Ascendis – South African trademarks

Updated 8 November 2026

Ascendis is a South African health and wellness group that sells medicines, vitamins, supplements and personal care products.

How Ascendis 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.

#241
largest trademark owner in South Africa (of 121,626)

243
trademarks filed

10
different logos published since 2020

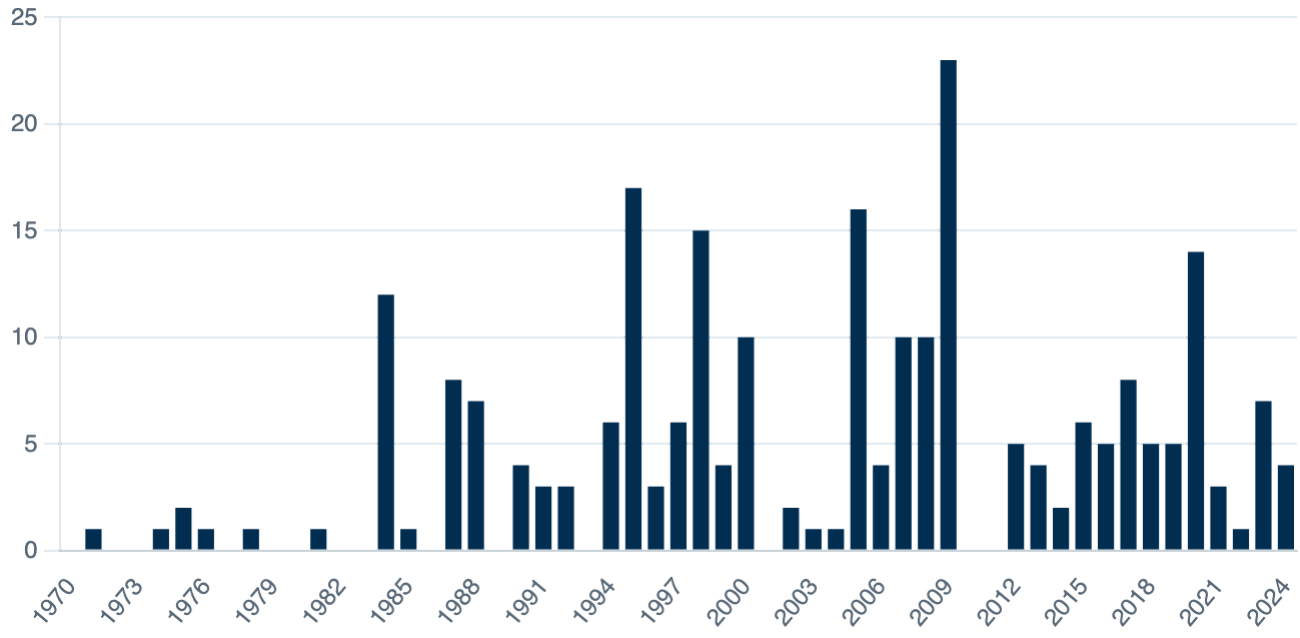
15
of 45 classes used

1946
first trademark filed

52
filed in the last 10 years

A portfolio built over time

Ascendis filed its first South African trademark in 1946 and has filed 243 since; its busiest year was 2009, with 23 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

