

TABLE 64. Importance of trademarks, by industry and company size: 2013
(Percent)^a

| Industry and company size | NAICS code | Very important | Somewhat important | Not important |
|---|---------------------|----------------|--------------------|---------------|
| All industries | 21–23, 31–33, 42–81 | 43.4 | 31.3 | 25.3 |
| Manufacturing industries | 31–33 | 49.5 | 30.8 | 19.7 |
| Food | 311 | 61.9 | 19.2 | 18.9 |
| Beverage and tobacco products | 312 | 84.2 | D | D |
| Textile, apparel, and leather products | 313–16 | 71.9 | 22.8 | 5.3 |
| Wood products | 321 | 66.7 | D | D |
| Paper | 322 | 47.4 | 33.5 | 19.1 |
| Printing and related support activities | 323 | 49.4 | 17.3 | 33.3 |
| Petroleum and coal products | 324 | 78.5 | 21.5 | 0.0 |
| Chemicals | 325 | 51.4 | 30.5 | 18.1 |
| Basic chemicals | 3251 | 49.1 | 37.2 | 13.7 |
| Resin, synthetic rubber, and artificial synthetic fibers and filaments | 3252 | 66.2 | 21.2 | 12.5 |
| Pesticide, fertilizer, and other agricultural chemicals | 3253 | 66.4 | 33.6 | 0.0 |
| Pharmaceuticals and medicines | 3254 | 48.7 | 29.6 | 21.7 |
| Soap, cleaning compound, and toilet preparation | 3256 | 70.8 | 17.8 | 11.4 |
| Paint, coating, adhesive, and other chemicals | 3255, 3259 | 42.7 | 38.2 | 19.1 |
| Plastics and rubber products | 326 | 41.2 | 21.0 | 37.8 |
| Nonmetallic mineral products | 327 | 64.6 | 29.2 | 6.2 |
| Primary metals | 331 | 55.0 | 22.0 | 23.0 |
| Fabricated metal products | 332 | 38.2 | 26.7 | 35.1 |
| Machinery | 333 | 42.7 | 34.2 | 23.2 |
| Agricultural implement | 33311 | 70.2 | 20.5 | 9.3 |
| Semiconductor machinery | 333295 | 34.3 | D | D |
| Engine, turbine, and power transmission equipment | 3336 | 41.1 | 42.1 | 16.8 |
| Other machinery | other 333 | 39.7 | 33.2 | 27.1 |
| Computer and electronic products | 334 | 38.6 | 39.7 | 21.6 |
| Communications equipment | 3342 | 59.9 | 30.7 | 9.4 |
| Semiconductor and other electronic components | 3344 | 24.1 | 30.0 | 45.8 |
| Navigational, measuring, electromedical, and control instruments | 3345 | 53.1 | 34.0 | 12.9 |
| Electromedical, electrotherapeutic, and irradiation apparatus | 334510, 334517 | 56.4 | 28.0 | 15.6 |
| Search, detection, navigation, guidance, aeronautical, and nautical system and instrument | 334511 | 66.3 | 23.6 | 10.1 |
| Other measuring and controlling device | other 3345 | 48.7 | 38.9 | 12.3 |
| Other computer and electronic products | other 334 | 27.7 | 65.6 | 6.7 |
| Electrical equipment, appliances, and components | 335 | 50.9 | 36.8 | 12.2 |
| Transportation equipment | 336 | 41.3 | 33.7 | 25.0 |
| Automobiles, bodies, trailers, and parts | 3361, 3362, 3363 | 35.7 | 44.1 | 20.2 |
| Aerospace products and parts | 3364 | 47.7 | 14.6 | 37.7 |
| Aircraft, aircraft engine, and aircraft parts | 336411–13 | 48.5 | 13.6 | 37.8 |
| Guided missile, space vehicle, and related parts | 336414–15, 336419 | 39.8 | 23.9 | 36.4 |
| Military armored vehicle, tank, and tank components | 336992 | D | D | 0.0 |
| Other transportation | other 336 | 59.3 | 17.9 | 22.8 |
| Furniture and related products | 337 | 63.3 | D | D |
| Miscellaneous manufacturing | 339 | 73.1 | 21.3 | 5.6 |
| Medical equipment and supplies | 3391 | 59.0 | 34.4 | 6.6 |
| Other miscellaneous manufacturing | 3399 | 85.9 | 9.5 | 4.7 |
| Nonmanufacturing industries | 21–23, 42–81 | 35.8 | 31.9 | 32.3 |
| Mining, extraction, and support activities | 21 | 49.4 | 36.8 | 13.8 |
| Utilities | 22 | 35.1 | 35.4 | 29.5 |
| Wholesale trade | 42 | S | S | S |
| Electronic shopping and electronic auctions | 454111–12 | 55.6 | 44.4 | 0.0 |
| Transportation and warehousing | 48–49 | 57.1 | 21.4 | 21.4 |
| Information | 51 | 57.0 | 27.6 | 15.5 |
| Publishing | 511 | 59.6 | 31.1 | 9.3 |
| Newspaper, periodical, book, and directory publishers | 5111 | D | D | 0.0 |

