Adcock Ingram – South African trademarks

Updated 8 November 2026

Adcock Ingram is a JSE-listed South African pharmaceutical company. It makes and markets over-the-counter, prescription and hospital products, including brands such as Panado and Corenza C.

How Adcock Ingram 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.

#19
largest trademark owner in South Africa (of 121,626)

1,684
trademarks filed

2
different logos published since 2020

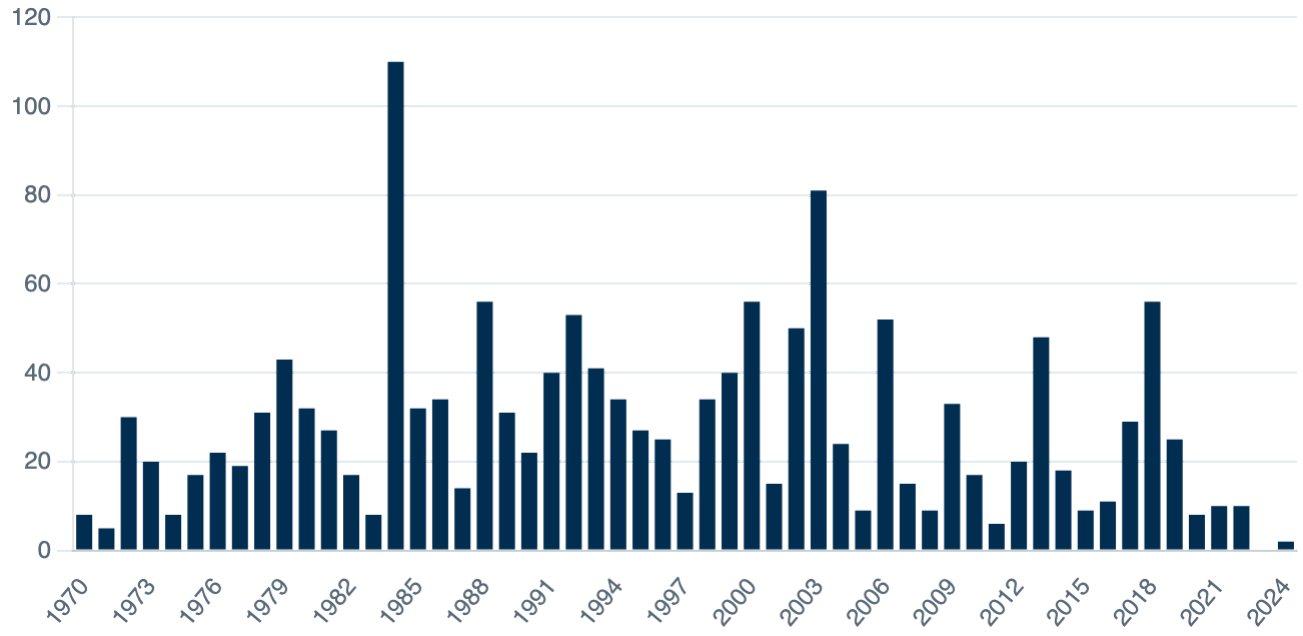
22
of 45 classes used

1917
first trademark filed

155
filed in the last 10 years

A portfolio built over time

Adcock Ingram filed its first South African trademark in 1917 and has filed 1,684 since; its busiest year was 1984, with 110 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

