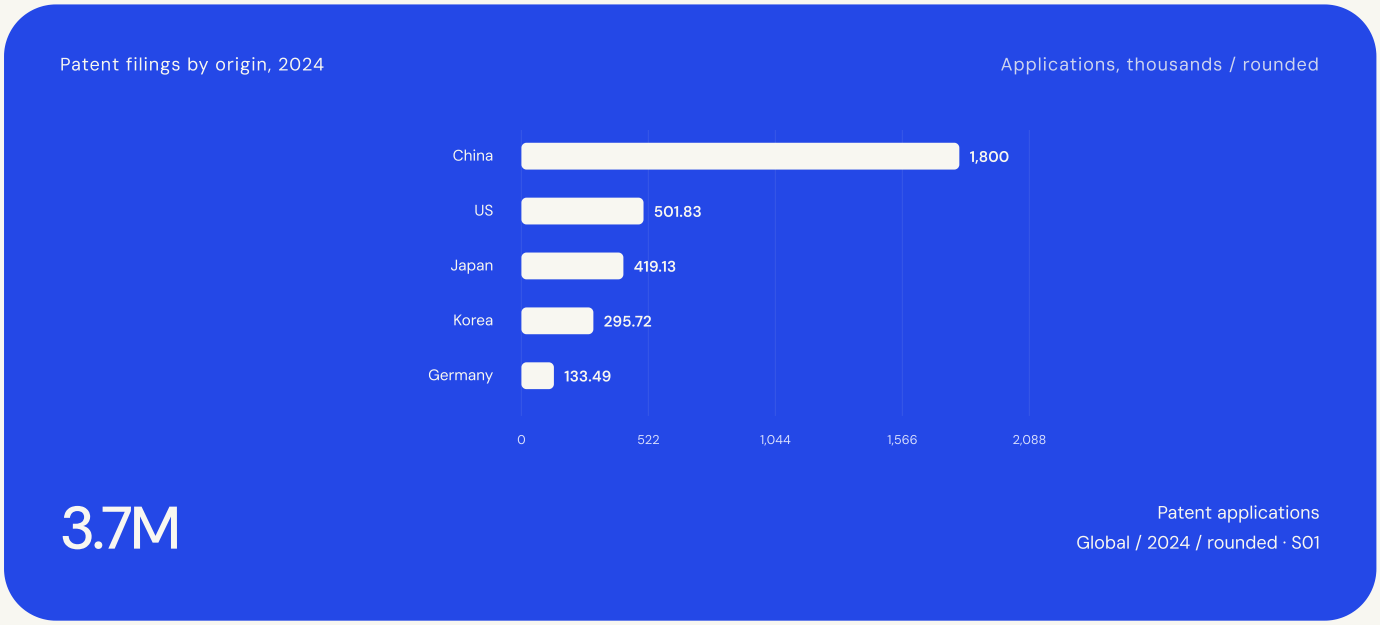
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Patent & trademark firms

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Patent and trademark practices need different prospecting conversations for different services. Brand owners and technology producers may require different kinds of professional expertise.

3.7M
Patent applications
Global / 2024 / rounded [S01]

15.2M
Trademark classes filed
Global / 2024 / rounded [S01]

+4.9%
Patent filing growth
Global / 2024 [S01]

01 What you can offer

Introduce services that fit the company's products, activities and the jurisdictions your practice serves.

02 Where to start

For example, research manufacturers selling cosmetics under their own brand.

03 What to ask

Ask which brands or products the company wants help with.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Filings show ongoing international activity in brands and technical inventions. Research brand owners separately from technology producers because their service needs and decision makers may differ.

Patent applications

Global / 2024 / rounded [S01]

3.7M

Trademark classes filed

Global / 2024 / rounded [S01]

15.2M

Patent filing growth

Global / 2024 [S01]

+4.9%

What these figures cover

Patent figures count applications; the trademark figure counts application classes. They are different units. Origin figures include domestic and foreign filings and are not company counts.

Consider international customers

Build relationships with foreign brand owners and professional correspondents only within the practice's jurisdictional competence.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Patent filings by origin, 2024

Applications, thousands / rounded

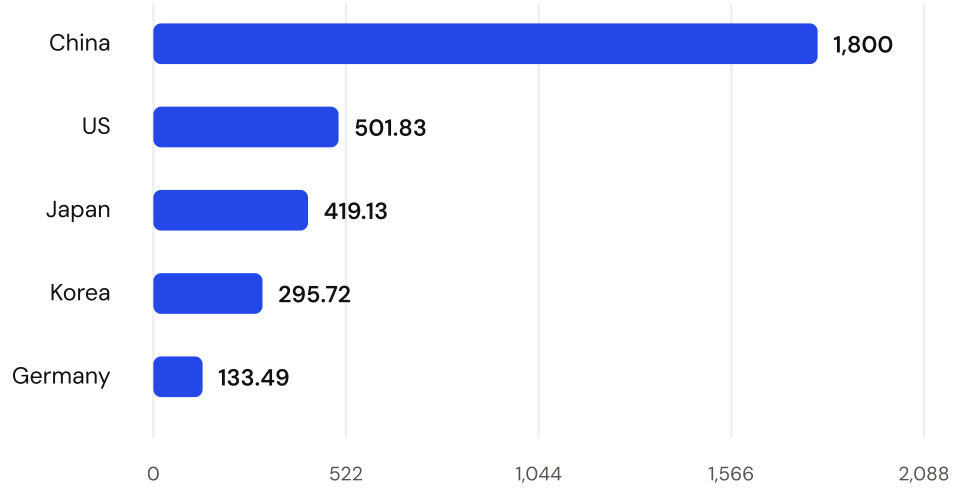


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

For example, research manufacturers selling cosmetics under their own brand. Look for product categories and markets that fit your practice's experience.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Build relationships with foreign brand owners and professional correspondents only within the practice's jurisdictional competence.

Patent figures count applications; the trademark figure counts application classes. They are different units. Origin figures include domestic and foreign filings and are not company counts.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Consumer-brand owners

What to discuss

Speak with businesses selling own-brand products about the trademark services your practice provides.

Who to speak with

Brand owner, legal lead or R&D lead

PROFILE
02
Potential buyer

Exporting manufacturers

What to discuss

Discuss available trademark support with manufacturers entering countries your practice can serve.

Who to speak with

Brand owner, legal lead or R&D lead

PROFILE
03
Potential buyer

Technology producers

What to discuss

Introduce patent services to technical product manufacturers where your professional expertise fits.

Who to speak with

Brand owner, legal lead or R&D lead

PROFILE
04
Potential buyer

Multi-brand businesses

What to discuss

Ask multi-brand businesses which parts of their portfolio they want professional help managing.

Who to speak with

Brand owner, legal lead or R&D lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

For example, research manufacturers selling cosmetics under their own brand. Look for product categories and markets that fit your practice's experience.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask which brands or products the company wants help with. Check jurisdiction, ownership and existing representation using your professional sources.

Next step

Write down the agreed requirements.

03

Look across borders

Build relationships with foreign brand owners and professional correspondents only within the practice's jurisdictional competence.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Verify professional matters separately

Company research does not establish ownership, infringement or renewal dates. Check these matters through the professional sources you use in your practice.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 World Intellectual Property Indicators 2025: Global Patent and Design Filings

WIPO · 2025 / 2024 data

www.wipo.int ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/patent-trademark-firms/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION