Amazon – South African trademarks

Updated 8 November 2026

Amazon is the US technology company behind online retail, Amazon Web Services cloud computing, Prime Video and Kindle and Alexa devices.

How Amazon 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.

#57
largest trademark owner in South Africa (of 121,626)

873
trademarks filed

16
different logos published since 2020

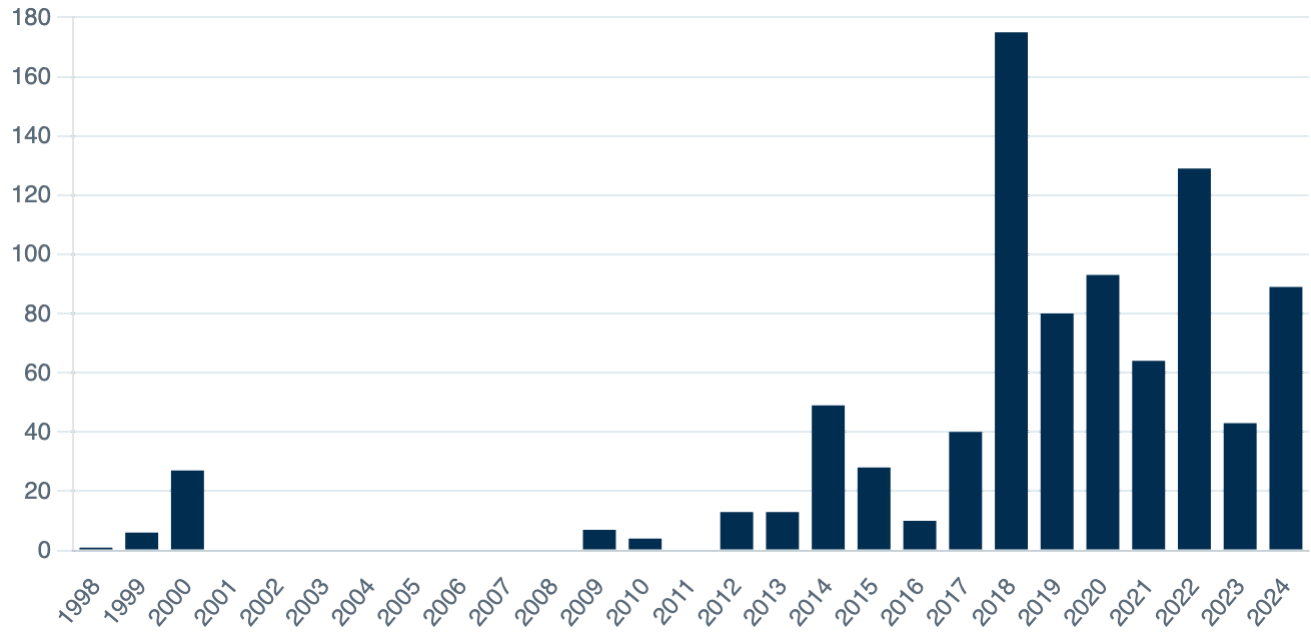
41
of 45 classes used

1998
first trademark filed

725
filed in the last 10 years

A portfolio built over time

Amazon filed its first South African trademark in 1998 and has filed 873 since; its busiest year was 2018, with 175 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