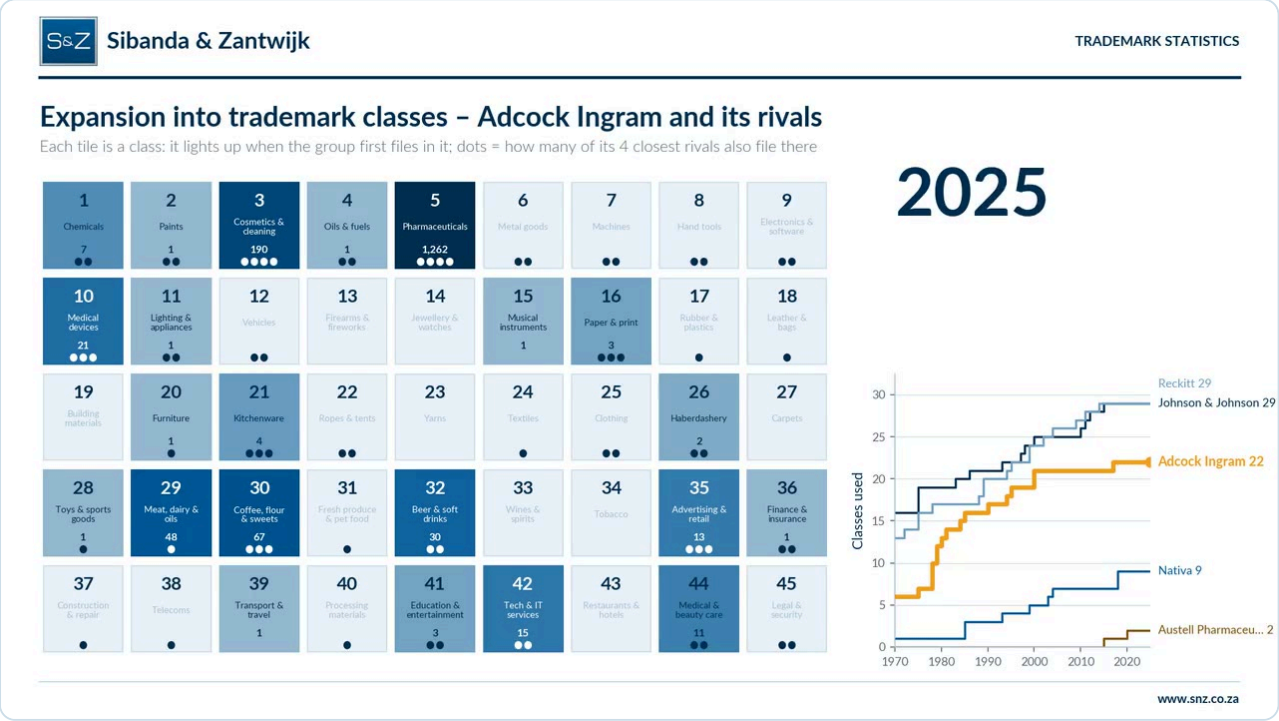
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Adcock Ingram	1,878	1917–2025
Adcock Ingram Pharmaceuticals	7	1938–1976
Adcock Ingram Generics	6	1986–1986
Adcock Ingram Intellectual Proprerty	4	2000–2000
Adcock Ingram Consumer Products	2	1967–1971
Adcock Ingram Critical Care Ltd and Smithkline Beecham Pharmaceuticals	1	1994–1994
Adcock Ingram Laboratories	1	1976–1976
Hentiq 2833	1	2001–2001

Where Adcock Ingram expanded its business

Trademark classes show what a business sells. Adcock Ingram's portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), coffee, flour & sweets (class 30). Its most recent moves were into transport & travel (2017), oils & fuels (2000), finance & insurance (2000).

Adcock Ingram trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/adcock-ingram-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
5 Pharmaceuticals	1,262	74.9%	1917
3 Cosmetics & cleaning	190	11.3%	1934
30 Coffee, flour & sweets	67	4.0%	1978
29 Meat, dairy & oils	48	2.9%	1978
32 Beer & soft drinks	30	1.8%	1990
10 Medical devices	21	1.2%	1975
42 Tech & IT services	15	0.9%	1979
35 Advertising & retail	13	0.8%	1979

The brands Adcock Ingram protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ADCOCK INGRAM	15	9	2000–2006
2	ADDING VALUE TO LIFE	9	9	2006–2006
3	LEPPIN	7	4	1981–2006
4	ADCOCK	6	6	2003–2003
5	GIFT OF LIFE	6	6	2009–2009
6	MPHO EA BOPHELO	6	6	2009–2009
7	NATRODALE	6	2	1970–2014
8	LIFE ESSENTIALS	5	5	2003–2006
9	PYAGRA	5	5	1931–1995
10	PLUSH	5	3	1968–2001
11	TLC	5	2	1980–2011
12	ADCO-BABY	4	4	2017–2017
13	FAMILY CIRCLE	4	4	1989–1989
14	I FAMILY CIRCLE FAMILIEKRING	4	4	1979–1979
15	LEPPIN ABS ADVANCED BODY SCIENCE	4	4	2006–2006

Logos filed most often (since 2020)



4 filings · 2 classes



1 filing · 1 class

Adcock Ingram's logos

The 2 different logos Adcock Ingram 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.

