

Top 100 New Brands 2022

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Author biographies

Ed White

Chief Analyst and VP, IP and Innovation Research

Ed is a thought leader in innovation measurement and forecasting, and is the head author of the [Top 100 Global Innovators™](#) and [Top 100 Best Protected Global Brands](#) programs from Clarivate. A twenty-year veteran of Clarivate and its forebears, Ed has a technical background in electronic engineering, instrumentation and particle/plasma devices. Ed has spent most of his career developing new methods of analyzing innovation ecosystems and advised hundreds of corporations, institutions and governments with technology data investigations.

Robert Reading

Head of IP Content Strategy

Robert has a special interest in using trademark data and analytics to provide insight into global commercial activity and trends. Robert writes extensively on trends in the trademark and brand space. He features regularly in the intellectual property (IP) press as an expert on trademark data and authored the latest trademark ecosystem report from Clarivate. Originally from Australia, he studied mathematics and physics at the University of Sydney before moving to the U.K. in 1999 and worked for a leading U.K. IP firm for 15 years before joining Clarivate.

Mihnea Hanganu

Director of Innovation

Mihnea has a decade of experience in the field of intellectual property. He has a background in business economics having studied at the Solvay Brussels School of Economics and Management and is a data scientist by training. Mihnea is the data guru behind programs such as the [Top 100 Global Innovators](#) and [Top 100 Best Protected Global Brands](#) from Clarivate. Mihnea has a track record in delivering data and analytics products that help both corporations and governments accelerate innovation and change the future.

Foreword

The world of brands continues to evolve in new directions, including the emergence of entirely new virtual universes. Companies are creating and launching brands faster than ever.



Milan Milojevic
VP Brand IP & Managing Director
(Belgrade), Clarivate.

New market dynamics put growing pressure on brand creators, legal departments and their outside counsel, as well as go-to-market teams. Their job of creating innovative new brands, preparing them for launch – including conducting essential legal checks, and often, taking them to market globally – has never been more challenging, while the pressures of limited time, budget and resources are ever constant companions.

Several trends have emerged that are driving change in the world of brands. First, the market is more saturated today than it has ever been. For every year since 2020, more than 12 million new trademark applications have been filed annually, according to SAEGIS®. As good as this may sound, this deluge brings additional challenges. Businesses across all sectors face the increasingly daunting task of operating in an over-crowded market, finding the right brand, making it stand out and simultaneously battling to reduce risk.

The pandemic has clearly accelerated some trends as well, chief among them is "bricks and mortar" retail transitioning to online platforms. The last few years have underlined the importance for businesses to have a strong online presence, resulting in a complete shift for many brand strategies.

The metaverse and non-fungible tokens (NFTs) have become the buzz words of 2022, used across generations at home and in the office – even if a full understanding of what they represent sometimes feels elusive. Thousands of brand owners have already sought to protect their brands in the metaverse and NFT space and many more are watching the space closely, searching for opportunities and new clients in a new market. One of the biggest challenges for brand owners is to understand if their current brand protection strategy is fit for purpose in a futuristic virtual world.

The pandemic has also changed our daily lives, leading to certain sectors rising in prominence. Just as many of us have added hand sanitizers and facemasks to our daily lives, many sectors that previously operated behind the scenes, such as vaccines, surged into the public eye.

At Clarivate, our team of brand IP experts across trademarks, domains and litigation understand the new brand reality. We deliver essential solutions across the IP lifecycle, including access to critical insights and IP management capabilities. With these resources, we aim to empower businesses and the law firms that advise them to make informed, data-driven decisions that build, protect and manage their brands – both the "brand" new and heritage.

Leaning on our unique content and in-house expertise, we're pleased to recognize the Top 100 New Brands 2022. These organizations have created and grown the value of their brands to succeed during times that have been more challenging than ever.

Forging new brands

Comirnaty, Honor Choice and TikTok. At first glance, these brands appear to have nothing in common. One is a COVID-19 vaccine, another a line of smart devices and the third a social media phenomenon.

