Absa – South African trademarks

Updated 8 November 2026

Absa is one of South Africa's largest banks and is listed on the JSE. It offers retail, business, corporate and investment banking and insurance in South Africa and across Africa.

How Absa 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.

#28
largest trademark owner in South Africa (of 121,626)

1,222
trademarks filed

4
different logos published since 2020

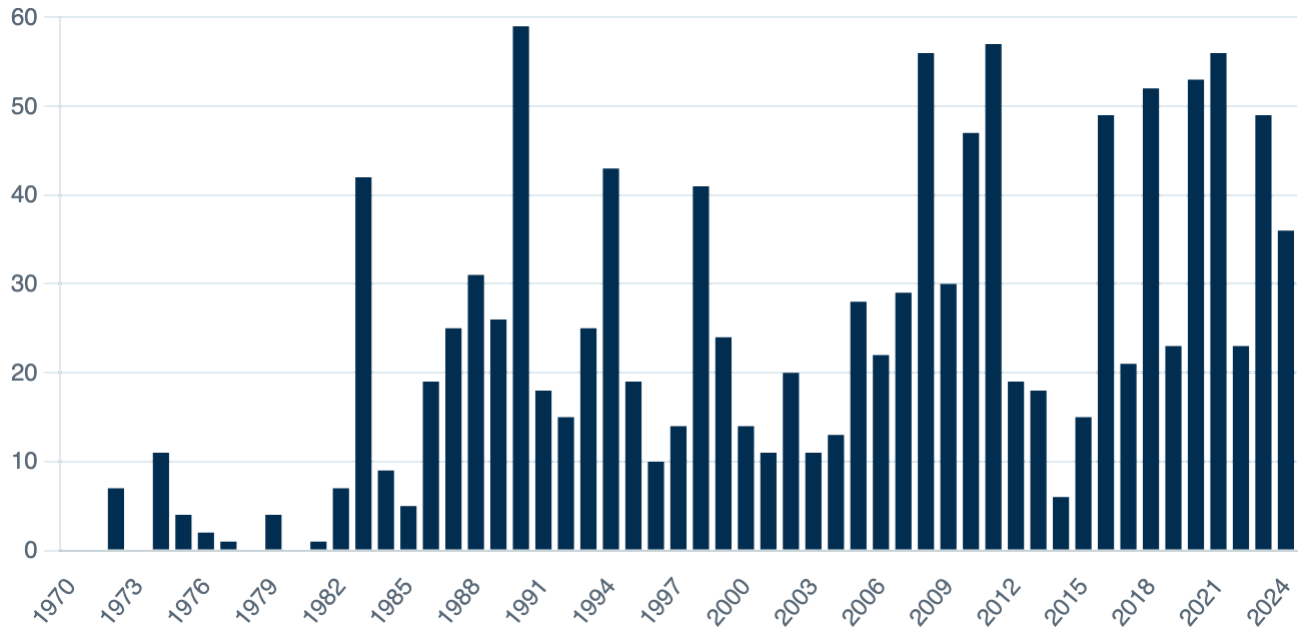
19
of 45 classes used

1968
first trademark filed

362
filed in the last 10 years

A portfolio built over time

Absa filed its first South African trademark in 1968 and has filed 1,222 since; its busiest year was 1990, with 59 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

