

Patterns of Trademarking Activity in Australia*
Paul Jensen and Beth Webster

Over the past quarter of a century, trade mark applications have grown by 2.3 per cent per annum faster than real GDP in Australia. This paper explores the factors associated with this growth. We find some evidence that over the past two decades, trademarking has been associated with more inventive companies, the growth of the service sector, globalisation and industry based microeconomic reforms. There is provisional evidence that higher levels of real income per capita have supported some of these factors.