



Massachusetts Trademark Activity

First Half 2026 Report

An analysis of USPTO trademark applications filed by
Massachusetts applicants, January - June 2026.



Massachusetts Trademark Activity Report

First Half 2026

An analysis of USPTO trademark applications filed by
Massachusetts applicants, January – June 2026

Prepared by Hall, Esq., PLLC
Intellectual Property Law | Published July 2026

© 2026 Hall, Esq., PLLC. All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means without the prior written permission of Hall, Esq., PLLC, except for brief quotations in reviews and other non-commercial uses permitted by copyright law.

This report is provided for informational purposes only and does not constitute legal advice. No attorney-client relationship is formed by reading or relying upon this report.

Trademark data sourced from the United States Patent and Trademark Office public database. All analysis and commentary is the original work of Hall, Esq., PLLC.

First published July 2026.

Table of Contents

Executive Summary	4
About This Report & Methodology	5
Section 1 — Filing Volume & Monthly Trends	6
Section 2 — Geographic Distribution	7
Section 3 — Applicant Profile	9
Section 4 — International Class Analysis	11
Section 5 — Filing Intent: Use in Commerce vs. Intent to Use ...	13
Section 6 — Attorney Representation	14
Section 7 — Notable Filers & Trademark Campaigns	17
Section 8 — Year-Over-Year Comparison: 2025 vs. 2026	20
Section 9 — The Mark Itself	23
Key Takeaways	24

Executive Summary

Massachusetts experienced a significant surge in trademark filing activity during the first half of 2026, with applicants submitting **5,068 applications** to the United States Patent and Trademark Office — a **19.2% increase** over the 4,251 applications filed during the same period in 2025. This report analyzes that full dataset, examining geographic distribution, industry mix, applicant profiles, attorney representation, and year-over-year trends.

Total H1 2026	Total H1 2025	YoY Increase	With Counsel	Intent-to-Use
5,068	4,251	+817 (+19.2%)	61.4%	59.4%

Highlights at a Glance

- **March 2026 was the peak month** with 992 applications — a 46% spike over March 2025.
- **Boston led all cities** with 862 applications (17.0%), followed by Cambridge (246), Waltham (126), and Woburn (97).
- **Technology classes dominate:** IC 42 and IC 41 together represent over 37% of all class designations.
- **Pharmaceuticals declined sharply** — IC 5 filings dropped 26.7% year-over-year.
- **Individuals represent 22.6% of all filers**, up from 18.2% — the fastest-growing segment.
- **38.6% of all applications were filed pro se.** That rate rises to 71% among individuals.
- **Legal & Personal Services (IC 45) nearly doubled**, growing 91.9% year-over-year.
- **The intent-to-use (1b) share rose from 52% to 59.4%.**

About This Report & Methodology

This report was prepared by Hall, Esq., PLLC, a Massachusetts intellectual property law firm. It analyzes USPTO trademark application data for January 1 through June 30, 2026, with year-over-year comparisons from the equivalent period in 2025.

Data Collection

Application data was retrieved via USPTO's TMSearch platform. Due to export limitations, the 2026 dataset was assembled from eleven separate exports totaling 5,130 raw records. After deduplication, geographic filtering, and data cleaning, the final H1 2026 dataset comprised **5,068 applications**. The H1 2025 comparative dataset comprised **4,251 applications**.

Geographic Scope & Limitations

All applications were filed by Massachusetts-connected applicants — defined as any applicant where either (a) the entity's state of organization is Massachusetts, or (b) the owner's mailing address includes a Massachusetts city. International class counts exceed application counts because a single application may designate multiple classes. Attorney representation data was retrieved separately via the USPTO TSDR API and is available only for H1 2026. All analysis reflects applications filed, not registrations granted.

Section 1 — Filing Volume & Monthly Trends

Massachusetts trademark filings grew sharply in H1 2026. January and February were modest months, with comparatively small gaps between the two years. The divergence arrived in March — a **46.1% spike year-over-year** (679 → 992 applications) — the peak month in the dataset. April followed at +30.6%.

