Apple – South African trademarks

Updated 8 November 2026

Apple is the US technology company behind the iPhone, Mac, iPad, Apple Watch and services such as the App Store and Apple Music.

How Apple 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.

#30
largest trademark owner in South Africa (of 121,626)

1,215
trademarks filed

73
different logos published since 2020

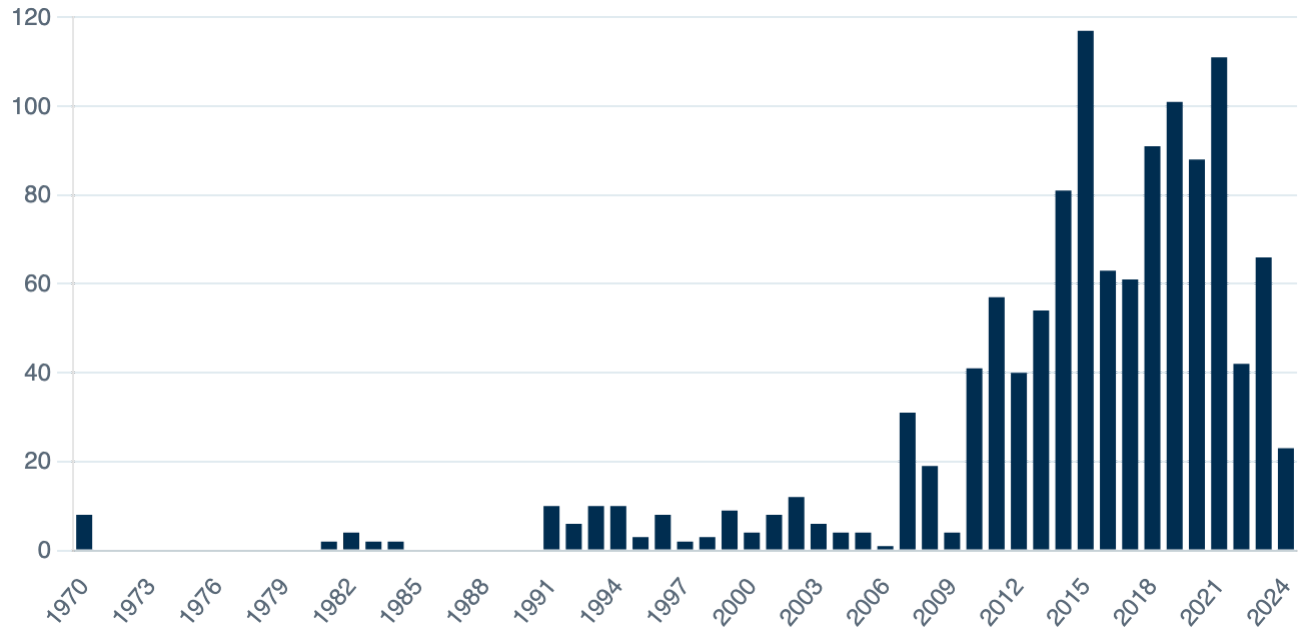
23
of 45 classes used

1968
first trademark filed

648
filed in the last 10 years

A portfolio built over time

Apple filed its first South African trademark in 1968 and has filed 1,215 since; its busiest year was 2015, with 117 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

