



## 2024 IP FILING TRENDS: KEY INSIGHTS FROM ARIPO'S TOP APPLICANTS

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### Patents: Pharma & Tech Lead

Pharmaceutical companies like Eli Lilly, Gilead Sciences, Amgen, and AstraZeneca dominated filings, focusing on pharmaceuticals, organic fine chemistry, and biotechnology. Technology innovators such as Nokia Technologies, Casale SA, and Rosenergoatom highlight growth in digital infrastructure and environmental technology across Africa.



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### Top Global Patent Filers

The United States leads ARIPO patent applications, followed by the United Kingdom, South Africa, India, Finland, China, Germany, Switzerland, Russia, and Australia, reflecting a diverse global interest in African innovation markets.



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### ARIPO Member State Patent Leaders

Mauritius topped patent filings among ARIPO Member States, with Zimbabwe, Namibia, Uganda, and Mozambique rounding out the top five, indicating growing regional engagement in patent-based innovation.



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### Trademarks: Regional & Global Brands

Zambian firms like Bigtree Beverages, Nyama Soya, and Yoyo Foods led filings in non-alcoholic beverages and processed foods. Global players such as Roche Diagnostics and MTN Group secured trademarks across pharmaceuticals, technology, and services.



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### Top Global Trademark Filers

Zimbabwe leads ARIPO trademark applications, followed by South Africa, China, Zambia, the United States, United Arab Emirates, Mauritius, India, Germany, and Tanzania, highlighting strong regional and international brand protection efforts.



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### Industrial Designs & Innovation

China and South Africa tied for industrial design filings, with notable contributions from Germany, India, Tanzania, the United States, Zambia, Zimbabwe, Netherlands, and Japan. Key areas include product packaging, automotive designs, and user interface innovations.



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### Utility Models & Key Takeaways

Zimbabwe and Kenya lead utility model filings, showcasing incremental grassroots innovation. Key takeaways:  
Pharmaceuticals and biotechnology drive patent filings  
Regional brands and foreign investment shape trademark activity  
Design protection emphasizes aesthetics and user experience  
Utility models highlight context-specific innovation





# Patent Filing Dominance

## TOP FILING COUNTRIES

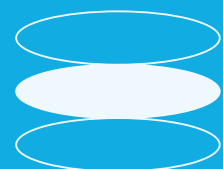
The United States led the charge in patent applications, a clear indication of its sustained interest in protecting technological innovations across African markets.

## TOP 10 COUNTRIES



Diversity of global players strengthens the innovation landscape in Africa.

Emerging economies like India and China expand their influence in Africa.



The United States led in patent applications, showcasing innovation.

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## U.S. DOMINATES

Strong interest in African technological innovations protects ideas

## TOP FILING COUNTRIES

The U.S. leads in patent applications globally

## RANKINGS

1. United States
2. United Kingdom
3. South Africa



4. India
5. Finland
6. China
7. Germany



8. Switzerland
9. Russia
10. Australia



All the above are diverse contributors to innovation landscape

## EMERGING ECONOMIES

India and China expanding in Africa's ecosystem

## Filing from ARIPO Member States: Mauritius Leads in Innovation



## MAURITIUS TOP PERFORMER

Mauritius ranked first among ARIPO Member States for patents.



## ZIMBABWE SECOND

Follows Mauritius with increasing patent filings this year.



## NAMIBIA THIRD

Continues to grow in patent applications significantly.

## EMERGING ECONOMIES

Uganda and Mozambique show potential in innovation.



# TRADEMARKS

## Regional Brands Thrive Amid Global Competition

In 2024, multinational and regional firms continued leveraging ARIPO's centralised trademark filing system to secure protection across multiple jurisdictions.

### Zambian Firms Showing Strong Momentum

Multinational and regional firms utilize ARIPO for trademark protection across multiple jurisdictions effectively and efficiently.



#### BIGTREE BEVERAGES LIMITED

Led all trademark applicants, primarily in Class 32, which covers non-alcoholic beverages and beer.

#### NYAMA SOYA LIMITED

- filings related to food products



#### YOYO FOODS LIMITED

- filings in processed foods

These filings demonstrate a rising trend of regional players actively protecting their brands within ARIPO member states.

## GLOBAL BRAND PROTECTION Trends Highlight Diverse Industry Participation

International firms like Roche Diagnostics (Germany) and MTN Group (South Africa) are expanding brand applications across multiple Nice Classes, reflecting growing needs in healthcare, telecommunications, and software services worldwide.



