received in 2024, a figure substantially in line with 2023. Almost 71% of applications were filed online, showing a gradual upward trend in the use of the portal over the past five years. Over 12,000 applications were sent via the Chambers of Commerce, Industry, Handcrafts and Agriculture (CCIAA), while the remaining 0.4 percent of applications being received by postal service.

Geographical distribution* of applications in 2024 – First filings



*The geographical distribution was made based on the ISTAT breakdown of national geographical areas. The same applications may have more applicants from different regions.

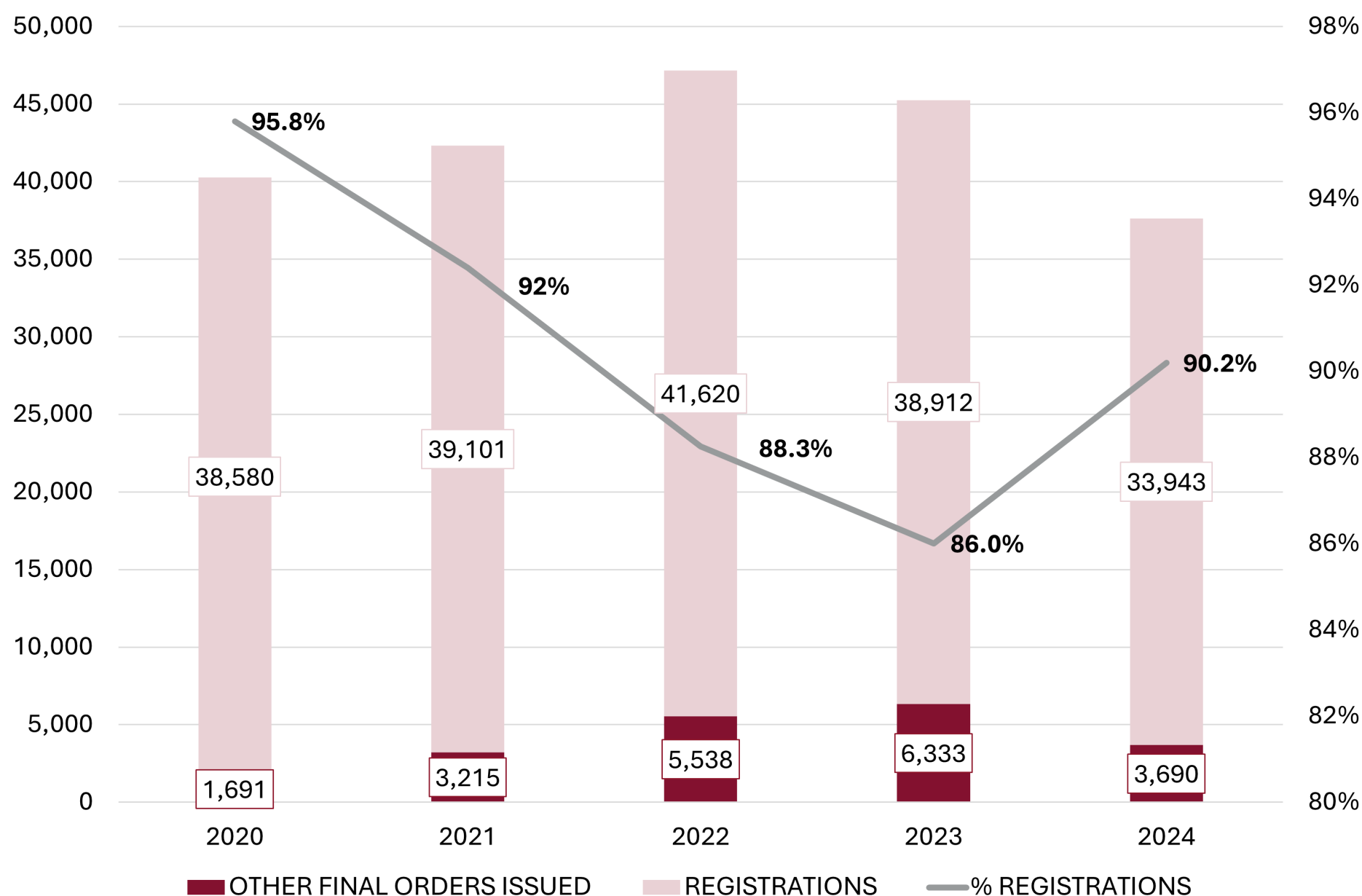
The distribution of applicants for new trademarks per area of residence shows a fairly balanced distribution among Italian regions, with 27% for the North-West, 26% for the South and Islands, followed by the Centre (24%) and the North-East (19%).