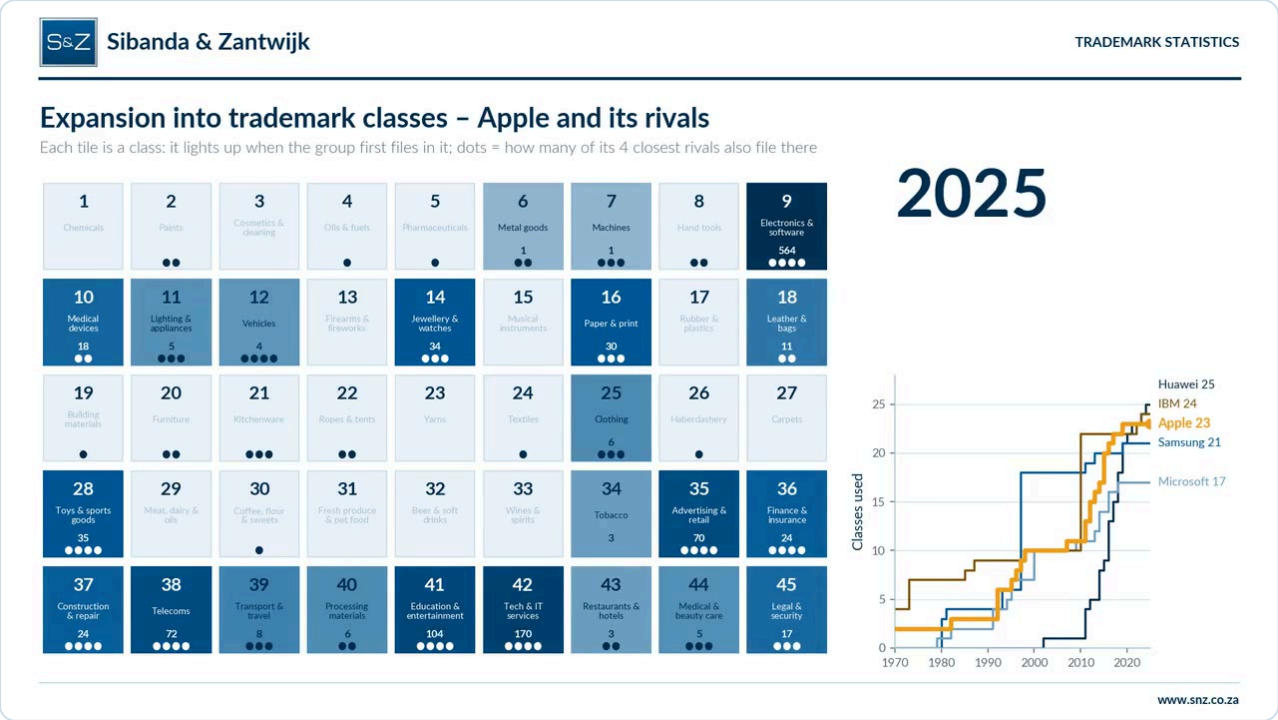
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Apple	1,273	1968–2025

Where Apple expanded its business

Trademark classes show what a business sells. Apple's portfolio is concentrated in electronics & software (class 9), tech & it services (class 42), education & entertainment (class 41). Its most recent moves were into machines (2019), clothing (2017), metal goods (2016).

Apple trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/apple-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	564	46.4%	1968
42 Tech & IT services	170	14.0%	1982
41 Education & entertainment	104	8.6%	1992
38 Telecoms	72	5.9%	1996
35 Advertising & retail	70	5.8%	2007
28 Toys & sports goods	35	2.9%	1995
14 Jewellery & watches	34	2.8%	2013
16 Paper & print	30	2.5%	1968

The brands Apple protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ICLOUD	24	15	2011–2021
2	APPLE	19	12	1968–2017
3	WATCH	15	11	2014–2015
4	IPHONE	13	9	1997–2019
5	APP CLIP	13	5	2020–2021
6	TV	12	5	2007–2023
7	APPLE WATCH	11	11	2014–2015
8	THINK DIFFERENT	11	8	1999–2020
9	MUSIC	10	6	2015–2019
10	SHAZAM	10	6	2013–2018
11	SIRI	9	9	2012–2017
12	AIRTAG	9	7	2021–2021
13	ONE MORE THING	8	8	2015–2015
14	VISION PRO	8	8	2023–2023
15	MAC	8	6	1991–2018

Logos filed most often (since 2020)



65 filings · 9 classes



29 filings · 9 classes



22 filings · 7 classes



22 filings · 5 classes



12 filings · 5 classes



10 filings · 5 classes



5 filings · 5 classes



5 filings · 5 classes



5 filings · 5 classes



5 filings · 5 classes

Apple's logos

The 73 different logos Apple 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.