In fact, they hold one very important trait in common – they are all new brands that have burst onto the global scene and become household names in a remarkably short span of time.

Brands have been a part of our lives for thousands of years. From branding livestock, as shown in Stone Age cave paintings to pressing thumb prints on clay pottery and hallmarks on objects made of precious metal, historic methods of identifying ownership and origination eventually evolved into the modern day brands that convey the public image of a company and its products.

A modern brand can stretch beyond simply representing a corporate identity, product or service. It can convey an image, a lifestyle, an idea or even a personality.

For example, Taylor Swift trademarked several key phrases including "this sick beat," from one of her best-selling albums.

Today, meticulous thought, planning and considerable investment go into building a new brand. But creating a brand identity that cuts through in a crowded, global marketplace is getting tougher.

For every successful new brand, countless more fail to hit the mark or capture our attention.

History is littered with examples of promising brands that did not realize their full potential, while others have gone on to become household names.

As the pace of new brand creation continues to accelerate and the commercial space becomes ever more crowded and global, which brands stand out? Which show the greatest potential? Which are positioning for success in our digital world?

How do brand creators balance time-to-market pressures while following due process?

How do consumers and companies know which new brands to trust?

Ultimately, what are the building blocks to creating a successful new brand?

Drawing on our unique collection of intellectual property content, Clarivate reveals the Top 100 New Brands – brands which have demonstrated the greatest diligence and care in building, managing and protecting their new identities on a global level.



Calibrating a new brands brandscape

Build a "brand-love connection," forge your own path to your consumer and garner trust with your audience³ – these are some of the fundamentals often mentioned as key to creating a successful brand. All of which apply to new brands.

What is less discussed, but equally important in today's globalized, digitalized economy, are the rigor and thought required to protect a new brand and ensure a consistent brand experience is delivered to a worldwide audience.

To identify the Top 100 New Brands in this report, we dove into the Clarivate trademark library that contains more than 130 million individual trademark records, analyzing over 20 million new applications filed worldwide between 2020 and 2021 with a verbal (word) element. We evaluated each application and checked for owner details, and applied a score to each brand based on key metrics from the Clarivate Trademark Strength Index™:

- **Market footprint:** A range of products and services covered by the brand, including a measure of how dominant the brand is within each relevant category*
- **Geographic/economic coverage:** The number of countries/registers where protection has been sought, weighted for country GDP

We then leaned on our domain data and expertise to define brands':

- **Online presence:** How many top level and country level domains have been registered to protect the brand.

Taken together, we discover the Top 100 New Brands 2022 – new brands which have surged into the public sphere in the last two years and demonstrated exceptional ability delivering value, impact and protection on a global scale.

We performed this analysis on data made available by registers as of March 1, 2022. In this report, we present marks in the format as filed at trademark registers, including letter case. Brands that were launched in 2021 but did not have filing information available at the time of our analysis due to register delays or filing strategies were not included and may appear in subsequent reports.

* Market footprint metric assesses a brand's commercial breadth of trademark coverage by measuring the scope of its coverage across relevant and distinct trademark classification areas (Nice Classes) as well as the share of activity within them

Leaning on advanced brand IP expertise, data and technology

Clarivate Trademark Strength Index

Built on the CompuMark™ global trademark database, the Clarivate Trademark Strength Index™ (CTSI) harnesses the power of modern data science techniques to benchmark and score marks and their wider brand family of marks. The CTSI analyzes the history and activity profiles of protected brands, their geographic and market presence and their distinctiveness.

Domain data and solutions

MarkMonitor™ domain management solutions from Clarivate combine market-leading expertise, mission-critical security and industry leadership to help protect and manage valuable domain portfolios for strategic advantage.



Introducing the Top 100 New Brands 2022

Brand prowess is so often esoteric, with attention typically focused on well-known and established names. The new brands' space, on the other hand, is uncharted territory.