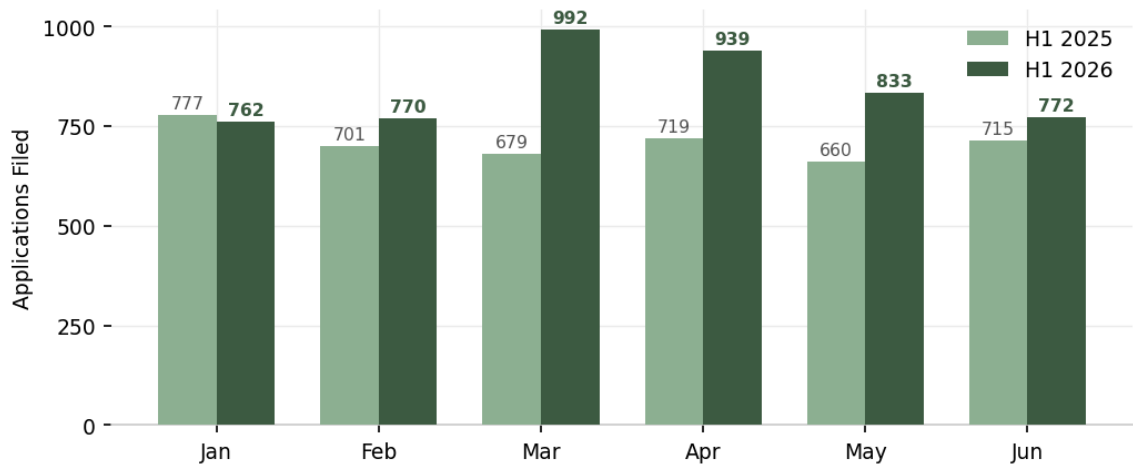


Figure 1.1: Monthly trademark application volume, H1 2025 vs. H1 2026

Month	H1 2025	H1 2026	Change	% Change
January	777	762	-15	-1.9%
February	701	770	+69	+9.8%
March	679	992	+313	+46.1%
April	719	939	+220	+30.6%
May	660	833	+173	+26.2%
June	715	772	+57	+8.0%
TOTAL	4,251	5,068	+817	+19.2%

Table 1.1: Monthly application volume, H1 2025 vs. H1 2026

Section 2 — Geographic Distribution

Massachusetts trademark filings originate across the state, with a predictable concentration in Greater Boston but a distributed footprint extending to the Route 128 corridor, the Pioneer Valley, and the Berkshires.

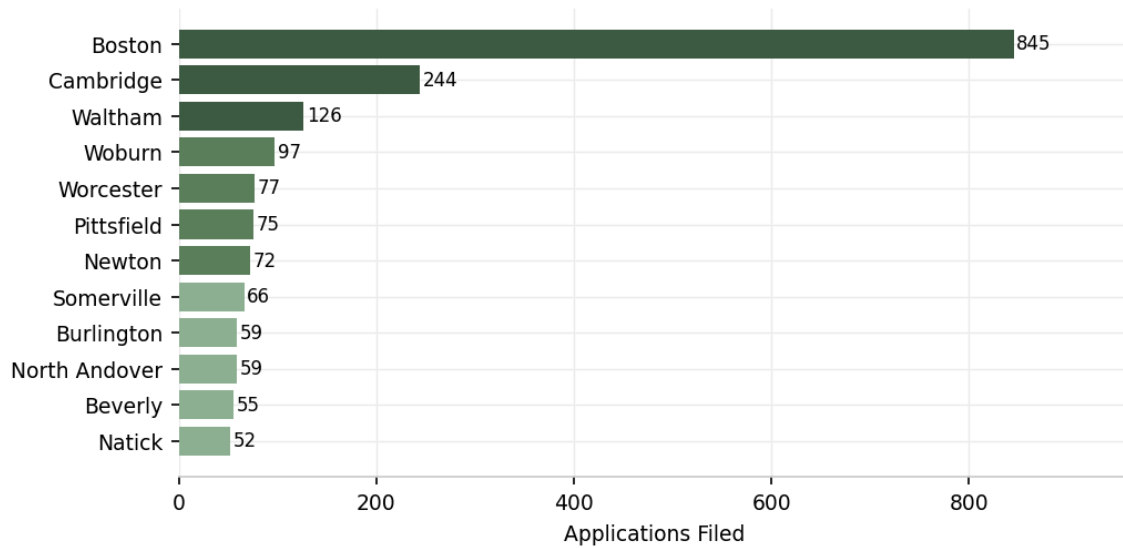


Figure 2.1: Top 12 Massachusetts cities by H1 2026 trademark applications

City	2025	2026	Share	Change	% Chg
Boston	759	845	16.7%	+86	+11.3%
Cambridge	238	244	4.8%	+6	+2.5%
Waltham	105	126	2.5%	+21	+20.0%
Woburn	44	97	1.9%	+53	+120.5%
Worcester	50	77	1.5%	+27	+54.0%
Pittsfield	43	75	1.5%	+32	+74.4%
Newton	75	72	1.4%	-3	-4.0%
Somerville	58	66	1.3%	+8	+13.8%
Burlington	35	59	1.2%	+24	+68.6%
North Andover	14	59	1.2%	+45	+321.4%
Beverly	46	55	1.1%	+9	+19.6%
Natick	27	52	1.0%	+25	+92.6%
Needham	64	52	1.0%	-12	-18.8%
Lexington	34	49	1.0%	+15	+44.1%
Framingham	51	48	0.9%	-3	-5.9%