9 classes



9 classes

7 classes



5 classes



5 classes



5 classes



5 classes

5 classes



5 classes



5 classes



4 classes



4 classes



3 classes

3 classes



3 classes

3 classes



3 classes



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2 classes



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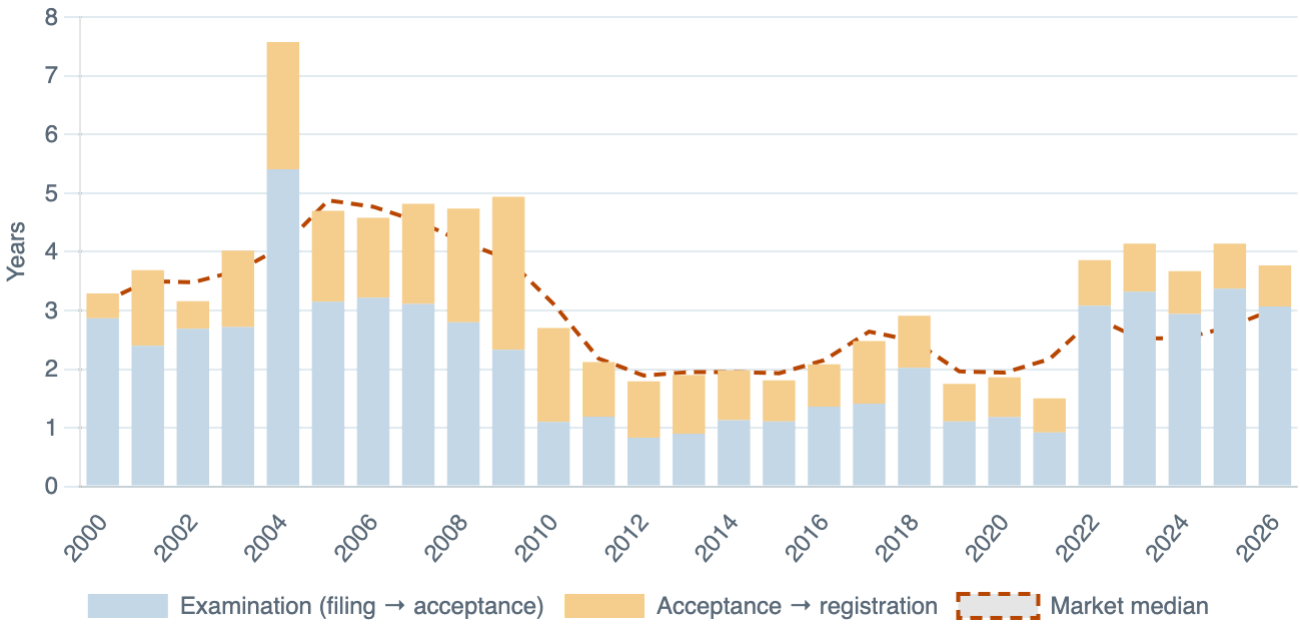


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Apple's marks took a median of **4.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



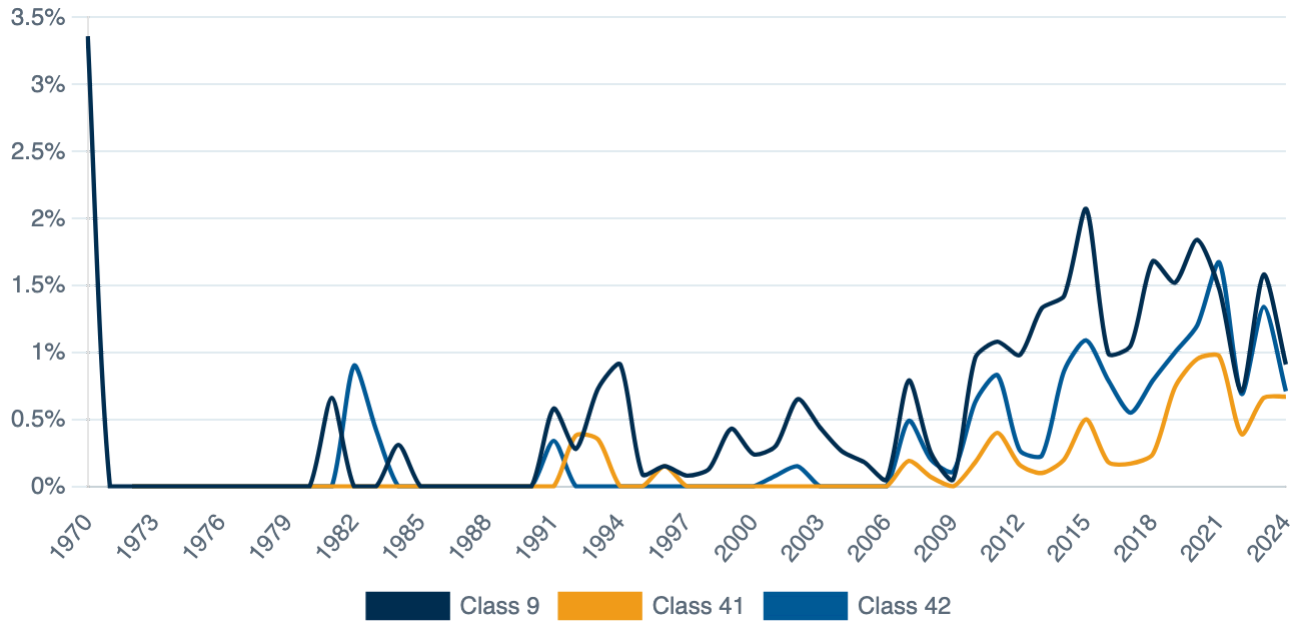
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Apple's classes