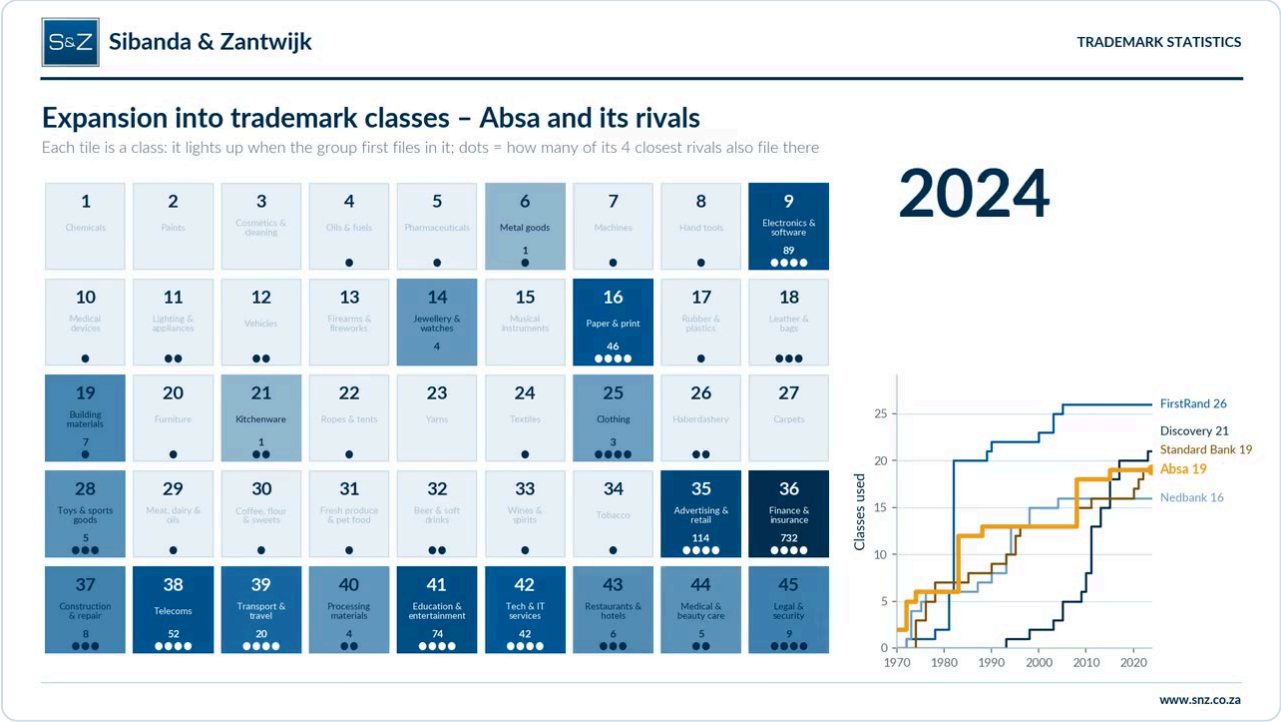
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Absa	1,255	1968–2024

Where Absa expanded its business

Trademark classes show what a business sells. Absa's portfolio is concentrated in finance & insurance (class 36), advertising & retail (class 35), electronics & software (class 9). Its most recent moves were into restaurants & hotels (2015), metal goods (2008), kitchenware (2008).

Absa trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/absa-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
36 Finance & insurance	732	59.9%	1972
35 Advertising & retail	114	9.3%	1972
9 Electronics & software	89	7.3%	1988
41 Education & entertainment	74	6.1%	1983
38 Telecoms	52	4.3%	1983
16 Paper & print	46	3.8%	1974
42 Tech & IT services	42	3.4%	1983
39 Transport & travel	20	1.6%	1972

The brands Absa protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ABSA	35	8	1991–2023
2	YOUR STORY MATTERS ABSA	19	10	2024–2024
3	HELP-U	19	9	1981–2011
4	Spark By Absa	15	3	2021–2021
5	ATHLETICS	12	2	1999–1999
6	ABSA YOUR STORY MATTERS	10	10	2023–2023
7	AFRICANACITY	8	8	2018–2018
8	VOLKSKAS	8	8	1988–1988
9	VOLKSKAS BANK	8	8	1988–1988
10	UNITED	8	7	1974–1983
11	ABSA BOT	7	7	2016–2016
12	BOT	7	7	2016–2016
13	ABSA ABBY	6	6	2021–2021
14	ABSA GAMING FESTIVAL	6	6	2022–2022
15	ABSA SHEUNTAMED	6	6	2023–2023

Logos filed most often (since 2020)