Table 2.1: Top 15 cities, H1 2025 vs. H1 2026

City-by-City Year-Over-Year Comparison

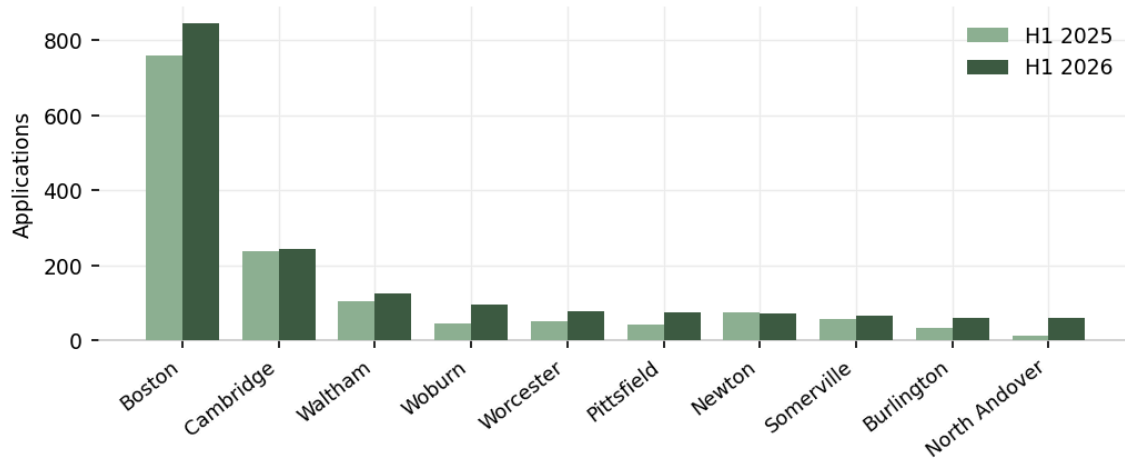


Figure 2.2: Top 10 cities — H1 2025 vs. H1 2026 application volumes

Notable Geographic Trends

- **Boston (862 applications, 17.0%)** leads but grew only +11.3%, suggesting a mature baseline.
- **Woburn surged +120.5%** (44→97) and **North Andover grew +321.4%** (14→59) — the two most dramatic gains.
- **Pittsfield (75 applications)** punches above its population weight, matching Newton despite being a fraction of its size.
- **Newton was the only top-10 city to decline** (-4.0%).
- The **Greater Boston cluster** accounts for approximately **40% of all state filings**.

Section 3 — Applicant Profile

The 2026 data reveals a predominantly corporate filing base with a fast-growing individual and small-business segment reshaping the overall mix.

Entity Type Breakdown — H1 2026

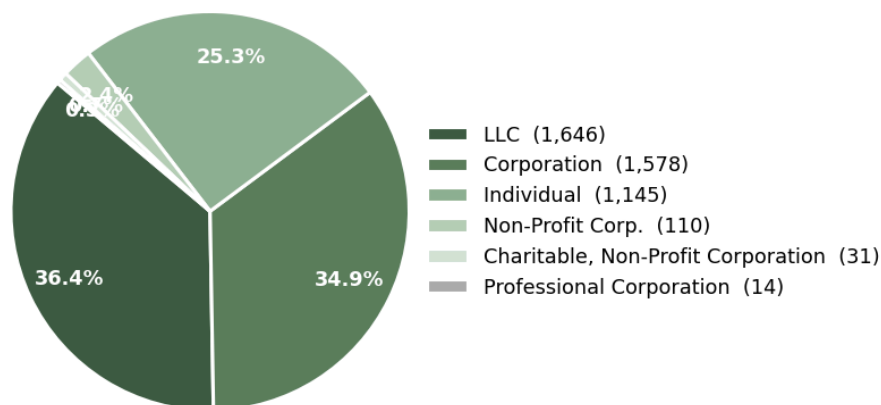


Figure 3.1: H1 2026 applications by legal entity type

Entity Type	2025	2026	Share	Change	% Chg
Limited Liability Company	1,382	1,646	32.5%	+264	+19.1%
Corporation	1,608	1,578	31.1%	-30	-1.9%
Individual	773	1,145	22.6%	+372	+48.1%
Non-Profit Corporation	79	110	2.2%	+31	+39.2%
Charitable, Non-Profit Corporation	9	31	0.6%	+22	+244.4%
Professional Corporation	3	14	0.3%	+11	+366.7%
Sole Proprietorship	7	11	0.2%	+4	+57.1%

Table 3.1: Applications by entity type, H1 2025 vs. H1 2026

- **Individual filers grew 48.1% year-over-year** — from 773 to 1,145 applications — the fastest-growing segment.
- **Corporations declined in share** from 37.8% to 31.1%, with raw count essentially flat.
- **Non-Profit Corporations filed 116 applications** spanning research, patient advocacy, educational, and religious organizations.

Multi-Class Filing Patterns

In H1 2026, 26% of all applications designated two or more International Classes.

