ABB – South African trademarks

Updated 8 November 2026

ABB is a Swiss-Swedish technology company in electrification and automation: electrical equipment, motors, robotics and control systems.

How ABB has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#242
largest trademark owner in South Africa (of 121,626)

242
trademarks filed

2
different logos published since 2020

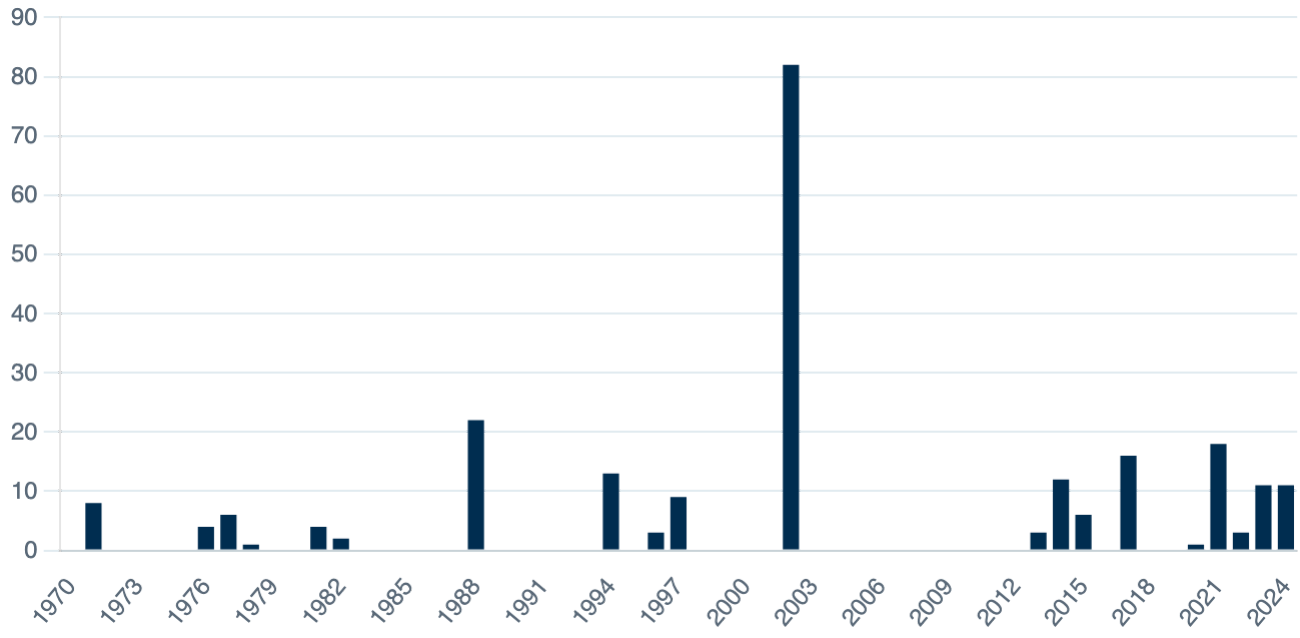
28
of 45 classes used

1965
first trademark filed

60
filed in the last 10 years

A portfolio built over time

ABB filed its first South African trademark in 1965 and has filed 242 since; its busiest year was 2002, with 82 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
ABB	249	1965–2024

Where ABB expanded its business

Trademark classes show what a business sells. ABB's portfolio is concentrated in electronics & software (class 9), machines (class 7), construction & repair (class 37). Its most recent moves were into cosmetics & cleaning (2002), medical devices (2002), building materials (2002).

ABB trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/abb-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS		MARKS	SHARE	SINCE
9	Electronics & software	33	13.6%	1965
7	Machines	31	12.8%	1965
37	Construction & repair	22	9.1%	1981
42	Tech & IT services	21	8.7%	1981
17	Rubber & plastics	13	5.4%	1966
6	Metal goods	11	4.5%	1966
11	Lighting & appliances	11	4.5%	1988
41	Education & entertainment	10	4.1%	1988