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

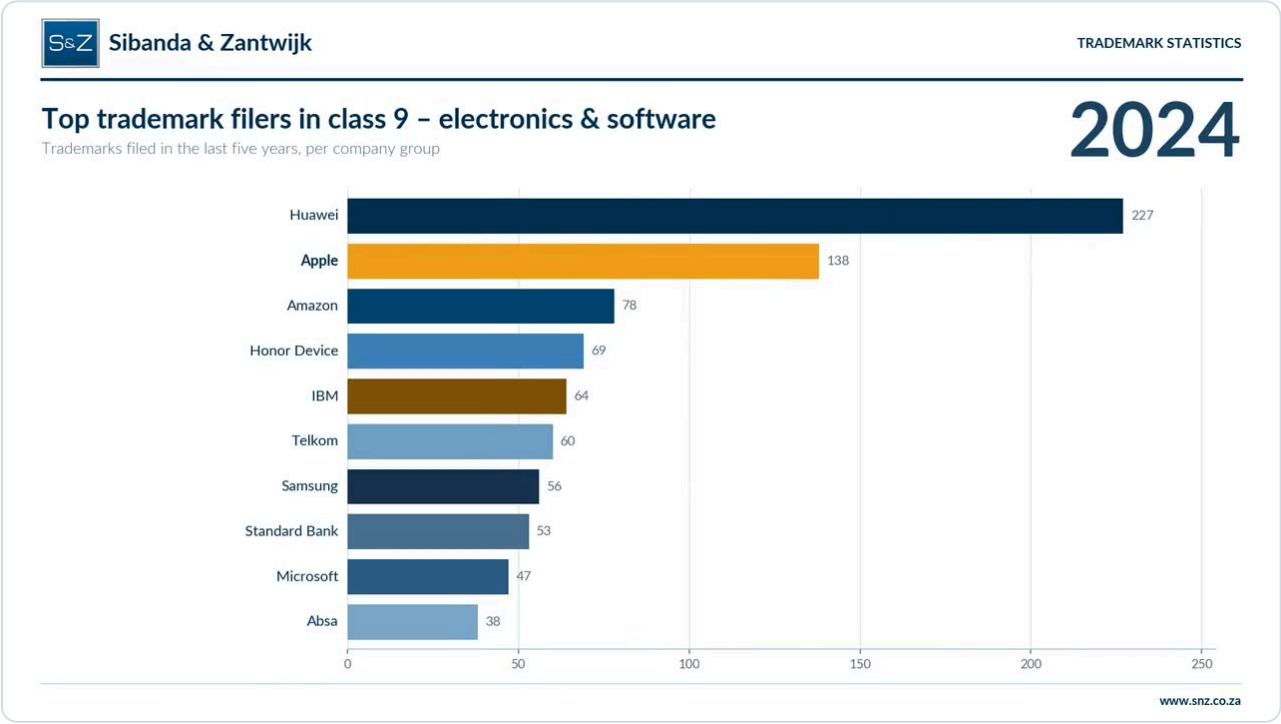
> who is most like it.

