

Patent and trademark filings in Brazil

Key figures from the Brazilian
Patent and Trademark Office



Patent and trademark filings are key indicators of innovation and development. Drawing on the most recent data from the Brazilian Patent and Trademark Office (BPTO), this material highlights the main figures that reflect the country's evolving intellectual property landscape. From growth rates in patent applications to the rise of trademark filings by both domestic and foreign companies, the data provides a comprehensive view of how Brazil is positioning itself in the global market for innovation and brand protection.

This analysis was prepared by **Di Blasi, Parente & Associados**, an intellectual property firm with extensive experience serving clients around the world. Our team brings a global perspective to the local IP framework, and through this study, we aim to deliver clear insights that support strategic decision-making in a fast-changing intellectual property environment.

Patents

Number of new filings per year

Whether decreasing or increasing, and by how much

Patent filings accumulated through December totaled **29,557**, representing a **6.7%** increase compared to the previous year, while trademark applications reached **504,461**, up **7.9%**. Industrial design filings stood out with **9,872** applications, reflecting significant growth of **35.7%**, alongside **7,236** computer program applications (**+36.2%**).

According to the BPTO's 2025 Industrial Property Report, patent filings recorded an average annual growth rate of approximately **1%** between 2020 and 2024, with non-resident filings increasing by approximately **1.7%** annually between 2020 and 2023. Industrial design applications also showed consistent expansion, with average annual growth of approximately **3%**, and resident filings growing by approximately **6%** annually.¹

Ratio of filings by foreign companies vs. Brazilian companies

Among the countries with the highest number of invention patent filings in Brazil through **December 2025** were



Applicants from 89 countries sought patent protection in the country during the period.

Most trademark, industrial design, and technology agreement filings were submitted by domestic applicants, reflecting the strong participation of local companies and institutions in Brazil's innovation ecosystem.

In **2025**, among the countries filing the highest number of invention patent applications in Brazil,



of the leading non-resident applicants. Compared to 2024, China significantly increased its presence, while the relative participation of the United States declined. South Korea also surpassed Japan in the ranking of leading foreign applicants.²

Filings by Chinese companies in Brazil

China ranked second in overall invention patent filings in Brazil in **2025**, accounting for **20%** of the companies featured among the top non-resident applicants.

Chinese companies significantly expanded their presence compared to **2024**, consolidating the country as one of the main foreign sources of technological protection in the Brazilian market.

The telecommunications and electronics sectors remained among the most representative technological fields among foreign applicants.²

Among the top non-resident patent applicants, major Chinese technology companies stood out prominently. Huawei led the ranking with **652** patent applications (**3.3%** of all non-resident invention patent filings), followed by Guangdong OPPO Mobile Telecommunications with **272** applications and ZTE with **114** applications. Together, these Chinese telecommunications and technology companies accounted for more than **1,000** patent applications in Brazil in **2025**, highlighting the growing strategic importance of the Brazilian market for global innovation and intellectual property protection.²

Average examination time of patent applications until grant by BPTO (general)

In **2025**, the average technical examination time, from the request for examination to the issuance of the first Office Action (OA), may vary between **2 and 5 years** depending on the technical field of the application.³

For applications benefiting from fast-track procedures (for strategic technologies, such as those related to startups, health, environment, or even for applicants of advanced age, Brazil offers the possibility of prioritized examination), the average decision time in Brazil from the request for priority examination is approximately