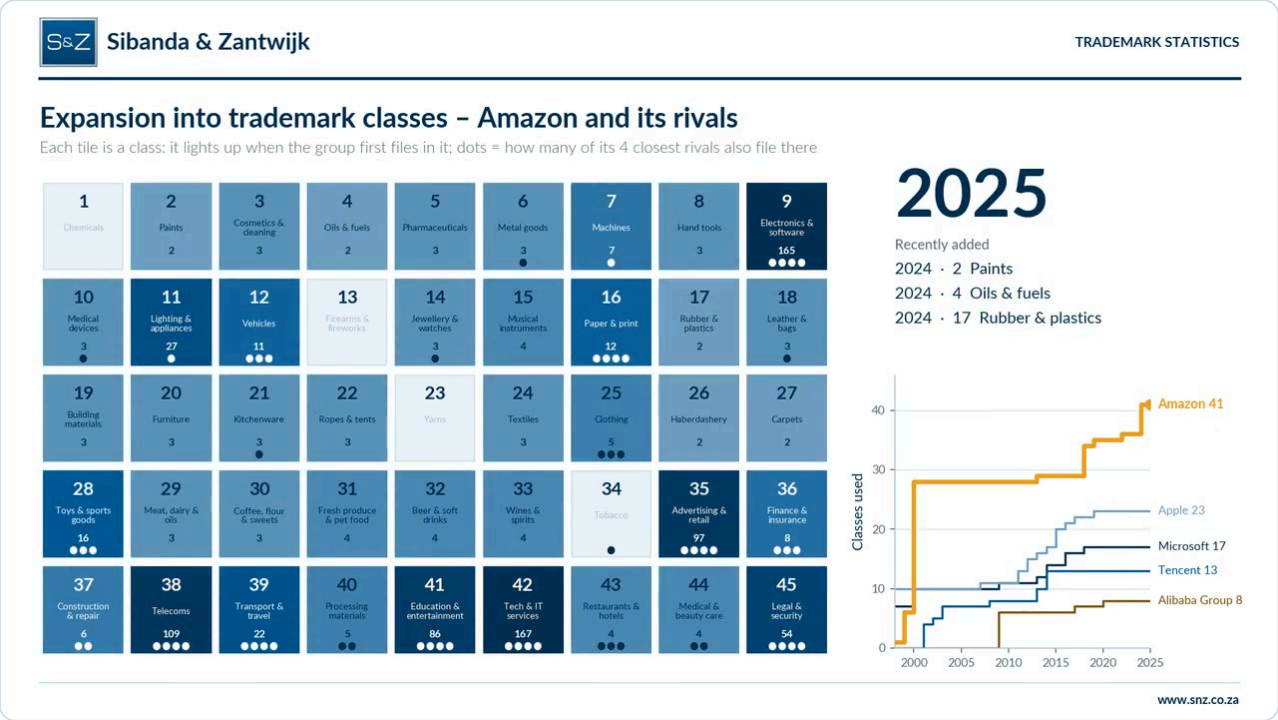
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Amazon	917	1998–2025

Where Amazon expanded its business

Trademark classes show what a business sells. Amazon's portfolio is concentrated in tech & it services (class 42), electronics & software (class 9), telecoms (class 38). Its most recent moves were into paints (2024), oils & fuels (2024), rubber & plastics (2024).

Amazon trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amazon-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
42 Tech & IT services	167	19.1%	1999
9 Electronics & software	165	18.9%	2000
38 Telecoms	109	12.5%	1999
35 Advertising & retail	97	11.1%	1998
41 Education & entertainment	86	9.9%	1999
45 Legal & security	54	6.2%	2000
11 Lighting & appliances	27	3.1%	2000
39 Transport & travel	22	2.5%	1999

The brands Amazon protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AMAZON	109	41	2000–2024
2	astro	19	10	2019–2022
3	RING	19	7	2017–2023
4	ECHO	17	9	2015–2022
5	BLINK	17	8	2018–2022
6	AMAZON ADVERTISING	15	5	2020–2020
7	LUNA	14	8	2021–2021
8	ALEXA	13	7	2015–2020
9	NEIGHBORS	11	8	2018–2018
10	NEIGHBORS BY RING	11	8	2018–2018
11	AMAZON ASTRO	10	10	2022–2022
12	AMAZON BLINK	10	8	2018–2018
13	AMAZON RING	10	7	2018–2018
14	AMAZON FIRE	9	9	2014–2014
15	KINDLE VOYAGE	9	9	2014–2014

Logos filed most often (since 2020)



59 filings · 38 classes



25 filings · 19 classes



11 filings · 7 classes



10 filings · 10 classes



7 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes



6 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes

Amazon's logos

The 16 different logos Amazon 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.



