

TABLE 40. Importance of trademarks for R&D-active and non-R&D-active companies, by industry: 2008
(Percent)

Industry and company size	NAICS code	All companies			R&D-active companies ^a			Non-R&D-active companies		
		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
All industries	21-23, 31-33, 42-81	6	9	84	33	27	40	5	9	86
Manufacturing industries	31-33	13	14	72	36	29	35	9	11	80
Food	311	21	16	63	46	24	30	17	15	68
Beverage and tobacco products	312	33	17	50	39	0	61	33	19	49
Textiles, apparel, and leather products	313-316	15	14	71	51	23	26	10	13	77
Wood products	321	6	11	84	10	78	12	6	7	87
Paper	322	7	16	77	33	28	39	5	15	80
Printing and related support activities	323	8	14	78	30	10	60	7	14	79
Petroleum and coal products	324	15	16	69	62	22	16	8	15	77
Chemicals	325	31	31	39	43	26	31	18	35	47
Basic chemicals	3251	23	41	36	46	32	22	6	48	47
Resin, synthetic rubber, fibers, and filaments	3252	13	30	57	26	49	25	6	19	75
Pesticide, fertilizer, and other agricultural chemical	3253	29	1	29	86	11	3	14	1	36
Pharmaceuticals and medicines	3254	37	32	31	41	31	28	15	39	45
Soap, cleaning compound, and toilet preparation	3256	41	27	32	61	19	20	33	30	37
Paint, coating, adhesive, and other chemical	3255, 3259	29	25	45	40	19	42	20	31	49
Plastics and rubber products	326	15	14	71	34	26	41	10	10	80
Nonmetallic mineral products	327	9	12	79	32	57	11	7	8	85
Primary metals	331	6	18	76	24	24	52	3	17	79
Fabricated metal products	332	5	9	86	22	20	58	4	7	89
Machinery	333	17	13	71	34	26	40	12	9	79
Agricultural implements	33311	34	13	53	27	26	47	39	1	58
Semiconductor machinery	333295	7	65	29	7	64	30	D	D	D
Engine, turbine, and power transmission equipment	3336	10	16	74	11	31	59	9	5	87
Other machinery	other 333	16	12	72	38	22	39	11	9	80
Computer and electronic products	334	22	23	55	38	32	29	8	15	76
Communications equipment	3342	33	26	41	36	40	25	29	2	69
Semiconductor and other electronic components	3344	11	13	76	27	33	40	3	4	93
Navigational, measuring, electromedical, and control instruments	3345	27	31	42	42	30	27	10	32	58
Electromedical, electrotherapeutic, and irradiation apparatus	334510, 334517	29	35	1	35	46	20	D	D	1
Search, detection, navigation, guidance, aeronautical, and nautical system and instruments	334511	29	43	28	47	16	37	D	D	D
Other measuring and controlling instruments	other 3345	26	28	46	43	31	27	11	25	64
Computer and peripheral equipment and other computer and electronic products	3341, 3343, 3346	28	26	46	48	28	24	8	23	69
Electrical equipment, appliances, and components	335	21	24	56	43	33	24	7	18	75
Transportation equipment	336	15	10	75	37	34	29	9	3	88
Automobiles, bodies, trailers, and parts	3361-3363	15	7	78	41	31	28	11	3	87
Aerospace products and parts	3364	9	19	71	22	49	29	1	1	97
Aircraft, aircraft engine, and aircraft parts	336411-336413	8	18	73	21	51	28	1	1	98
Guided missile, space vehicle, and related parts	336414, 336415, 336419	1	1	1	D	1	1	D	D	D
Military armored vehicle, tank, and tank components	336992	D	D	87	D	D	D	D	D	D
Other transportation equipment	other 336	18	12	70	43	26	30	7	6	88
Furniture and related products	337	7	9	84	41	25	33	5	8	87

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Miscellaneous manufacturing	339	18	22	60	38	36	26	12	17	71
Medical equipment and supplies	3391	24	24	53	41	39	20	16	17	67
Other miscellaneous manufacturing	3399	15	20	64	35	34	31	10	17	73
Nonmanufacturing industries	21-23, 42-81	6	9	86	30	26	44	5	8	86
Mining, extraction, and support activities	21	2	5	93	12	21	68	2	4	93
Utilities	22	16	14	70	18	61	20	15	5	79
Construction	23	2	6	92	1	1	1	2	6	92
Wholesale trade	42	10	15	75	54	21	25	10	15	76
Retail trade	44, 45	5	9	86	1	31	68	5	9	86
Electronic shopping and mail-order houses	4541	21	23	56	D	64	D	21	22	57
Other retail trade	other 44, 45	5	9	86	D	D	70	5	9	86
Transportation and warehousing	48, 49	3	4	93	51	47	1	2	4	94
Information	51	22	21	57	52	30	18	15	19	66
Publishing	511	33	21	45	60	22	18	23	21	57
Newspaper, periodical, book, and directory publishers	5111	21	19	60	D	64	D	21	18	60
Software publishers	5112	53	25	22	60	22	18	32	34	35
Telecommunications	517	13	16	71	57	31	12	9	14	77
Internet service providers, Web search portals, and data processing services	518	21	25	55	37	42	22	14	17	69
Other information	other 51	11	22	68	25	55	20	10	21	69
Finance and insurance	52	5	10	86	D	19	D	5	9	86
Real estate and rental and leasing	53	6	5	89	D	37	D	5	4	90
Professional, scientific, and technical services	54	7	11	82	27	30	44	5	10	85
Architectural, engineering, and related services	5413	4	10	86	19	27	54	3	10	87
Computer systems design and related services	5415	17	23	60	32	36	31	12	20	68
Scientific R&D services	5417	23	23	54	27	28	46	17	16	67
Other professional, scientific, and technical services	other 54	5	9	86	21	22	57	5	8	87
Health care services	621-623	2	4	94	12	26	62	2	4	94
Other nonmanufacturing	55, 56, 61, 624, 71, 72, 81	7	10	83	17	12	71	7	10	83

D = data withheld to avoid disclosing operations of individual companies.

NAICS = 2002 North American Industry Classification System.

^a Statistics are representative of companies located in United States that performed or funded R&D.

NOTES: Detail may not add to total because of rounding. 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, 2008.