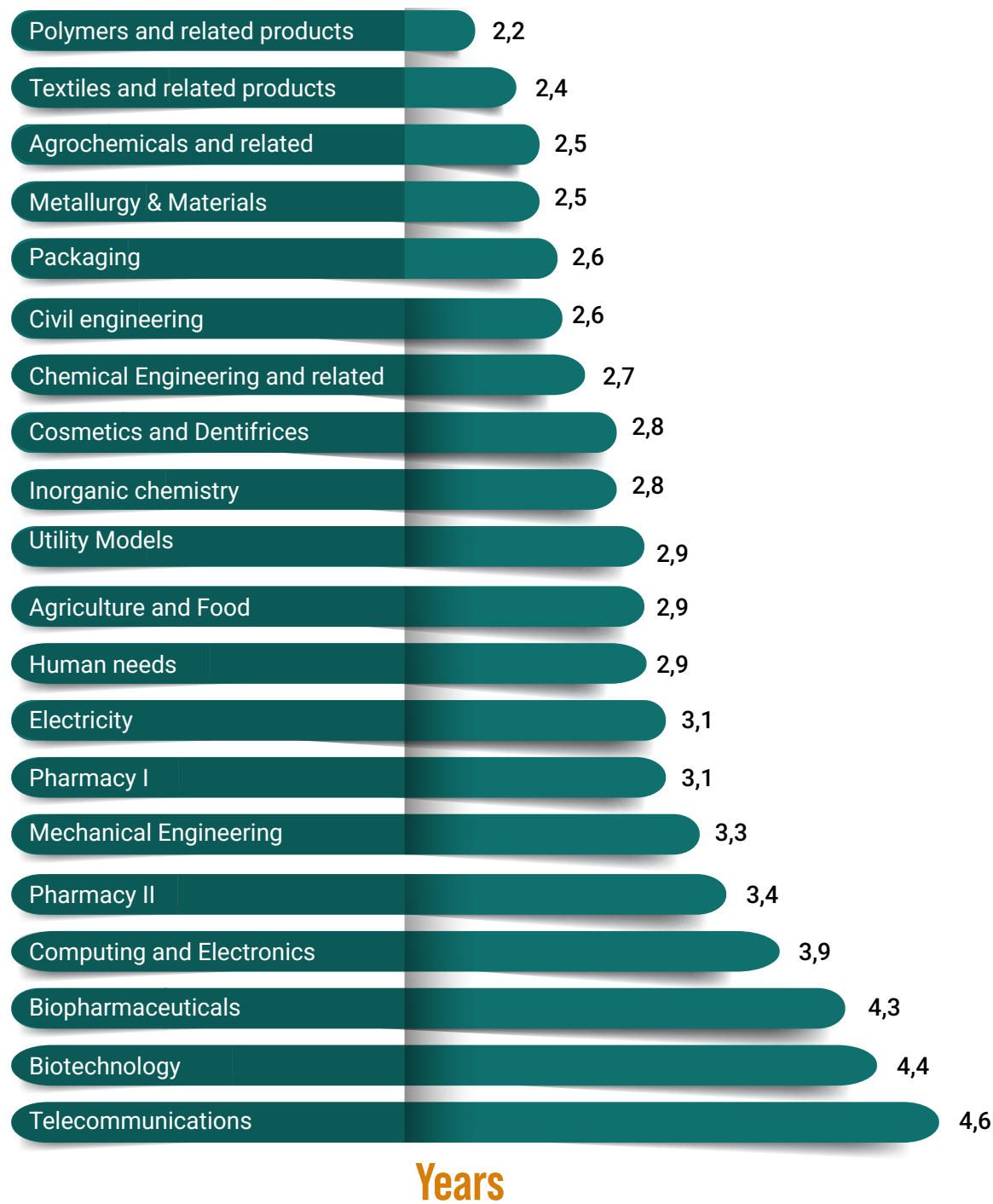
14
months³

Under the Patent Prosecution Highway (PPH) cooperation program (PPH agreements with several countries, including China (CNIPA). This means that a patent application already granted by CNIPA can be accelerated at the BPTO, using the Chinese examination results as a basis to speed up the process), in 2024 the average examination time was **3.5 months** from the date of the PPH request, and the grant rate for applications accepted under PPH

97,22%³

Average examination time of patent applications until grant by the BPTO

By field: mechanics, biotechnology, pharma, telecom, etc³



Patent nullity statistics in PAN by the BPTO

Percentage of technical appeals and administrative proceedings by year of notification in Administrative Nullity Proceedings (PAN)⁴

GRANT	REFUSAL	NO. OF APPEALS	NO. OF NULLITY PROCEEDINGS	PERCENTAGE OF APPEALS	PERCENTAGE OF ADMINISTRATIVE NULLITY PROCEEDINGS (PAN)
2012	2.685	1.579	626	43	40%
2013	3.241	2.139	350	38	16%
2014	3.477	2.559	1145	72	45%
2015	3.737	2.836	1056	68	37%
2016	4.797	3.114	1114	66	36%
2017	7.744	4.307	1320	69	31%
2018	10.511	5.654	1601	92	28%
2019	15.032	5.242	1851	112	35%
2020	25.849	4.630	1745	127	38%
2021	27.635	5.321	2243	167	42%
2022	26.501 (16.1)*	4.953	2143	136	43%
2023	21.763 (16.1)*	4.764	1932	158	41%

As of 2021, for the calculation of % PAN, we began using Office Action 16.1 (grant of the Letters Patent) instead of Office Action 9.1 (allowance).

