BAT – South African trademarks

Updated 8 November 2026

British American Tobacco is a global tobacco and nicotine company. Its brands include Dunhill, Peter Stuyvesant and Rothmans, and vapour products under Vuse.

How BAT 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.

#35
largest trademark owner in South Africa (of 121,626)

1,150
trademarks filed

89
different logos published since 2020

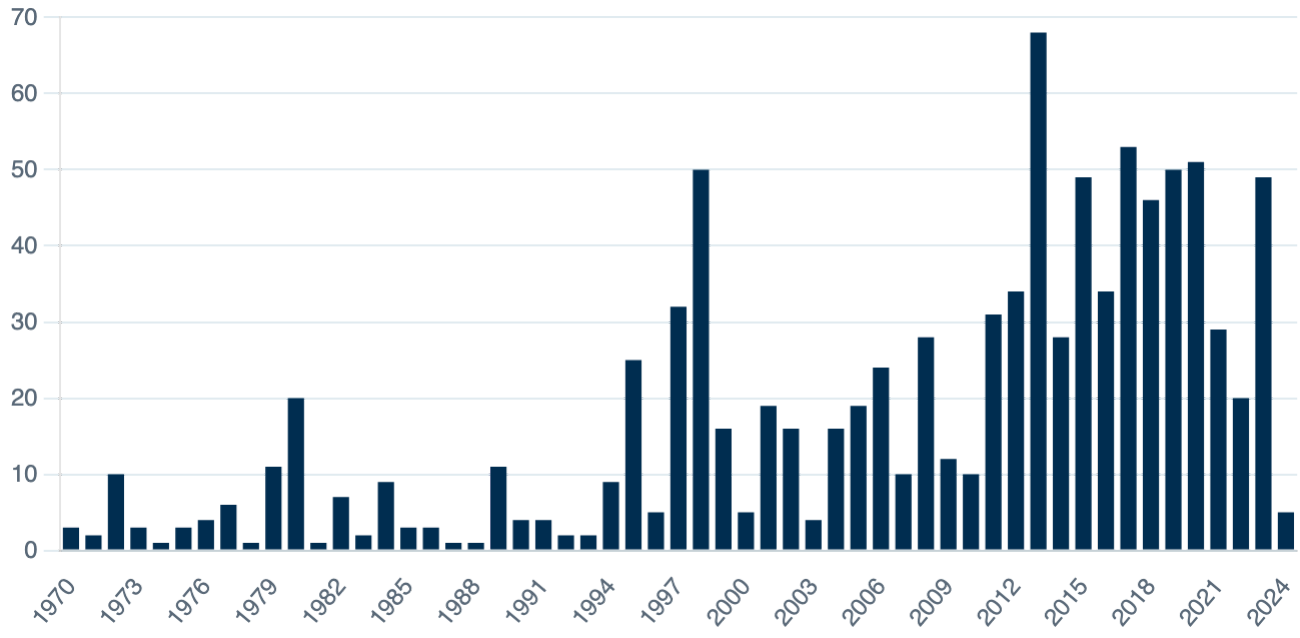
43
of 45 classes used

1919
first trademark filed

340
filed in the last 10 years

A portfolio built over time

BAT filed its first South African trademark in 1919 and has filed 1,150 since; its busiest year was 2013, with 68 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