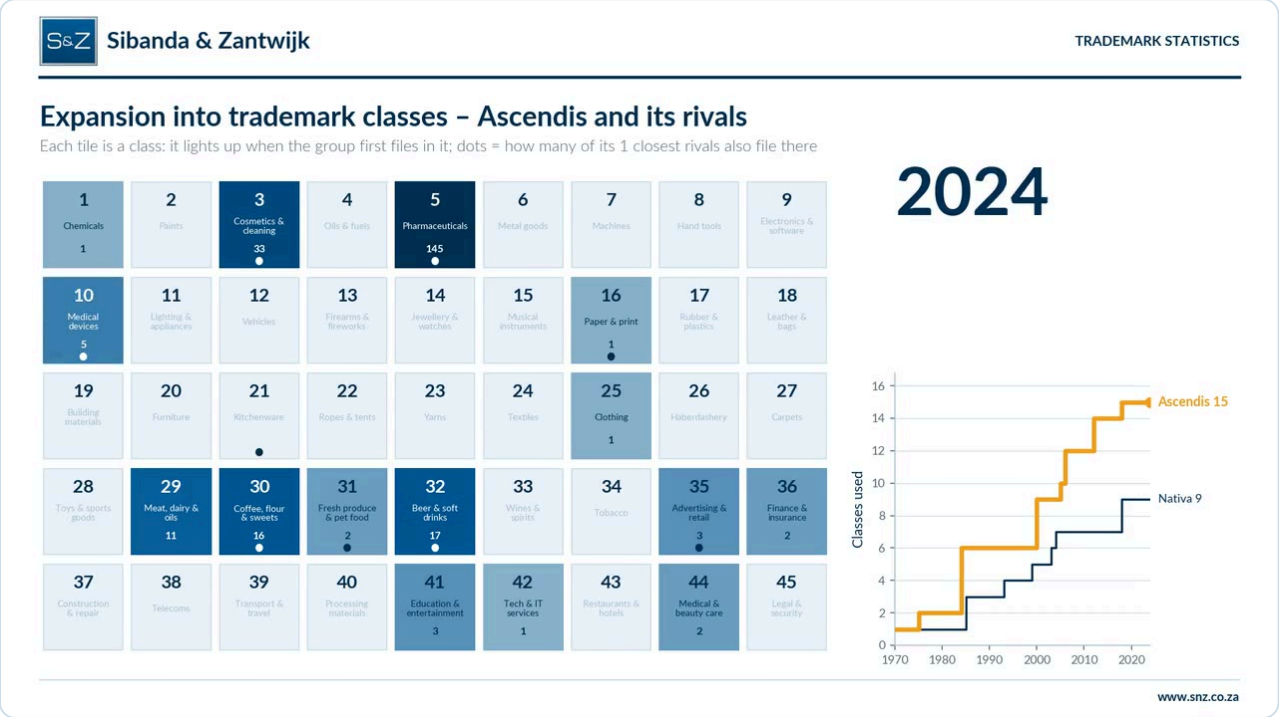
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Ascendis	180	1974–2024
Pharma Natura	132	1971–2014
Ascendis Pharma	78	1946–2015
Ascendis Health	5	2012–2012
Ascendis Management Services	5	2015–2018
Ascendis Pharma Endocrinology Division	3	2021–2023
Ascendis Pharma Growth Disorders	2	2024–2024

Where Ascendis expanded its business

Trademark classes show what a business sells. Ascendis' portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), beer & soft drinks (class 32). Its most recent moves were into education & entertainment (2018), chemicals (2012), clothing (2012).

Ascendis trademarks: expansion into trademark classes, 1970–2024



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

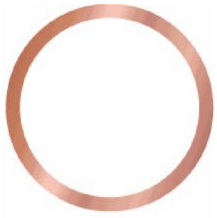
CLASS	MARKS	SHARE	SINCE
5 Pharmaceuticals	145	59.7%	1946
3 Cosmetics & cleaning	33	13.6%	1975
32 Beer & soft drinks	17	7.0%	1984
30 Coffee, flour & sweets	16	6.6%	1984
29 Meat, dairy & oils	11	4.5%	1984
10 Medical devices	5	2.1%	2006
35 Advertising & retail	3	1.2%	2005
41 Education & entertainment	3	1.2%	2018

The brands Ascendis protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BETTAWAY	14	6	1984–2020
2	VITAFORCE	14	5	1974–2020
3	HERBAFORCE	10	5	1987–2009
4	PHARMA NATURA	7	6	2005–2009
5	ASCENDIS HEALTH	5	5	2012–2012
6	DO MORE! BE MORE! LIVE MORE!	5	5	2007–2007
7	POWER OF NATURE (THE)	5	5	2007–2007
8	HOMEOFORCE	4	4	2009–2009
9	NUTRIGENETICS	4	4	2006–2006
10	OPTILIFE	4	4	2000–2000
11	OPTISPORT	4	4	2000–2000
12	SOLAL	4	4	2015–2019
13	JUNGLEVITES	4	2	1997–2020
14	Mind.Body.Solal	3	3	2020–2020
15	PHARMANATURA	3	3	2005–2005

Logos filed most often (since 2020)



3 filings · 3 classes



3 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



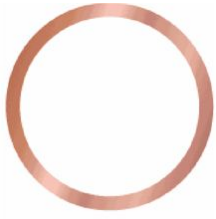
1 filing · 1 class



1 filing · 1 class

Ascendis' logos

The 10 different logos Ascendis 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.