In the last five years, Apple was #2 of 4,926 filers in class 9 (electronics & software), with 138 of 10,252 trademarks; #3 of 3,000 filers in class 42 (tech & IT services), with 68 of 5,783 trademarks; #2 of 3,121 filers in class 41 (education & entertainment), with 47 of 6,243 trademarks.



Apple'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: Apple



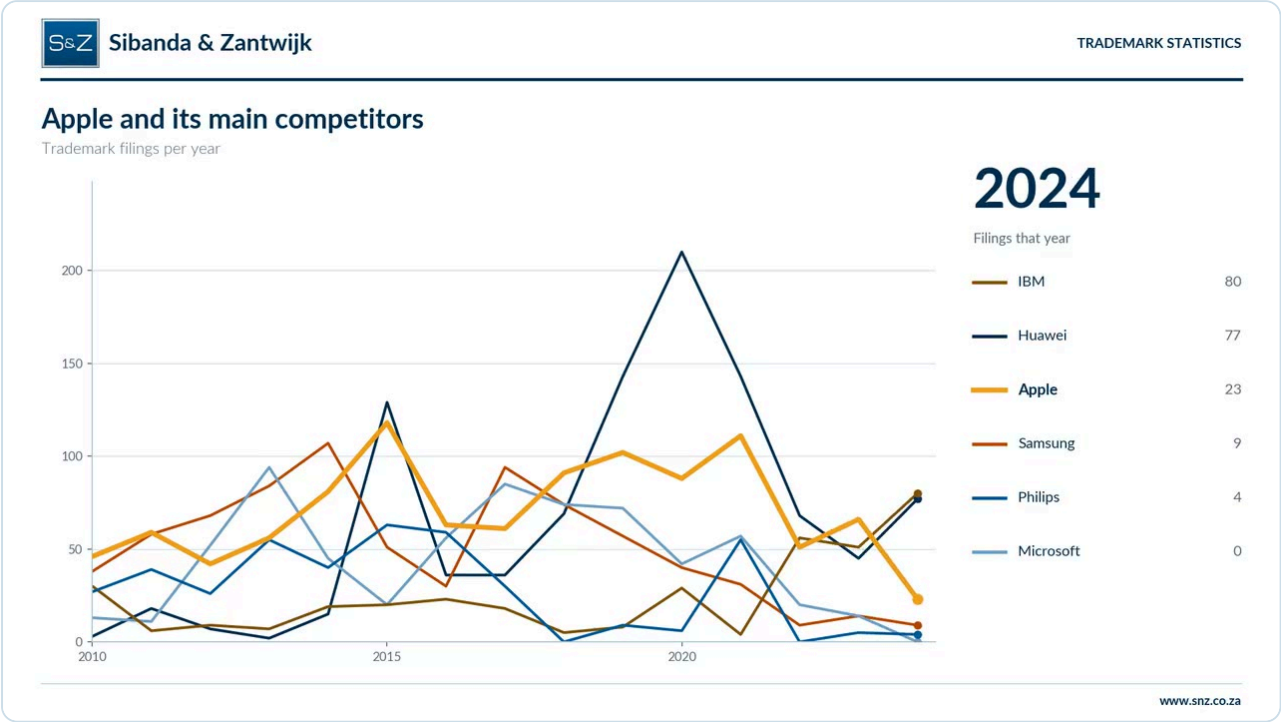
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/apple-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Apple

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

Apple's closest competitors in South Africa are Huawei, Samsung, Microsoft and IBM.

Apple 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/apple-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Huawei	Direct competitor	97%
2	Samsung	Direct competitor	84%
3	Microsoft	Direct competitor	71%
4	IBM	Direct competitor	70%
5	Philips	Direct competitor	69%
6	Amazon	Direct competitor	66%
7	Siemens	Direct competitor	66%
8	Media24	Related field	66%
9	Shoprite	Retailer's own brands	68%
10	Absa	Other field	73%