Leaning on the brand IP, analytics and approaches that we first unveiled in the [Top 100 Best Protected Global Brands 2021](#) report, we calibrate a New Brands "brandscape" for the very first time.

We see a picture of the new brands – likely powerful brands of their sectors in the future – which have demonstrated the greatest diligence in protecting and expanding their brand footprint.

We see the industries that are hotbeds of brand activity.
We see the new forms that new brands can take.

Here are the Top 100 New Brands 2022.

Top 100 New Brands 2022

Alphabetical list ordering

Mark (and owner)*	Sector	Country / region
ACCU-CHEK SMARTGUIDE Roche	Medical and biotechnology	Switzerland
AIBLE KT&G	Consumer goods and food	South Korea
ALLERGAN AESTHETICS Allergan	Medical and biotechnology	United States
ALTRISTA Organon	Pharmaceuticals	Netherlands
APP CLIP Apple	Software, media, fintech and finance	United States
APPLAYDU Ferrero	Software, media, fintech and finance	Italy
APPLE AIRTAG Apple	Electronics and computing equipment	United States
APPLE FITNESS+ Apple	Luxury, fashion, sports	United States
APPLE ONE Apple	Software, media, fintech and finance	United States
APPLE WATCH STUDIO Apple	Luxury, fashion, sports	United States
ASTEMO Hitachi Astemo	Automotive	Japan
AVIENT Avient	Chemicals and materials	United States
Bimzelx UCB	Pharmaceuticals	Belgium
BIOQUELL QUBE Ecolab	Medical and biotechnology	United States
BIOTIKON Alexander Josef Michalzik	Consumer goods and food	Germany
BLUEJEANS Verizon	Software, media, fintech and finance	United States
CALANTIC Bayer	Medical and biotechnology	Germany
CaroField JD.com	Consumer goods and food	China, Mainland
COMIRNATY BioNTech	Pharmaceuticals	Germany
CORENGTH Decathlon	Luxury, fashion, sports	France
COVUIY BioNTech	Pharmaceuticals	Germany
CREATOR STUDIO H&M	Luxury, fashion, sports	Sweden

* Trademarks are often filed in a specific format based on their expected usage. In this report, we present marks and owners in the format filed.

Mark (and owner)*	Sector	Country / region
Cropwise Syngenta	Software, media, fintech and finance	Switzerland
cxmt ChangXin Memory Technologies	Electronics and computing equipment	China, Mainland
Dartek Jiangsu Dayi Power Tools	Industrial systems	China, Mainland
DECAKILA Chongqing Amity Machinery	Consumer goods and food	China, Mainland
deerma Guangdong Delmar Technology	Energy and electrical	China, Mainland
dnwr Inditex	Luxury, fashion, sports	Spain
ENEOS X PRIME ENEOS Corporation	Chemicals and materials	Japan
EXEGER Exeger	Energy and electrical	Sweden
floodlight Roche	Pharmaceuticals	Switzerland
GESKE Triple A Finance	Consumer goods and food	Germany
GONEO Gongniu Group	Energy and electrical	China, Mainland
H&M MOVE H&M	Luxury, fashion, sports	Sweden
HERBONIS Herbonis	Consumer goods and food	Switzerland
HONOR CHOICE Honor	Electronics and computing equipment	China, Mainland
HUA XI ZI Zhejiang Yige Enterprise Management Group	Consumer goods and food	China, Mainland
ICLOUD+ Apple	Software, media, fintech and finance	United States
ITIB Zhejiang Qianyi Brand Management	Luxury, fashion, sports	China, Mainland
JADI JD.com	Software, media, fintech and finance	China, Mainland
Karma point SWAPPOINT	Software, media, fintech and finance	Switzerland
KBio British American Tobacco	Pharmaceuticals	United Kingdom
KIMJALY Decathlon	Luxury, fashion, sports	France
KOVIMERNA BioNTech	Pharmaceuticals	Germany
Kugookirin Shenzhen Hengzhihe Technology	Automotive	China, Mainland
KUPIMA Decathlon	Luxury, fashion, sports	France
kyndryl IBM	Software, media, fintech and finance	United States
LELLOBEE Moonbug Entertainment	Software, media, fintech and finance	United Kingdom

