Alcon – South African trademarks

Updated 8 November 2026

Alcon is a Swiss eye care company. It makes contact lenses, lens care products and equipment and products for eye surgery.

How Alcon 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.

#195
largest trademark owner in South Africa (of 121,626)

309
trademarks filed

15
different logos published since 2020

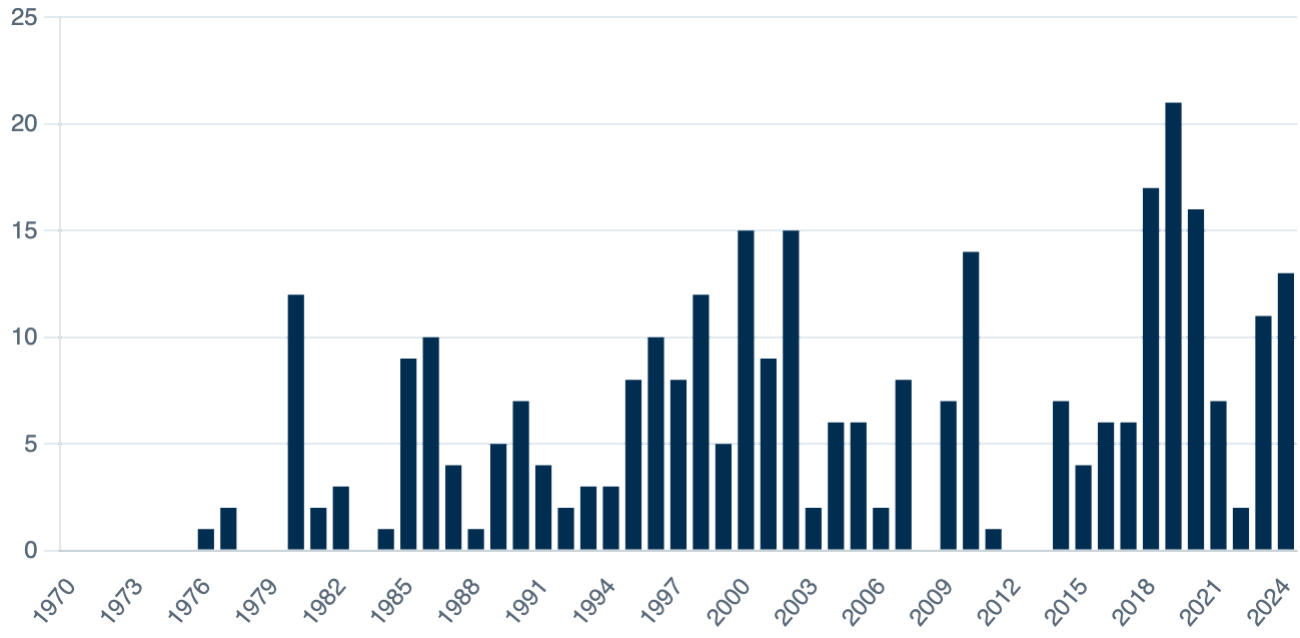
10
of 45 classes used

1963
first trademark filed

99
filed in the last 10 years

A portfolio built over time

Alcon filed its first South African trademark in 1963 and has filed 309 since; its busiest year was 2019, with 21 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