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

Apple – relevant export countries

South Africa exported **US$2.9 billion** of the goods Apple's main classes cover in the last year – computer software; audio; development; video (class 9); toys; games; electronic hand-held game units; coin (class 28); watches; jewelry; clocks; chronometers (class 14); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Apple's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	United States of America	83	US$362 m	+2%	National	US$2,750
2	European Union	80	US$296 m	-1%	National	US$2,123
3	United Kingdom	69	US$58 m	-3%	National	US$1,192
4	India	65	US$25 m	+10%	National	US$1,051
5	Hong Kong SAR	63	US$28 m	-0%	National	US$1,412
6	Canada	63	US$34 m	-4%	National	US$1,907
7	Japan	62	US$6.7 m	-4%	National	US$1,481
8	Namibia	62	US$284 m	+14%	ARIPO	US$397
9	Australia	62	US$59 m	+0%	National	US$2,020
10	Türkiye	62	US$5.2 m	+18%	National	US$1,119

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	62	US$284 m	+14%	ARIPO	US$397 S&Z
2	Botswana	60	US$286 m	-6%	ARIPO	US$397 S&Z
3	Zimbabwe	58	US$179 m	+13%	ARIPO	US$397 S&Z
4	Lesotho	56	US$100 m	+10%	National	US$320
5	Nigeria	56	US$40 m	-12%	National	US$812 S&Z
6	Mozambique	55	US$148 m	+3%	ARIPO	US$397 S&Z
7	Tanzania	54	US$37 m	+6%	ARIPO	US$397 S&Z
8	Eswatini	54	US$101 m	-4%	ARIPO	US$397 S&Z
9	Malawi	54	US$40 m	+21%	ARIPO	US$397 S&Z
10	OAPI (17 states)	53	US$56 m	+5%	National	US$1,378 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)
ICLOUD	15	US$3,045	US$3,410
APPLE	12	US$2,436	US$2,856
WATCH	11	US$2,233	US$2,671
IPHONE	9	US$1,827	US$2,302
APP CLIP	5	US$1,015	US$1,563

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 Apple's five most-filed brands: word marks of **other companies** (not Apple'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 ICLOUD (classes 9, 35, 38, 41, 42; searched 2018-11-28 to 2026-11-07)

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

Similar to APPLE (classes 9, 35, 38, 41, 42; searched 2018-08-29 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
APPLE TREE	2019-11-27	35	APPLE TREE FRESH MARKET CC

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

No confusingly similar marks of other companies found.

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

No confusingly similar marks of other companies found.

Similar to APP CLIP (classes 9, 35, 41, 42, 43; searched 2018-05-30 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

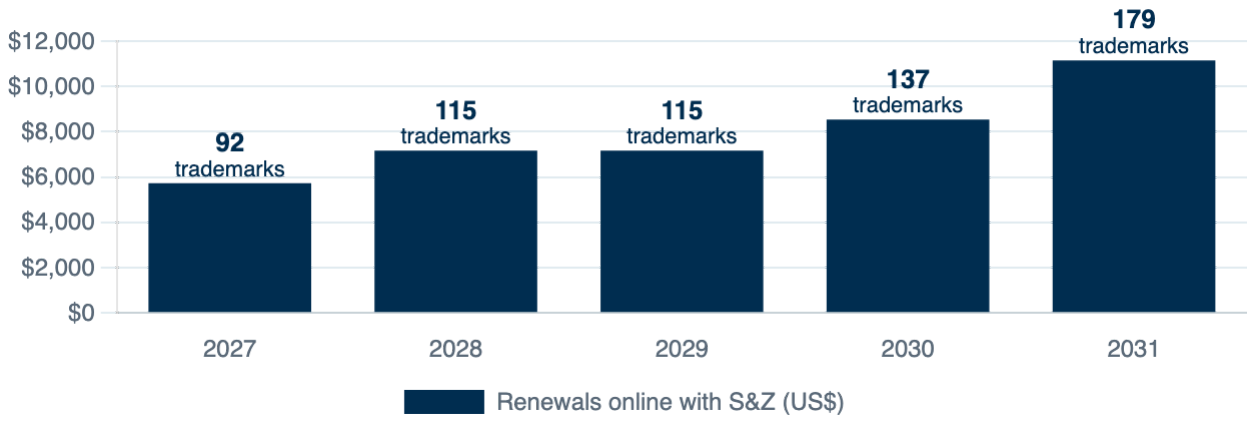
S&Z prices – South African trademarks

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$.

Apple's next five years of renewals

638 of Apple's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$39,741** over the five years.



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