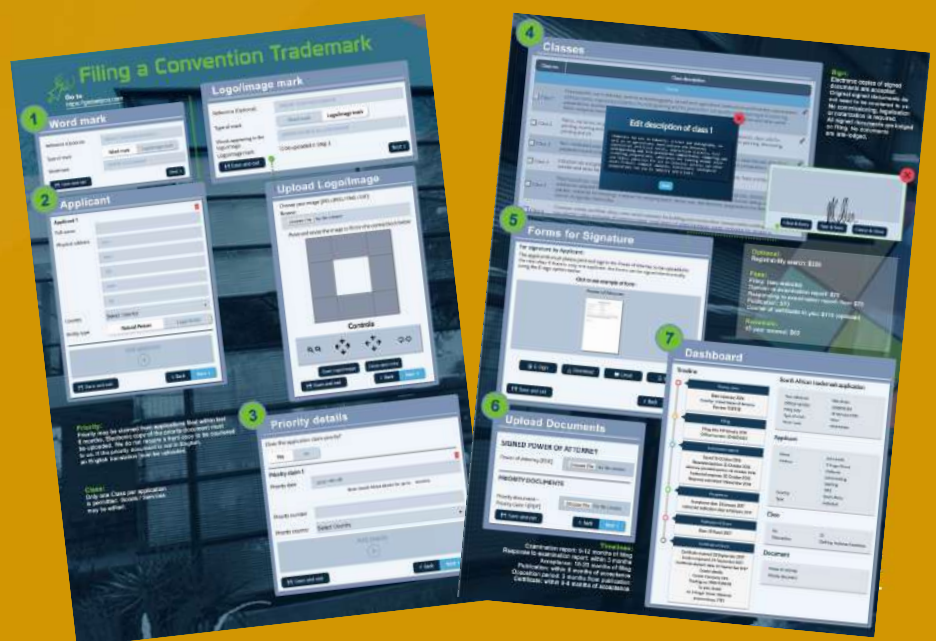




# TM Direct South African Trademark Online Manual (Law firms, Sep 2025)



## South African Trademark Manual

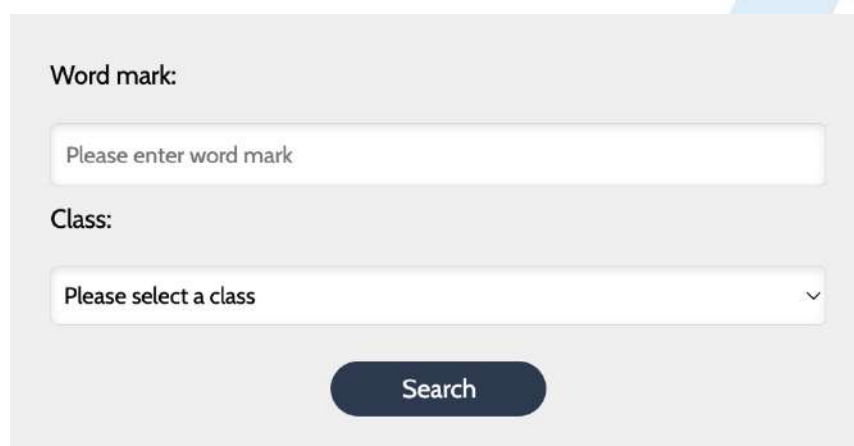
South African trademarks are easily filed online through the TMDirect online filing system available at [snz.co.za/tm-direct](https://snz.co.za/tm-direct).

### Rights

A South African trademark registration prevents others from using a brand name / logo / slogan which is the same as, or confusingly similar to your trademark registration in South Africa.

### Search

The TMDirect system provides an online facility for conducting free identical South African trademark searches:

The image shows a web form for trademark searching. It has a light gray background. At the top, it says "Word mark:" followed by a text input field with the placeholder "Please enter word mark". Below that, it says "Class:" followed by a dropdown menu with the placeholder "Please select a class" and a downward arrow. At the bottom center is a dark blue button with the word "Search" in white.

**Note:** The TMDirect trademark search facility does not include trademarks filed within the last 6 weeks. If a confusingly similar trademark has previously been filed, or if a similar unregistered trademark already enjoys a reputation in South Africa, the South African Trademarks Office may refuse an application.

Alternatively, instruct our South African agent (S&Z) to conduct a professional trademark registrability search.

### Filing a South African trademark through TMDirect

1. Register on <https://snz.co.za/direct/> (there is no subscription / license fee. You are only charged for actions instructed);
2. We upload a discount code for law firms, reducing pricing on the system; and
3. Complete the South African trademark application form:

## Mark / Logo page

- **Your reference:** This is the reference used within your business to identify the trademark application.
- **Type of mark:**

### *Word mark*

- **Word mark:** Type the word/s of the trademark, e.g. TMDIRECT.
- **Case sensitive:** If the case (i.e. upper / lower-case) of the characters is important, select “Yes” and the case will be preserved. Alternatively, the case will be ignored and the trademark will be filed with capital letters, meaning protection will be granted irrespective of the case (*recommended*).

The screenshot shows the 'New South African Trademark Application' form. At the top, there is a dark blue header with the title 'New South African Trademark Application'. Below the header is a navigation bar with seven tabs: '1. MARK/LOGO', '2. PARTIES', '3. PRIORITY', '4. CLASS', '5. FORMS', '6. UPLOADS', and '7. PAYMENT'. The '1. MARK/LOGO' tab is selected and highlighted. Below the navigation bar, the 'MARK/LOGO' section is displayed. It contains the following fields and options:

- Your reference:** A text input field with the placeholder text 'Enter a reference'.
- Type of mark:** Two radio button options: 'Word mark' (selected) and 'Logo/image mark'.
- Word mark:** A text input field with the placeholder text 'Enter the word mark'.
- Case sensitive:** Two radio button options: 'Yes' (selected) and 'No'.

Below the 'Case sensitive' options, there is a small text note: 'If the case of the characters is important, select 'Yes' and the case will be preserved. Alternatively, the case will be ignored and protection will be pursued irrespective of case.' At the bottom of the form, there are two buttons: 'Save and exit' on the left and 'Next >' on the right.

### *Logo/image mark*

- **Words appearing in the logo/image:** Type all the words and/or numbers appearing in the image. If there are no words/numbers, leave blank.
- **Upload your image and resize the image to fit in the central block**





Example:

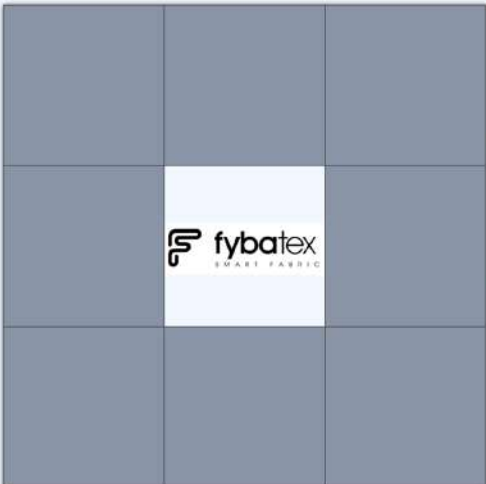
LOGO/IMAGE









1. Upload your image [JPG / JPEG / PNG / GIF]:

Screenshot 2025-05-02 at 14.28.41

2. Move and resize the image to fit it in the central block below:







3. Save your final logo/image or remove the image and retry:


Click Save logo/image and review the saved image:

Type of mark: ☒ Word mark ☐ Logo/image mark

Words appearing in the logo/image:

LOGO/IMAGE

Your logo/image:



## Parties page

- **Applicant:** The applicant may be a natural person, a juristic person (e.g. a company) or a trust. Co-applicants are permitted. Insert the applicant's physical (not postal) address. When inserting the address, use consecutive rows and do not strictly follow the prompts in the rows (e.g. the Zip code may be entered in the third address row).

