Aspen Pharmacare – South African trademarks

Updated 8 November 2026

Aspen Pharmacare is a JSE-listed South African multinational pharmaceutical company. It makes and supplies branded and generic medicines, sterile products and active ingredients worldwide.

How Aspen Pharmacare 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.

#23
largest trademark owner in South Africa (of 121,626)

1,466
trademarks filed

9
different logos published since 2020

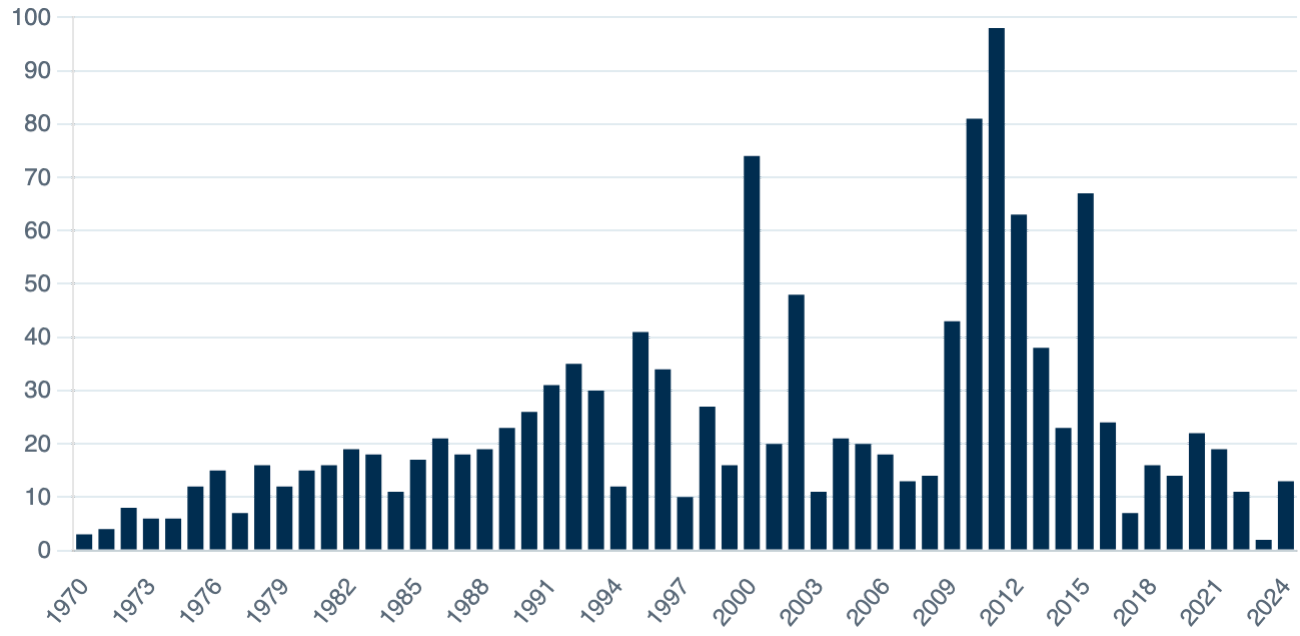
14
of 45 classes used

1913
first trademark filed

128
filed in the last 10 years

A portfolio built over time

Aspen Pharmacare filed its first South African trademark in 1913 and has filed 1,466 since; its busiest year was 2011, with 98 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