#### Roche Diagnostics Filings

- filed applications across Classes 5, 9, and 10, covering pharmaceuticals, scientific instruments, and medical devices.



#### MTN Group Class Apps

- filed applications in Classes 9, 38, 41, and 42, reflecting its focus on technology, broadcasting, education, and software services.

The wide range of Nice Classes among applicants illustrates the increasing diversity of brand protection needs, particularly in healthcare, telecommunications, logistics, and hospitality.

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## STRONG REGIONAL REPRESENTATION

### TOP FILING COUNTRIES

Zimbabwe leads in Trademark filings followed by South Africa and China.

### RANKINGS



1. Zimbabwe
2. South Africa
3. China
4. Zambia
5. United States
6. United Arab Emirates
7. Mauritius
8. India
9. Germany
10. Tanzania

### OTHER ACTIVE CONTRIBUTORS

Tanzania, Namibia, Kenya, Botswana, Uganda, Mozambique, Liberia, Rwanda, Sierra Leone and Sudan.

# INDUSTRIAL DESIGN

## A CHINA–SOUTH AFRICA TIE

This category saw a three-way regional and international balance.

### RANKINGS



1. China
1. South Africa,
3. Germany
4. India
4. Tanzania
4. United States
4. Zambia
4. Zimbabwe
9. Netherlands
10. Japan

## THE BALANCED DISTRIBUTION IN DESIGN FILINGS

Reflects a blend of international investment and regional creative output in fashion, manufacturing, and product design sectors.

## Bottles, Interfaces, and Automobiles Stand Out in design protection,



### BEIERSDORF AG FROM GERMANY

Top design filer, submitting applications related to packaging (specifically cosmetic bottles) and graphic design

### CHERY AUTOMOBILE CO. LTD. (CHINA)

Filed for for automotive designs



### KONINKLIJ KE PHILIPS N.V. (NETHERLANDS)

Filed for graphical user interface (GUI) animations in medical technology

### ACACIA FOOD AND BEVERAGES (ZAMBIA)

Filed for packaging bottles



The design category showcased local and international companies that prioritize visual identity, product functionality, This trend emphasises both aesthetic and functional design as key assets for product differentiation and market success

## Grassroots Innovation with a Focus on Local Needs

While utility model filings were fewer, they provide insight into grassroots innovation, especially in public health, mechanical engineering, and computing.

Key highlights include:

### JOHN HEMMING TRADING LTD (UK)

Filed applications for pharmaceutical solutions



### GREAT ZIMBABWE UNIVERSITY AND ITS COLLABORATORS

Filed for the Development of mechanical engineering machines tailored to local contexts.

### BRIAN TURYABAGYE AND COLLEAGUES (UGANDA)

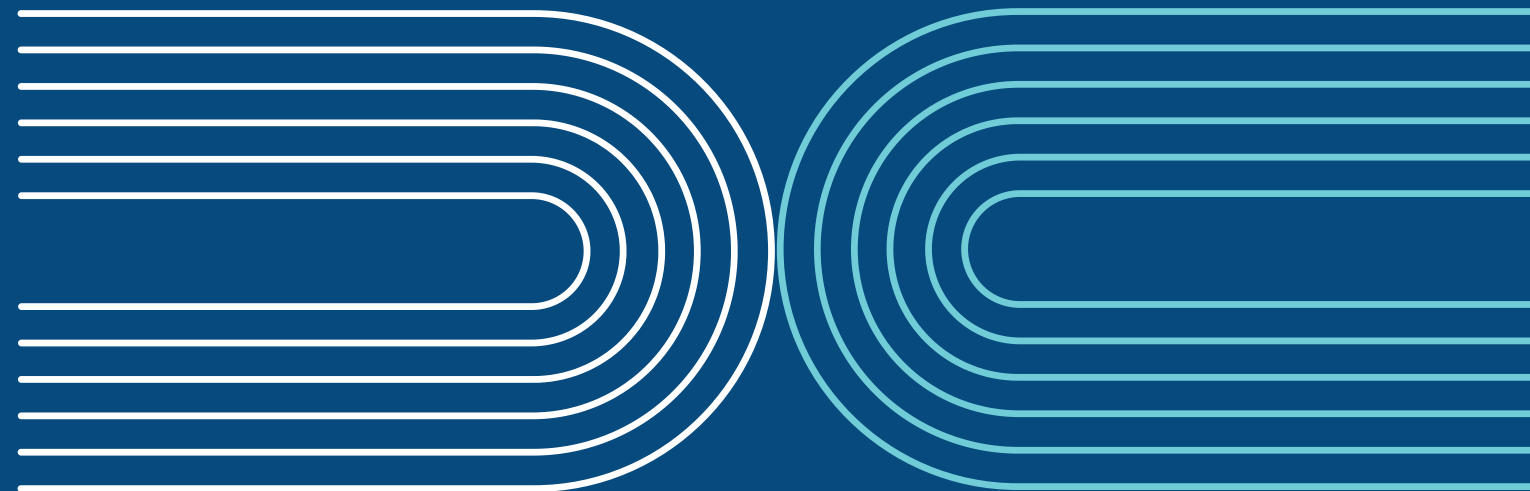
Filed for Creation of medical instruments that align with frugal innovation and rural healthcare delivery.



