



PROSPERITY



FREEDOM



INNOVATION

2025 INTERNATIONAL TRADEMARK INDEX

CHRYSA K. KAZAKOU
Global Fellow

DR. WALTER G. PARK
American University

CONTENTS

Acknowledgements 3

1. Foreword 4

2. Structure-Methodology 5

2.1 General Principles 5

2.2 The International Trademark 2025 6

2.2.1 Coverage 6

2.2.2 IP Treaties and Agreements 7

2.2.3 Procedures 7

2.2.4 Trademark applications 8

3. Results 8

4. About the Authors 15

5. References 16

2 2025 INTERNATIONAL TRADEMARK INDEX

ACKNOWLEDGMENTS

The International Trademark Index 2025 reveals the protection of trademarks around the world, ranking the performance of 129 countries. The selection of countries was determined only by the availability of sufficient data. Protecting intellectual property encourages innovation and creativity by giving investors and businesses the confidence to invest time and resources into developing new ideas. I would like to thank all those who contributed to the development of this project. First, my true appreciation goes to Dr. Walter G. Park for creating and developing the Trademark Index, for his detailed guidance, and his academic partnership with Property Rights Alliance (PRA). I am especially thankful to Dr. Sary Levy-Carciente for providing useful suggestions and expertise about this Index. Finally, I would like to express my gratitude to Lorenzo Montanari, executive director of the PRA for his mentoring and his efforts to promote and advocate Intellectual Property Rights around the world. The International Trademark 2025 is possible thanks to inspiring people of PRA and their work.

PROPERTY RIGHTS ALLIANCE 3

FOREWORD

The International Trademark Index (ITI) 2025 is an updated publication of the Property Rights Alliance (PRA) in partnership with Prof. Walter Park, who created the methodology. PRA is a research advocacy organization based in Washington, D.C., dedicated to the promotion of intellectual property rights (IPRs) and innovation around the world. During the years 2024 and early 2025, PRA worked to compile the data for trademark legislation from 129 countries around the world. Rights over intangible property in general, and intellectual property (IP) in particular, know no spatial boundaries of states. The fact that intellectual works are disseminated beyond their national boundaries makes it imperative to protect them with effective solutions of international scope, as such dissemination carries the risk of intellectual property being exploited without the authorization of the rightsholder. Especially in the fast-moving, technological era we live in, the products of intellectual property circulate more easily online, since, due to its intangible nature, it can exist “everywhere” and at the same time. Intellectual property laws prevent unauthorized use of inventions, brands and creative works ensuring that original creators maintain a competitive advantage in the market.

Also, trademarks are used as a way of protecting consumers, because trademarked companies often work harder to provide quality services and products to protect their brand. As a result, trademarks help maintain quality standards of products and services, playing a role of quality control.

The economic development of each country is not directly correlated with stronger levels of IP protection. There are instances where some of the rich countries have stronger levels of IP protection, but there are instances where it is not (i.e. some rich countries have weak IP systems, and some poor economies have strong systems). In such cases, other factors are not held constant (for example, richer economies with weak IP systems may have good educational systems to compensate, or poorer economies with strong IP systems may follow poor fiscal and monetary policies which offset the effects of IPRs). In all these cases, the ITI is not a measure of economic development.

STRUCTURE-METHODOLOGY

An index of intellectual property rights (IPR) is based on whether various features of IPR systems exist in the laws or regulations.

The level of IPR protection in country n at time t could equal:

$$I_{nt} = \omega_1 I_{1nt} + \dots + \omega_J I_{Jnt}$$

where $1, \dots, J$ are the different categories of an IP system, and ω_i is the weights of each category. Such an approach is developed in Ginarte

and Park (1997) and Park (2008) which examine six major categories: (1) duration of protection, (2) coverage (e.g., what can be protected as a trademark), (3) membership in international treaties, (4) enforcement mechanisms, (5) restrictions on patent scope, such as compulsory licensing and (6) trademark applications. They assign equal weights to each of these categories ($\omega_i = 1$), but other researchers or practitioners may want to assign different weights. Reynolds (2003) and Park (2005) further develop indices of trademark protection using similar methodologies.