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Mark (and owner)*	Sector	Country / region
LEX MUNDI EQUISPHERE Lex Mundi	Software, media, fintech and finance	United States
LSEG London Stock Exchange Group	Business services	United Kingdom
MANSCAPED MANSCAPED	Consumer goods and food	United States
Medabots Imagineer	Software, media, fintech and finance	Japan
MERCEDES-EQ Mercedes-Benz Group	Automotive	Germany
novavax Novavax	Pharmaceuticals	United States
NPP Natural Plant Protection UPL	Chemicals and materials	India
NUVAXOVID Novavax	Pharmaceuticals	United States
ONNELURA Incyte	Pharmaceuticals	United States
Opella Healthcare Opella Healthcare	Pharmaceuticals	France
Oterra Chr. Hansen Natural Colors	Consumer goods and food	Denmark
Powerfoyle Exeger	Energy and electrical	Sweden
PS5 Sony	Electronics and computing equipment	Japan
RECKITT Reckitt Benckiser	Consumer goods and food	United Kingdom
RICOTA Chongqing Amity Machinery	Industrial systems	China, Mainland
RIVIAN Rivian	Automotive	United States
Roy Rakoon Outfit7	Software, media, fintech and finance	United Kingdom
SEALID DENSO	Chemicals and materials	Germany
SF INTERNATIONAL SF Express	Travel, hospitality, logistics	China, Mainland
SIEMENS energy Siemens	Energy and electrical	Germany
SNAPMAKER Shenzhen Snapmaker Technologies	Industrial systems	China, Mainland
SOONTRAN Guangzhou Temeisheng Electric	Electronics and computing equipment	China, Mainland
STELLANTIS Stellantis	Automotive	Netherlands
SWILE Swile	Business services	France
Syngenta Group Syngenta	Medical and biotechnology	Switzerland
SYNTOLUX Gazprom	Energy and electrical	Russia

* Trademarks are often filed in a specific format based on their expected usage. In this report, we present marks and owners in the format filed.

Mark (and owner)*	Sector	Country / region
TAMAHOO Decathlon	Luxury, fashion, sports	France
TENTIK Traton	Automotive	Germany
TerraBrick Smithers-Oasis	Consumer goods and food	United States
Therabody Theragun	Luxury, fashion, sports	United States
TikTok ByteDance	Software, media, fintech and finance	China, Mainland
TK Elevator ThyssenKrupp	Industrial systems	Germany
TOP TOY Miniso (Hengqin) Enterprise Management	Consumer goods and food	China, Mainland
TotalEnergies TotalEnergies	Energy and electrical	France
TUDOR ROYAL Montres TUDOR	Luxury, fashion, sports	Switzerland
TUISS Hunter Douglas	Consumer goods and food	Netherlands
ULTHERAPY PRIME Ulthera	Medical and biotechnology	United States
VAXZEVRIA AstraZeneca	Pharmaceuticals	United Kingdom
VeSync Shenzhen Chenbei Technology	Energy and electrical	China, Mainland
VIAPLAY Nordic Entertainment Group	Software, media, fintech and finance	Sweden
VREE Organon	Pharmaceuticals	Netherlands
WADFOW Suzhou Dake Machinery	Industrial systems	China, Mainland
WAHIN Midea Group	Energy and electrical	China, Mainland
WATCH ART Patek Philippe	Luxury, fashion, sports	Switzerland
WILD ELEMENTS Nikki Eslami	Consumer goods and food	United States
Xiaomi Wear Xiaomi	Luxury, fashion, sports	China, Mainland
Xtacking Yangtze River Storage Technology	Electronics and computing equipment	China, Mainland
Yangtze Memory Yangtze River Storage Technology	Electronics and computing equipment	China, Mainland
YNWA Liverpool Football Club	Luxury, fashion, sports	United Kingdom
YOSIVO Novartis	Pharmaceuticals	Switzerland
YUNEX TRAFFIC Yunex Traffic	Energy and electrical	Germany
ZYEPTI H. Lundbeck	Pharmaceuticals	Denmark

* Trademarks are often filed in a specific format based on their expected usage. In this report, we present marks and owners in the format filed.

