

# How New Zealand businesses are protecting their **Trade Marks** around the world



## Top 5 for 2018

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2018.

-  | Electronics and Computers
-  | Services for Business and Retail Services
-  | Scientific & Engineering Services, Software Design and SaaS
-  | Honey, Confectionery and Ice Cream
-  | Pharmaceuticals, Supplements and Baby Foods

## Top applicants for 2018

These are New Zealand businesses that filed the most Madrid applications for overseas protection in 2018.

- Sistema Plastics Limited
- Fisher & Paykel Healthcare Limited
- Centrality Investments Limited

**Small effort,  
big impact**

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