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|--|---|----------------|--------------------|---------------|
| Software publishers | 5112 | 59.5 | 31.2 | 9.4 |
| Telecommunications | 517 | 54.5 | 16.5 | 29.0 |
| Data processing, hosting, and related services | 518 | 49.8 | 27.8 | 22.3 |
| Other information | other 51 | 70.6 | 17.1 | 12.3 |
| Finance and insurance | 52 | 47.9 | 22.4 | 29.7 |
| Real estate and rental and leasing | 53 | 66.7 | D | D |
| Lessors of nonfinancial intangible assets (except copyrighted works) | 533 | 100.0 | 0.0 | 0.0 |
| Other real estate and rental and leasing | other 53 | 50.0 | D | D |
| Professional, scientific, and technical services | 54 | 29.7 | 36.9 | 33.4 |
| Architectural, engineering, and related services | 5413 | 38.8 | 23.1 | 38.2 |
| Computer systems design and related services | 5415 | 42.3 | 40.7 | 17.0 |
| Scientific research and development services | 5417 | 24.5 | 28.5 | 47.0 |
| Biotechnology research and development | 541711 | 23.1 | 32.8 | 44.1 |
| Physical, engineering, and life sciences (except biotechnology) research and development | 541712 | 27.2 | 27.5 | 45.3 |
| Social sciences and humanities research and development | 541720 | 7.2 | 11.6 | 81.1 |
| Other professional, scientific, and technical services | other 54 | 18.9 | 61.9 | 19.3 |
| Health care services | 621-23 | 31.2 | 42.7 | 26.1 |
| Other nonmanufacturing | 23, 44-45 (excluding 454111-12), 55-56, 624, 71-72, 81 | 12.1 | 10.9 | 77.1 |
| All companies (number of domestic employees) | - | 43.4 | 31.3 | 25.3 |
| Small companies ^b | | | | |
| 5-499 | - | 37.8 | 33.7 | 28.5 |
| 5-99 | - | 33.3 | 35.7 | 31.0 |
| 5-49 | - | 31.3 | 33.9 | 34.7 |
| 5-9 | - | 23.0 | 29.7 | 47.3 |
| 10-24 | - | 26.5 | 43.3 | 30.1 |
| 25-49 | - | 38.1 | 28.8 | 33.1 |
| 50-99 | - | 38.8 | 40.3 | 20.9 |
| 100-249 | - | 45.3 | 28.1 | 26.6 |
| 250-499 | - | 49.0 | 32.6 | 18.4 |
| Medium and large companies | | | | |
| 500-999 | - | 56.8 | 25.6 | 17.6 |
| 1,000-4,999 | - | 66.8 | 22.6 | 10.5 |
| 5,000-9,999 | - | 72.6 | 16.5 | 10.8 |
| 10,000-24,999 | - | 77.1 | 19.1 | 3.8 |
| 25,000 or more | - | 86.2 | 6.7 | 7.0 |

D = data withheld to avoid disclosing operations of individual companies; S = data withheld as more than 50% of the estimate is a combination of imputation and reweighting to account for nonresponse.

NAICS = 2007 North American Industry Classification System.

^a Statistics are representative of companies in the United States that were eligible to receive Form BRDI-1 and performed or funded R&D. These statistics are not comparable to estimates prior to 2012 as those estimates are representative of all companies in the United States.

^b Upper bound based on U.S. Small Business Administration's definition of a small business; Business R&D and Innovation Survey does not include companies with fewer than five domestic employees.

NOTES: Industry classification based on dominant business code for domestic R&D performance where available. For companies that did not report business codes, classification used for sampling was assigned.

SOURCE: National Science Foundation, National Center for Science and Engineering Statistics, and U.S. Census Bureau, Business R&D and Innovation Survey, 2013.