Classes per Application	Applications	Share of Total
1	3,763	74.3%
2	871	17.2%
3	255	5.0%
4	85	1.7%
5	52	1.0%
6	16	0.3%
7	9	0.2%
8	1	0.0%
9	3	0.1%
10	7	0.1%

Table 3.2: Multi-class filing distribution, H1 2026

Section 4 — International Class Analysis

Massachusetts H1 2026 applications generated **7,134 total International Class designations** — an average of 1.41 classes per application. Technology, education, professional services, and finance collectively dominate.

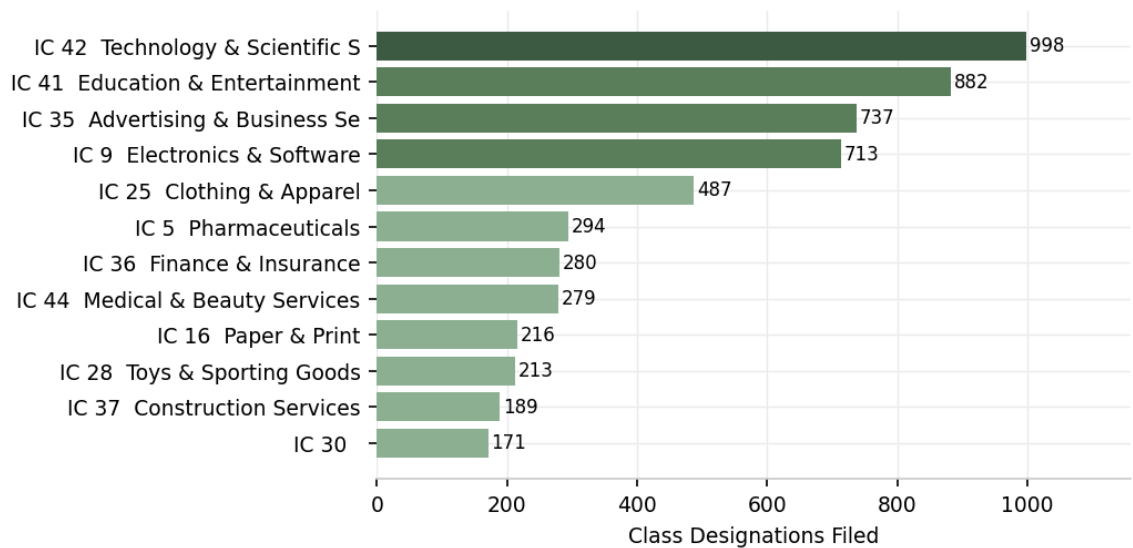


Figure 4.1: Top 12 International Class designations — H1 2026

Class	Description	2025	2026	Share	YoY
IC 42	Technology & Scientific Service	703	998	14.0%	+42.0%
IC 41	Education & Entertainment	714	882	12.4%	+23.5%
IC 35	Advertising & Business Service	618	737	10.3%	+19.3%
IC 9	Electronics & Software	553	713	10.0%	+28.9%
IC 25	Clothing & Apparel	424	487	6.8%	+14.9%
IC 5	Pharmaceuticals	401	294	4.1%	-26.7%
IC 36	Finance & Insurance	225	280	3.9%	+24.4%
IC 44	Medical & Beauty Services	298	279	3.9%	-6.4%
IC 16	Paper & Print	176	216	3.0%	+22.7%
IC 28	Toys & Sporting Goods	162	213	3.0%	+31.5%
IC 37	Construction Services	121	189	2.6%	+56.2%
IC 30		139	171	2.4%	+23.0%

Table 4.1: Top 12 International Class designations, H1 2025 vs. H1 2026

The top four classes — **IC 42, IC 41, IC 35, and IC 9** — together account for approximately **65% of all class designations**.

