

Trademarks and economic growth



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We aim to study the impact of trademark rights on economic growth and advertising expenditure among a cross-section of economically advanced countries. To address the possible endogeneity of trademark rights, we propose to apply the approach pioneered by Rajan and Zingales (1998) for analyzing the impact of policy differences across countries. We will compare the impact of changes in trademark rights within countries by comparing the impact of the rights on the various industries according to their relative “advertising intensity”. Our hypothesis is that industries which are relatively more advertising-intensive should benefit relatively more from stronger trademark rights. For instance, stronger trademark rights should have stronger effect on the beer industry (more advertising-intensive) than the industrial gases industry (less advertising-intensive).