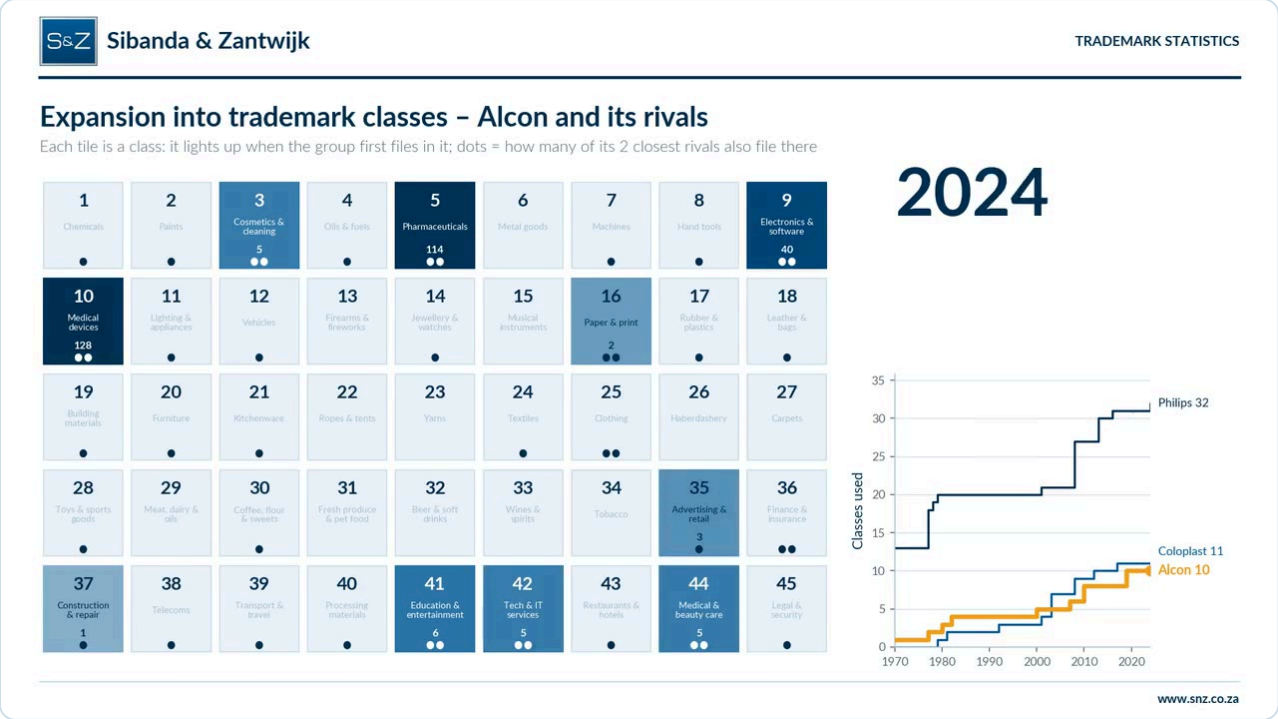
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Alcon	424	1976–2024
Alcon Pharmaceuticals	32	1963–1999

Where Alcon expanded its business

Trademark classes show what a business sells. Alcon's portfolio is concentrated in medical devices (class 10), pharmaceuticals (class 5), electronics & software (class 9). Its most recent moves were into advertising & retail (2019), construction & repair (2019), medical & beauty care (2010).

Alcon trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/alcon-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.

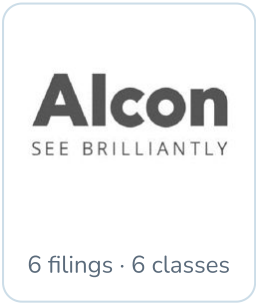
CLASS	MARKS	SHARE	SINCE
10 Medical devices	128	41.4%	1980
5 Pharmaceuticals	114	36.9%	1963
9 Electronics & software	40	12.9%	1982
41 Education & entertainment	6	1.9%	2007
3 Cosmetics & cleaning	5	1.6%	1977
42 Tech & IT services	5	1.6%	2000
44 Medical & beauty care	5	1.6%	2010
35 Advertising & retail	3	1.0%	2019

The brands Alcon protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ALCON	9	4	1963–2017
2	ALCON SEE BRILLIANTLY	6	6	2019–2019
3	UNITY	5	3	2016–2023
4	ADI	4	4	2024–2024
5	MARLO	3	3	2024–2024
6	CIBA VISION	2	2	1986–1986
7	INNOVEYES	2	2	2019–2019
8	IOGEL	2	2	1985–1985
9	NGENUITY	2	2	2007–2007
10	NIGHT & DAY	2	2	1996–1996
11	OPTILASIK	2	2	2010–2010
12	SYSTANE	2	2	2002–2020
13	CLAREON	2	1	2015–2020
14	ENGAUGE	2	1	2007–2007
15	GRIESHABER~REVOLUTION	2	1	2002–2021

Logos filed most often (since 2020)



6 filings · 6 classes


3 filings · 3 classes



2 filings · 1 class

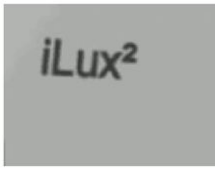


2 filings · 1 class

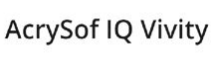

1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Alcon's logos

The 15 different logos Alcon 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