Year-Over-Year Class Shifts

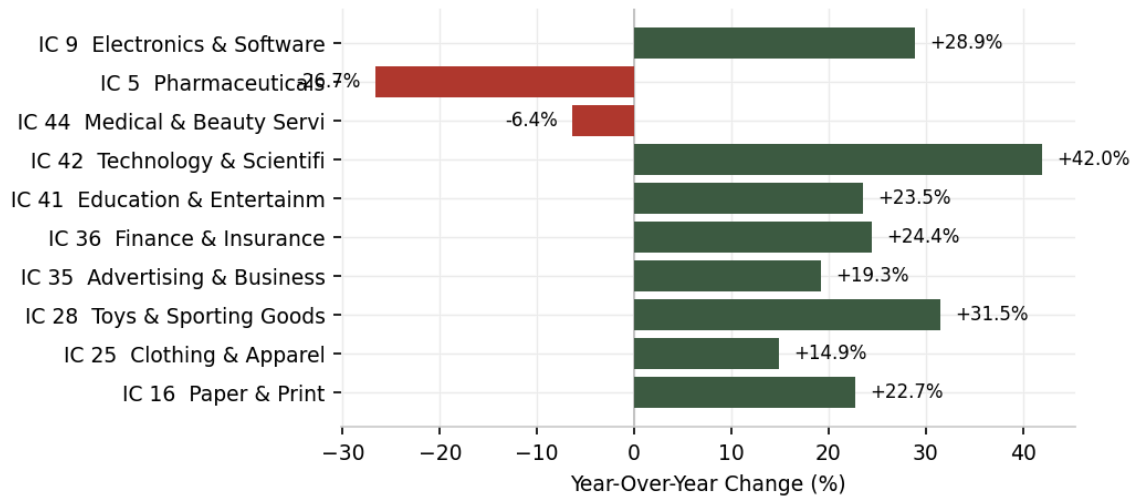


Figure 4.2: Year-over-year change in class designations, top 10 classes

- **IC 42 (Technology & Scientific Services)** added the most designations (+41.5%).
- **IC 45 (Legal & Personal Services)** nearly doubled (+91.9%), driven by law firm brands, legal marketing, and legal tech.
- **IC 37 (Construction Services)** grew 56.2%.
- **IC 5 (Pharmaceuticals)** fell 26.7% — the steepest decline of any major class.

Section 5 — Filing Intent: Use in Commerce vs. Intent to Use

Every trademark application must declare a filing basis. **Section 1(a) (use in commerce)** and **Section 1(b) (intent to use)** reveal whether filers are protecting active marks or staking out brand territory ahead of launch.

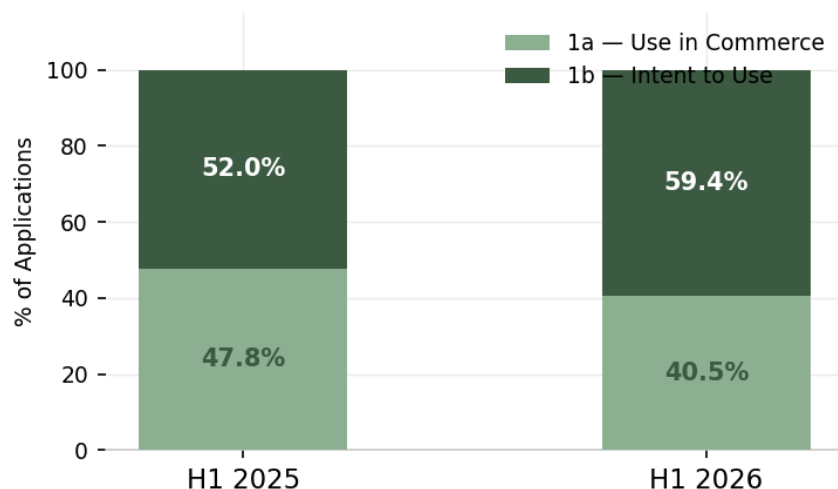


Figure 5.1: Filing basis breakdown, H1 2025 vs. H1 2026

Key Finding: The intent-to-use (1b) share grew from 52.0% in H1 2025 to 59.4% in H1 2026 — a seven-point shift toward pre-launch filings in a single year.

- **H1 2026: 3,010 intent-to-use (59.4%)** vs. 2,052 use in commerce (40.1%)
- **H1 2025: 2,212 intent-to-use (52.0%)** vs. 2,031 use in commerce (47.8%)
- **Cambridge applicants show the highest ITU rate at 69%**, consistent with its pre-revenue biotech concentration.
- **ITU filers are more likely to have attorney representation (63.3%)** than use-in-commerce filers (58.7%).

Section 6 — Attorney Representation

Of the 5,068 H1 2026 applications, **3,111 (61.4%)** were filed with an attorney, while **1,957 (38.6%)** were filed **pro se**. This split varies dramatically by entity type, city, and industry.

Pro Se Rate by Entity Type

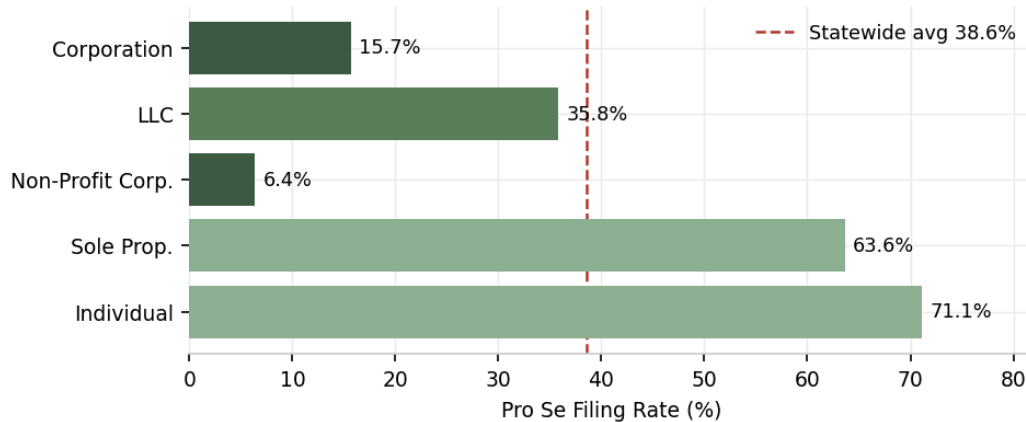


Figure 6.1: Pro se filing rate by entity type (dashed = statewide 38.6% avg)

Individual filers file pro se at a 71.1% rate — nearly three-quarters go without representation. At the other extreme, **corporations engage counsel 84.3% of the time**, and **non-profit corporations are the most consistently represented** at 93.6%.