38 classes



19 classes



10 classes



7 classes



7 classes



7 classes



7 classes



6 classes



5 classes



4 classes



4 classes



4 classes



3 classes



2 classes



2 classes

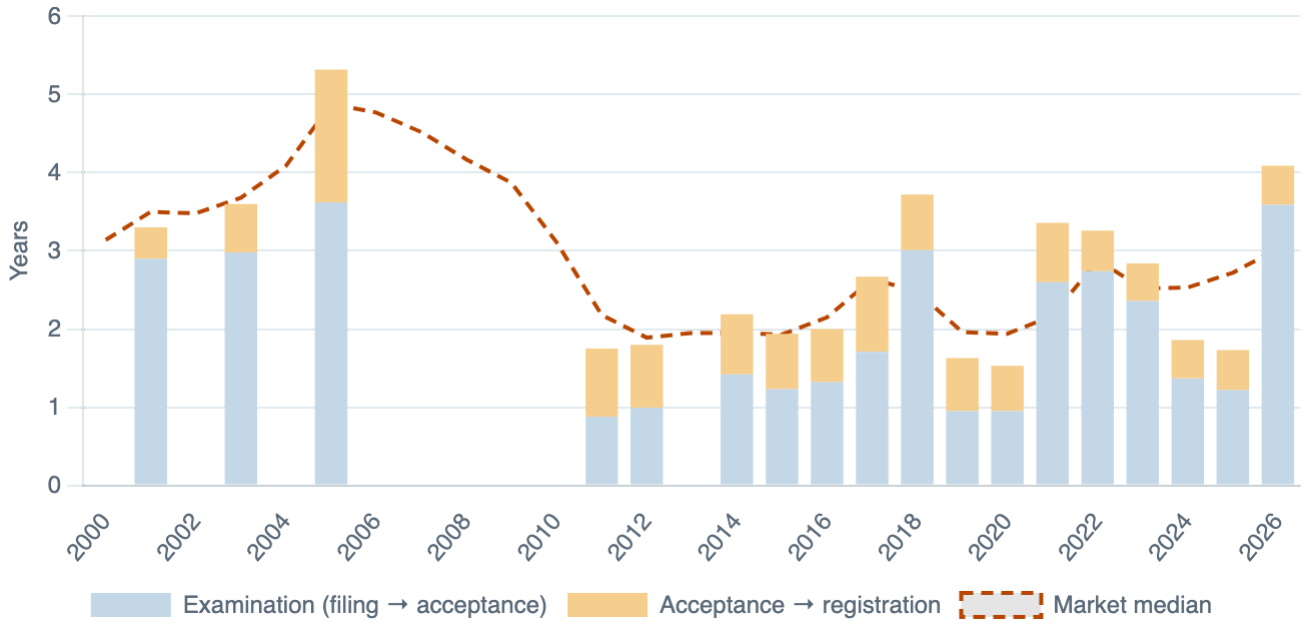


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Amazon's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.1 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