. This category emphasises ARIPO's role in promoting accessible innovation pathways for individuals, research institutions, and small and medium-sized enterprises (SMEs).







# UTILITY MODELS: Zimbabwe Leads the Way

Utility models, often regarded as "petty patents", are crucial for incremental innovation. Here, Zimbabwe (ZW) topped the list, followed by Kenya (KE).

## RANKINGS IN UTILITY MODELS



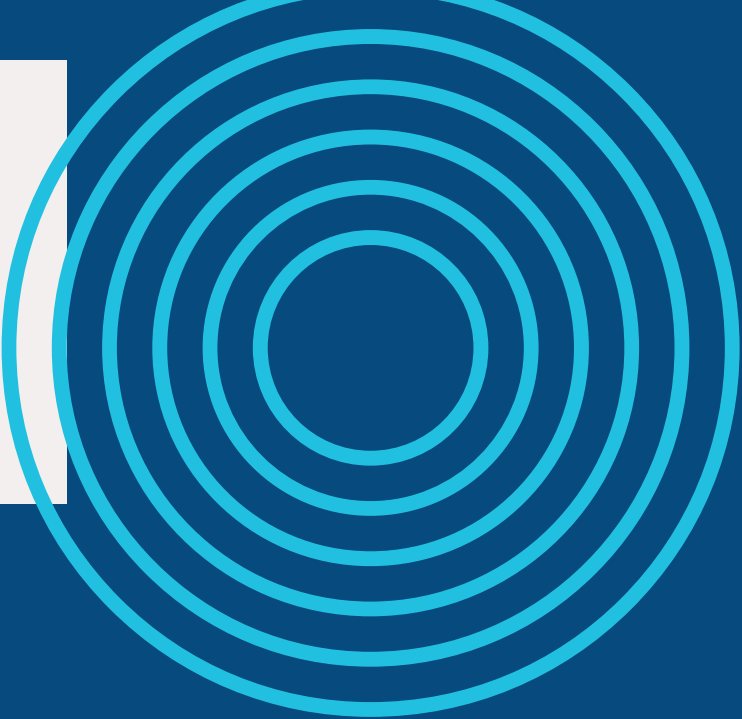
- 1. Zimbabwe
- 2. Kenya
- 3. United Kingdom
- 3. Uganda
- 5. China
- 5. Spain

this area represents considerable growth potential, especially among small and medium-sized enterprises (SMEs) and grassroots inventors

## RANKINGS IN DESIGNS

- 1. Zimbabwe
- 1. Zambia
- 1. Tanzania
- 4. Kenya
- 4. Mauritius
- 6. Mozambique
- 7. Uganda

Zimbabwe, Zambia, and Tanzania shared the top spot in 2024. Designs are increasingly being recognised as valuable IP assets for product aesthetics and user appeal



# An Expanding IP Ecosystem

The 2024 IP filings at ARIPO indicate a maturing ecosystem that connects global innovation with regional entrepreneurship.

## key takeaways:

- Pharmaceuticals and biotechnology remain the leading sectors for patent filings, while telecommunications and engineering are emerging as significant growth areas.
- Industrial design filings highlight the importance of product appeal and user experience.
- Trademark activity shows strong regional development of brands alongside continued foreign investment.
- Utility models emphasise the significance of context-specific innovation, often originating from universities and individuals.

As ARIPO continues to evolve its service delivery and support systems, the 2024 data highlight its central role in promoting inclusive, cross-border IP protection and innovation across Africa.

Furthermore, ARIPO remains committed to assisting creators and innovators in Africa and globally in securing their rights and unlocking value through the power of IP.