Shape

2 classes

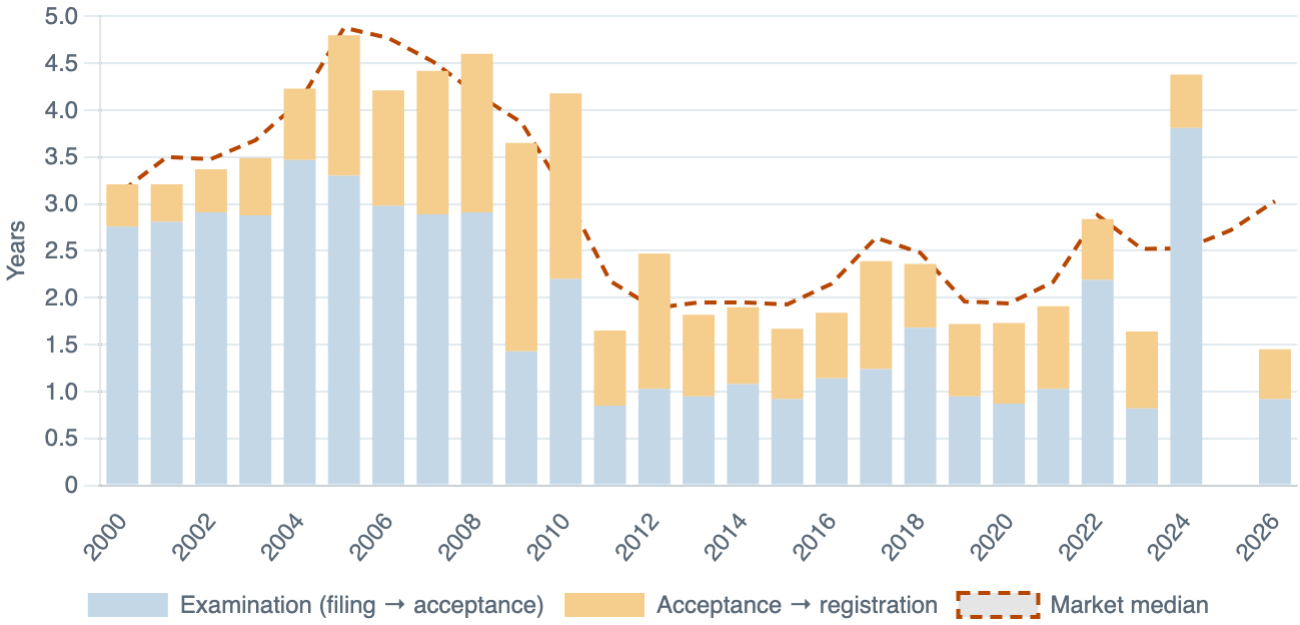
GAPmedicine adcock ingram

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Adcock Ingram'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: 1.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