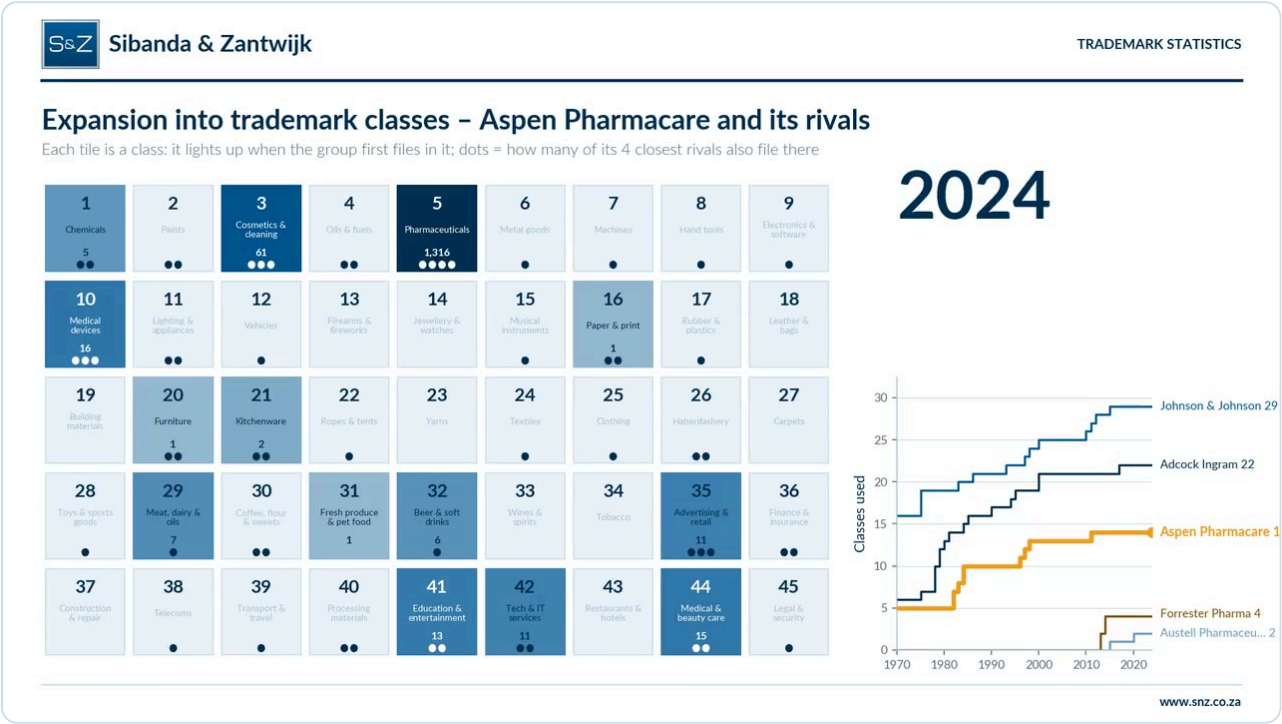
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Aspen Pharmacare	1,595	1908–2024
Aspen Pharmacare Australia	14	2011–2023

Where Aspen Pharmacare expanded its business

Trademark classes show what a business sells. Aspen Pharmacare's portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), medical devices (class 10). Its most recent moves were into meat, dairy & oils (2011), paper & print (1998), education & entertainment (1997).

Aspen Pharmacare trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/aspen-pharmacare-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	1,316	89.8%	1913
3	Cosmetics & cleaning	61	4.2%	1926
10	Medical devices	16	1.1%	1930
44	Medical & beauty care	15	1.0%	1996
41	Education & entertainment	13	0.9%	1997
35	Advertising & retail	11	0.8%	1982
42	Tech & IT services	11	0.8%	1982
29	Meat, dairy & oils	7	0.5%	2011

The brands Aspen Pharmacare protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ASPEN PHARMACARE	11	6	2000–2002
2	PHARMACARE	8	7	1982–2002
3	ASPEN	7	6	2008–2015
4	FLUTEX	5	1	1996–2000
5	HEALTHCARE, WE CARE.	4	4	2001–2013
6	LENNON	4	3	1964–1988
7	PROMARDIS	4	3	1991–1991
8	INFACARE GOLD	4	2	2011–2012
9	PREP	4	2	1961–1987
10	LAXA	4	1	2013–2014
11	LENNON LIMITED	3	3	1926–1926
12	LENNON'S	3	3	1973–1973
13	GERMOLENE	3	2	1920–2006
14	SAFYR BLEU	3	2	1967–1972
15	THINZ	3	2	1976–1984

Logos filed most often (since 2020)



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



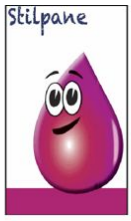
1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Aspen Pharmacare's logos

The 9 different logos Aspen Pharmacare 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.