53 filings · 10 classes



3 filings · 1 class



1 filing · 1 class



1 filing · 1 class

Absa's logos

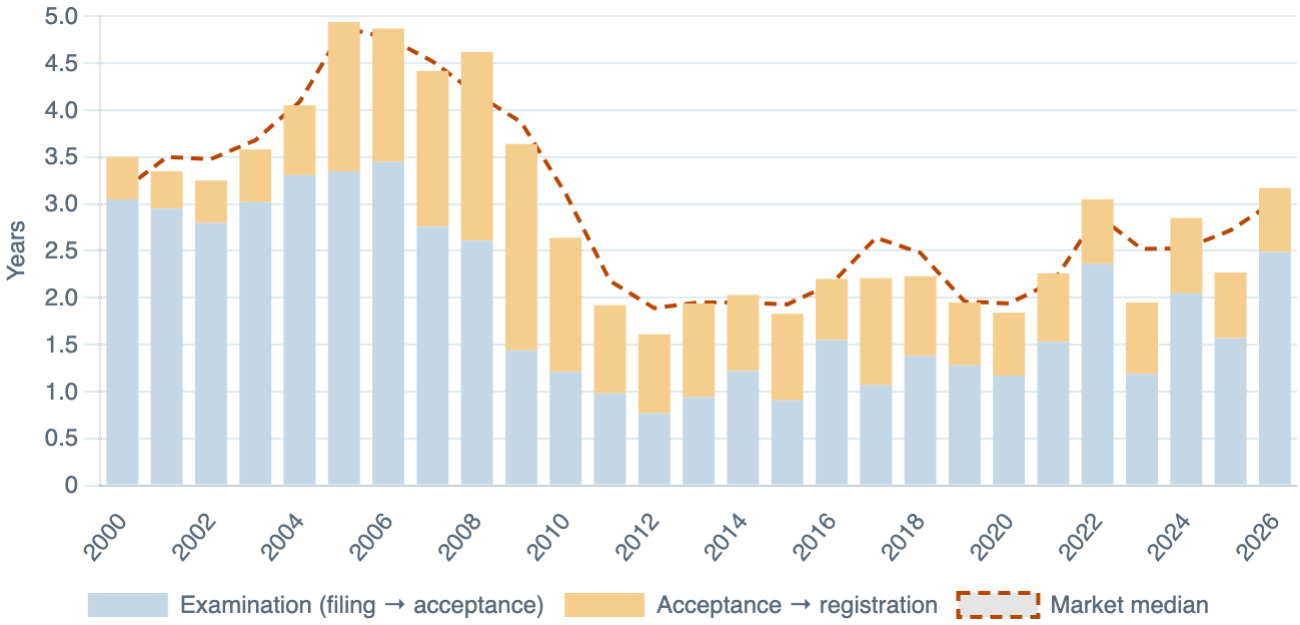
The 4 different logos Absa has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

Your story matters absa	fresh cafe	MITREtelevision	#PERSPECTIVE
10 classes	1 class	1 class	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Absa's marks took a median of **2.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