UNIT	GRANTS (16.1)	NO. OF NULLITIES	PERCENTAGE OF PAN	REFUSALS (9.2)	NO. OF APPEALS	PERCENTAGE OF APPEALS
Patent Division	21.763	158	0.73%	4764	1932	41.6%
Textiles and Related Division	758	6	0.79%	185	95	51%
Pharmacy Division I	524	5	0.95%	315	132	42.6%
Pharmacy Division II	526	4	0.76%	332	144	43%
Polymers and Related Division	1.599	-	0.50%	213	83	39.6%
Inorganic Chemistry Division	937	2	0.21%	258	84	33%
Food, Plants and Related Division	539	1	0.19%	376	16	44.6%
Biochemistry and Related Division	500	1	0.20%	159	42	26.6%
Molecular Biology and Related Division	534	2	0.37%	390	192	49.6%
Agriculture and Elements Patent Division	898	20	2.23%	338	125	37%
Telecommunications Patent Division	1.388	0	0.00%	123	41	33%
Computing and Electronics Patent Division	1.108	-	0.27%	348	176	51%
Physics and Electricity Patent Division	1.309	0	0.00%	153	53	35.6%
Oil and Engineering Patent Division	2.122	6	0.28%	286	105	37%
Civil Engineering Patent Division	1.288	7	0.85%	74	12	16%
Metallurgy and Materials Patent Division	1.056	7	0.66%	129	79	61%
Metallurgy and Materials Patent Division	2.403	13	0.54%	91	34	37%

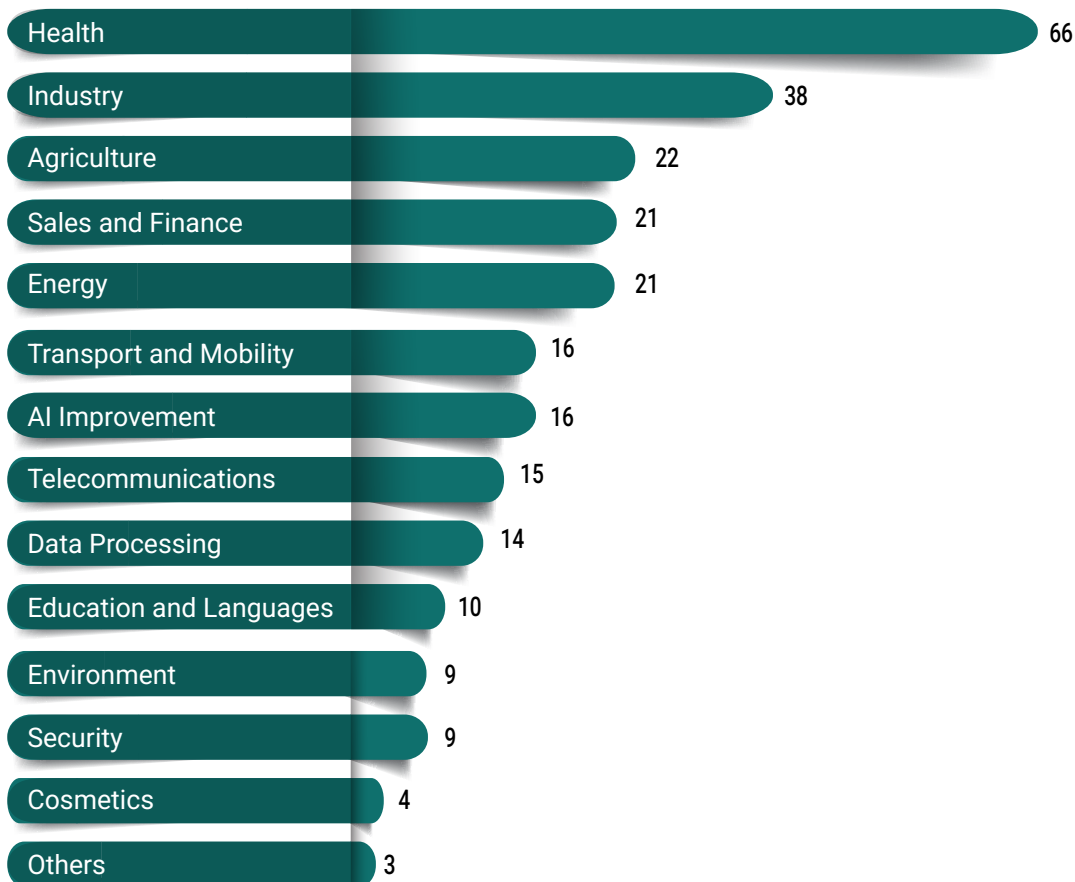
Patent filings related to AI

A total of **264** applications filed between **2019 and 2024** were analyzed. The vast majority (**97%**) are still under review or have not been granted. In AI-related patents, China ranks as the second country with the most filings, accounting for approx. **23.6%** of applications between **2019 and 2024**.⁵

The **2023–2025** Action Plan of the National Intellectual Property Strategy (ENPI), released in **October 2023**, set as a goal the reduction of overall patent examination timelines.