1 class



1 class



1 class



1 class



1 class



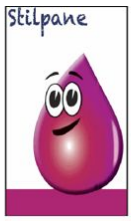
1 class



1 class



1 class

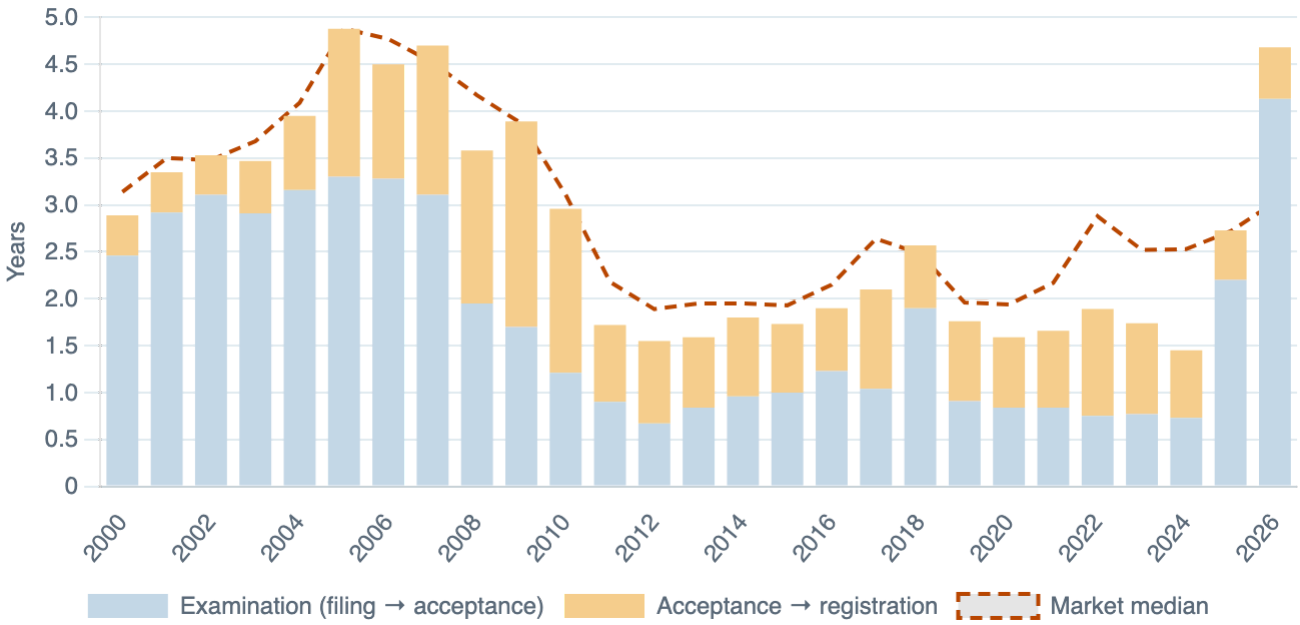


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Aspen Pharmacare's marks took a median of **1.9 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.7 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