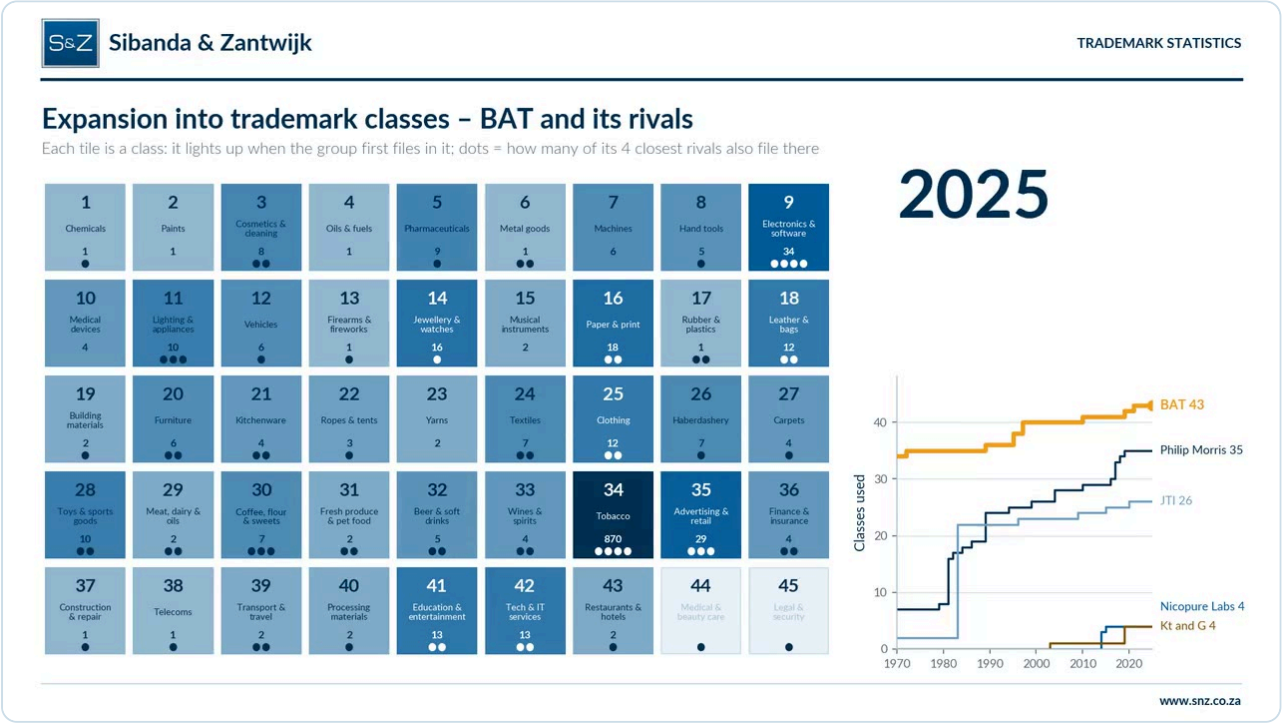
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
BAT	575	1927–2025
Rothmans of Pall Mall London	228	1930–2017
British American Tobacco South Africa	210	1919–2023
Dunhill Tobacco of London	199	1943–2025
British American Racing	11	1998–1998
British American Racing Gp	10	1999–1999
British American Investments	9	1997–2000
Rothmans of Pall Mall	9	1969–2022

Where BAT expanded its business

Trademark classes show what a business sells. BAT's portfolio is concentrated in tobacco (class 34), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into processing materials (2021), telecoms (2019), restaurants & hotels (2010).

BAT trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bat-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
34 Tobacco	870	75.7%	1919
9 Electronics & software	34	3.0%	1967
35 Advertising & retail	29	2.5%	1995
16 Paper & print	18	1.6%	1955
14 Jewellery & watches	16	1.4%	1967
42 Tech & IT services	13	1.1%	1972
41 Education & entertainment	13	1.1%	1997
18 Leather & bags	12	1.0%	1967

The brands BAT protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CONSULATE	35	30	1933–1995
2	ROTHMANS	34	23	1954–2020
3	DUNHILL	20	3	1943–2018
4	ROTHMANS OF PALL MALL	17	15	1963–1997
5	ROTHMANS CUP	16	14	1997–1997
6	KENT	16	1	1957–2015
7	LINE BY ROTHMANS (THE)	14	14	1980–1980
8	GLO	14	8	2016–2019
9	R ROTHMANS	13	11	1958–1989
10	BRITISH AMERICAN RACING	12	11	1998–1999
11	BRITISH AMERICAN TOBACCO	12	11	1997–1998
12	R ROTHMANS KING SIZE	12	10	1957–1979
13	PALL MALL	12	3	1944–2016
14	B.A.R.	9	9	1999–1999
15	ROTHMANS KING SIZE	9	5	1951–1990

Logos filed most often (since 2020)