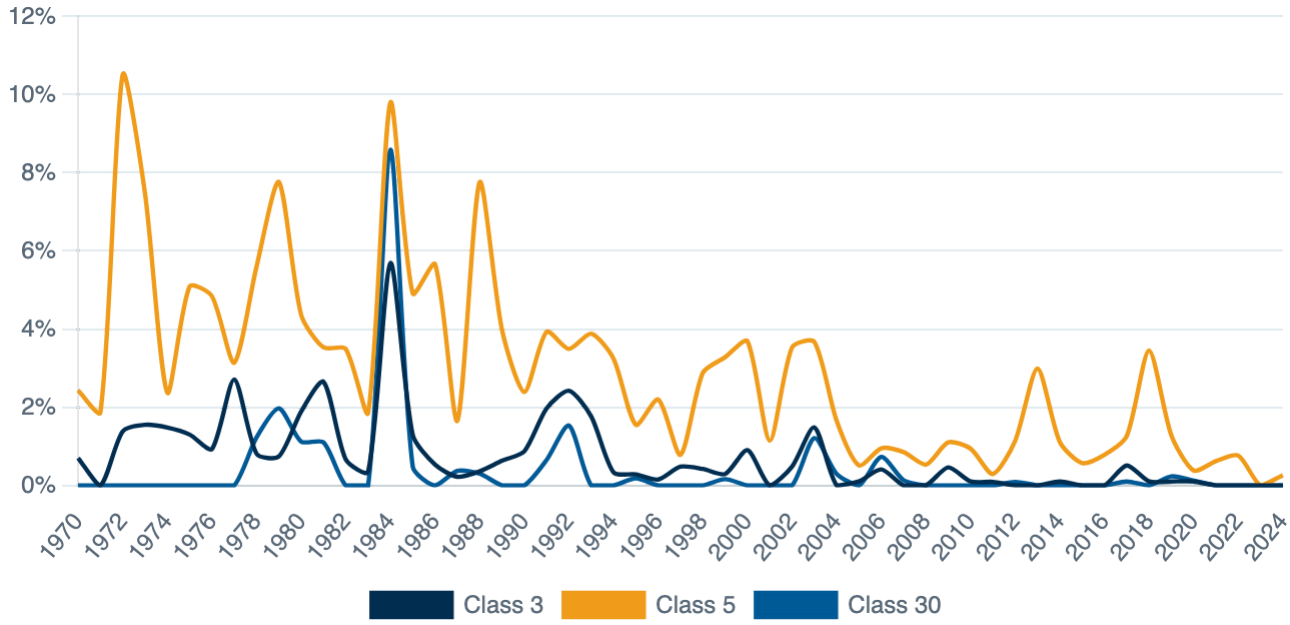


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Adcock Ingram's classes

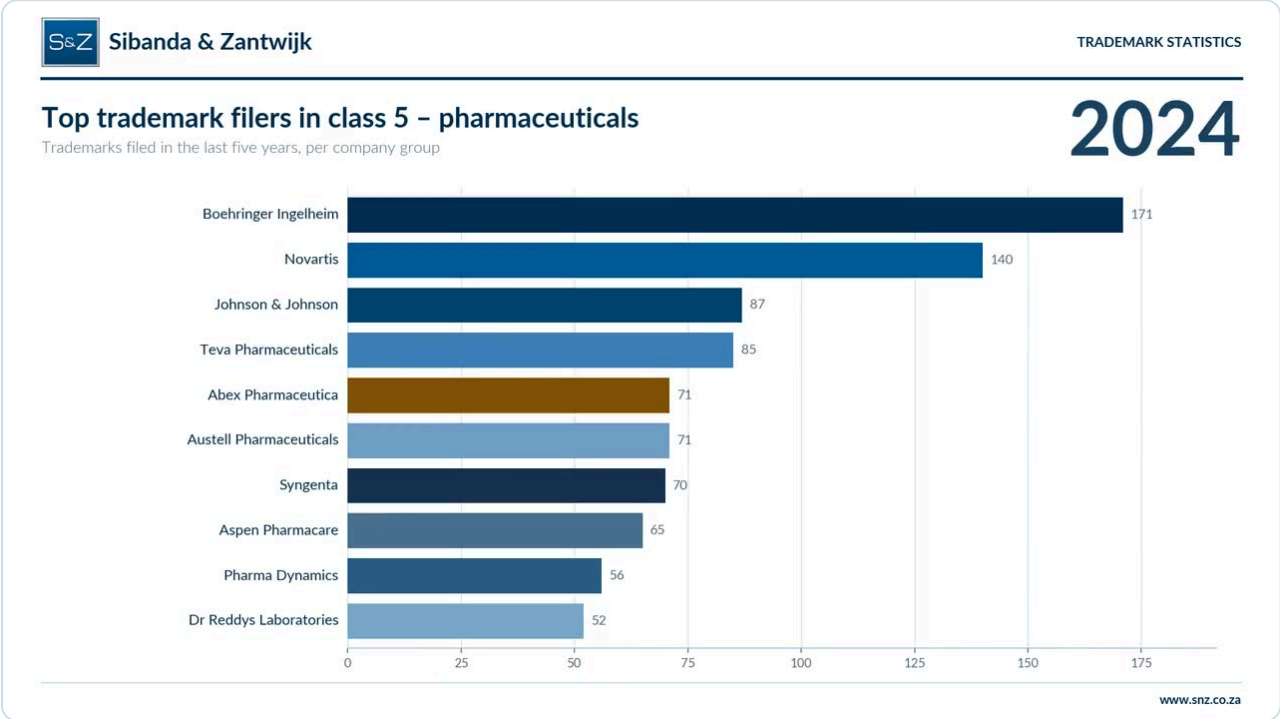
> Ranked by **number of trademarks filed in Adcock Ingram's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Adcock Ingram's market position, not who is most like it.