3 classes



1 class



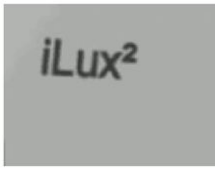
1 class



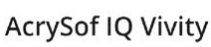
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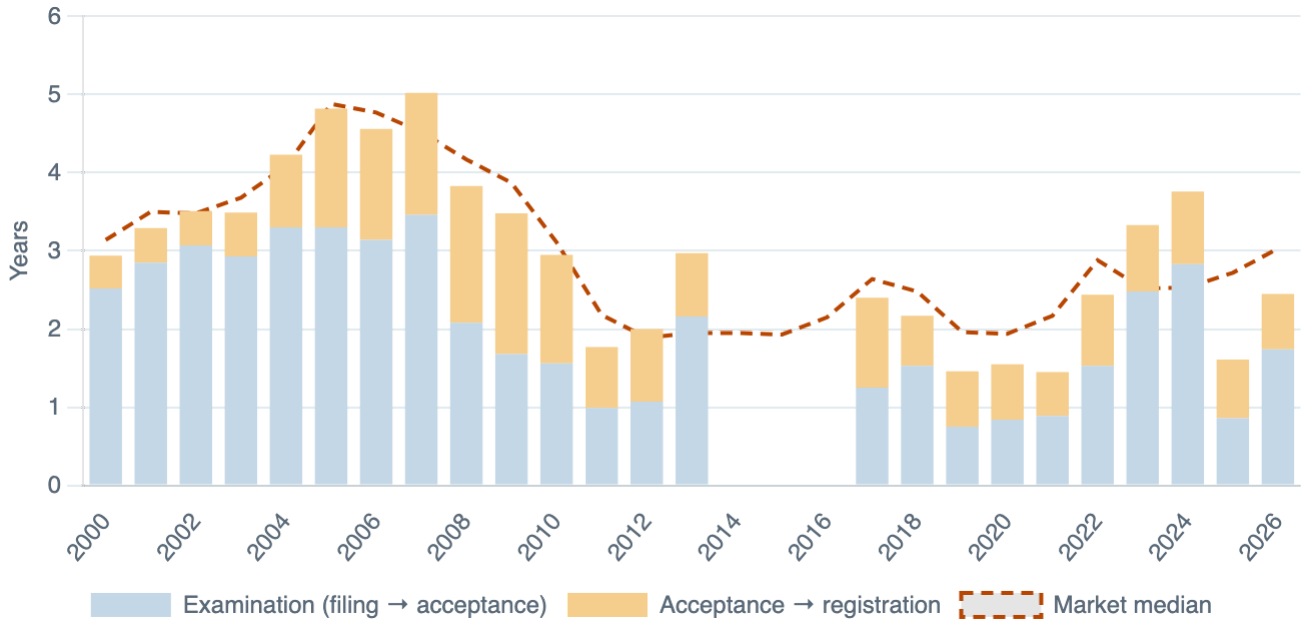


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Alcon'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: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