11 filings · 1 class



7 filings · 4 classes



6 filings · 6 classes



5 filings · 4 classes



5 filings · 1 class



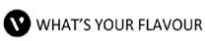
4 filings · 3 classes



4 filings · 1 class



4 filings · 1 class



3 filings · 3 classes



3 filings · 1 class

BAT's logos

The 89 different logos BAT 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



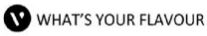
4 classes



4 classes



3 classes



3 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



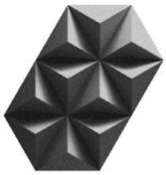
1 class



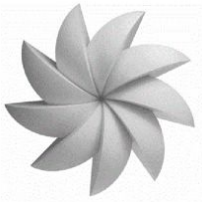
1 class



1 class



1 class



1 class



1 class



1 class



1 class

1 class

1 class

1 class

1 class

1 class

1 class

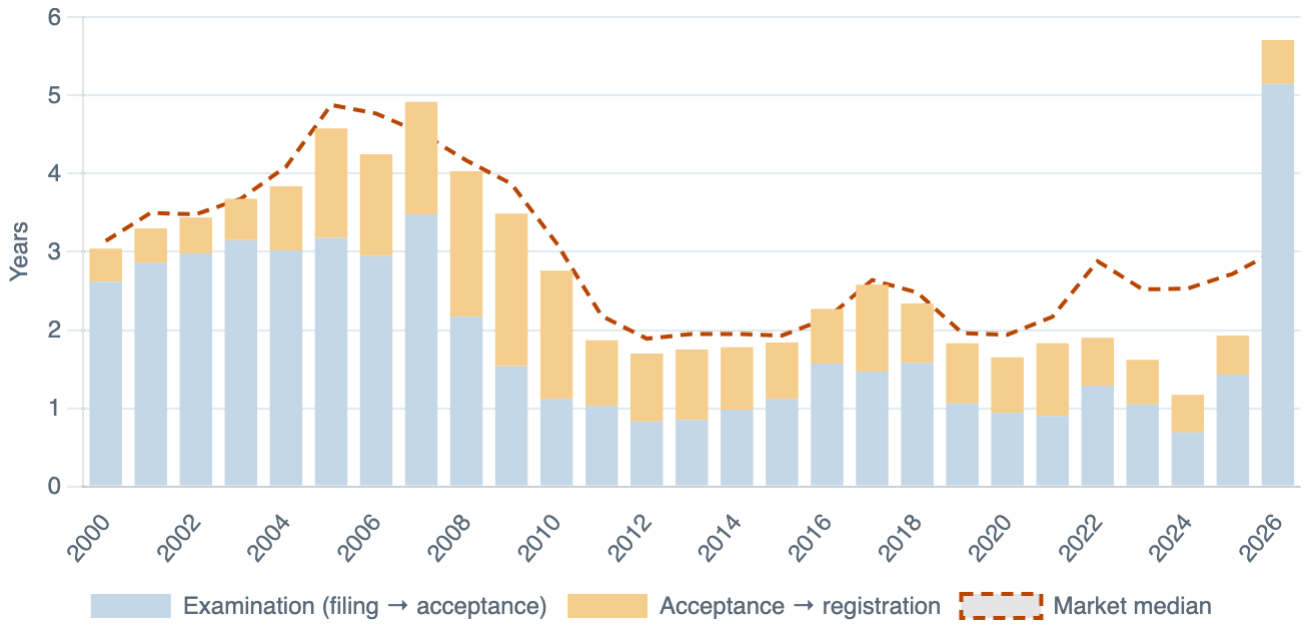
eBOX PRO

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, BAT's marks took a median of **1.8 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.7 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