Pro Se Rate by City

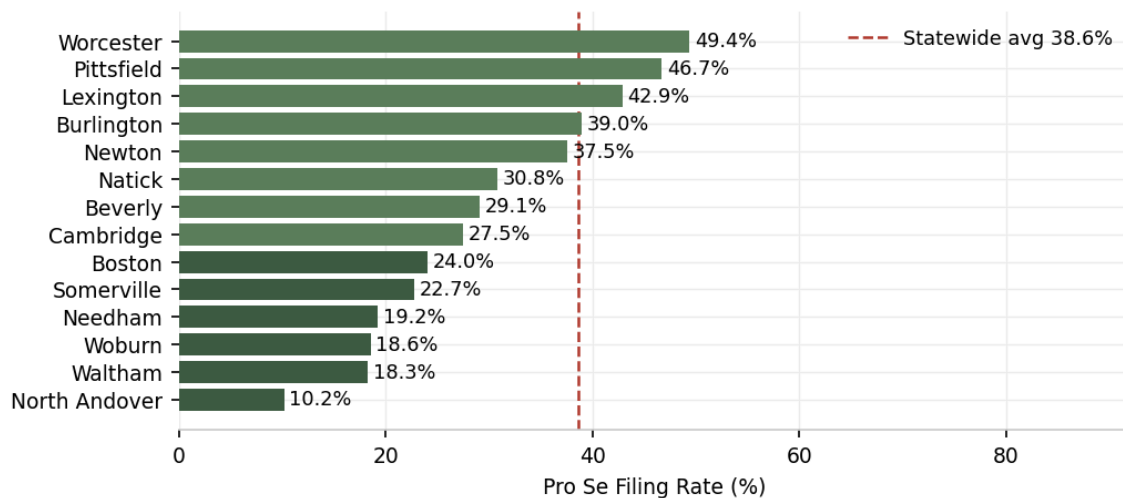


Figure 6.2: Pro se filing rate by city — cities with 20+ applications

- **Boston (76.0% represented)** is well above the statewide average.

- **The Route 128 corridor is the most consistently represented region:** Waltham (82%), Woburn (81%), Concord (90%), North Andover (90%).
- **Brockton leads in pro se rate at 80%** — highest of any city with 20+ filings.
- The geographic pattern reveals a clear divide: **urban cores and tech corridor are well-represented; smaller cities trend heavily pro se.**

Top 10 Attorneys by Filing Count — H1 2026

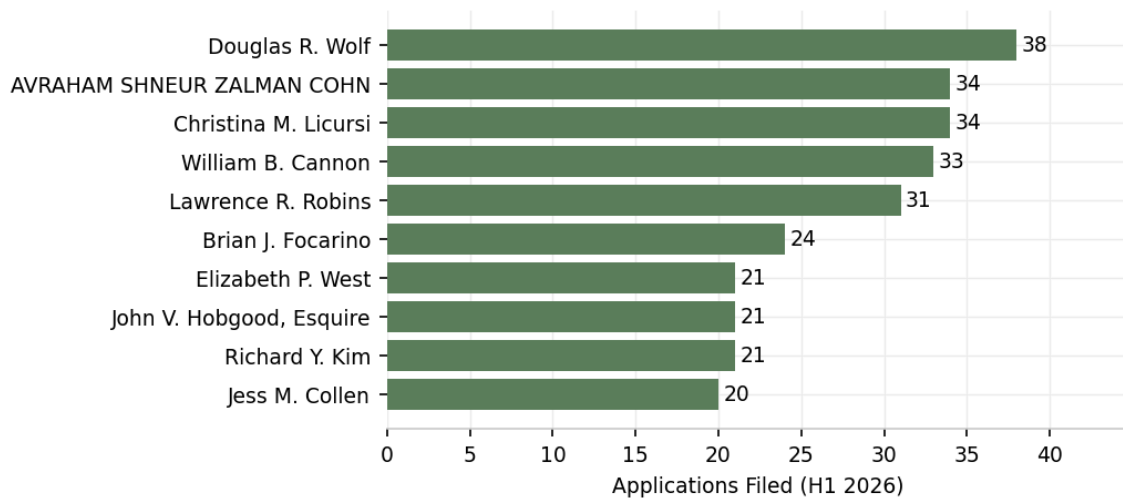


Figure 6.3: Top 10 attorneys by Massachusetts application volume, H1 2026

Section 7 — Notable Filers & Trademark Campaigns

Several individual filers in H1 2026 executed coordinated trademark campaigns that reveal broader brand strategy and industry trends.