TRADEMARKS 2024 summary

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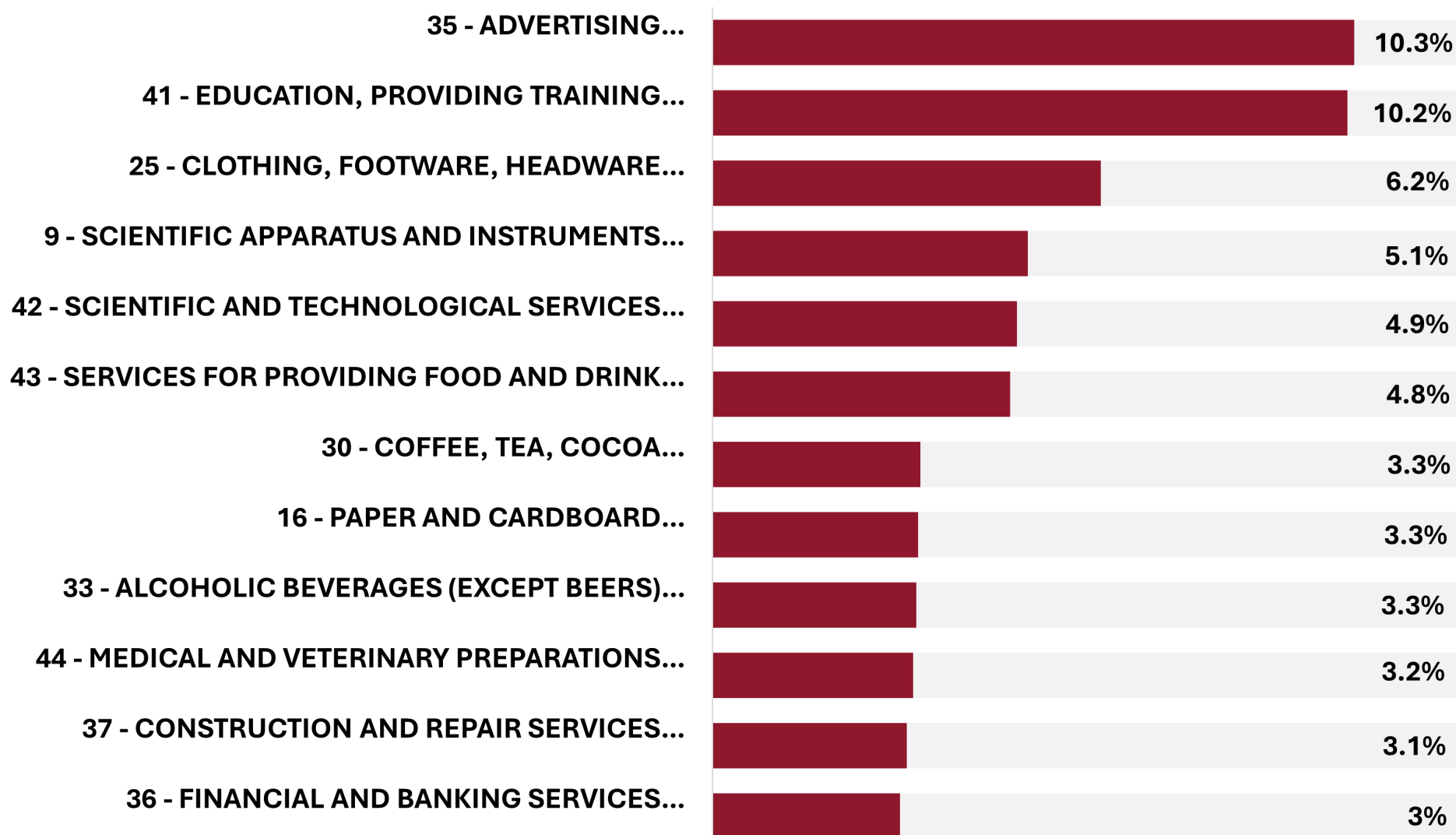
REGISTRATIONS

Registration of new trademarks and other final orders issued* in 2020-2024 – First filings



*The final orders issued concern accepted, inadmissible, rejected and withdrawn applications.

During 2024, following the examination of applications, just over 90 percent of the almost 34,000 final orders issued by DGPI-UIBM concerned the registration of new trademarks.



*The graph of the distribution by sectors reports the sectors with the highest number of registrations.