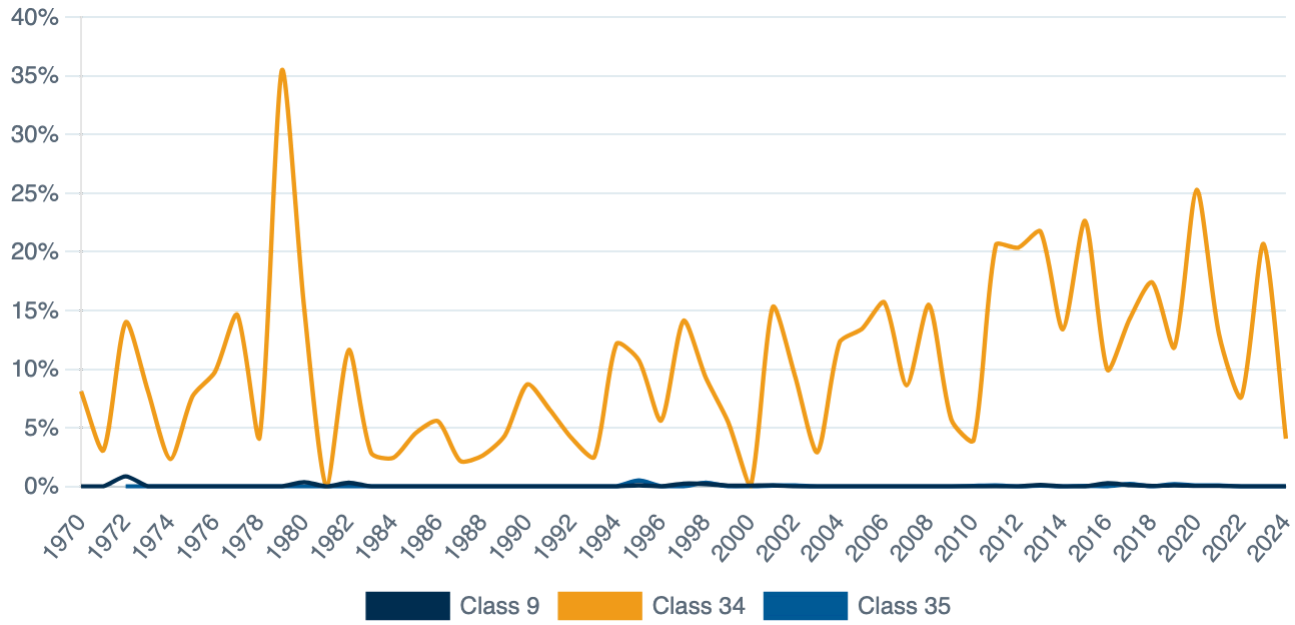


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in BAT's classes

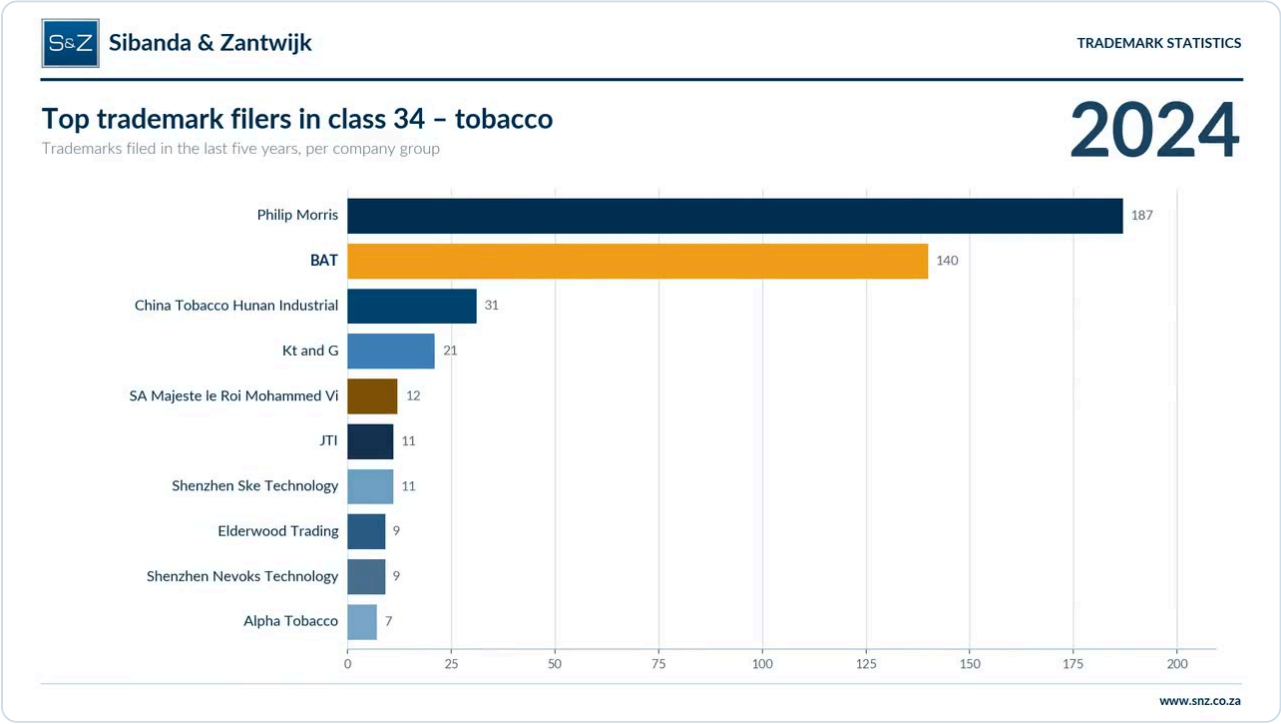
> Ranked by **number of trademarks filed in BAT's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows BAT's market position, not who is most like it.