3 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class

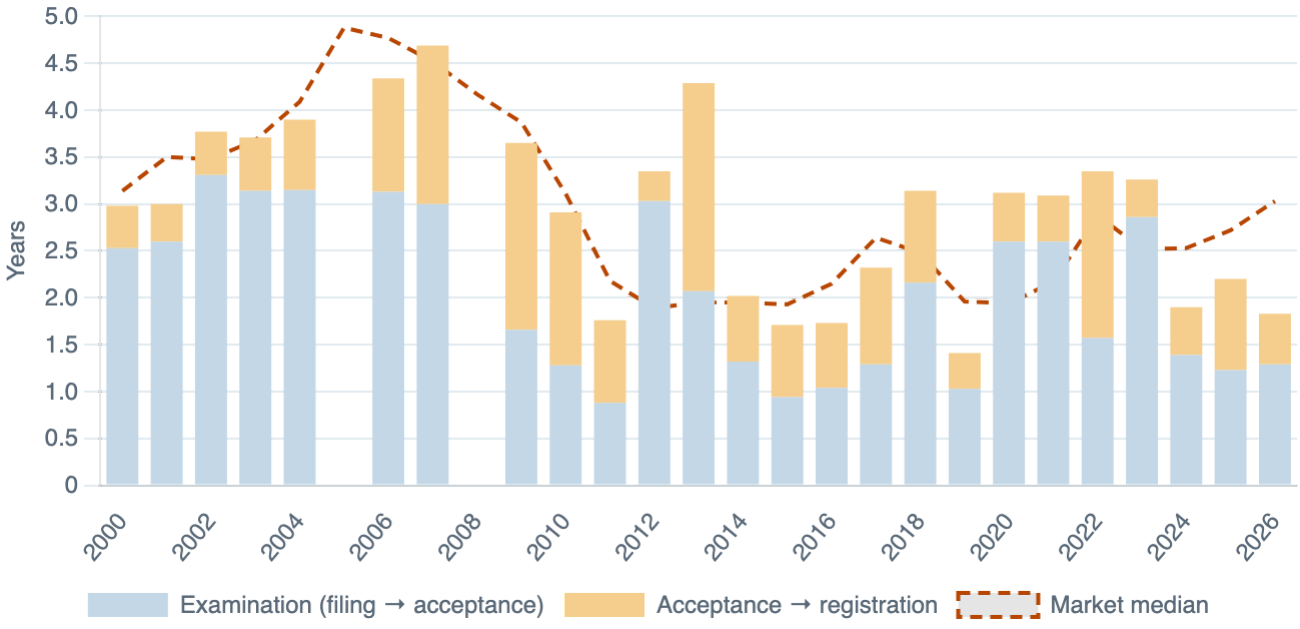


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Ascendis' 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.