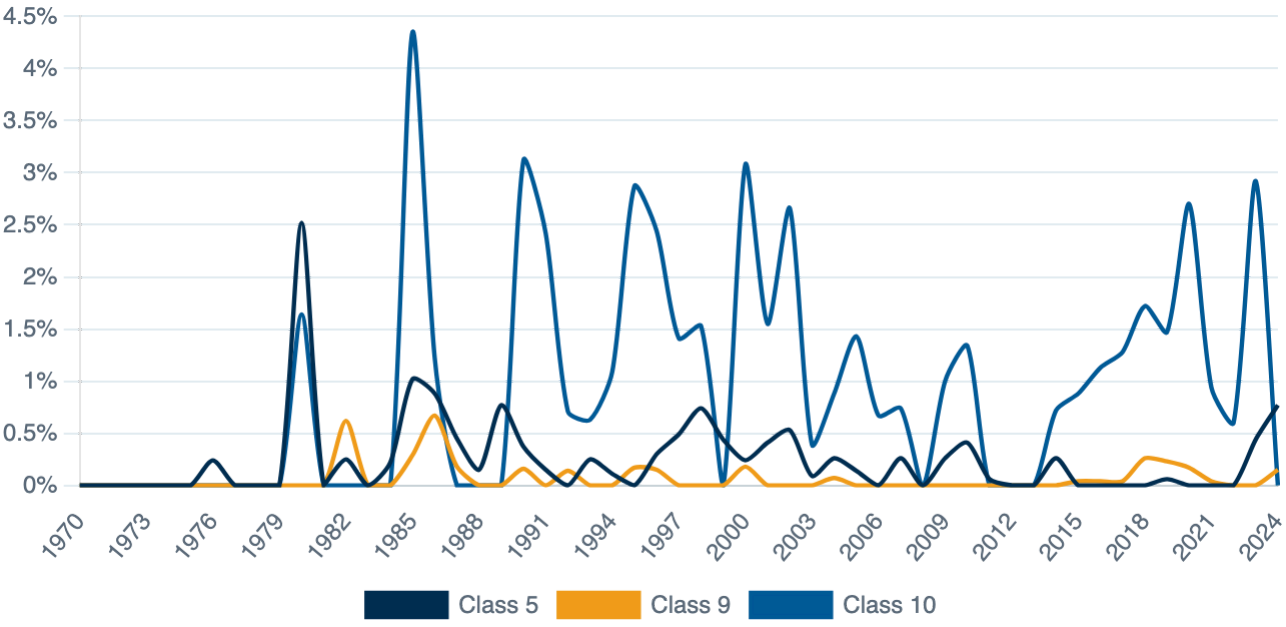


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Alcon's classes

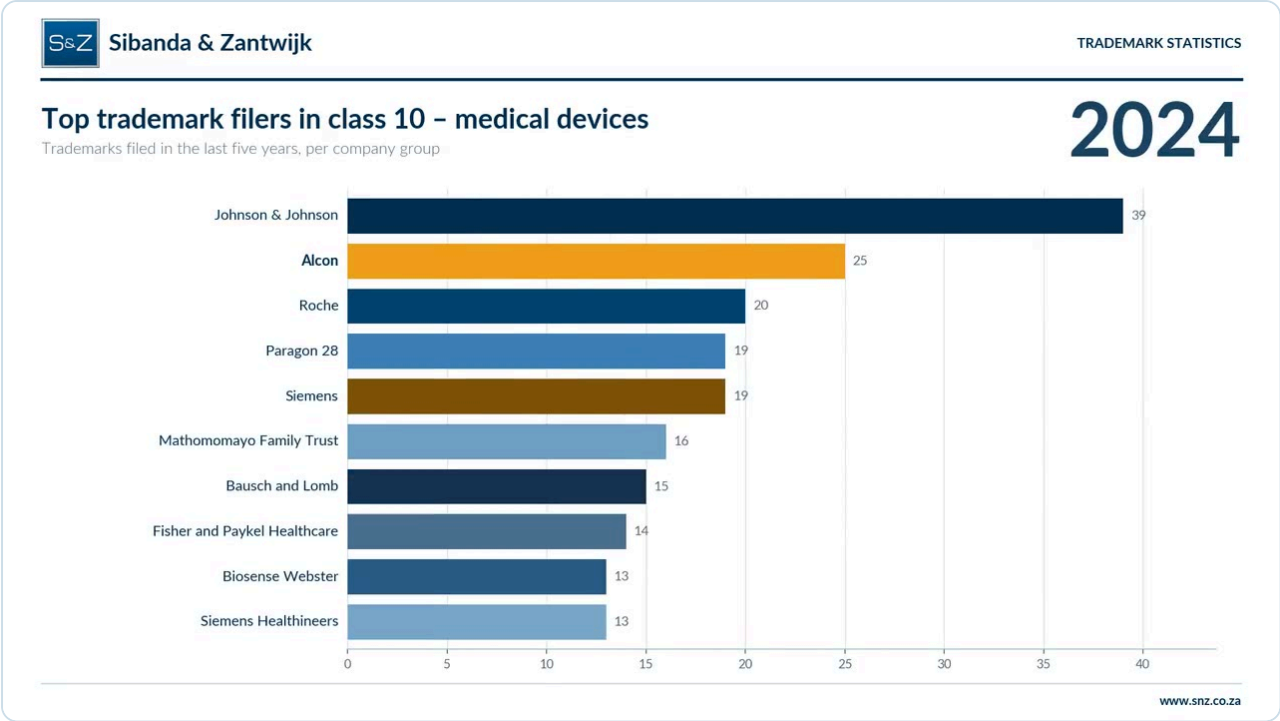
> Ranked by **number of trademarks filed in Alcon's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Alcon's market position, not who is most like it.

In the last five years, Alcon was **#2** of 814 filers in class 10 (medical devices), with 25 of 1,561 trademarks; **#96** of 2,050 filers in class 5 (pharmaceuticals), with 10 of 6,111 trademarks; **#152** of 4,926 filers in class 9 (electronics & software), with 7 of 10,252 trademarks.