From **6.9** years, recorded in **December 2022**, the target was reduced to **3** years (June 2025), with a further reduction goal of an average of **2** years by 2026.⁵

The main AI patent sectors filed between 2019 and 2024



Trademarks

Number of new filings per year

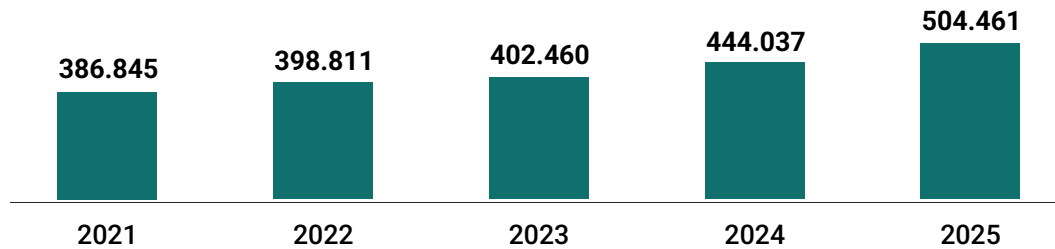
Whether decreasing or increasing, and by how much

Driven by the expansion of e-commerce and the service sector, trademark protection in Brazil has become a strategic priority for companies seeking to strengthen their market presence and secure exclusive rights, leading to the continuous growth of trademark filings. In parallel, backlog reduction initiatives implemented between **2017** and **2018** paved the way for Brazil's accession to the Madrid Protocol.

Between **2020** and **2025**, trademark filings in Brazil maintained a strong upward trajectory, driven by the expansion of e-commerce, digital services, fintechs, and technology-based businesses. According to the BPTO's **2026** Industrial Property Bulletin, trademark applications recorded an average annual growth rate of approximately **11%** between **2015** and **2025**, reflecting the increasing strategic importance of brand protection in the Brazilian market.

Various forms of retail and wholesale trade represent one of the leading segments in the Top 50 ranking of resident trademark applicants in **2025**. Wholesale trade activities alone accounted for **9.8%** of the companies in the ranking, while additional participation came from retail trade and automotive commerce and repair activities, reinforcing the strong presence of commerce-related businesses among Brazil's leading trademark filers. The ranking also highlights the growing importance of sectors such as financial services, education, healthcare, entertainment, technology, and digital business activities in trademark protection strategies.¹

Total BPTO Trademark filings (2020–2025)



Ratio of filings by foreign companies vs. Brazilian companies

Companies in the non-resident ranking (Top 50) filed **2,881** trademarks, representing **0.6%** of total trademark filings in Brazil in **2024**. Meanwhile, within the residents' subset, companies in the ranking accounted for **16.4%** of filings.

Filings by Chinese companies in Brazil

Filings by Chinese companies in Brazil remained highly significant in **2025**. Among the largest non-resident trademark applicants, China was one of the leading countries represented in the ranking, accounting for **5.9%** of the companies among the Top 50 non-resident trademark filers. Chinese technology and electronics companies continued to strengthen their presence in the Brazilian intellectual property market, particularly in telecommunications, consumer electronics, e-commerce, and digital services.

Notable Chinese applicants included Huawei, TikTok, Shenzhen Kavid Communication Apparatus, and Pop Mart. Together with companies headquartered in the United States, Chinese-related companies accounted for a substantial share of non-resident trademark filings in Brazil, highlighting the strategic importance of the Brazilian consumer market for global technology, entertainment, and digital brands.²

In

2024,

there was an increase of approximately **8%** compared to the previous year in the number of trademark filings by companies from China or controlled by Chinese groups.³

Average examination time of trademark applications until grant by the BPTO

With opposition and without opposition

STAGE	ACHIEVED IN 2024*
Publication of applications	Around 30 days after filing
Substantive Examination (applications without opposition)	12–18 months after publication
Substantive Examination (applications with opposition)	Around 2 years after publication
Appeal	Around 2 years after the appeal filing
Administrative Nullity Proceeding	Around 2 years after the PAN publication
Grant	Around 30 days after payment of the final fee

Closing remarks



The figures presented highlight not only the volume of intellectual property activity in the country, but also the growing importance of Brazil as a strategic market for innovation and brand protection.



As the landscape continues to evolve, understanding these trends is essential for companies, investors, and professionals seeking to strengthen their position in Brazil and beyond. By keeping track of official data and developments from the Brazilian Patent and Trademark Office, stakeholders can better anticipate challenges, identify opportunities, and make informed decisions.



This material aims to serve as a reliable reference and a starting point for deeper analysis, encouraging further engagement with Brazil's dynamic intellectual property environment.

Sources

- ¹ **BPTO** - Brazilian Patent and Trademark Office - Monthly Industrial Property Report - December 2025
- ² **BPTO** - Brazilian Patent and Trademark Office - Ranking of the largest applicants in 2024
- ³ **Own elaboration, data from BPTO** - Brazilian Patent and Trademark Office
- ⁴ **BPTO** - Brazilian Patent and Trademark Office - COREP Report 2012-2023
- ⁵ **Nexus** - Data Research and Intelligence - published on 08/25/2025

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