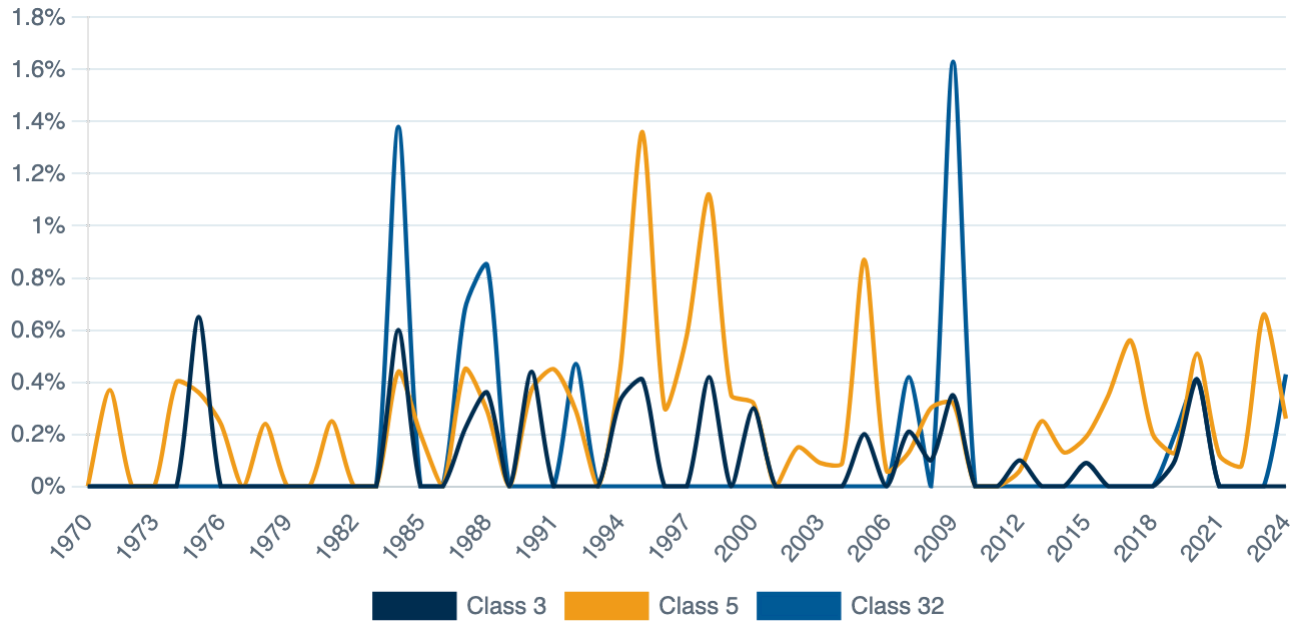


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Ascendis' classes

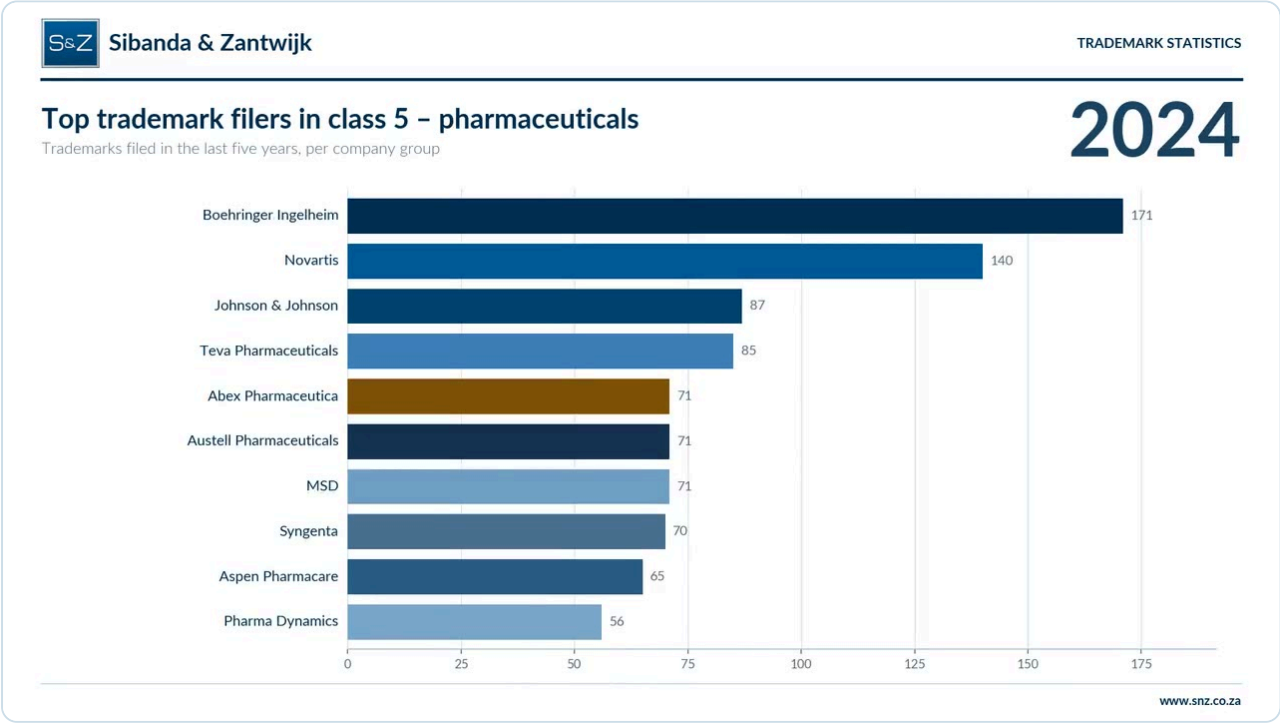
> Ranked by **number of trademarks filed in Ascendis' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Ascendis' market position, not who is most like it.