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

Top trademark filers in class 10 (medical devices), South Africa 1975–2024: Alcon



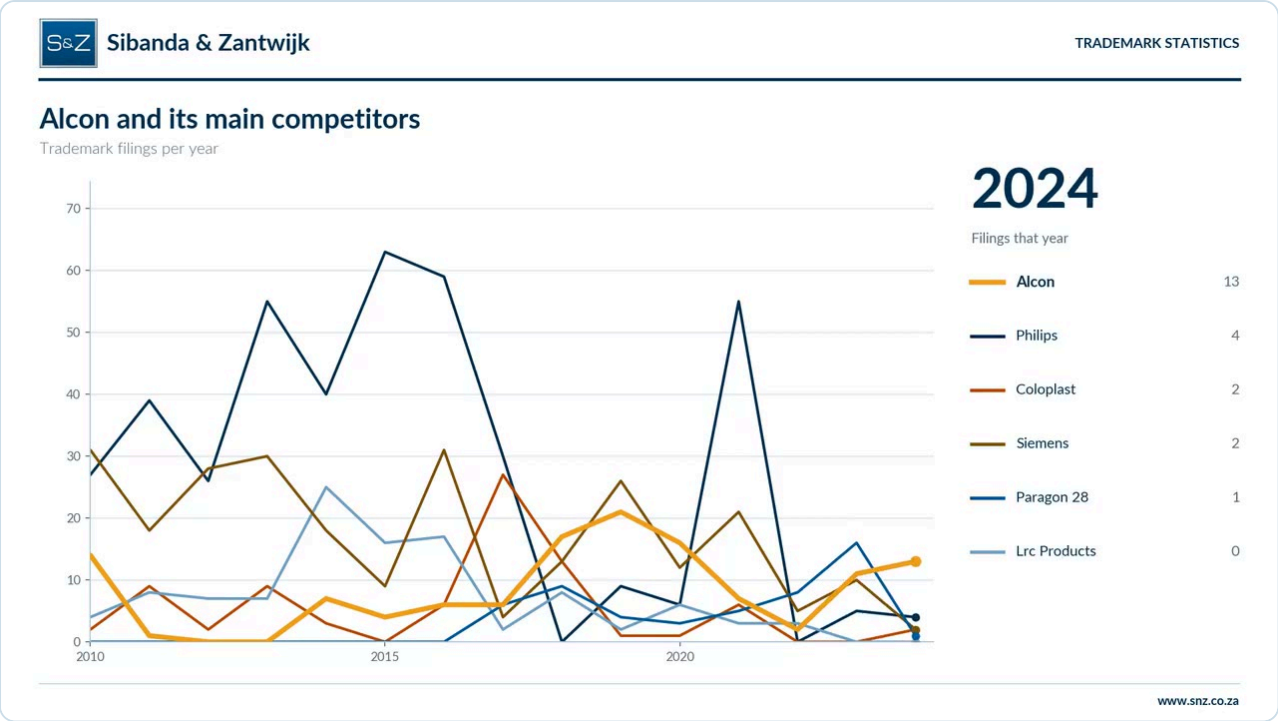
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/alcon-south-african-trademarks/class-10-race-video.html

Main competitors – the companies most like Alcon

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

Alcon's closest competitors in South Africa are Philips and Coloplast.

Alcon 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/alcon-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Philips	Direct competitor	69%
2	Coloplast	Direct competitor	68%
3	Lrc Products	Related field	68%
4	Siemens	Other field	70%
5	Paragon 28	–	78%
6	Smith and Nephew	–	74%
7	Fisher and Paykel Healthcare	–	73%
8	Sivantos	–	70%
9	Medacta International	–	70%
10	Becton Dickinson and	–	69%

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

Alcon – relevant export countries

South Africa exported **US$1.7 billion** of the goods Alcon's main classes cover in the last year – surgical; instruments; intraocular lenses; medical devices (class 10); ophthalmic preparations; dietary supplements; pharmaceuticals; disinfectants (class 5); computer software; lenses; computer hardware; computers (class 9); cosmetics; essential oils; perfumes (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Alcon's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	78	US$150 m	+3%	National	US$2,123
2	United States of America	75	US$81 m	+4%	National	US$2,750
3	United Kingdom	67	US$45 m	-1%	National	US$1,192
4	Japan	63	US$12 m	+0%	National	US$1,481
5	Australia	60	US$42 m	-3%	National	US$2,020
6	Canada	59	US$7.9 m	-1%	National	US$1,907
7	Hong Kong SAR	58	US$3.8 m	+11%	National	US$1,412
8	Namibia	57	US$212 m	+13%	ARIPO	US$397
9	Türkiye	57	US$8.4 m	+5%	National	US$1,119
10	Russian Federation	55	US$1.9 m	-3%	National	US$1,703