The brands ABB protects most

The word marks and logo names ABB has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ABB	94	28	1988–2024
2	ABB ASEA BROWN BOVERI	11	11	1988–1988
3	ASEA BROWN BOVERI	9	9	1997–1997
4	ABB ABILITY	7	7	2017–2017
5	OPTIFACT	6	6	2021–2021
6	RUNNING THE WORLD WITHOUT CONSUMING THE EARTH	6	6	2015–2015
7	THOMAS & BETTS	6	6	1977–1977
8	AUTHORIZED VALUE PROVIDER ABB	5	5	2014–2014
9	BBC BROWN BOVERI	5	5	1978–1981
10	RUGGSTER	5	5	2024–2024
11	T & B	5	5	1971–1971
12	FLEXLEY	4	4	2023–2023
13	HARNESSFLEX EVO	4	4	2021–2021
14	KOPEX	4	4	1966–1966
15	LET'S WRITE THE FUTURE.	4	4	2017–2017

Logos filed most often (since 2020)

6 filings · 6 classes

4 filings · 4 classes

ABB's logos

The 2 different logos ABB has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

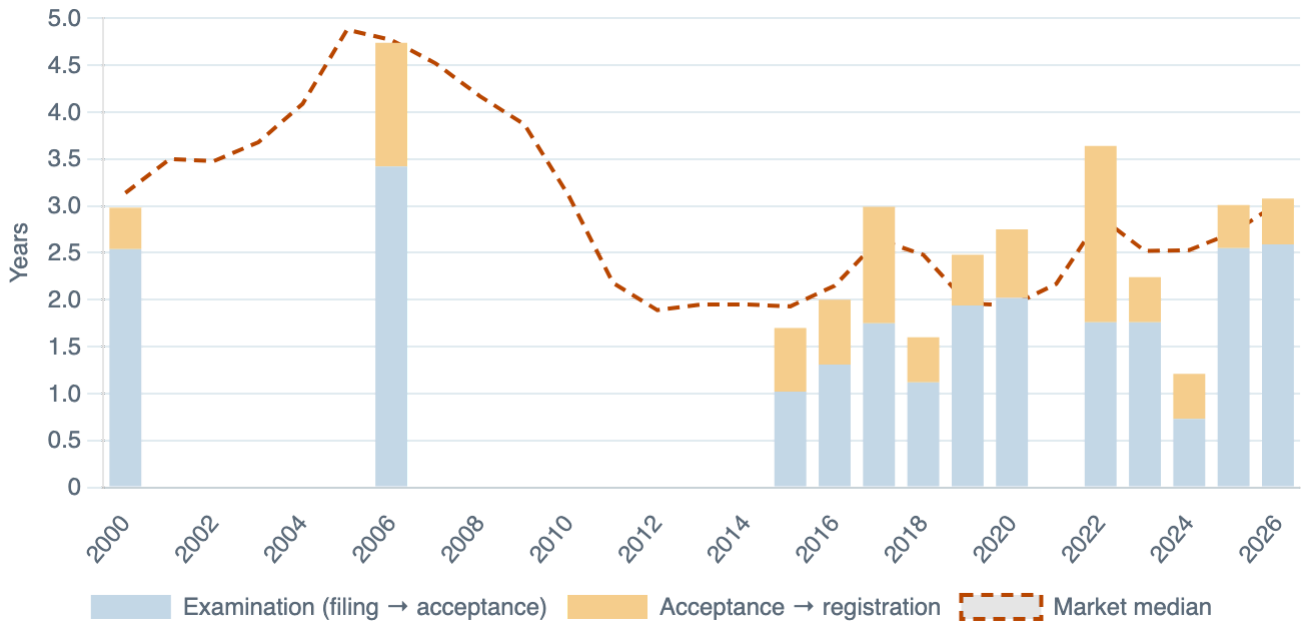
6 classes

4 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, ABB's marks took a median of **2.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