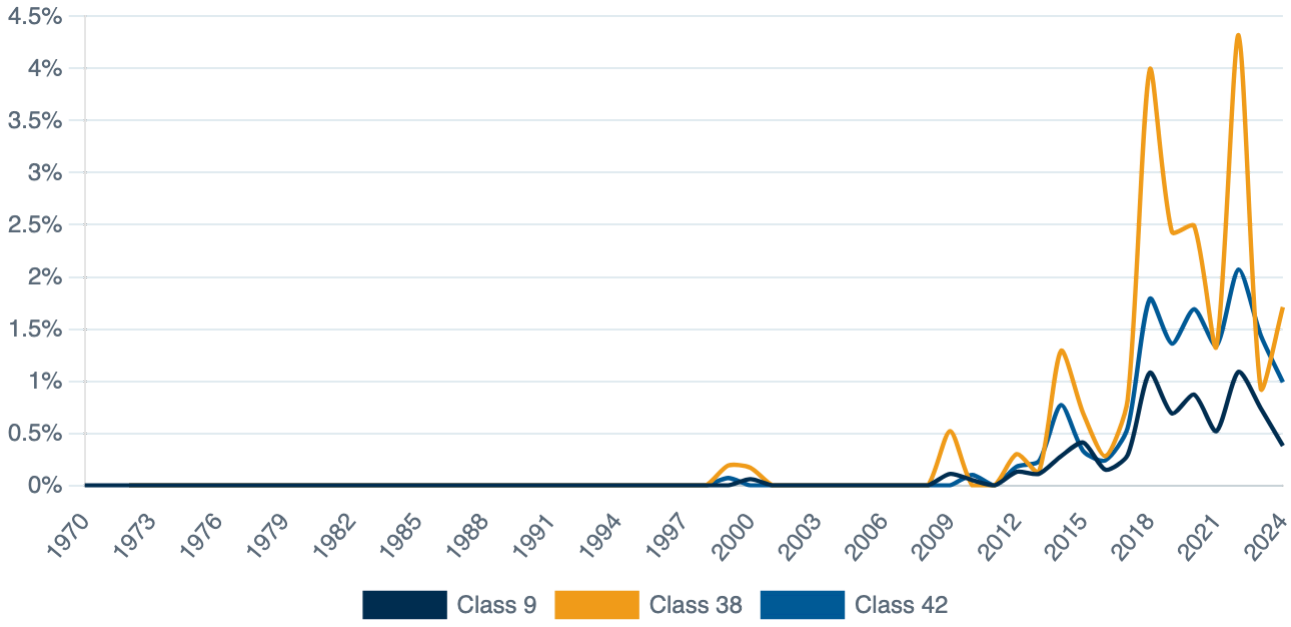


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Amazon's classes

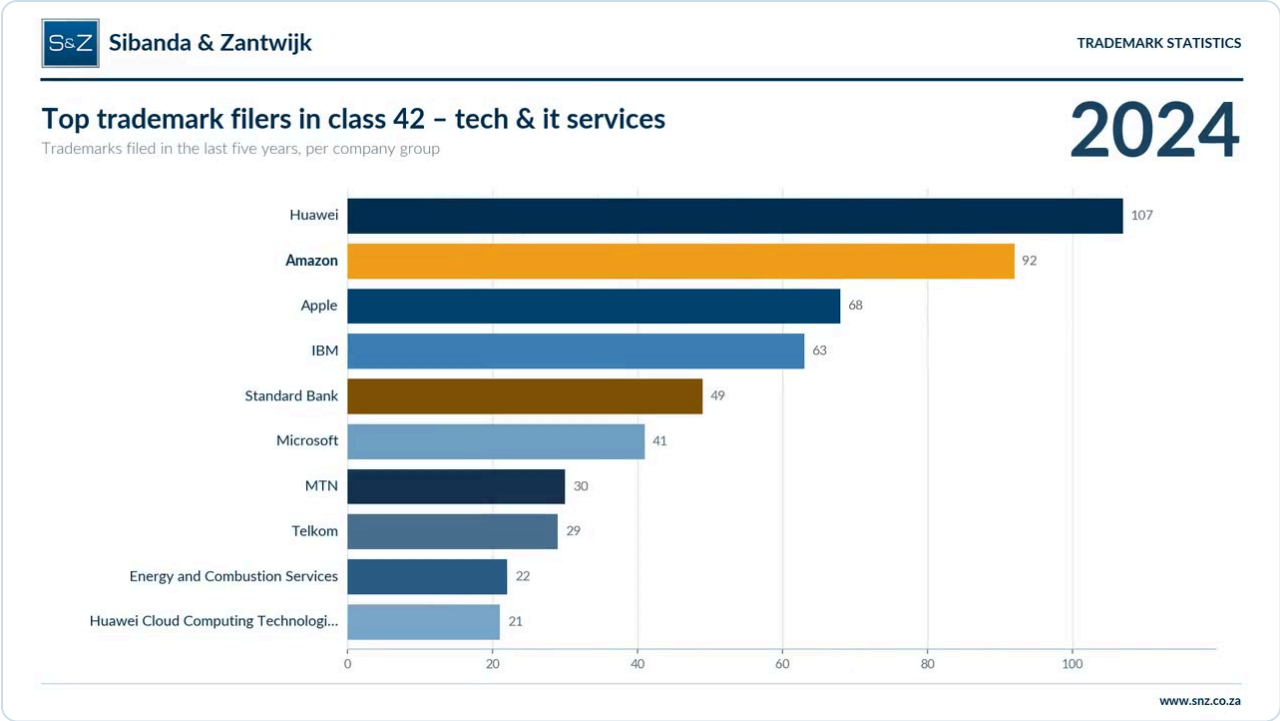
> Ranked by **number of trademarks filed in Amazon's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Amazon's market position, not who is most like it.