2.1 GENERAL PRINCIPLES

First, the ITI captures the strength of national trademark laws, not the quality or efficiency of trademark protection. From a social welfare point of view, stronger IPRs create both costs and benefits. Thus, the Index is composed of features measuring the strength of intellectual property rights rather than factors that contribute to the quality or efficiency of IPR systems. Second, a guiding principle in choosing legal features is not to be exhaustive but selective: that is, to choose those legal features that yield maximum variability across countries. Adding information to the Index that marginally adds variability also dilutes the contribution of the rest of the features in the Index. The marginal value of adding such a factor needs to be weighed

against the marginal reduction in value of the previous factors. Furthermore, the information must be widely available across countries. A legal factor may be an important element in the strength of IPR laws (e.g. doctrine of equivalents), but information about it may only be available for a few countries. Therefore, including it would make it difficult to make the Index comparable across countries.

2.2 THE INTERNATIONAL TRADEMARK 2025

The Trademark Index consists of four clusters: (1) coverage, (2) membership in international treaties, (3) procedures (which aggregate duration, restrictions, and enforcement mechanisms included), and (4) trademark applications of each country. Each of the clusters contains a combination of variables that will then be averaged to come up with a cluster score. These clusters can then be combined to create the overall Index. The procedures cluster represents how procedural elements affect the strength of trademark laws from country to country. The cluster contains nine variables that each represents a different aspect of trademark law. In general, procedures in the cluster should strengthen a trademark holder's position. The overall grading scale of the International Trademark Index is [0-1], where 1 is the highest value for each cluster and 0 is the lowest value. The variables for

the Index are extracted from all relevant laws published in WIPO's journal, *Intellectual Property*, between 2024 and 2025.

2.2.1 COVERAGE

IP regimes are stronger if they provide protection for a wider range of subject matter, such as computer programs, genetic innovations, and shapes of symbols. The coverage cluster measures the range of trademarks that can be registered and protected. In general, the more protected items in a law, the stronger the law is for trademark holders. For trademark protection, the list of subject matter contains service marks, collective marks, certification marks, colors, shapes, and protection for well-known marks. Service marks are words, names, symbols, or devices that identify services. Certification marks are words, names, symbols, or devices

that certify the origin (e.g. region) of goods, such as Champagne. The nature of a good should also not be an obstacle towards obtaining a trademark (as required by TRIPS Article 15.4, Part II), meaning that trademarks should not be denied based on prejudicial views about the product (e.g., protection for tobacco). While this requirement is not a subject matter nor does it describe a type of mark, it does enhance the level of protection that any mark can receive if the underlying good or service identified by the mark is not subject to conditions. A collective mark is a specific kind of mark, described as such when the mark is applied for, that indicates that the goods or services protected by that mark originate from members of an association, rather than from just one trader. The association (or its independent members) may be responsible for some product(s). The criteria for a mark to be 'well-known' are higher than the assessment criteria for trademarks with reputation. If a brand enjoys substantial familiarity within a particular locale, it qualifies as a well-known mark. Trademarks with a reputation are trademarks that because of use have achieved a more extensive reputation compared to ordinary trademarks. Trademarks with a reputation have stronger protection than normal, and it may also concern other goods and services than those for which the mark has been registered. These marks help identify the type of product. Well-known marks are those with an international reputation. Laws that protect such marks prohibit other agents from registering a mark that would benefit from (or free ride on) the reputation of an existing brand, name, or symbol. The trademark coverage score will be the fraction of these seven features that are available

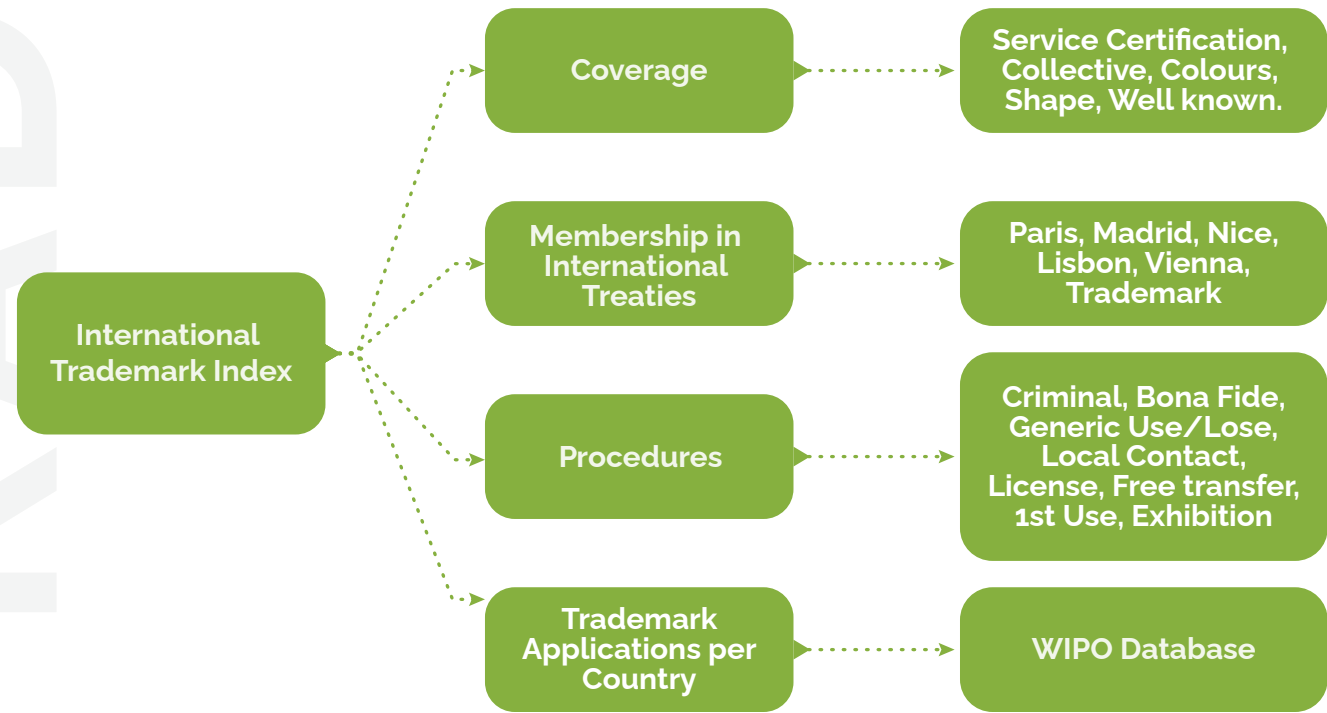
for trademark protection under the law. These 'fractions' rate the extent to which domestic IPR laws cover a wide range of different types of innovations and business symbols.

2.2.2 IP TREATIES AND AGREEMENTS

Various treaties are covered, each of which is a binary variable: yes/no to whether a country is a member at any point in time. The Paris Convention establishes global and national protocols establishing a Union for the protection of industrial property. It was one of the first intellectual property treaties. The Trademark Treaty streamlines the process for applying for protection for marks. It also permits one application to apply to several different classifications as defined by the Nice (1957) agreement (articles 3 and 6). Other important trademark related treaties include the Madrid (1891), Lisbon (1958), and Vienna (1973) agreements. The Vienna Agreement establishes a classification ([the Vienna Classification](#)) for marks that consist of, or contain, figurative elements.

2.2.3 PROCEDURES

In this category, the selected procedures of trademark rights include requirements and functions such as the protection of generic marks and exhibitions, criminal protection of trademarks, bona fide function, use/lose requirement, free transfer of trademarks, local contact requirement for filing, the ability of a trademark to be licensed and the right of first use. The procedures extend the typical requirements of protection for a trademark, showing flexibility of the respective country and jurisdiction and the need for a more detailed protection protocol at the same time.



2.2.4 TRADEMARK APPLICATIONS

Our last component of ITI is the number of trademark applications per country. The variable illustrates the total number of applications including all classes filed for the registration of a trademark by the previous fiscal year of 2024. These filings gauge the demand for protection taking into

consideration market size and strength of existing IP protections. High interest rates and cost of living issues do not appear to be strongly impacting brand creation and investment, and this is obvious in the variable of trademark application.