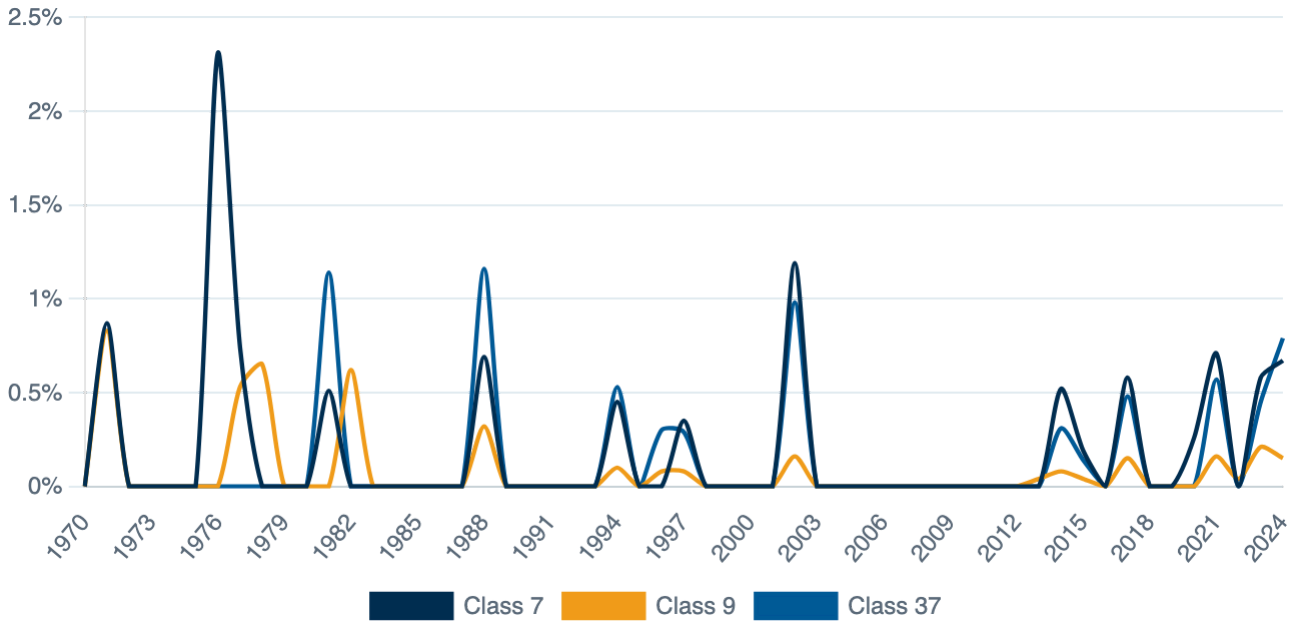


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in ABB's classes

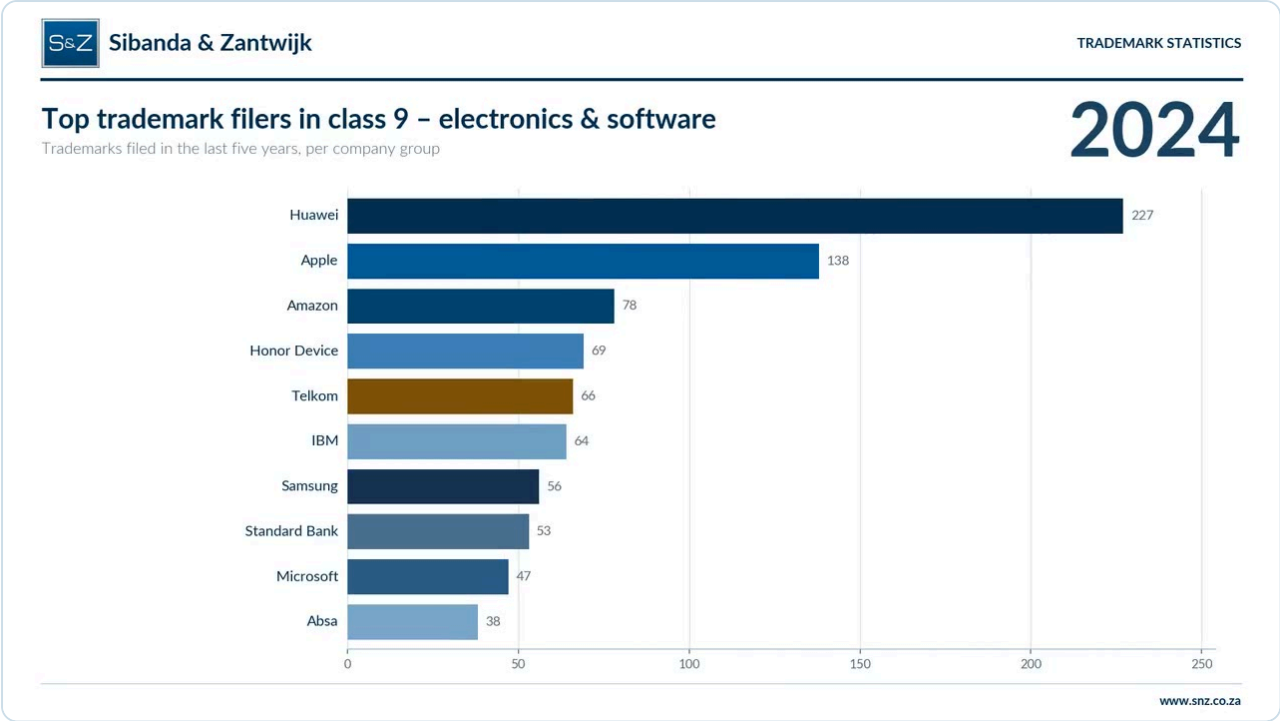
> Ranked by **number of trademarks filed in ABB's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows ABB's market position, not who is most like it.