UCX Flooring (Mansfield) — 33 Filings

Classes: IC 27 (Floor Coverings), IC 19 (Building Materials)

The dataset's highest-volume individual filer executed a blitz of evocative flooring collection names — THORNBRAV, RIVERGLADE, CALDERIDGE, MOONLIGHT PIER — locking up an entire portfolio of branded product line names in a single campaign.

DK Crown Holdings / DraftKings (Boston) — 29 Filings

Classes: IC 41 (Entertainment), IC 9, IC 35, IC 42

The most prolific Boston-city filer filed gaming product names: DONT CLUCK IT UP, FORTUNE FIGHTERS, CASH N STASH, DAILY REWARDS ROCKET TURBO — reflecting ongoing expansion of its interactive gaming suite.

The Mended Hearts, Inc. — 21 Filings on a Single Day (Feb. 17)

Classes: IC 41, IC 44, IC 45

This cardiac patient non-profit filed 21 applications on February 17 alone, including EMPOWERAFIB, EMPOWERSTROKE, EMPOWERHEARTFAILURE — a sophisticated institutional brand architecture campaign.

ModernaTX, Inc. (Cambridge) — 18 Filings, All in January

Classes: IC 5 (Pharmaceuticals)

Every filing arrived in a January 12–14 window — all coined pharmaceutical names (BLOCNORYX, ZYNOPREV, BANZORVI, TEKNORVO) — a classic pre-IND name-banking strategy.

3 Step Sports (Milford) — 20 Filings

Classes: IC 9, IC 35, IC 41, IC 42

The athlete recruiting platform filed UCVERIFIED, UCREPORT, UCWATCHLIST, UCSCORE, PLAYERFIRST — a multi-class strategy protecting every component of a software platform.

D50 Media (Chestnut Hill) — 8 Filings in IC 45

Classes: IC 45 (Legal & Personal Services)

A legal marketing company filed MESOTHELIOMA CLAIMS CENTER, BIRTH INJURY JUSTICE CENTER, CEREBRAL PALSY GUIDE, HER CASE MATTERS, and LAWFIRM.COM — accounting for nearly 5% of all IC 45 volume in H1 2026.

Section 8 — Year-Over-Year Comparison: H1 2025 vs. H1 2026

The 19.2% growth in Massachusetts trademark filings is not uniformly distributed — gains are concentrated in specific months, cities, industries, and applicant types.

What Grew

- **Technology services (IC 42, +41.5%)**: Largest raw increase of any class.
- **Legal & personal services (IC 45, +91.9%)**: Near-doubling driven by law firm brands and legal tech.
- **Individual filers (+48.1%)**: Fastest-growing applicant segment.
- **Woburn (+120.5%), North Andover (+321.4%), Burlington (+68.6%)**: Route 128 suburbs drove growth.
- **Intent-to-use filings grew from 52% to 59.4% share.**

What Declined

- **Pharmaceuticals (IC 5, -26.7%)**: Steepest decline of any major class.
- **Corporations' share fell from 37.8% to 31.1%** while individual filings surged.
- **Newton (-4.0%)**: Only top-10 city to show a raw decline.

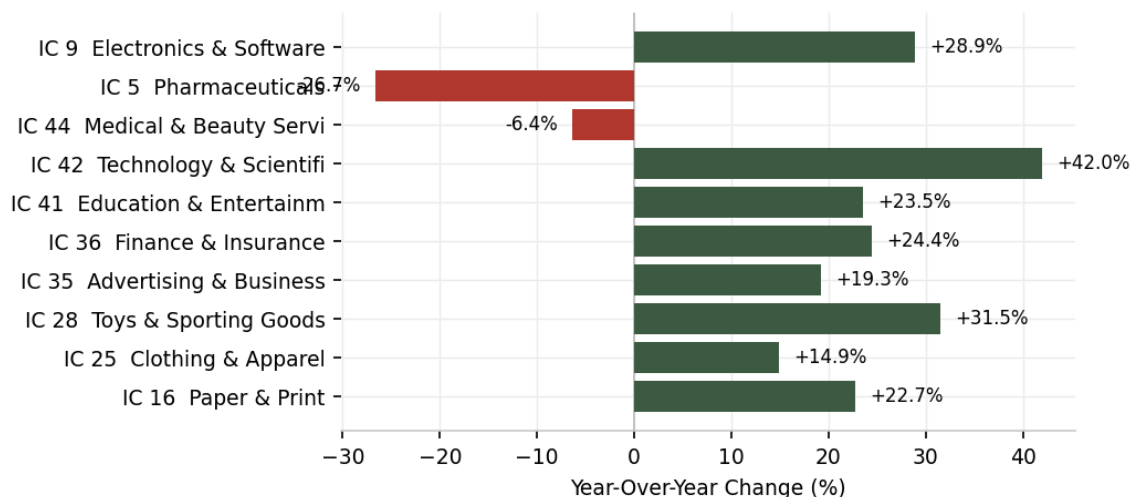


Figure 8.1: Year-over-year percentage change in class designations, top 10 classes