In the last five years, Ascendis was **#34** of 2,050 filers in class 5 (pharmaceuticals), with 19 of 6,111 trademarks; **#170** of 1,836 filers in class 3 (cosmetics & cleaning), with 4 of 3,958 trademarks; **#147** of 905 filers in class 32 (beer & soft drinks), with 3 of 1,804 trademarks.



Ascendis' 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: Ascendis



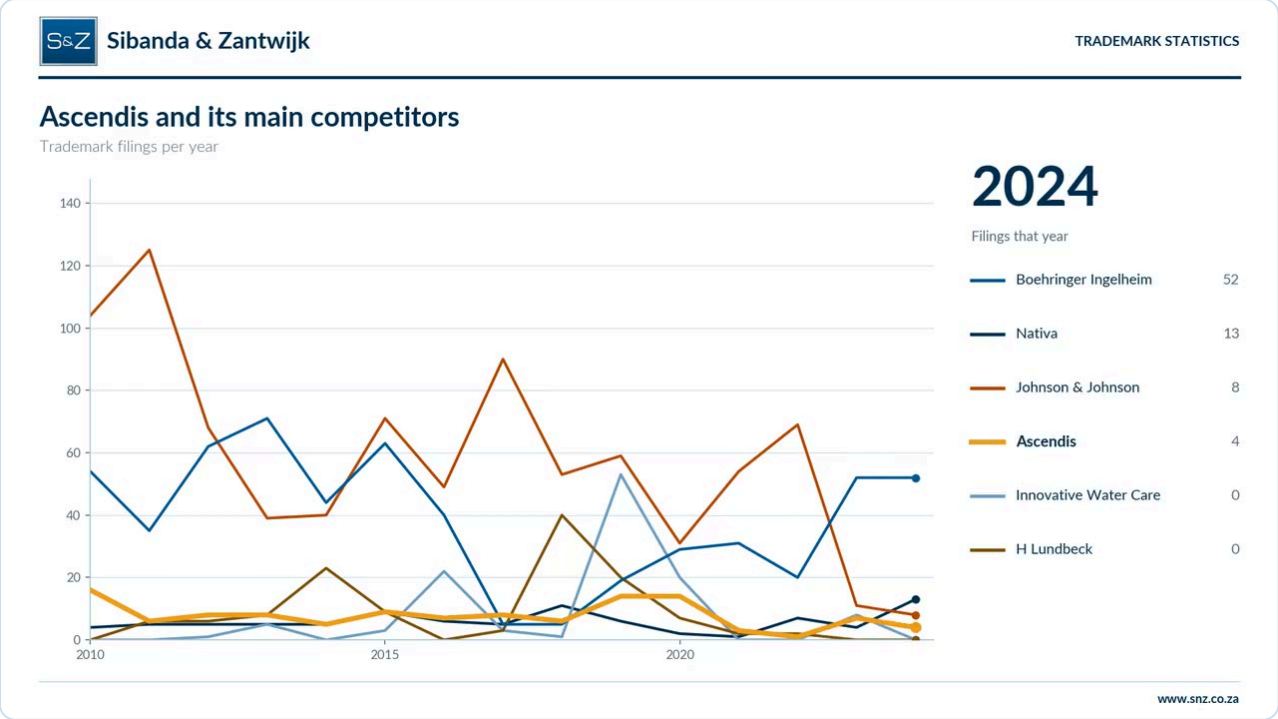
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ascendis-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Ascendis

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

Ascendis' closest competitors in South Africa are Nativa.