In the last five years, Adcock Ingram was **#23** of 2,050 filers in class 5 (pharmaceuticals), with 28 of 6,111 trademarks; **#1004** of 1,836 filers in class 3 (cosmetics & cleaning), with 1 of 3,958 trademarks; **#1016** of 1,368 filers in class 30 (coffee, flour & sweets), with 1 of 3,209 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: Adcock Ingram



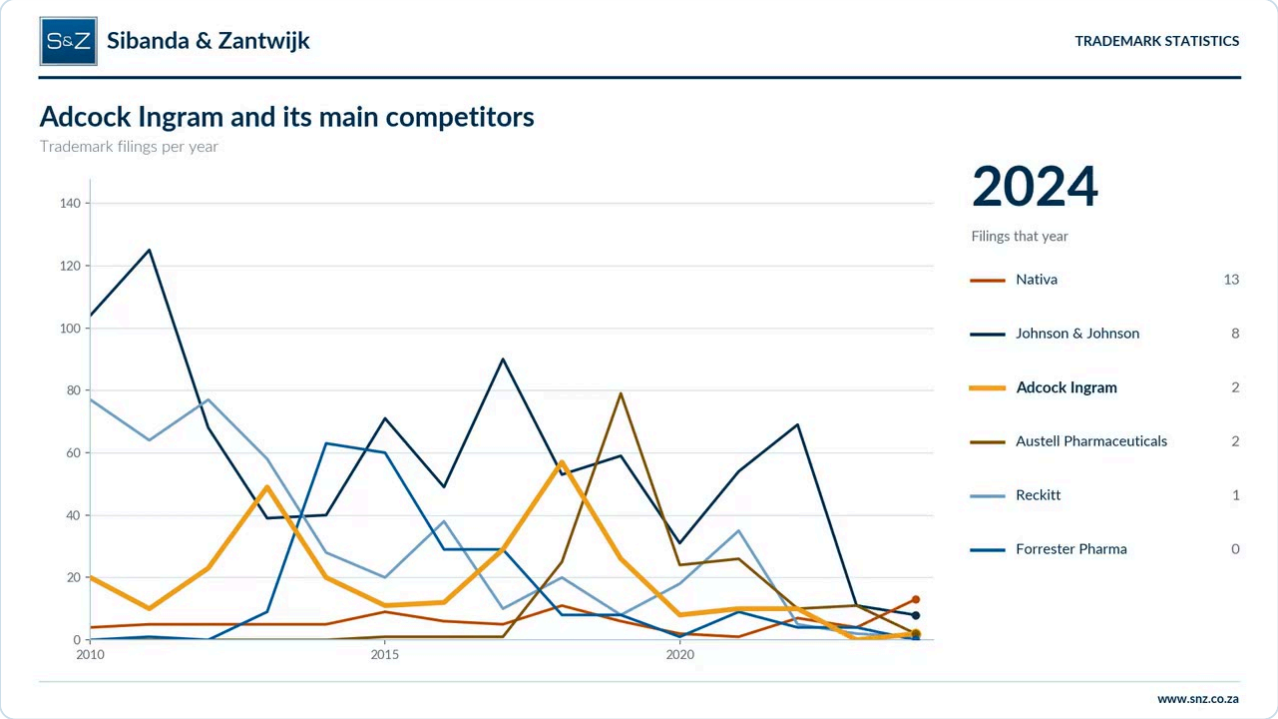
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/adcock-ingram-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Adcock Ingram

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

Adcock Ingram's closest competitors in South Africa are Johnson & Johnson, Nativa, Reckitt and Austell Pharmaceuticals.