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	57	US$212 m	+13%	ARIPO	US$397 S&Z
2	Zimbabwe	54	US$157 m	+14%	ARIPO	US$397 S&Z
3	Botswana	52	US$189 m	-8%	ARIPO	US$397 S&Z
4	Nigeria	50	US$21 m	-10%	National	US$812 S&Z
5	OAPI (17 states)	49	US$22 m	+5%	National	US$1,378 S&Z
6	Egypt	48	US$3.2 m	-1%	National	US$1,835
7	Malawi	47	US$38 m	+17%	ARIPO	US$397 S&Z
8	Mozambique	47	US$78 m	+2%	ARIPO	US$397 S&Z
9	Morocco	46	US$891 k	+11%	National	US$1,224
10	Tanzania	46	US$17 m	-5%	ARIPO	US$397 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 4 classes; ARIPO costs are per country, plus US$290 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)
ALCON	4	US$812	US$1,378
ALCON SEE BRILLIANTLY	6	US$1,218	US$1,748
UNITY	3	US$609	US$1,194
ADI	4	US$812	US$1,378
MARLO	3	US$609	US$1,194

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 Alcon's five most-filed brands: word marks of **other companies** (not Alcon'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 ALCON (classes 3, 5, 9, 10; searched 2018-01-31 to 2026-11-08)

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

Similar to ALCON SEE BRILLIANTLY (classes 5, 9, 10, 35, 37, 41; searched 2018-01-31 to 2026-11-08)

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

Similar to UNITY (classes 9, 10, 42; searched 2018-02-28 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
UNITY	2018-04-25	9	TELESURE INVESTMENT HOLDINGS (PTY) LTD

Similar to ADI (classes 9, 35, 42, 44; searched 2022-06-29 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
ADI	2022-06-29	9	Analog Devices, Inc
ADI	2022-06-29	42	Analog Devices, Inc

Similar to MARLO (classes 9, 35, 42; searched 2019-10-30 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

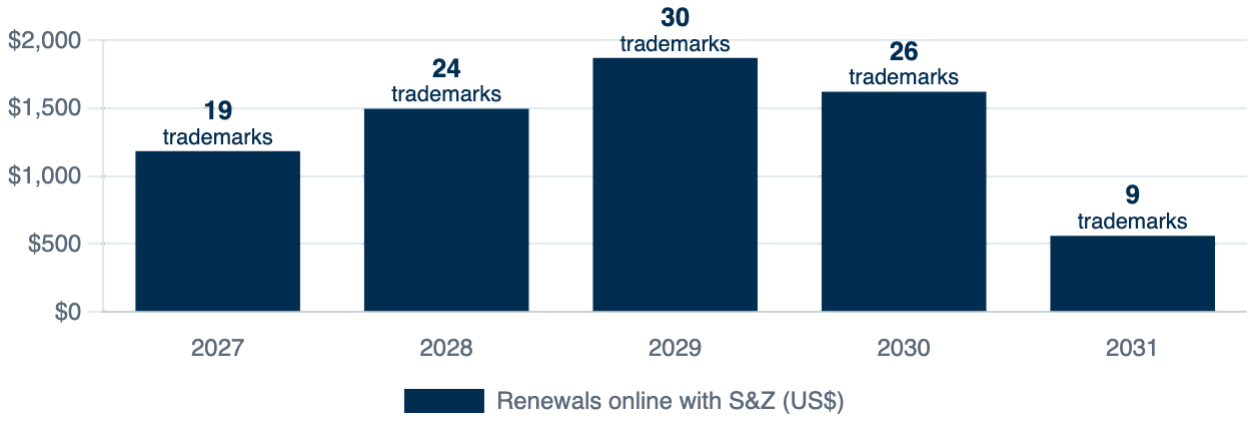
S&Z prices – South African trademarks

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$.

Alcon's next five years of renewals

108 of Alcon's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$6,729 over the five years.



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