3 RESULTS

The International Trademark Index (ITI) ranks 129 countries. The selection of countries was determined only by the availability of sufficient data. China leads the ITI 2025 with a score of 0.8625, and Austria ranks 2nd in the ITI (0.7505). At the other end, Nepal (0.3325) and Mauritius (0.32) are found in the bottom rankings in the ITI. A high score in the protection of IP laws in these respective countries illustrates that assets of right-holders are fully protected even when sharing valuable platform technology with other companies. These laws serve as a critical

example to balance the interests of rewarding the owner's enterprise with the interests of the larger community to benefit from innovation. Trademarks are important tools in allowing innovators to select skilled partners to manufacture high-quality products and to help guarantee wide access to current and future goods. As a result, the IP system is crucial in promoting trust and knowledge sharing between individuals and industries.

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
CHINA	0.67	1	0.78	1	0.863	1
AUSTRIA	1	1	1	0.002	0.751	2
ITALY	1	1	0.89	0.012	0.725	3
HUNGARY	1	1	0.89	0.007	0.724	4
SWEDEN	0.83	1	1	0.003	0.708	5
FRANCE	1	1	0.78	0.036	0.704	6
PORTUGAL	1	1	0.78	0.005	0.696	7

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
ROMANIA	1	1	0.78	0.002	0.696	8
MOLDOVA	1	1	0.78	0.002	0.695	9
GERMANY	0.83	1	0.89	0.022	0.685	10
POLAND	0.83	1	0.89	0.005	0.681	11
ISRAEL	0.83	1	0.89	0.003	0.681	12
LATVIA	0.67	1	1	0.001	0.668	13
SERBIA	1	1	0.67	0.001	0.668	13
UNITED KINGDOM	0.83	1	0.78	0.055	0.666	14
MEXICO	0.83	1	0.78	0.036	0.662	15
SPAIN	0.83	1	0.78	0.018	0.657	16
CZECH	0.83	1	0.78	0.003	0.653	17
CROATIA	0.83	1	0.78	0.002	0.653	18
ALBANIA	0.83	1	0.78	0.001	0.653	19
MONACO	0.83	1	0.78	0.000	0.653	20
BELGIUM	0.83	1	0.78	0	0.653	20
LUXEMBOURG	0.83	1	0.78	0	0.653	20
TURKEY	0.67	1	0.89	0.029	0.647	21
RUSSIA	0.67	1	0.89	0.019	0.645	22
UNITED STATES	0.5	1	1	0.069	0.642	23
ARMENIA	0.67	1	0.89	0.001	0.640	24
SWITZERLAND	0.83	1	0.67	0.007	0.627	25
NORTH MACEDONIA	0.83	1	0.67	0.002	0.626	26

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
BOSNIA AND HERZEGOVINA	0.83	1	0.67	0.002	0.625	27
BULGARIA	0.83	1	0.67	0.001	0.625	28
NETHERLANDS	0.83	1	0.67	0	0.625	29
MONTENEGRO	1	0.83	0.67	0	0.625	29
EGYPT	0.67	1	0.78	0.002	0.613	30
DENMARK	0.67	1	0.78	0.002	0.613	30
TRINIDAD	0.67	1	0.78	0.001	0.613	31
SLOVENIA	0.83	0.83	0.78	0.001	0.610	32
AUSTRALIA	0.5	1	0.89	0.019	0.602	33
MALAYSIA	0.5	1	0.89	0	0.600	34
NORWAY	0.5	1	0.89	0.005	0.599	35
IRELAND	0.5	1	0.89	0.002	0.598	36
SRI LANKA	0.5	1	0.89	0.001	0.598	37
SLOVAKIA	0.83	1	0.56	0.001	0.598	38
MOROCCO	0.83	1	0.56	0	0.598	39
PERU	0.67	1	0.67	0.005	0.586	40
URUGUAY	0.67	1	0.67	0.002	0.586	41
TUNISIA	0.67	1	0.67	0	0.585	42
GREECE	0.67	1	0.67	0	0.585	42
NEW ZEALAND	0.33	1	1	0.007	0.584	43