In the last five years, BAT was **#2** of 336 filers in class 34 (tobacco), with 140 of 961 trademarks; **#862** of 4,926 filers in class 9 (electronics & software), with 2 of 10,252 trademarks; **#353** of 5,866 filers in class 35 (advertising & retail), with 4 of 11,124 trademarks.



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

Top trademark filers in class 34 (tobacco), South Africa 1975–2024: BAT



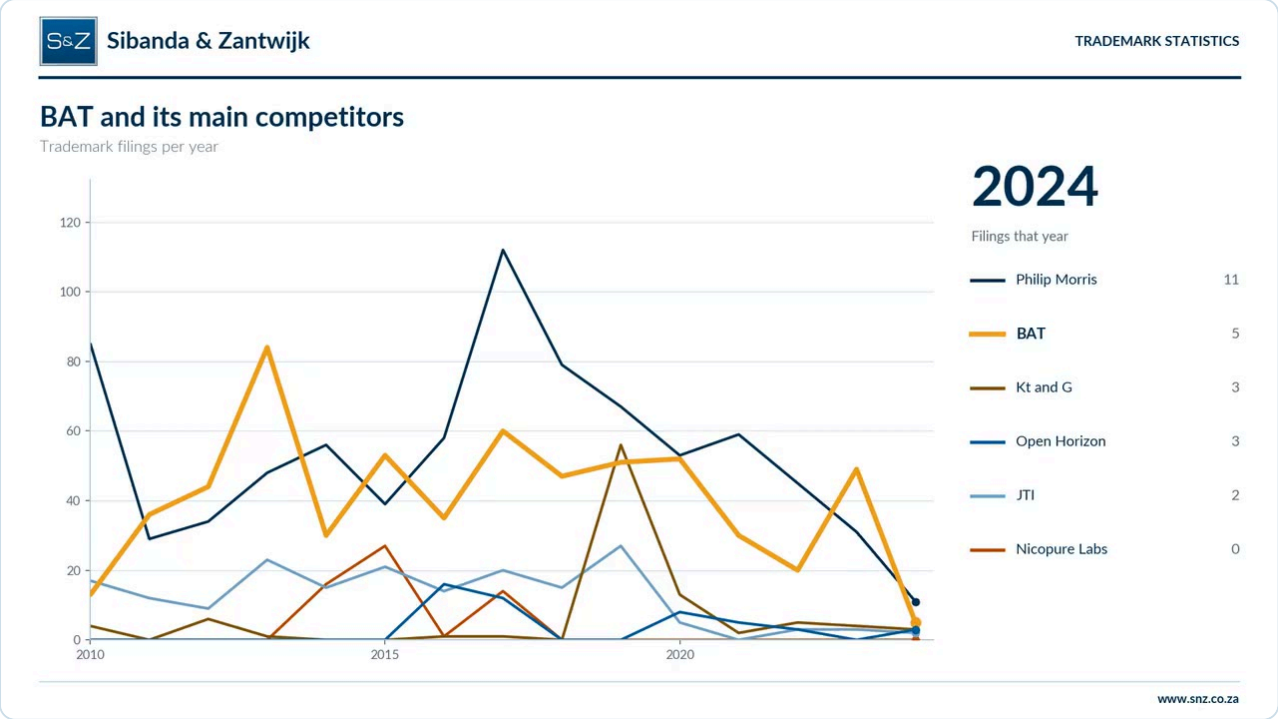
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bat-south-african-trademarks/class-34-race-video.html

Main competitors – the companies most like BAT

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

BAT's closest competitors in South Africa are Philip Morris, Nicopure Labs, JTI and Kt and G.

BAT 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/bat-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Philip Morris	Direct competitor	100%
2	Nicopure Labs	Direct competitor	79%
3	JTI	Direct competitor	78%
4	Kt and G	Direct competitor	74%
5	Open Horizon	Direct competitor	72%
6	China Tobacco Hunan Industrial	Direct competitor	70%
7	Unitrade Management Services	Retailer's own brands	63%
8	Massmart	Retailer's own brands	31%
9	Tweed	Other field	71%
10	Discovery	Other field	13%

