

Appendix

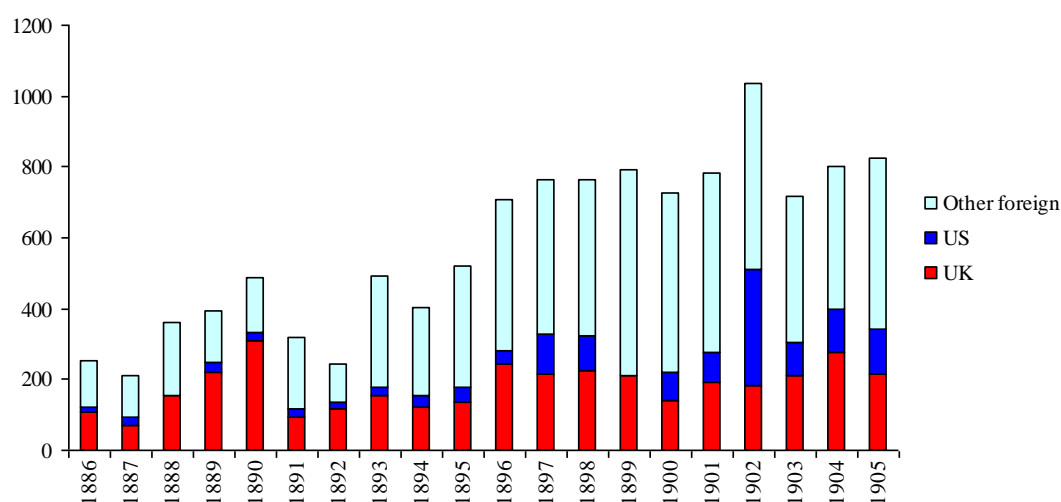
Table 1A – Sample of Brands and Firms

Trademark	Firm	Foundation of the firm owner of the trademark	Country of origin	UK Registration	US Registration	French Registration	Product category
Apollinaris	Apollinaris	1873	UK	1876	1877/1878*	1878	Other drinks (water)
Bass	Bass	1777	UK	1876	1874	1872	Alcohol (beer)
Black & White	James Buchanan	1884	UK	1904	Not found	Not found	Alcohol (whisky)
Colman	Colman	1814	UK	1876	1896	1897	Food (mustard)
Elect	Rowntree	1862	UK	1905	Not found	Not found	Food (cocoa)
Guinness	Guinness	1759	UK	1876	1888	1900	Alcohol (stout)
Hennessy	Hennessy	1765	France	1876	1872	1862	Alcohol (champagne)
Huntley & Palmer	Huntley & Palmer	1822	UK	1876	1887	1893	Food (biscuits)
Johnnie Walker	John Walker & Sons	1886	UK	1909	1910	1910	Alcohol (whisky)
Pears	Lever Brothers	1885	UK	1878	1882	1895	Toiletries (soap)
Rowntree	Rowntree	1862	UK	1889	1907	Not found	Food (pastilles, gum drops)

* 1877 - German Company; 1878 – British Company.

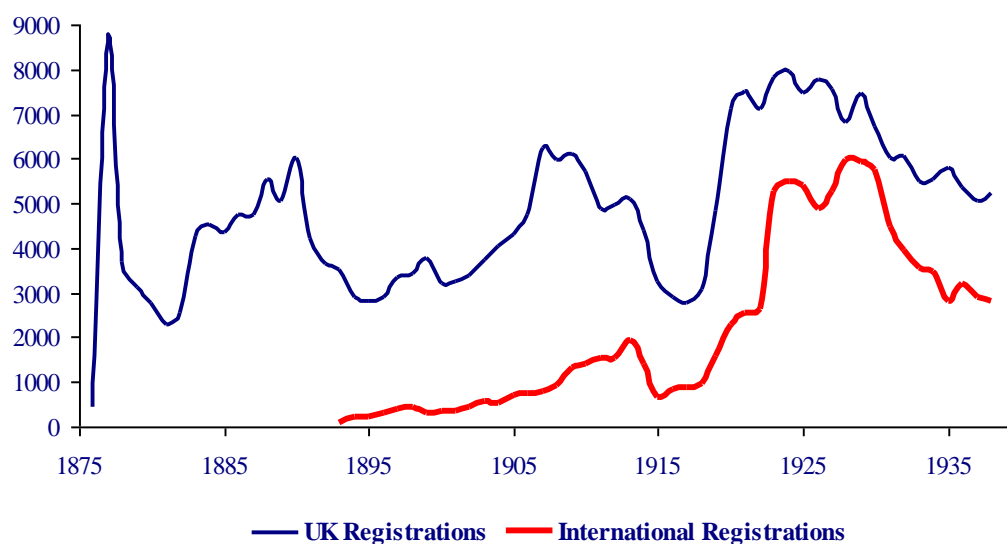
Source: foundation of the firm – companies' private archives or companies' biographies; UK, US; and French registration and product category – trademark registrations published near trademark agencies.

Figure 1 – Foreign Trademark Registrations in France, 1886-1905
(Number of registrations per year)



Source: based on trademark registrations, INPI, France.

Figure 2 – UK and International Trademarks Registrations (1875-1936)
(total number of registrations per year)



Source: WIPO, Madrid Union Concerning International Registration of Marks