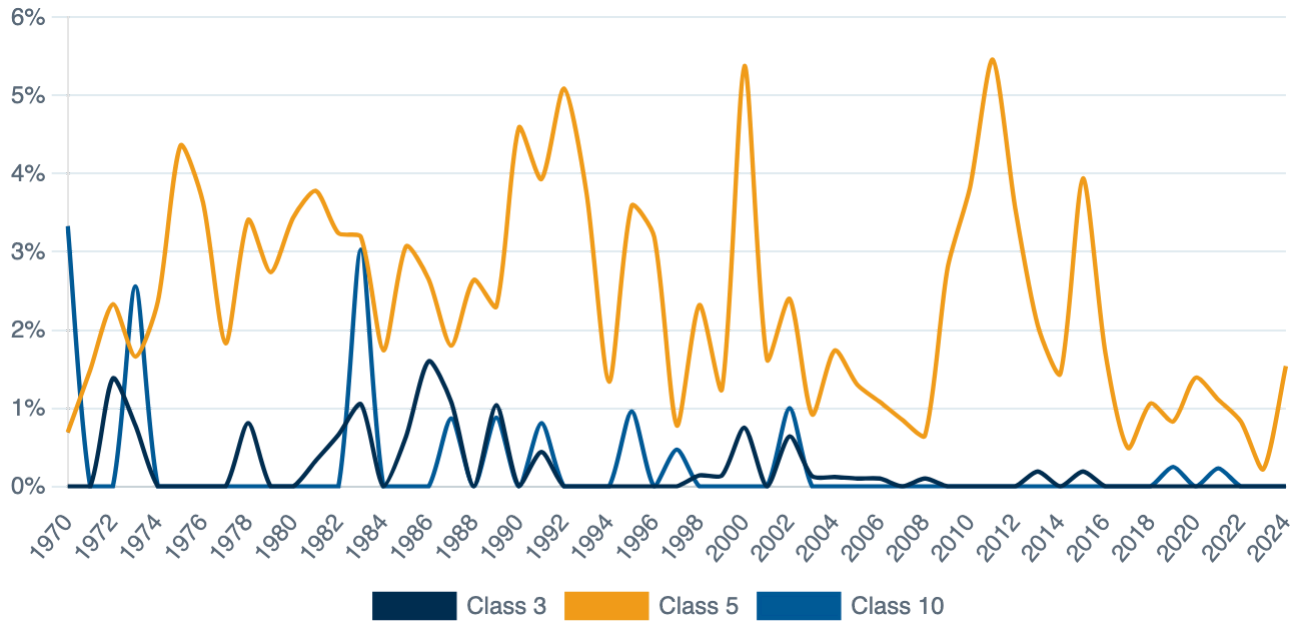


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Aspen Pharmacare's classes

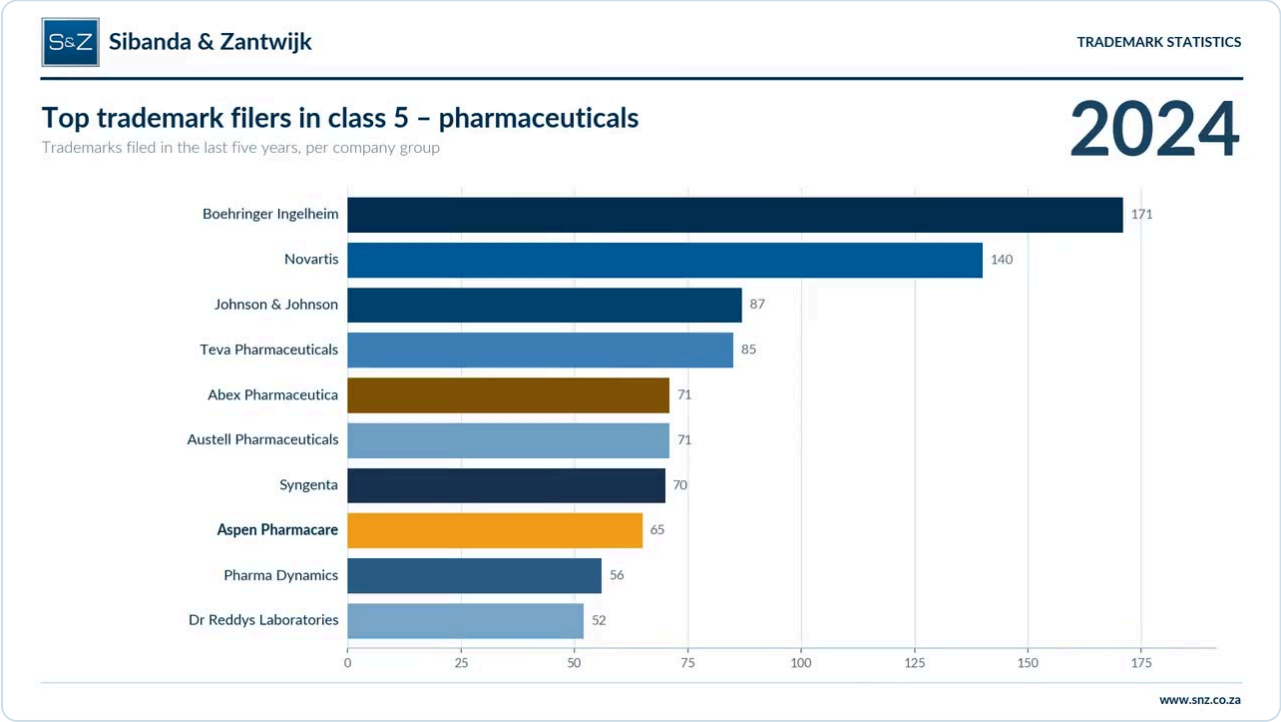
> Ranked by **number of trademarks filed in Aspen Pharmacare's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Aspen Pharmacare's market position, not who is most like it.