In the last five years, ABB was **#77** of 4,926 filers in class 9 (electronics & software), with 11 of 10,252 trademarks; **#10** of 1,185 filers in class 7 (machines), with 8 of 1,880 trademarks; **#29** of 1,255 filers in class 37 (construction & repair), with 7 of 2,181 trademarks.



ABB's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 9 (electronics & software), South Africa 1975–2024: ABB

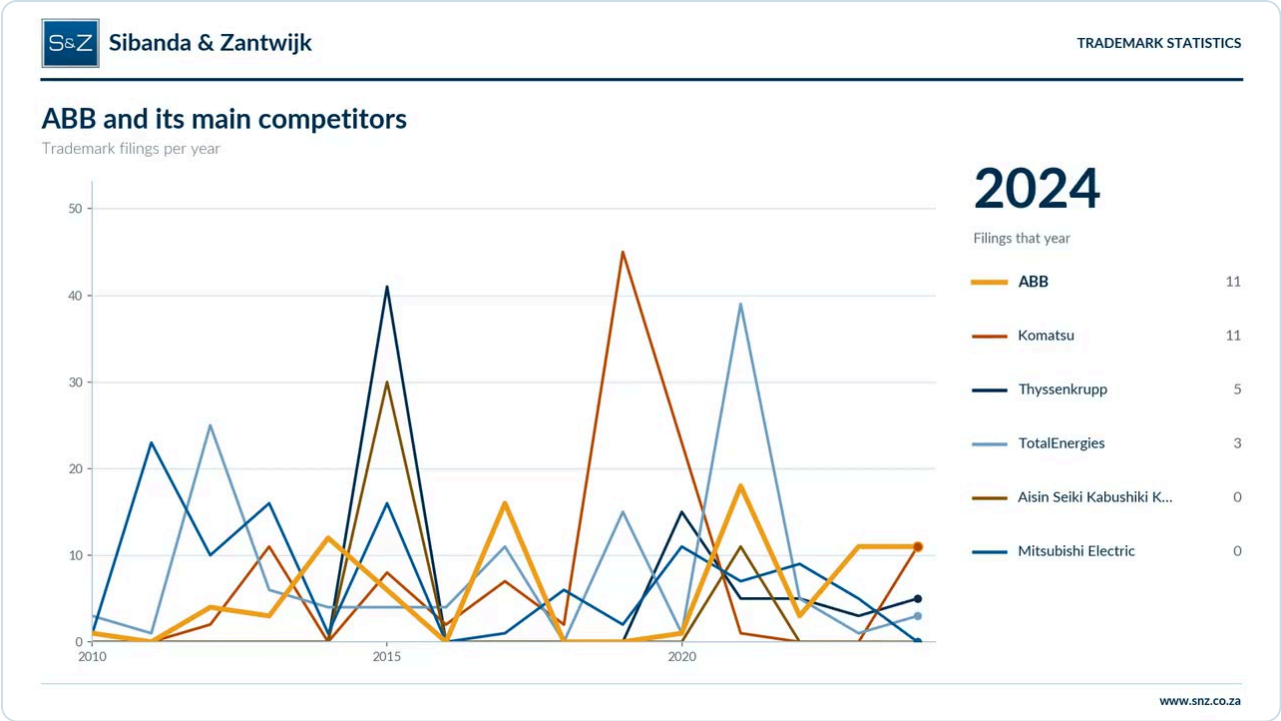


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/abb-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like ABB

> Ranked by **how similar their whole trademark portfolio is to ABB's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

ABB trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/abb-south-african-trademarks/competitors-video.html

Trademark filings per year: ABB (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Thyssenkrupp	–	83%
2	Komatsu	–	81%
3	TotalEnergies	–	78%
4	Aisin Seiki Kabushiki Kaisha Also	–	75%
5	Mitsubishi Electric	–	68%
6	Giesecke and Devrient Currency Technolo...	–	66%
7	Brita	–	66%
8	Hinterland	–	66%
9	Sintokogio	–	65%
10	Stage Zero	–	65%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