New South African Trademark Application

1. MARK/LOGO 2. PARTIES 3. PRIORITY 4. CLASS 5. FORMS 6. UPLOADS 7. PAYMENT

APPLICANT

Applicant 1

Full name: Full name

Physical address: Line 1

Line 2 (Optional)

City

State (Optional)

Zip (Optional)

Country: Select Country

Type: Natural Person Legal Entity

Add applicant

Save and exit < Back Next >

## Priority page

- **Priority:** Priority may be claimed from a trademark filed during the previous 6 months in accordance with the Paris Convention for the Protection of Industrial Property. We require a certified copy and English translation (if necessary) of the priority application at the time of filing. If the priority application is not in English, please add the English translation at the end of the priority application (as a single pdf file).

New South African Trademark Application

1. MARK/LOGO
2. PARTIES
3. PRIORITY
4. CLASS
5. FORMS
6. UPLOADS
7. PAYMENT

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### PRIORITY DETAILS

Does this application claim priority? 
☒ Yes
 ☐ No

Priority claim 1

Priority date:  ✖

Note: South Africa allows for up to 6 months to claim priority.

Priority number:

Priority country: Select Country ▼

---

Add priority  
+

Save and exit
< Back
Next >

### Class page

- **Select class(es):** South Africa does not permit multi-class trademarks. A separate South African trademark will be filed for each class selected.

Trademark protection is limited to the goods/services within the selected class/es. If the incorrect class is selected, the trademark may not be enforced.

South Africa uses the 12th Edition (12-2024), of the Nice Classification of Goods and Services (<https://www.wipo.int/classifications/nice/nclpub/en/fr/>).

The description of Goods / Services within a class may be edited. However, applicants generally select all Goods / Services within a class.

New South African Trademark Application

1. MARK/LOGO
2. PARTIES
3. PRIORITY
4. CLASS
5. FORMS
6. UPLOADS
7. PAYMENT

SELECT RELEVANT CLASSES

Class no.	Class description
Goods	
<input type="checkbox"/> Class 1	Chemicals for use in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; fire extinguishing and fire prevention compositions; tempering and soldering preparations; substances for tanning animal skins and hides; adhesives for use in industry; putties and other paste fillers; compost, manures, fertilizers; biological preparations for use in industry and science.
<input type="checkbox"/> Class 2	Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants, dyes; inks for printing, marking and engraving; raw natural resins; metals in foil and powder form for use in painting, decorating, printing and art.
<input type="checkbox"/> Class 3	Non-medicated cosmetics and toiletry preparations; non-medicated dentifrices; perfumery, essential oils; bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations.
...	
<input type="checkbox"/> Class 43	Services for providing food and drink; temporary accommodation.
<input type="checkbox"/> Class 44	Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, aquaculture, horticulture and forestry services.
<input type="checkbox"/> Class 45	Legal services; security services for the physical protection of tangible property and individuals; dating services, online social networking services; funerary services; babysitting.

Save and exit

< Back
Next >

### Forms page

- **Forms:** Download the Power of Attorney for signature. A scanned copy of the simply signed Power of Attorney is required.

New South African Trademark Application

1. MARK/LOGO

2. PARTIES

3. PRIORITY

4. CLASS

5. FORMS

6. UPLOADS

7. PAYMENT


FORMS FOR SIGNATURE

For signature by Applicant:

The applicant must please print and sign these forms to be uploaded in the next step.

Click to see examples of forms:

Power of Attorney



Download

Email

Save and exit

< Back

Next >

Note: No commissioning, legalization or notarisation of the Power of Attorney is required, and the original signed form should not be lodged.

## Uploads page

- Upload:** Upload the signed Power of Attorney and priority document (if priority is claimed).