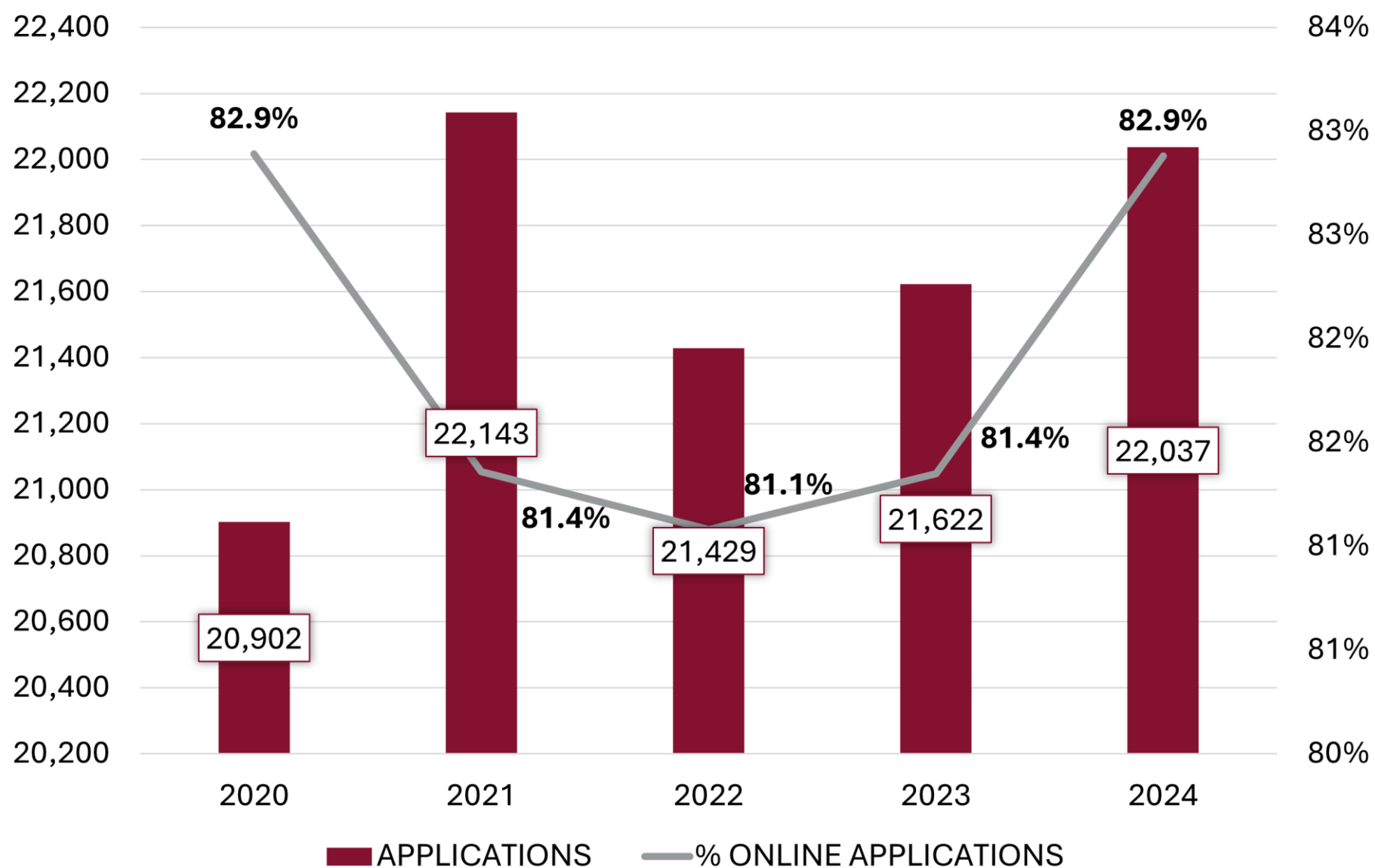
"Advertising" and "Education and Training" are the top two sectors, according to the Nice Classification, which saw the highest number of trademarks registered in 2024, with an almost identical percentage. They were followed by "Clothing, footwear, headwear" and "Scientific and laboratory apparatus and instruments".

TRADEMARKS 2024 summary

Source: UIBM

APPLICATIONS

Trend and filing procedure in 2020-2024 – Renewals



In 2024, over 22,000 trademark renewals applications were submitted to the UIBM, a slight increase compared to 2023. Most applications (almost 83%) were filed online, confirming a stable trend in the use of the web portal.