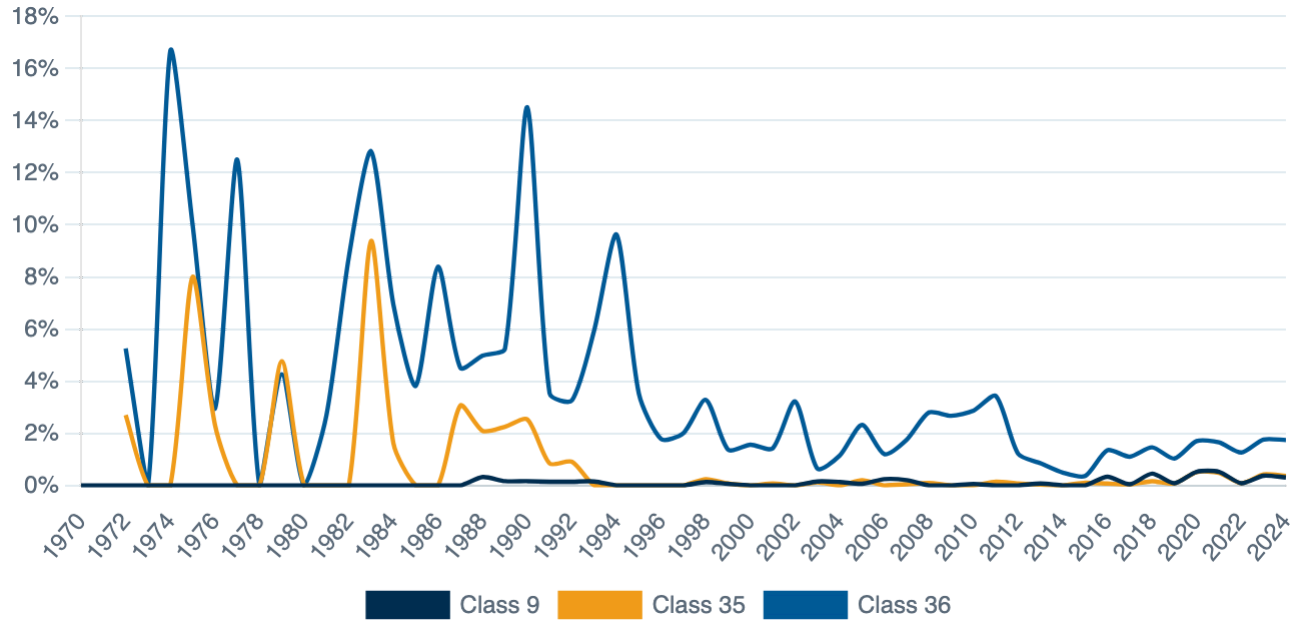


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Absa's classes

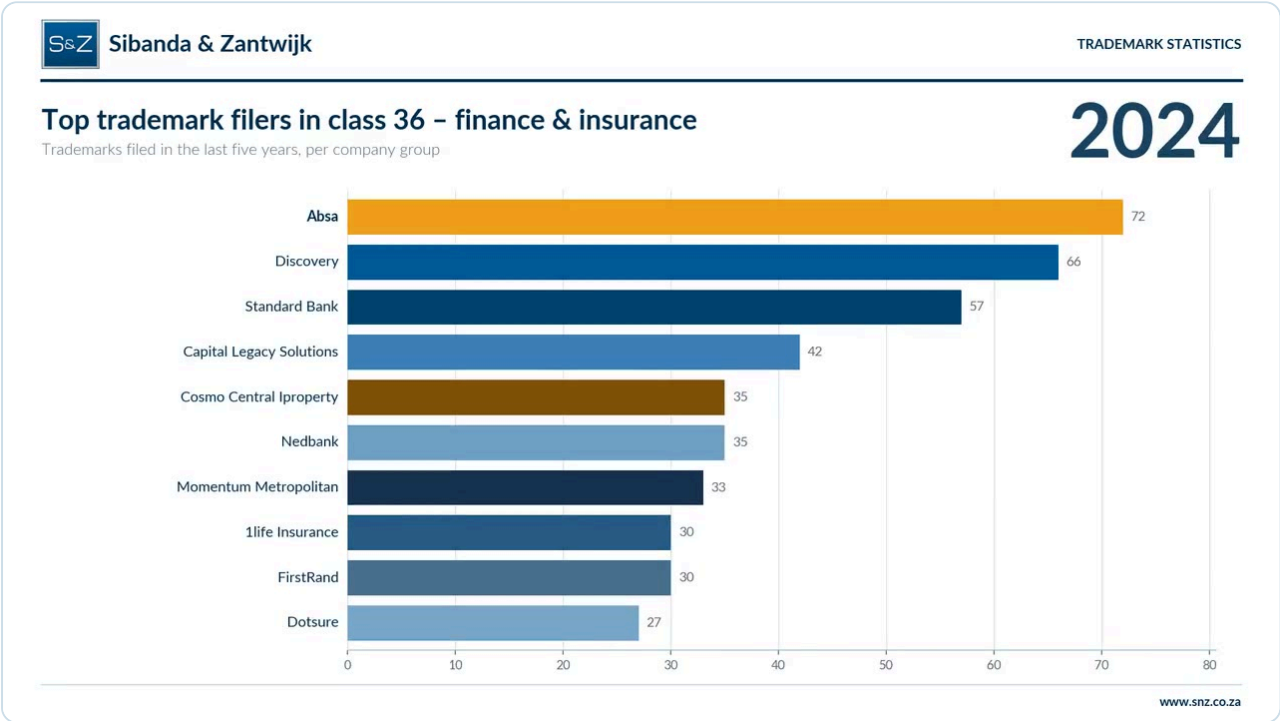
> Ranked by **number of trademarks filed in Absa's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Absa's market position, not who is most like it.