ABB – relevant export countries

South Africa exported **US$6.4 billion** of the goods ABB's main classes cover in the last year – computer software; computers; computer hardware; apparatus and instruments (class 9); machines; industrial robots; machine tools; parts (class 7); gutta-percha; sleeves; rubber; hoses (class 17); pipes and tubes of metal (class 6); lighting fixtures; electric lamps; ceiling lights (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where ABB's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$1.1 billion	-0%	National	US$2,388
2	United States of America	72	US$398 m	+3%	National	US$3,425
3	Türkiye	61	US$285 m	+5%	National	US$1,258
4	India	61	US$29 m	+5%	National	US$1,295
5	Canada	59	US$49 m	-0%	National	US$2,192
6	Australia	57	US$143 m	-2%	National	US$2,380
7	Russian Federation	56	US$13 m	+3%	National	US$1,915
8	Indonesia	54	US$36 m	+3%	National	US$2,630
9	Hong Kong SAR	54	US$9.8 m	+6%	National	US$1,715
10	China	53	US$38 m	+1%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	52	US$211 m	+9%	National	US$1,563 S&Z
2	Zimbabwe	50	US$503 m	+13%	ARIPO	US$450 S&Z
3	Morocco	50	US$16 m	+21%	National	US$1,408
4	Namibia	49	US$440 m	+20%	ARIPO	US$450 S&Z
5	Nigeria	49	US$40 m	-6%	National	US$1,015 S&Z
6	Mozambique	47	US$339 m	+10%	ARIPO	US$450 S&Z
7	Egypt	46	US$12 m	-3%	National	US$2,278
8	Tanzania	46	US$101 m	+1%	ARIPO	US$450 S&Z
9	Algeria	45	US$776 k	+26%	National	US$1,445
10	Zambia	45	US$591 m	+22%	National	US$2,610

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
ABB	28	US$5,684	US$5,811
ABB ASEA BROWN BOVERI	11	US$2,233	US$2,671
ASEA BROWN BOVERI	9	US$1,827	US$2,302
ABB ABILITY	7	US$1,421	US$1,932
OPTIFACT	6	US$1,218	US$1,748

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For ABB's five most-filed brands: word marks of **other companies** (not ABB's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to ABB (classes 7, 9, 17, 37, 42; searched 2019-01-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to ABB ASEA BROWN BOVERI (classes 7, 9, 17, 37, 42; searched 2019-01-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to ASEA BROWN BOVERI (classes 7, 9, 37, 42; searched 2018-09-26 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to ABB ABILITY (classes 7, 9, 11, 12, 37, 41, 42; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to OPTIFACT (classes 7, 9, 35, 37, 38, 42; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

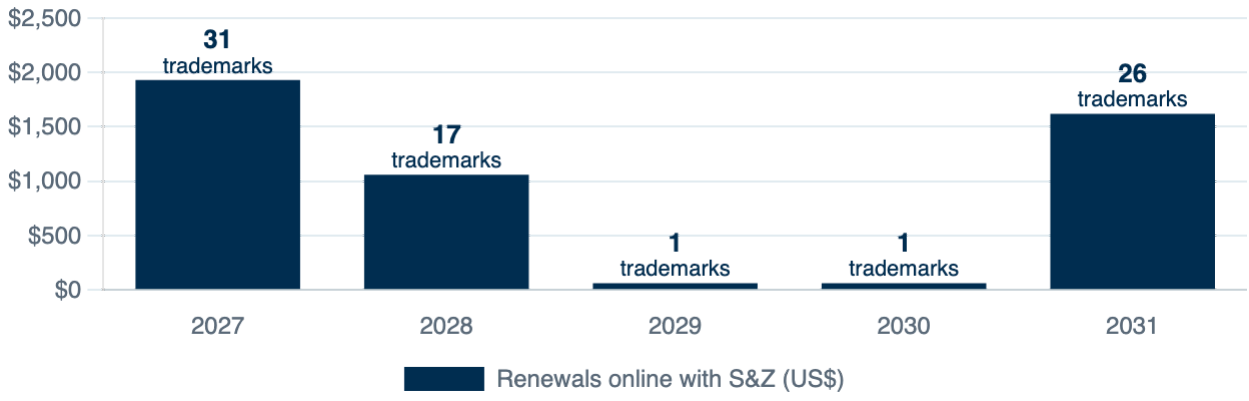
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

ABB's next five years of renewals

76 of ABB's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,734 over the five years.



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