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
BRAZIL	0.5	1	0.78	0.054	0.583	44
ICELAND	0.33	1	1	0.001	0.583	45
KAZAKHSTAN	0.67	0.83	0.78	0.003	0.571	46
LITHUANIA	0.5	1	0.78	0.001	0.570	47
JAMAICA	0.5	1	0.78	0	0.57	48
UKRAINE	0.83	0.67	0.77	0.005	0.569	49
KOREA	0.67	1	0.56	0.036	0.566	50
INDIA	0.5	1	0.67	0.069	0.560	51
CANADA	0.33	1	0.89	0.015	0.559	52
COLOMBIA	0.33	1	0.89	0.008	0.557	53
GUATEMALA	0.33	1	0.89	0	0.555	54
CYPRUS	0.5	1	0.67	0.005	0.544	55
JAPAN	0.67	0.83	0.67	0.005	0.544	56
KENYA	0.5	1	0.67	0.002	0.543	57
ALGERIA	0.67	0.83	0.67	0.001	0.543	58
ESTONIA	0.5	1	0.67	0.001	0.543	58
MOZAMBIQUE	0.5	1	0.67	0.001	0.543	59
ESWATINI	0.5	1	0.67	0	0.543	60
NICARAGUA	0.5	1	0.67	0	0.543	60
PARAGUAY	0.5	1	0.67	0	0.543	60
COSTA RICA	0.5	1	0.66	0.003	0.541	61

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
SOUTH AFRICA	0.33	1	0.78	0.009	0.530	62
CHILE	0.33	1	0.78	0.007	0.529	63
IRAN	0.67	1	0.44	0.007	0.529	63
MALTA	0.33	1	0.78	0.001	0.528	64
BARBADOS	0.33	1	0.78	0	0.528	65
SAUDI ARABIA	0.5	1	0.56	0.005	0.516	66
DOMINICAN REPUBLIC	0.5	1	0.56	0.003	0.516	67
BAHRAIN	0.5	1	0.56	0.002	0.515	68
JORDAN	0.5	1	0.56	0	0.515	69
YEMEN	0.17	1	0.89	0	0.515	69
SINGAPORE	0.33	1	0.67	0.009	0.502	70
VIETNAM	0.33	1	0.67	0.008	0.502	71
GEORGIA	0.5	0.83	0.67	0.001	0.500	72
INDONESIA	0.5	0.83	0.67	0	0.5	73
TANZANIA	0.33	1	0.67	0	0.5	73
THAILAND	0.17	1	0.78	0.010	0.490	74
PAKISTAN	0.17	1	0.78	0.006	0.489	75
HONDURAS	0.17	1	0.78	0.002	0.488	76
BOLIVIA	0.17	1	0.78	0	0.488	77
UNITED ARAB EMIRATES	0.33	1	0.56	0.007	0.474	78
FINLAND	0.33	1	0.56	0.002	0.473	79

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
OMAN	0.33	1	0.56	0.002	0.473	80
AZERBAIJAN	0.5	0.83	0.56	0.002	0.473	80
MALAWI	0.33	1	0.56	0	0.473	81
BANGLADESH	0.17	1	0.67	0.002	0.460	82
BOTSWANA	0.17	1	0.67	0.001	0.460	83
BRUNEI DARUSSALAM	0.17	1	0.67	0.001	0.460	83
VENEZUELA	0.17	1	0.67	0.001	0.460	83
ARGENTINA	0.33	1	0.44	0.021	0.448	84
HAITI	0.33	0.83	0.61	0	0.443	85
PANAMA	0.33	1	0.44	0	0.443	85
BURKINA FASO	0.5	0.83	0.44	0	0.443	85
GABON	0.5	0.83	0.44	0	0.443	85
GHANA	0.17	1	0.56	0.001	0.433	86
ZAMBIA	0.17	1	0.56	0.001	0.433	87
MAGADASCAR	0.17	0.67	0.89	0.001	0.433	88
UGANDA	0.17	1	0.56	0	0.433	89
KUWAIT	0.17	1	0.56	0	0.433	89
EL SALVADOR	0.17	1	0.56	0	0.433	90
ZIMBABWE	0.17	1	0.56	0.002	0.433	91
BENIN	0.33	0.83	0.56	0	0.43	92
ECUADOR	0.17	1	0.44	0.004	0.403	93