In the last five years, Aspen Pharmacare was **#9** of 2,050 filers in class 5 (pharmaceuticals), with 65 of 6,111 trademarks; **#305** of 814 filers in class 10 (medical devices), with 1 of 1,561 trademarks.



Aspen Pharmacare'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: Aspen Pharmacare



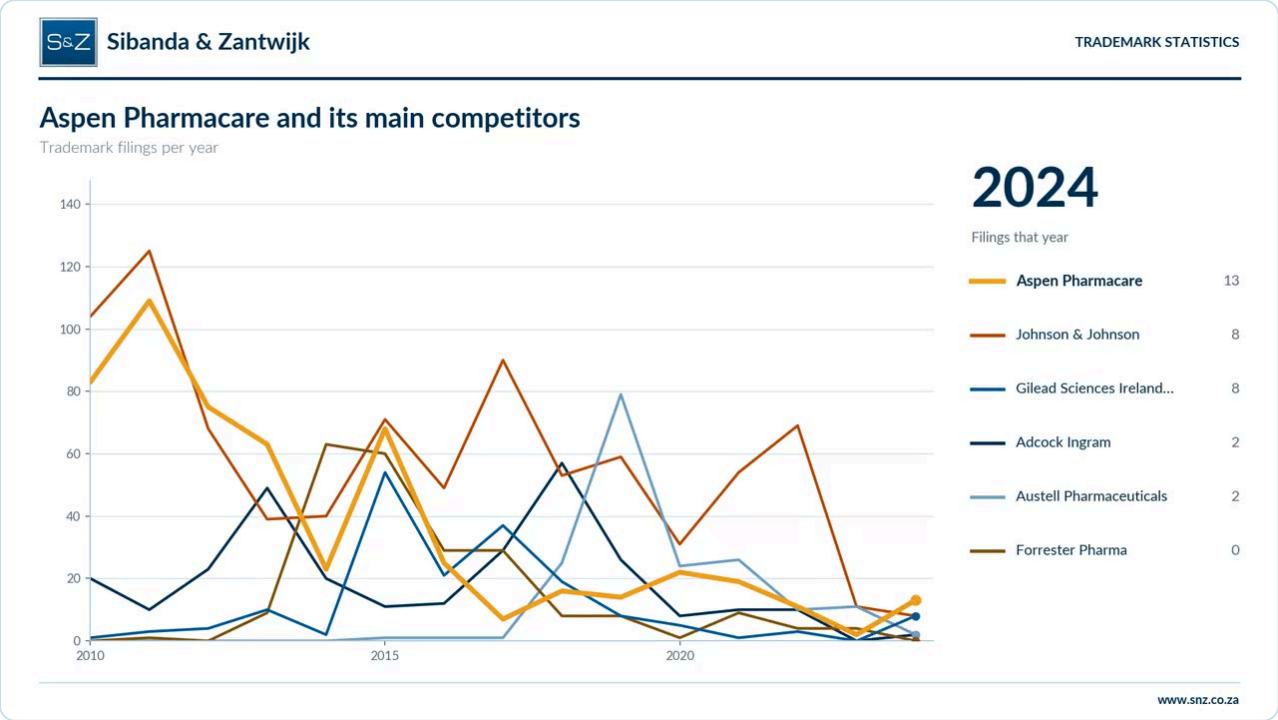
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/aspen-pharmacare-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Aspen Pharmacare

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

Aspen Pharmacare's closest competitors in South Africa are Adcock Ingram, Johnson & Johnson, Austell Pharmaceuticals and Forrester Pharma.