New trends highlight evolving consumer trends and rising regional brand maturity

Europe and the United States have long been the epicenter of global brand creation and activity, as seen in our [Top 100 Best Protected Global Brands 2021](#).

While Europe remains a huge consumer market with the most new brands on the Top 100 New Brands 2022 list, Mainland China emerges as home to 23 Top 100 New Brands.

The presence of Chinese brands on the list reflects a new, more mature approach to brand protection in Mainland China – using the World Intellectual Property Organization (WIPO) system to obtain trademark protection in a large number of jurisdictions in an efficient, coordinated manner and in the process, building the foundation for a truly global brand.

In fact, 99 out of 100 entries used the WIPO system of International Registration (IR) to protect their new brand. This is a strong endorsement of the value of the WIPO IR system. We also found widespread use of priority claims to back date rights to the earliest application.

Our Top 100 New Brands report also reveals technology, digitalization and healthcare trends, including:

- Businesses such as H&M (CREATOR STUDIO) and Hunter Douglas (TUISS) creating brands for online fashion customization and an e-commerce platform for window coverings respectively;
- Several online entertainment and gaming brands, including the latest iteration of Sony's best-selling gaming console, PS5;
- Two electric car brands (RIVIAN and MERCEDES-EQ) and a blockchain-based solution; and
- Pharmaceutical and COVID vaccine brands featuring prominently too.



Where Top 100 New Brands are emanating from

Brands from Mainland China are going global and comprise 23 of the Top 100. This marks a major step in the evolution of brand strategy from Chinese businesses, away from pure volume in a small number of markets and towards building truly global brands.

A significant number of Top 100 New Brands come from Europe including: Germany (12), Switzerland (9), France (7), the United Kingdom (7) and Sweden (5).

The United States remains a hotbed of new brand activity and is home to 21 of the Top 100 New Brands.

Top sectors reflect current times

Society's perennial love of luxury, fashion and sports sees 15 of the Top 100 from this sector.

COVID vaccine makers feature prominently, including BioNTech's COMIRNATY; six out of the 15 pharmaceutical brands on the list are COVID vaccines.

From video game playing franchise Medabots, LELLOBEE, an edutainment series for children, and Nordic streaming service VIAPLAY, to social media phenomenon TikTok, entertainment and technology are a key part of the fabric of society in 2022.

Acronyms and concepts make brands too

YNWA, an acronym for Liverpool Football Club's catchphrase and anthem, "You'll Never Walk Alone."

WATCH ART, which embodies the artistic craft of mechanical watchmaking, from luxury Swiss watch brand, Patek Philippe.

Brand owners with multiple Top 100 New Brands

Technology company Apple owns six: APPLE AIRTAG, APP CLIP, APPLE FITNESS+, APPLE ONE, APPLE WATCH STUDIO and ICLOUD+.

French sports brand, Decathlon has four: CORENGTH, KIMJALY, KUPIMA, TAMAHOO.

COVID vaccine manufacturers BioNTech and Novavax both have multiple entries on the list.

Blend of B2B and B2C brands

IBM managed services spinoff, kyndryl, and Siemen's YUNEX TRAFFIC and SIEMENS energy number among several high-profile spinoffs from well-known B2B companies. Corporate mergers often create entirely new brands; Refinitiv and the London Stock Exchange combined to create LSEG; AVIENT and ASTEMO were also created as a result of mergers.

Notable B2C new brands from Mainland China include TikTok, HONOR CHOICE and cosmetic brand HUA XI ZI.