New South African Trademark Application

1. MARK/LOGO

2. PARTIES

3. PRIORITY

4. CLASS

5. FORMS

6. UPLOADS

7. PAYMENT

REQUIRED DOCUMENTS: MUST BE SUBMITTED ON FILING

Power of Attorney [PDF]

Choose file

No file chosen

×

Q

Priority document - Priority claim 1 [PDF]

Choose file

No file chosen

×

Q

Save and exit

< Back

Next >



## Payment page

- **File / pay:** Pay by credit card or on account to complete the filing. The discounted costs (exclusive of vat) for law firms are:

Filing:	R 1,500 (inclusive of R590 official fee)
Acceptance and publication:	R 500

If an office action is issued, the charge for a routine response (i.e. submitting outstanding documents; association of marks; disclaimer; admission; endorsing the meaning) is R 1,000.

Additional costs will be incurred if the trademark is refused or opposed, which is quoted on a case-by-case basis.

### New South African Trademark Application

[1. MARK/LOGO](#)[2. PARTIES](#)[3. PRIORITY](#)[4. CLASS](#)[5. FORMS](#)[6. UPLOADS](#)[7. PAYMENT](#)

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#### PAYMENT SUMMARY

Filing of a South African trademark application

Description	Unit cost (ZAR)	Quantity	Amount (ZAR)
Filing a South African trademark application	3450.00	1	3450
Discount 2PEBJXRSY			(1950)
VAT*			136.5

\*VAT applies because your billing address are stated as South Africa.

TOTAL PAYABLE

**ZAR1636.5**

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#### TERMS AND CONDITIONS

We will file your trademark application with the South African Trademark Office, and send you a trademark application number within one day (Mon-Fri).

☒ You agree that we will file this South African trademark application as is, without review, revision or comment, subject to our Terms & Conditions and policy documents.

Save and exit

Proceed to filing

< Back

## Process

The South African trademarks office examines trademarks to ensure that they meet the formal and substantive requirements.

### Timelines:

Examination:	within 9-12 months of filing
Acceptance:	within 3-6 months of responding to routine office action (if necessary)
Publication:	within 1 month of acceptance. Trademarks are open to opposition for 3 months, calculated from the publication date
Issuance of certificate:	within 4 months of expiry of the opposition term. Certificates are issued in electronic format only

## Renewal

A South African trademark must be renewed on the tenth anniversary of the filing date and every ten years thereafter.

<i>Years</i>	<i>Official fee</i>	<i>Total IdeaNav fee (inclusive of official fee)</i>
10	R260	R1 027

### Late-payment:

Renewals may be paid during the 6 month grace period on payment of a penalty (R48). The IdeaNav renewal system charges: (i) the manual renewal fee (which is higher than the online renewal fee); and (ii) R350 in professional fees for paying the late payment penalty.

## How to respond to an office action

### 1. Click INSTRUCT RESPONSE

[Share case](#)

### Summary of case

TM\_ZA00002088-01 | 2022/21223 | My reference

Filed

Filing date:  
10 February 2023  
Official No.:  
2022/21223

Examination Report

Issuance date:  
10 February 2023  
Instruct response deadline:  
3 May 2023

Instruct Response

Expected acceptance date  
10 August 2023

Expected grant date  
10 February 2024

Expected certificate date  
10 April 2024

#### South African Trademark Application

Status:

Examination - Report issued

Client reference:

My reference

Official No.:

2022/21223

Filing date:

10 February 2023

Next deadline:

3 May 2023 - Response/extension (Examination)

Type of mark:

Word

Word mark:

My word mark

Case sensitive:

No

#### Applicant

Full name:

Sylvia Lakes

Physical address:

9 Kruger street  
Oaklands  
Johannesburg  
Gauteng

Country:

South Africa

Type:

Natural person

#### Priority

2. Click SAVE AND INSTRUCT RESPONSE to go through to payment

Examination Report Processing - TM\_ZA00002088-01

Examination Report

Date of issuance:

10 February 2023

Submit response deadline:

10 May 2023

Instruct response deadline:

03 May 2023

Documents:

Notice of examination

Opinion re examination

The South African Trademark Office has examined the abovementioned South African trademark application(s), and issued an examination report.