Adcock Ingram 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/adcock-ingram-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	Direct competitor	100%
2	Nativa	Direct competitor	87%
3	Reckitt	Direct competitor	87%
4	Austell Pharmaceuticals	Direct competitor	83%
5	Forrester Pharma	Direct competitor	79%
6	Aspen Pharmacare	Direct competitor	79%
7	Inova Pharmaceuticals	Direct competitor	79%
8	Future Life Health Products	Direct competitor	79%
9	Kenvue	Direct competitor	79%
10	Procter & Gamble	Related field	96%

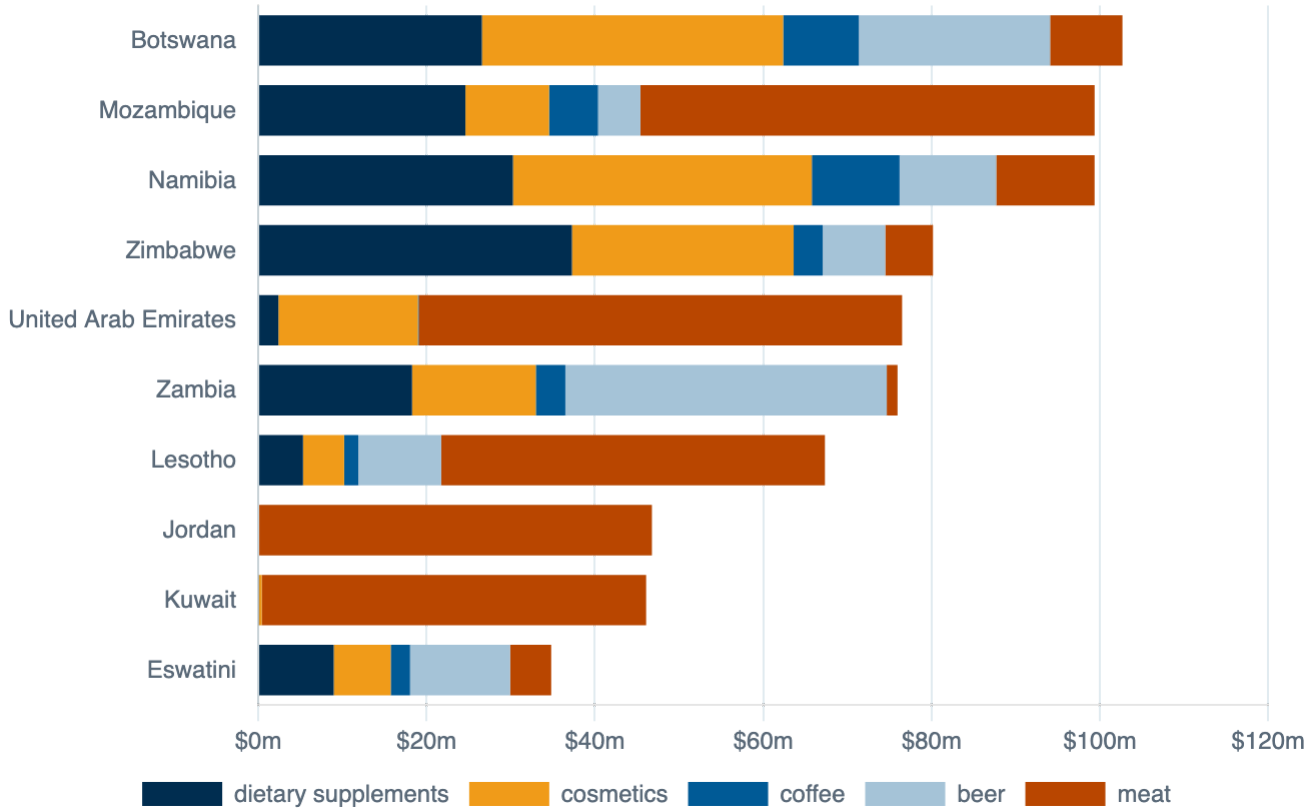
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Adcock Ingram – relevant export countries

South Africa exported **US$3.7 billion** of the goods Adcock Ingram's main classes cover in the last year – dietary supplements; disinfectants; plasters; sanitary preparations (class 5); cosmetics; essential oils; soaps; dentifrices (class 3); coffee; bread; spices; honey (class 30); meat; fish; jams; eggs (class 29); beer; fruit juices; syrups; mineral and aerated waters (class 32). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Adcock Ingram's trademarks matter most.