In the last five years, Absa was **#1** of 1,944 filers in class 36 (finance & insurance), with 72 of 4,422 trademarks; **#7** of 5,866 filers in class 35 (advertising & retail), with 42 of 11,124 trademarks; **#10** of 4,926 filers in class 9 (electronics & software), with 38 of 10,252 trademarks.



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

Top trademark filers in class 36 (finance & insurance), South Africa 1975–2024: Absa



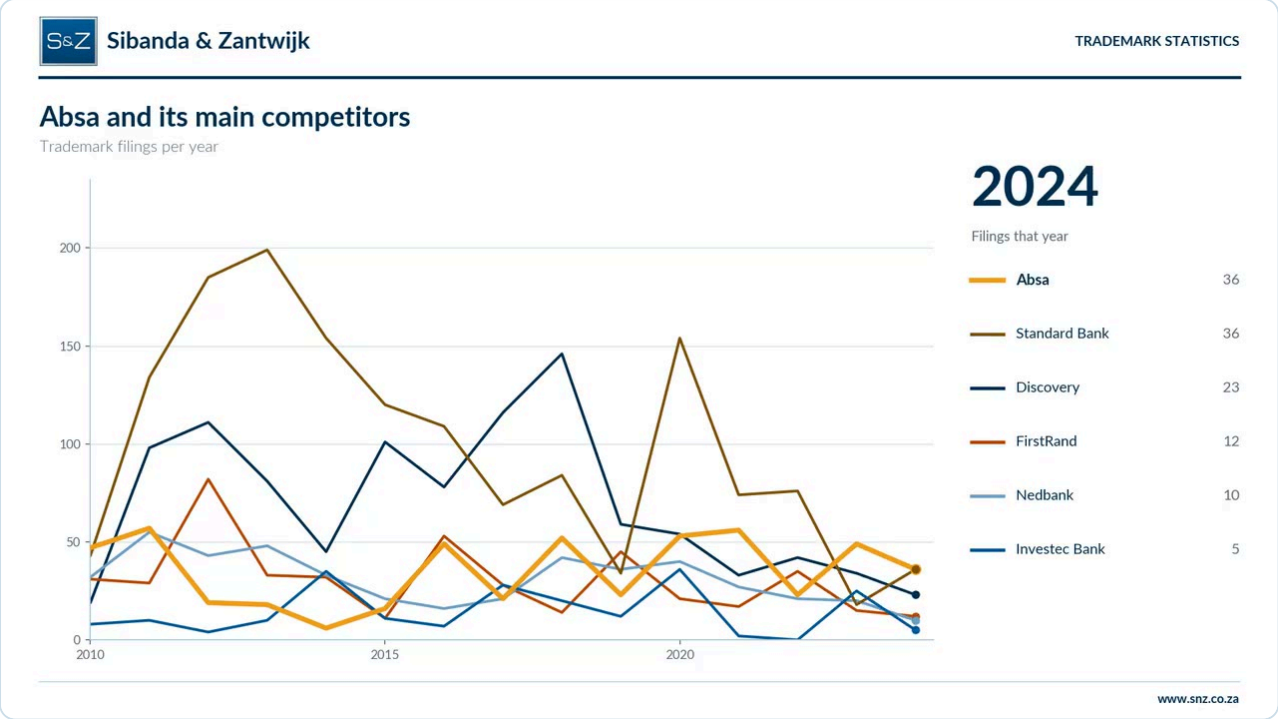
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/absa-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Absa

> Ranked by **how similar their whole trademark portfolio is to Absa'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.

Absa's closest competitors in South Africa are Discovery, FirstRand, Nedbank and Standard Bank.

Absa 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/absa-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Discovery	Direct competitor	97%
2	FirstRand	Direct competitor	91%
3	Nedbank	Direct competitor	87%
4	Standard Bank	Direct competitor	77%
5	Investec Bank	Direct competitor	76%
6	Old Mutual	Related field	84%
7	Sanlam	Related field	78%
8	Momentum Metropolitan	Related field	78%
9	Clientele Life Assurance	Related field	76%
10	Naledi Mongoato	Related field	76%