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

BAT – relevant export countries

South Africa exported **US$991 m** of the goods BAT's main classes cover in the last year – tobacco; cigarettes; liquids; matches (class 34); computer software; cases; batteries; chargers (class 9); books; pens; calendars; brochures (class 16); jewellery; bracelets; necklaces; earrings (class 14); backpacks; handbags; umbrellas; wallets (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where BAT's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	83	US$214 m	+6%	National	US$3,425
2	European Union	75	US$73 m	+3%	National	US$2,388
3	United Kingdom	68	US$15 m	+4%	National	US$1,371
4	Japan	61	US$171 k	+5%	National	US$1,774
5	Hong Kong SAR	61	US$6.5 m	-3%	National	US$1,715
6	Canada	61	US$998 k	+4%	National	US$2,192
7	Australia	60	US$5.7 m	+11%	National	US$2,380
8	Mexico	59	US$746 k	+14%	National	US$3,050
9	Nigeria	57	US$23 m	-9%	National	US$1,015
10	Namibia	57	US$107 m	+8%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	57	US$23 m	-9%	National	US$1,015 S&Z
2	Namibia	57	US$107 m	+8%	ARIPO	US$450 S&Z
3	OAPI (17 states)	54	US$28 m	-3%	National	US$1,563 S&Z
4	Morocco	53	US$448 k	+22%	National	US$1,408
5	Botswana	53	US$71 m	-6%	ARIPO	US$450 S&Z
6	Eswatini	52	US$34 m	-5%	National	US$446
7	Lesotho	52	US$30 m	-2%	National	US$326
8	Mozambique	52	US$55 m	+2%	ARIPO	US$450 S&Z
9	Egypt	52	US$309 k	+15%	National	US$2,278
10	Uganda	49	US$2.9 m	+3%	ARIPO	US$450 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 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)
CONSULATE	30	US$6,090	US$6,180
ROTHMANS	23	US$4,669	US$4,887
DUNHILL	3	US$609	US$1,194
ROTHMANS OF PALL MALL	15	US$3,045	US$3,410
ROTHMANS CUP	14	US$2,842	US$3,225

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 BAT's five most-filed brands: word marks of **other companies** (not BAT'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 CONSULATE (classes 9, 14, 16, 34, 35; searched 2018-05-30 to 2026-11-07)

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

Similar to ROTHMANS (classes 9, 14, 16, 34; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to ROTHMANS OF PALL MALL (classes 9, 14, 16, 34, 35; searched 2019-04-24 to 2026-11-07)

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

Similar to ROTHMANS CUP (classes 9, 14, 16, 34; searched 2018-01-31 to 2026-11-07)

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

Similar to DUNHILL (classes 9, 34, 42; no close matches in the search)

No confusingly similar marks of other companies found.

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

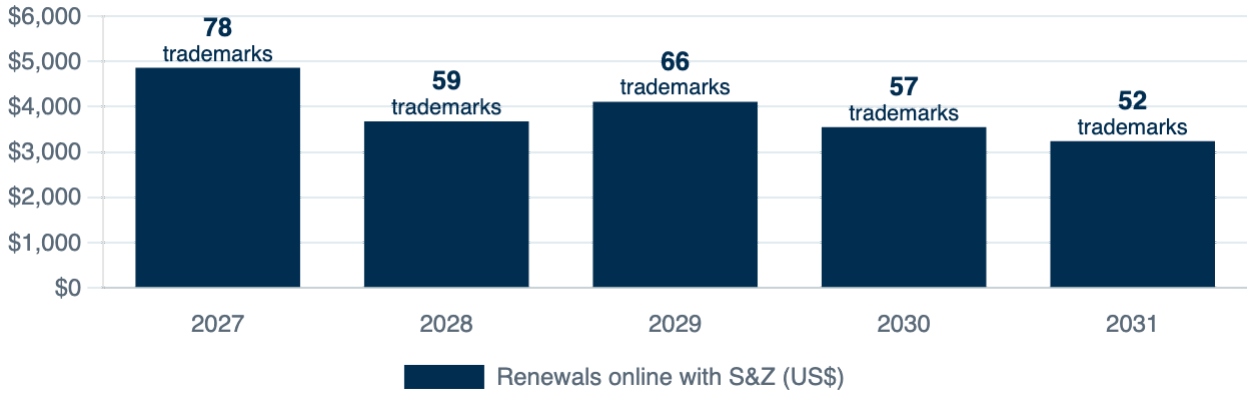
S&Z prices – South African trademarks

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$.

BAT's next five years of renewals

312 of BAT's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$19,435** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za