Ascendis 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/ascendis-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Nativa	Direct competitor	81%
2	Johnson & Johnson	Related field	76%
3	Innovative Water Care	Related field	72%
4	H Lundbeck	Related field	72%
5	Boehringer Ingelheim	Related field	72%
6	Meso Scale Diagnostics	Related field	72%
7	Hills Pet Nutrition	Other field	76%
8	Nestlé	Other field	73%
9	Rolfes Agri	Other field	72%
10	Tweed	Other field	72%

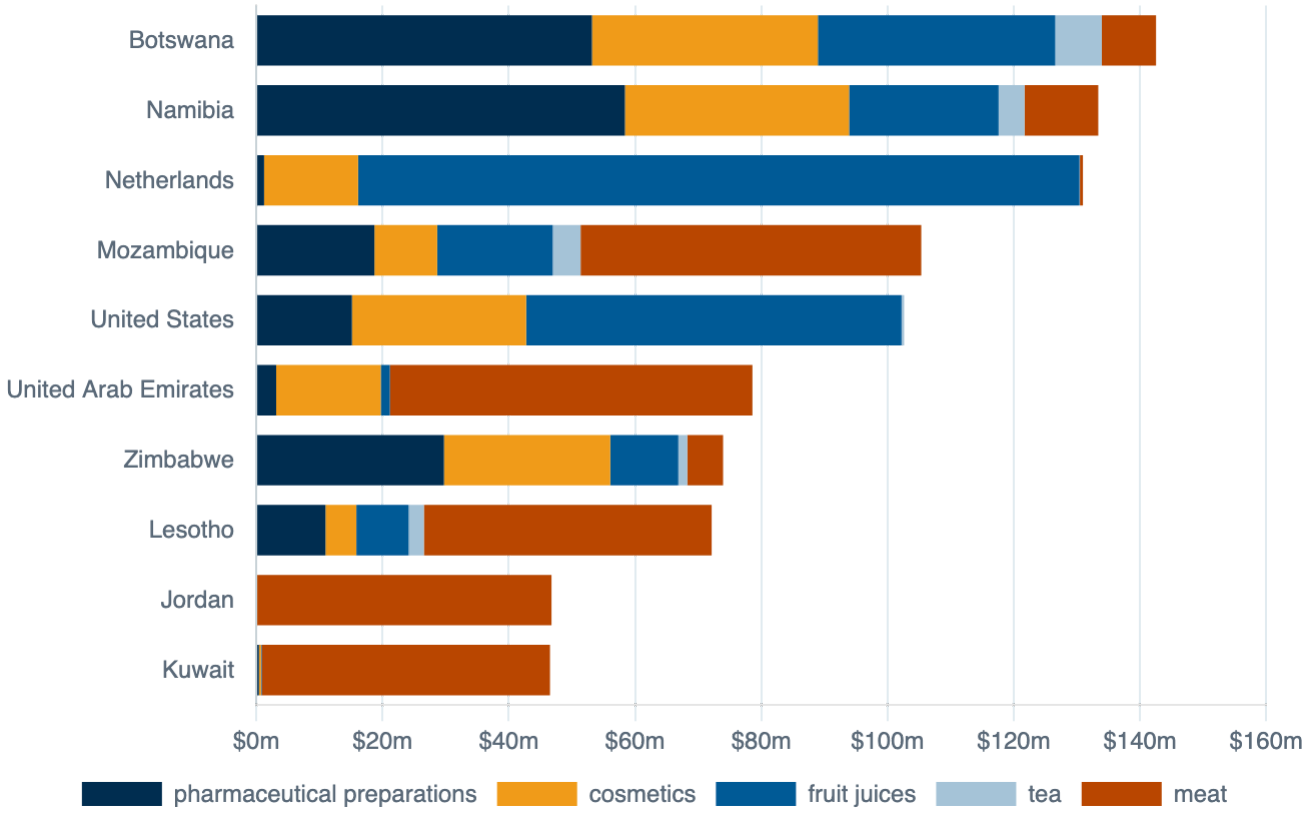
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Ascendis – relevant export countries

South Africa exported **US$3.0 billion** of the goods Ascendis' main classes cover in the last year – pharmaceutical preparations; nutritional supplements; dietary supplements; vitamins (class 5); cosmetics; essential oils; soaps; perfumery (class 3); fruit juices; syrups; mineral and aerated waters; energy drinks (class 32); tea; coffee; bread (class 30); meat; fish; jams (class 29). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Ascendis' trademarks matter most.