Aspen Pharmacare 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/aspen-pharmacare-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Adcock Ingram	Direct competitor	100%
2	Johnson & Johnson	Direct competitor	100%
3	Austell Pharmaceuticals	Direct competitor	85%
4	Forrester Pharma	Direct competitor	85%
5	Gilead Sciences Ireland Uc	Direct competitor	85%
6	Nativa	Related field	100%
7	Reckitt	Related field	100%
8	SC Johnson	Related field	100%
9	Innovative Water Care	Related field	85%
10	Future Life Health Products	Related field	85%

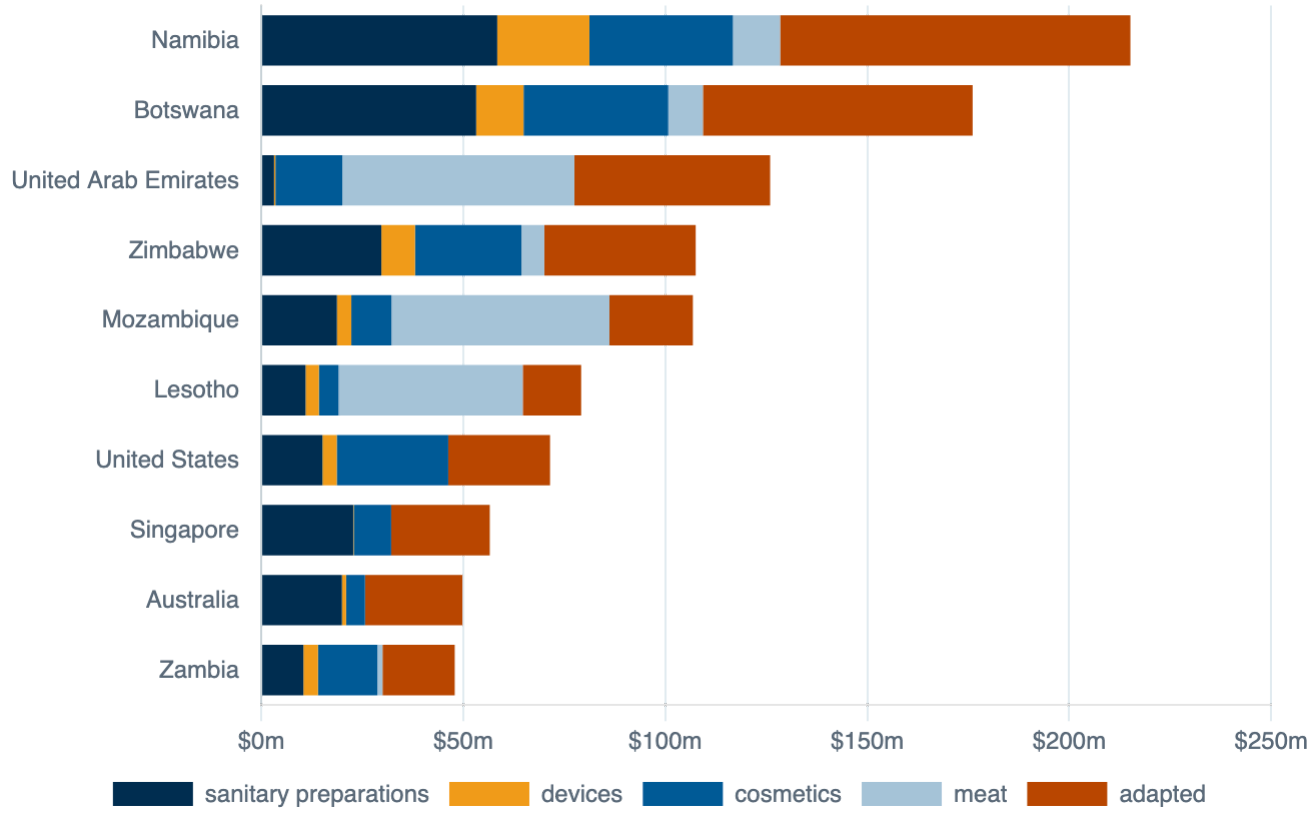
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Aspen Pharmacare – relevant export countries

South Africa exported **US$2.1 billion** of the goods Aspen Pharmacare's main classes cover in the last year – sanitary preparations; disinfectants; plasters; dental wax (class 5); cosmetics; essential oils; perfumes (class 3); devices; containers; bottles; hand (class 10); 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 Aspen Pharmacare's trademarks matter most.