A response to the examination report must be submitted to the Trademark Office before the above Submit Response Deadline (which deadline can be extended). To meet this deadline, you must instruct the response from your portfolio by the above Instruct Response Deadline.

If no response is submitted before the deadline, condonation for a late response may be requested from the Trademark Office when submitting the response. Accordingly, if the deadline to respond to the examination report above is not adhered to, penalty fees will apply. Furthermore, while the Trademark Office typically is quite lenient in granting condonation, we cannot guarantee that condonation will be granted, particularly in cases where the delay in submitting the response is relatively great. The decision as to whether to: (i) grant the condonation and consider the response; or (ii) refuse condonation and change the application status to lapsed is entirely up to the Trademark Office.

Response to examination report



Deadline to instruct response:

03 May 2023

Payment

Description	Amount
Cost:	

TOTAL PAYABLE

☒   Credit card

☐ GLOBAL IP CO. User account

Save and instruct response

## How to arrange publication

1. Click INSTRUCT PUBLICATION

[Share case](#)

### Summary of case

TM\_ZA00002088-01 | 2022/21223 | My reference

Filed

Filing date:  
10 February 2023  
Official No.:  
2022/21223

Examination Report

Issuance date:  
10 February 2023  
Response date:  
10 February 2023

Edit Acceptance

Acceptance date:  
10 February 2023  
Deadline to arrange publication:  
14 July 2023  

Instruct publication

Expected grant date  
10 August 2023

#### South African Trademark Application

Status:	Accepted
Client reference:	My reference
Official No.:	2022/21223
Filing date:	10 February 2023
Next deadline:	14 July 2023 - Publication (Acceptance)
Acceptance date:	10 February 2023
Type of mark:	Word
Word mark:	My word mark
Case sensitive:	No


#### Applicant

Full name:	Sylvia Lakes
Physical address:	9 Kruger street Oaklands Johannesburg Gauteng
Country:	South Africa
Type:	Natural person

2. Click INSTRUCT PUBLICATION to go through to payment

## Acceptance Processing - TM\_ZA00002088-01

### Acceptance

Date of acceptance:	10 February 2023
Expected publication date:	26 July 2023
Publication deadline:	10 August 2023
Request extension deadline:	NA
Request publication deadline:	14 July 2023
Request withdrawal deadline:	NA
Documents:	Notice of acceptance 

In order to have the trademark granted, it must be published in the South African Trademark Journal. The South African Trademark Journal is published monthly on the last Wednesday of the month, with submissions for publications in any edition closing approximately two weeks before the date of publication. The last Trademark Journal in which acceptance of the abovementioned application can be printed without incurring penalty fees is expected to be published on the above Expected Publication Date.

You can now instruct us to arrange publication of acceptance of the abovementioned South African trademark application in the next available Trademark Journal. In order to ensure that we are able to meet the closing date for submission of the publication, the deadline for you to instruct us to arrange publication without incurring penalty fees is the Request Publication Deadline.

If acceptance of the application is not published before the Expected Publication Deadline, the application can still be published, subject to additional penalty fees. Please note that allowance or refusal of publication after expiry of six months from the date of acceptance is entirely within the discretion of the South African Trademark Office. Typically, the Trademark Office allows late publication of acceptance, but this cannot be guaranteed, and the risk of refusal increases with the elapse of time.

### Publication

Deadline to instruct publication: 14 July 2023

### Payment

Description	Amount
Cost:	

TOTAL PAYABLE

☒  Credit card

☐ GLOBAL IP CO. User account

 Instruct publication

## Tariff of fees (2025) – South African Trademarks

	Official fee	Total fee (excl VAT)
File South African trademark and report examination with opinion (using TMDirect system)	R590	R 1 500
Routine response to office action (if any)		R 1 000
Acceptance, reporting registration with electronic certificate (using TMDirect system)		R 500
Renewal		
Every 10 years, calculated from the South African filing date		
<b>If processed through IdeaNav</b> - Per trademark / class	R260	R 1 027