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

Absa – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	81	US$353 m	-1%	National	US$1,594
2	United States of America	78	US$198 m	+3%	National	US$1,400
3	United Kingdom	69	US$58 m	-3%	National	US$833
4	India	68	US$30 m	+9%	National	US$563
5	Namibia	67	US$376 m	+15%	ARIPO	US$290
6	Hong Kong SAR	64	US$21 m	-0%	National	US$807
7	Botswana	63	US$353 m	-6%	ARIPO	US$290
8	Zimbabwe	63	US$300 m	+11%	ARIPO	US$290
9	Canada	63	US$38 m	-3%	National	US$1,338
10	Australia	62	US$65 m	+1%	National	US$1,300

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	67	US$376 m	+15%	ARIPO	US$290 S&Z
2	Botswana	63	US$353 m	-6%	ARIPO	US$290 S&Z
3	Zimbabwe	63	US$300 m	+11%	ARIPO	US$290 S&Z
4	Nigeria	59	US$52 m	-12%	National	US$406 S&Z
5	Mozambique	58	US$204 m	+3%	ARIPO	US$290 S&Z
6	Eswatini	58	US$140 m	-1%	ARIPO	US$290 S&Z
7	Lesotho	57	US$120 m	+12%	ARIPO	US$290 S&Z
8	Malawi	56	US$65 m	+22%	ARIPO	US$290 S&Z
9	Zambia	56	US$321 m	+19%	National	US$1,110
10	Tanzania	56	US$61 m	+6%	ARIPO	US$290 S&Z

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 2 classes; ARIPO costs are per country, plus US$269 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)
ABSA	8	US$1,624	US$2,117
YOUR STORY MATTERS ABSA	10	US$2,030	US$2,487
HELP-U	9	US$1,827	US$2,302
Spark By Absa	3	US$609	US$1,194
ATHLETICS	2	US$406	US$1,009

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 Absa's five most-filed brands: word marks of **other companies** (not Absa'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 ABSA (classes 9, 16, 35, 36, 38, 39, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to YOUR STORY MATTERS ABSA (classes 9, 35, 36, 38, 41; searched 2018-01-31 to 2026-11-07)

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

Similar to HELP-U (classes 35, 36, 38, 41; searched 2018-01-31 to 2026-11-07)

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

Similar to Spark By Absa (classes 9, 35, 36; searched 2018-02-28 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
SPARKATM	2019-07-31	36	Spark ATM Systems Pty Ltd

Similar to ATHLETICS (classes 36, 41; searched 2021-03-31 to 2026-11-07)

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

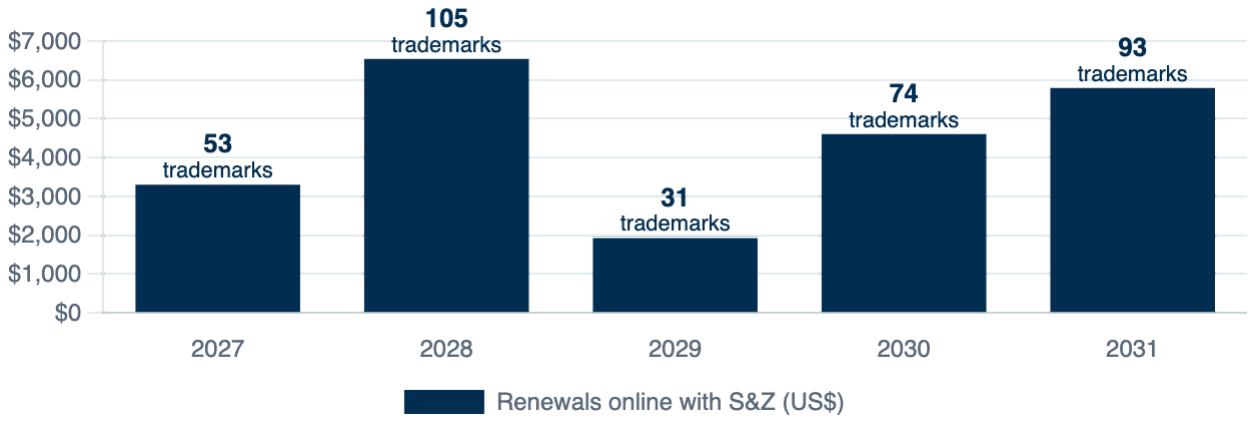
S&Z prices – South African trademarks

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$.

Absa's next five years of renewals

356 of Absa's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$22,174 over the five years.



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