In the last five years, Amazon was #2 of 3,000 filers in class 42 (tech & IT services), with 92 of 5,783 trademarks; #3 of 4,926 filers in class 9 (electronics & software), with 78 of 10,252 trademarks; #3 of 893 filers in class 38 (telecoms), with 46 of 1,971 trademarks.



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

Top trademark filers in class 42 (tech & IT services), South Africa 1975–2024: Amazon



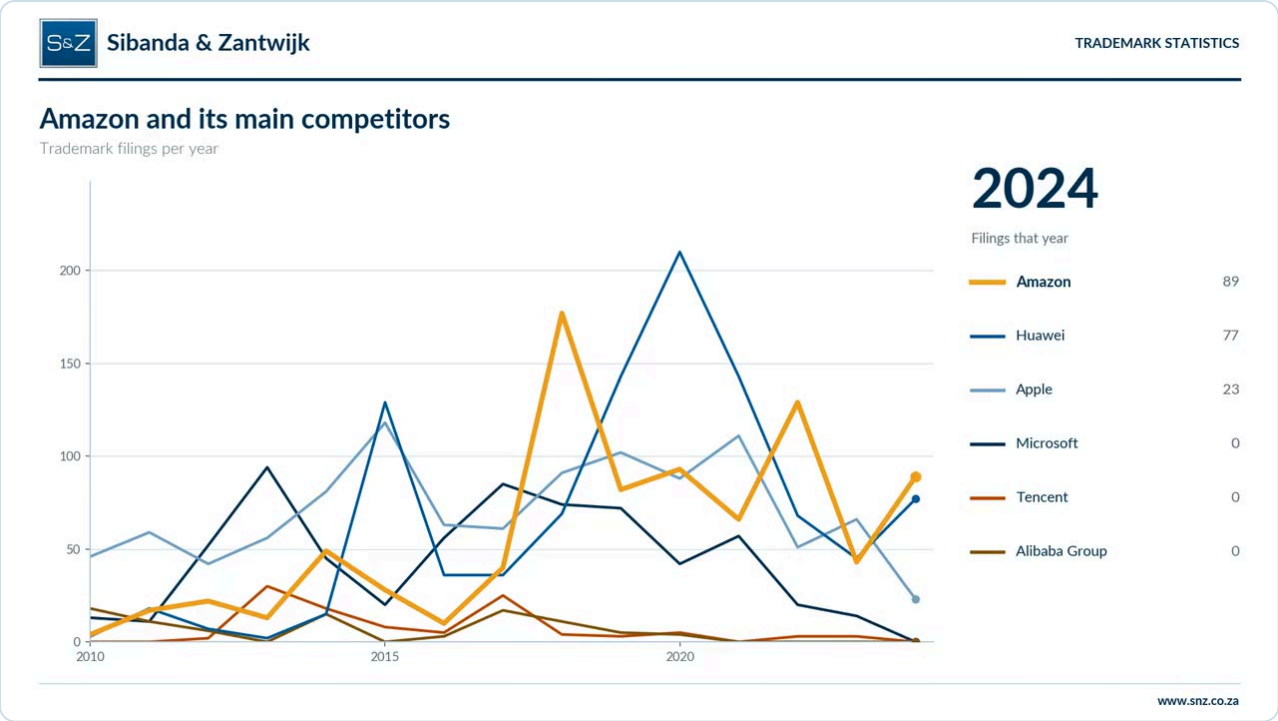
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amazon-south-african-trademarks/class-42-race-video.html

Main competitors – the companies most like Amazon

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

Amazon's closest competitors in South Africa are Microsoft, Tencent, Apple and Alibaba Group.