Figure 1: Countries and regions, Top 100 New Brands 2022

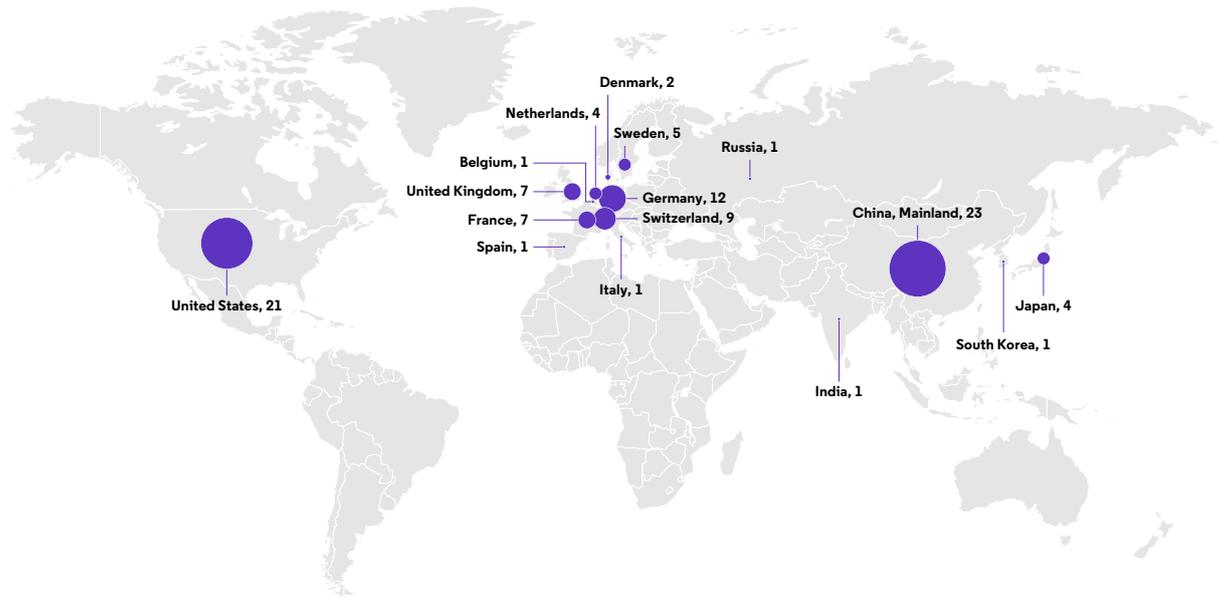


Figure 2: Industry sectors, Top 100 New Brands 2022



Knowledge is power

*"Not everything that can be counted counts and not everything that counts can be counted."**

Albert Einstein

In a world where not all data is created equal, separating the signals from the noise is key to transforming data into critical insights – insights that give brand owners context and clarity of the market and empower them to make confident brand decisions.

Powered by our global trademark data and domain solutions and expertise, we counted what counts to uncover the Top 100 New Brands 2022.

In the process, we reveal a New Brands landscape that is a fascinating mix of brand-new brands, those arising from corporate mergers, re-branding and brand line extensions.

We also discover the trends that are shaping the New Brands landscape and the leading geographies that are contributing to the

proliferation of New Brands – valuable new knowledge that will enable brand creators to develop and grow successful new brands, with confidence and at speed.

At Clarivate, we are committed to helping brand owners create, expand and protect strong brands in the digital era. By offering essential solutions across the IP lifecycle, including access to critical insights and asset management capabilities to brand creators, we help their new brands scale new heights and realize their full potential.

To use the techniques, the information and the expertise behind the Top 100 New Brands, **contact us today.**

* British Journal of Pain, "Not everything that can be counted counts and not everything that counts can be counted - Albert Einstein", Feb 2015

About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the pace of innovation. Our bold Mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of Academia & Government, Life Sciences & Healthcare, Professional Services and Consumer Goods, Manufacturing & Technology. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit clarivate.com.

Contact our experts today:

+1 215 386 0100 (U.S.)

+44 (0) 20 7433 4000 (Europe)

clarivate.com