Where South Africa exports Adcock Ingram's top goods

Adcock Ingram's trademarks most often cover dietary supplements, cosmetics, coffee, beer and meat. South Africa's ten largest export markets for these goods took **64%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Adcock Ingram's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$532 m	+3%	National	US$2,388
2	United States of America	75	US$221 m	-0%	National	US$3,425
3	China	70	US$61 m	-7%	National	US$1,224
4	United Kingdom	69	US$74 m	+2%	National	US$1,371
5	Japan	64	US$30 m	-4%	National	US$1,774
6	Russian Federation	59	US$11 m	-2%	National	US$1,915
7	Botswana	58	US$366 m	-2%	ARIPO	US$450
8	Hong Kong SAR	58	US$18 m	+1%	National	US$1,715
9	Mozambique	57	US$262 m	+6%	ARIPO	US$450
10	Zimbabwe	57	US$236 m	+7%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	58	US$366 m	-2%	ARIPO	US$450 S&Z
2	Mozambique	57	US$262 m	+6%	ARIPO	US$450 S&Z
3	Zimbabwe	57	US$236 m	+7%	ARIPO	US$450 S&Z
4	Lesotho	56	US$149 m	+1%	National	US$326
5	Nigeria	56	US$30 m	-8%	National	US$1,015 S&Z
6	Eswatini	55	US$159 m	-2%	National	US$446
7	Malawi	54	US$54 m	+18%	ARIPO	US$450 S&Z
8	OAPI (17 states)	54	US$27 m	+8%	National	US$1,563 S&Z
9	Egypt	52	US$15 m	-0%	National	US$2,278
10	Tunisia	50	US$948 k	+31%	National	US$1,440

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)
ADCOCK INGRAM	9	US$1,827	US$2,302
ADDING VALUE TO LIFE	9	US$1,827	US$2,302
LEPPIN	4	US$812	US$1,378
ADCOCK	6	US$1,218	US$1,748
GIFT OF LIFE	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 Adcock Ingram's five most-filed brands: word marks of **other companies** (not Adcock Ingram'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 ADCOCK INGRAM (classes 3, 5, 29, 30, 32; searched 2018-03-28 to 2026-11-07)

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

Similar to ADDING VALUE TO LIFE (classes 3, 5, 29, 30, 32; searched 2018-02-28 to 2026-11-07)

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

Similar to LEPPIN (classes 5, 29, 30, 32; searched 2024-01-31 to 2026-11-07)

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

Similar to ADCOCK (classes 3, 5, 10, 35, 42, 44; searched 2019-03-27 to 2026-11-07)

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

Similar to GIFT OF LIFE (classes 3, 5, 10, 35, 42, 44; searched 2018-01-31 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

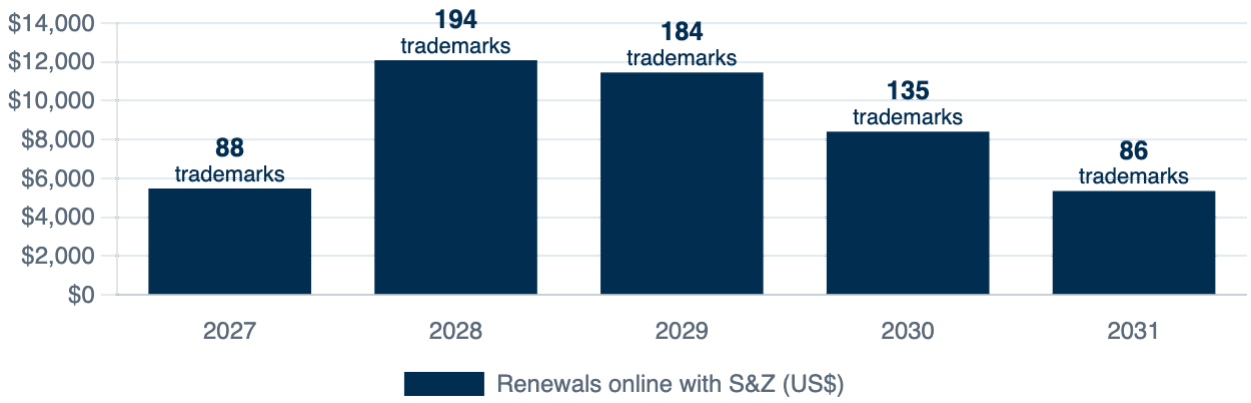
S&Z prices – South African trademarks

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$.

Adcock Ingram's next five years of renewals

687 of Adcock Ingram's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$42,793** over the five years.



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