COUNTRY	TREATIES	COVERAGE	PROCEDURES	TRADEMARKS IN FORCE	TOTAL	RANKING
RWANDA	0.17	1	0.44	0.000	0.403	94
CONGO	0.17	1	0.44	0	0.403	95
SENEGAL	0.33	0.83	0.44	0	0.4	96
COTE D'IVOIRE	0.33	0.83	0.44	0	0.4	96
PHILIPPINES	0.17	0.83	0.56	0.005	0.391	97
LEBANON	0.17	0.83	0.56	0	0.39	98
NIGERIA	0.17	0.83	0.56	0	0.39	98
BURUNDI	0.17	1	0.33	0.000	0.375	99
ETHIOPIA	0	0.83	0.67	0	0.375	101
QATAR	0.17	0.83	0.44	0.003	0.361	102
MALI	0.17	0.83	0.44	0	0.36	103
CAMEROON	0.17	0.83	0.44	0	0.36	103
MAURITANIA	0.17	0.83	0.44	0	0.36	103
CHAD	0.17	0.83	0.44	0	0.36	103
ANGOLA	0.17	0.83	0.33	0.001	0.333	104
NEPAL	0.17	0.83	0.33	0	0.333	105
MAURITIUS	0.17	0.67	0.44	0	0.32	106

ABOUT THE AUTHORS

Dr. Walter Park is a professor of economics and currently the chair of the department at American University and an affiliate faculty at the Washington College of Law, AU, Program on Information Justice and Intellectual Property. He is also a special sworn employee at the U.S. Bureau of Economic Analysis, Department of Commerce, and serves on the editorial boards of the *EFIL Journal of Economic Research*, the *International Journal of IP Management*, and the advisory editorial board of *Research Policy*. His area of research focuses on the impacts of intellectual property rights on innovation, licensing, and foreign direct investment, as well as on international R&D spillovers, open innovation, and mergers. He has published widely, and his works are widely cited. He has consulted for the Center for Global Development, European Patent Office, Industry Canada, OECD, and the World Bank, among others. He holds a B.A. degree in economics and statistics from the University of Toronto, M. Phil in economics from Oxford University, and Ph. D in economics from Yale University.

Chrysa Kazakou is an EU qualified lawyer with a B.A. in Law and an M.A. in International Legal Studies. Also, she holds an M.A. in European and International Business Law from the University of Vienna and Stanford University. Her strong background in both government and private practice focuses on the protection of intellectual property rights, commercial agreements and data protection. She is a non-resident fellow for the Property Rights Alliance.

REFERENCES

Collective marks. As found at <https://guidelines.euipo.europa.eu/1803468/1788768/trade-mark-guidelines/8-2-1-character-of-collective-marks>

Ginarte, Juan C. and Walter G. Park. 1997. Determinants of Patent Rights: A Cross-National Study. Research Policy 26(3), 283-301.

Park, Walter G. 2005. Do Intellectual Property Rights Stimulate R&D and Productivity Growth? Evidence from Cross-national and Manufacturing Industries Data. In Intellectual Property and Innovation in the Knowledge-Based Economy, edited by Jonathan Putnam. Ottawa: Industry Canada, 9:1 – 9:51.

Park, Walter G. 2008. International Patent Protection 1960 – 2005. Research Policy, 37(4), pp. 761 – 766. Reynolds, Taylor. 2003. Quantifying the Evolution of Copyright and Trademark Law, American University doctoral dissertation.

Stevens, Philip and Prof. Mark Schultz. 2021. Why intellectual property rights matter for COVID-19. As found at: <https://geneva-network.com/research/why-intellectual-property-rights-matter-for-covid-19/>

Intellectual Property:Powerhouse for Innovation and Economic Growth. 2011. As found at: <https://iccwbo.org/content/uploads/sites/3/2011/02/Intellectual-Property-Powerhouse-for-Innovation-and-Economic-Growth.pdf> Property Rights Alliance.

International Property Rights Index 2020. As found at: <https://www.internationalproperty-rightsindex.org>

World Bank. Data for population and GDP. As found at: <https://data.worldbank.org/indicator> WIPO. 2020. World Intellectual Property Indicators. As found at: <https://www.wipo.int/publications/en/details.jsp?id=4526&plang=EN>