Amazon 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/amazon-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Microsoft	Direct competitor	73%
2	Tencent	Direct competitor	72%
3	Apple	Direct competitor	70%
4	Alibaba Group	Direct competitor	69%
5	Huawei	Related field	80%
6	Telkom	Related field	75%
7	Deutsche Telekom	Related field	68%
8	Vodafone	Related field	65%
9	Absa	Other field	79%
10	Standard Bank	Other field	72%

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

Amazon – relevant export countries

South Africa exported **US$2.6 billion** of the goods Amazon's main classes cover in the last year – software; data; electronic; devices (class 9); lights; light bulbs; lighting; lanterns (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Amazon's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	82	US$292 m	-1%	National	US$1,594
2	United States of America	79	US$169 m	+3%	National	US$1,400
3	United Kingdom	69	US$48 m	-3%	National	US$833
4	India	68	US$25 m	+9%	National	US$563
5	Namibia	65	US$261 m	+15%	ARIPO	US$290
6	Hong Kong SAR	64	US$21 m	-0%	National	US$807
7	Botswana	64	US$278 m	-6%	ARIPO	US$290
8	Canada	63	US$34 m	-4%	National	US$1,338
9	Australia	62	US$56 m	+1%	National	US$1,300
10	Japan	62	US$6.9 m	-5%	National	US$893

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	65	US$261 m	+15%	ARIPO	US$290 S&Z
2	Botswana	64	US$278 m	-6%	ARIPO	US$290 S&Z
3	Zimbabwe	61	US$177 m	+13%	ARIPO	US$290 S&Z
4	Nigeria	59	US$40 m	-10%	National	US$406 S&Z
5	Lesotho	57	US$95 m	+11%	ARIPO	US$290 S&Z
6	Mozambique	56	US$133 m	-0%	ARIPO	US$290 S&Z
7	Zambia	56	US$242 m	+24%	National	US$1,110
8	Eswatini	56	US$91 m	-2%	ARIPO	US$290 S&Z
9	Tanzania	55	US$36 m	+7%	ARIPO	US$290 S&Z
10	Malawi	55	US$35 m	+18%	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)
AMAZON	41	US$8,323	US$8,212
astro	10	US$2,030	US$2,487
RING	7	US$1,421	US$1,932
ECHO	9	US$1,827	US$2,302
BLINK	8	US$1,624	US$2,117

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 Amazon's five most-filed brands: word marks of **other companies** (not Amazon'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 AMAZON (classes 9, 35, 38, 41, 42; searched 2018-06-27 to 2026-11-07)

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

Similar to astro (classes 9, 35, 38, 41, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to RING (classes 9, 11, 35, 38, 41, 42, 45; searched 2018-12-19 to 2026-11-07)

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

Similar to ECHO (classes 9, 35, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to BLINK (classes 9, 11, 12, 35, 38, 41, 42, 45; searched 2018-05-30 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
MIWAY BLINK	2022-08-31	9	MiWay Insurance Ltd

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

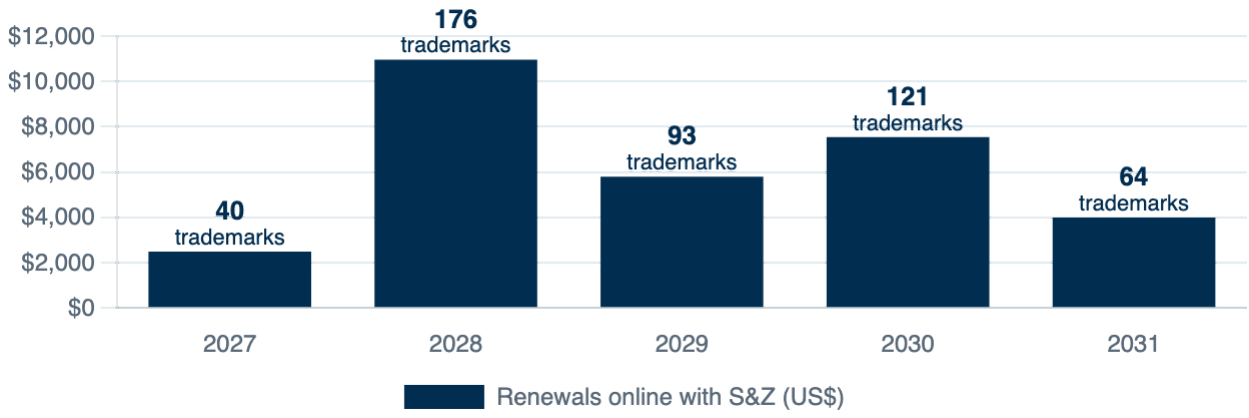
S&Z prices – South African trademarks

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$.

Amazon's next five years of renewals

494 of Amazon's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$30,772** over the five years.



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