Where South Africa exports Aspen Pharmacare's top goods

Aspen Pharmacare's trademarks most often cover sanitary preparations, devices, cosmetics, meat and adapted. 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 Aspen Pharmacare'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, 4 CLASSES
1	European Union	83	US$361 m	+3%	National	US$2,123
2	United States of America	75	US$149 m	+2%	National	US$2,750
3	China	72	US$59 m	-7%	National	US$984
4	United Kingdom	69	US$47 m	+0%	National	US$1,192
5	Japan	64	US$16 m	-4%	National	US$1,481
6	Türkiye	60	US$9.6 m	+13%	National	US$1,119
7	Canada	59	US$8.4 m	+0%	National	US$1,907
8	Russian Federation	59	US$9.5 m	-3%	National	US$1,703
9	Hong Kong SAR	58	US$18 m	+2%	National	US$1,412
10	Taiwan, Province of China	56	US$9.6 m	-1%	National	US$1,725

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Mozambique	55	US$106 m	+4%	ARIPO	US$397 S&Z
2	Botswana	55	US$148 m	-4%	ARIPO	US$397 S&Z
3	Lesotho	55	US$79 m	+8%	National	US$320
4	Zimbabwe	55	US$108 m	+18%	ARIPO	US$397 S&Z
5	Nigeria	55	US$10 m	-12%	National	US$812 S&Z
6	Malawi	54	US$25 m	+17%	ARIPO	US$397 S&Z
7	OAPI (17 states)	53	US$9.4 m	+8%	National	US$1,378 S&Z
8	Egypt	53	US$14 m	-2%	National	US$1,835
9	Tanzania	52	US$14 m	-6%	ARIPO	US$397 S&Z
10	Eswatini	52	US$59 m	-11%	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)
ASPEN PHARMACARE	6	US$1,218	US$1,748
PHARMACARE	7	US$1,421	US$1,932
ASPEN	6	US$1,218	US$1,748
FLUTEX	1	US$203	US$824
HEALTHCARE, WE CARE.	4	US$812	US$1,378

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 Aspen Pharmacare's five most-filed brands: word marks of **other companies** (not Aspen Pharmacare'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 ASPEN PHARMACARE (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.

Similar to PHARMACARE (classes 3, 5, 10, 21, 35, 42, 44; searched 2018-01-31 to 2026-11-07)

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

Similar to ASPEN (classes 3, 5, 29, 32, 35, 44; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to FLUTEX (class 5; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to HEALTHCARE, WE CARE. (classes 3, 5, 29, 35; searched 2018-02-28 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

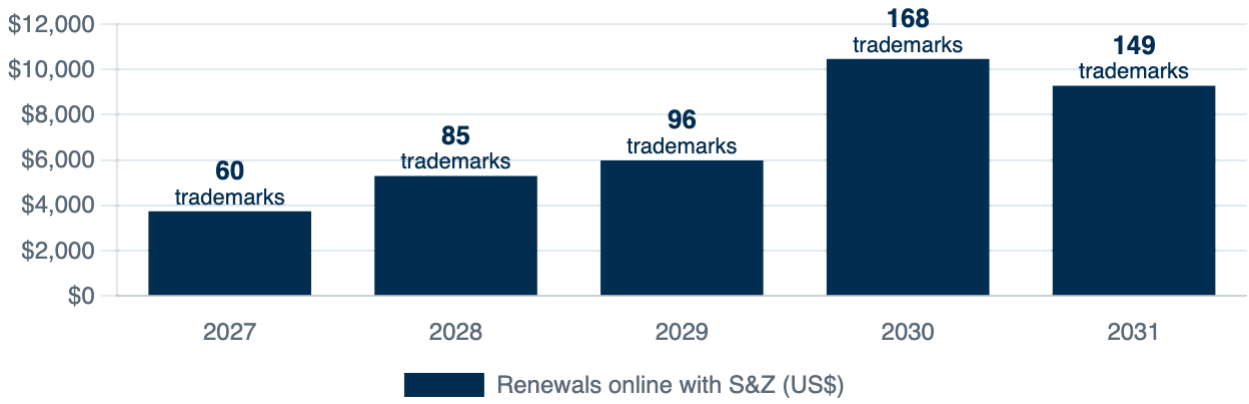
S&Z prices – South African trademarks

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$.

Aspen Pharmacare's next five years of renewals

558 of Aspen Pharmacare's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$34,758** over the five years.



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