Class	Description	2025	2026	Change	% Chg
IC 42	Technology & Scientific Serv	703	998	+295	+42.0%
IC 41	Education & Entertainment	714	882	+168	+23.5%
IC 35	Advertising & Business Servi	618	737	+119	+19.3%
IC 9	Electronics & Software	553	713	+160	+28.9%
IC 25	Clothing & Apparel	424	487	+63	+14.9%
IC 5	Pharmaceuticals	401	294	-107	-26.7%
IC 36	Finance & Insurance	225	280	+55	+24.4%
IC 44	Medical & Beauty Services	298	279	-19	-6.4%
IC 16	Paper & Print	176	216	+40	+22.7%
IC 28	Toys & Sporting Goods	162	213	+51	+31.5%
IC 37	Construction Services	121	189	+68	+56.2%
IC 30	IC 30	139	171	+32	+23.0%
IC 45	Legal & Personal Services	86	165	+79	+91.9%
IC 3	Cosmetics & Cleaning	119	160	+41	+34.5%
IC 43	Food & Hospitality Services	133	145	+12	+9.0%

Table 8.1: Top 15 International Classes — H1 2025 vs. H1 2026

Section 9 — The Mark Itself

First-Letter Distribution

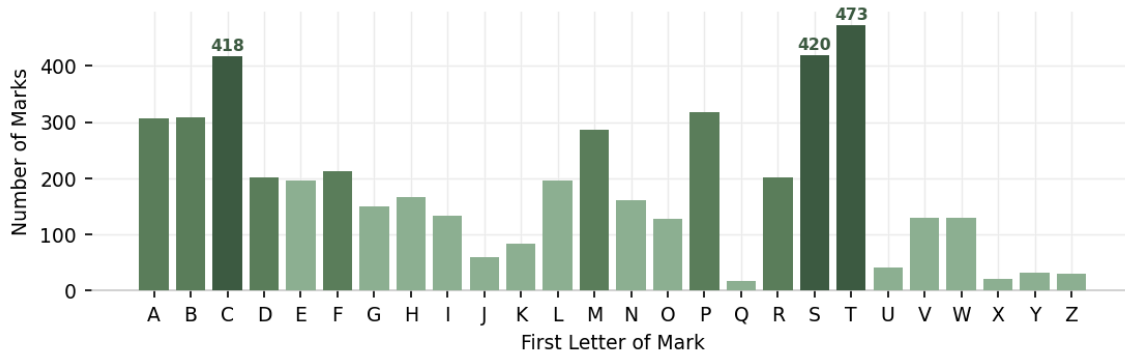


Figure 9.1: Distribution of H1 2026 word marks by first letter

T is the dominant first letter at 9.7% of all word marks. The T dominance is substantially explained by the "THE" phenomenon: **196 of the 480 T marks (40.8%) begin with "THE"** — a deliberate stylistic choice implying singularity. C and S tie for second at 8.6% each. **193 applications (3.8%) were pure design marks** with no word mark text.

Key Takeaways

The first half of 2026 painted a picture of an increasingly active, forward-looking Massachusetts trademark filer base — more applicants, earlier filings, and a more distributed geographic footprint than 2025.

1. Volume is up significantly and the growth is real.

A 19.2% year-over-year increase — with a March spike of +46% — reflects genuine acceleration.

2. Massachusetts is a technology and knowledge economy trademark market.

IC 42, 41, 35, and 9 together dominate in a way that distinguishes this state from manufacturing-oriented markets.

3. The intent-to-use shift signals a more proactive filer base.

The jump from 52% to 59.4% ITU in a single year means filers are increasingly protecting marks before launch.

4. Individuals are the fastest-growing segment and the most underserved.

Individual filers grew 48% year-over-year and file pro se at a 71% rate.

5. The Route 128 suburbs are the growth engines.

Woburn (+120%), North Andover (+321%), and Burlington (+69%) drove disproportionate growth.

6. Pharmaceutical filing activity is contracting despite the overall surge.

IC 5 declining 26.7% while total filings grew 19.2% is a meaningful divergence worth monitoring.

7. Legal services brands are asserting themselves.

IC 45 nearly doubling is an emerging sector within the filing landscape.

About Hall, Esq., PLLC



Hall, Esq., PLLC is a Massachusetts intellectual property law firm focused on trademark clearance, prosecution, portfolio management, and brand strategy. The firm works with clients ranging from first-time brand owners to established corporations, providing practical, results-oriented counsel at every stage of trademark development and protection.

This report is published as part of the firm's ongoing commitment to advancing public understanding of intellectual property practice in Massachusetts. Hall, Esq., PLLC intends to publish this analysis annually.

Interested in trademark protection for your brand? Hall, Esq., PLLC offers consultations for businesses and individuals at all stages of brand development.