Where South Africa exports Ascendis' top goods

Ascendis' trademarks most often cover pharmaceutical preparations, cosmetics, fruit juices, tea and meat. South Africa's ten largest export markets for these goods took **60%** 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 Ascendis' 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$503 m	+4%	National	US$2,388
2	United States of America	74	US$196 m	+0%	National	US$3,425
3	China	70	US$49 m	-7%	National	US$1,224
4	United Kingdom	69	US$62 m	+2%	National	US$1,371
5	Japan	64	US$27 m	-4%	National	US$1,774
6	Russian Federation	59	US$10 m	-1%	National	US$1,915
7	Mexico	58	US$12 m	+16%	National	US$3,050
8	Hong Kong SAR	58	US$18 m	+2%	National	US$1,715
9	Mozambique	56	US$215 m	+8%	ARIPO	US$450
10	Botswana	56	US$273 m	-1%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	56	US$215 m	+8%	ARIPO	US$450 S&Z
2	Botswana	56	US$273 m	-1%	ARIPO	US$450 S&Z
3	Nigeria	55	US$26 m	-4%	National	US$1,015 S&Z
4	Lesotho	55	US$122 m	+2%	National	US$326
5	Zimbabwe	54	US$163 m	+1%	ARIPO	US$450 S&Z
6	Malawi	54	US$35 m	+18%	ARIPO	US$450 S&Z
7	OAPI (17 states)	54	US$22 m	+8%	National	US$1,563 S&Z
8	Eswatini	53	US$106 m	-3%	National	US$446
9	Egypt	52	US$11 m	-1%	National	US$2,278
10	Tunisia	50	US$718 k	+32%	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)
BETTAWAY	6	US$1,218	US$1,748
VITAFORCE	5	US$1,015	US$1,563
HERBAFORCE	5	US$1,015	US$1,563
PHARMA NATURA	6	US$1,218	US$1,748
ASCENDIS HEALTH	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 Ascendis' five most-filed brands: word marks of **other companies** (not Ascendis' 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 BETTAWAY (classes 3, 5, 29, 30, 31, 32; searched 2022-03-30 to 2026-11-08)

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

Similar to VITAFORCE (classes 3, 5, 29, 30, 32; searched 2025-11-26 to 2026-11-08)

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

Similar to HERBAFORCE (classes 3, 5, 29, 30, 32; searched 2021-04-28 to 2026-11-08)

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

Similar to PHARMA NATURA (classes 3, 5, 29, 30, 32, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to ASCENDIS HEALTH (classes 1, 3, 5, 10, 25; searched 2018-02-28 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

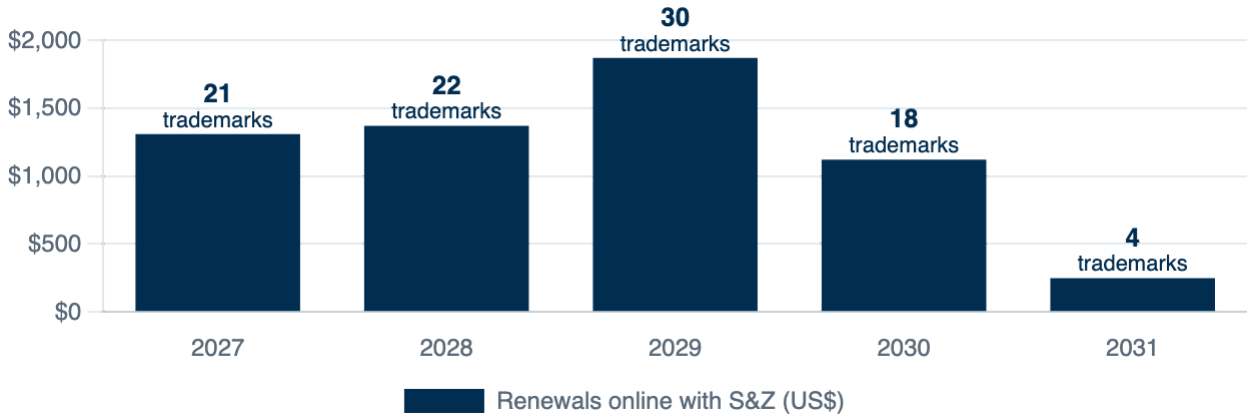
S&Z prices – South African trademarks

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$.

Ascendis' next five years of renewals

95 of Ascendis' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,917 over the five years.



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