Biofarma – South African trademarks

Updated 8 November 2026

Biofarma is part of the French pharmaceutical group Servier, whose medicines focus on cardiovascular and metabolic diseases, cancer and neurology.

How Biofarma 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.

#185
largest trademark owner in South Africa (of 121,626)

321
trademarks filed

1
different logos published since 2020

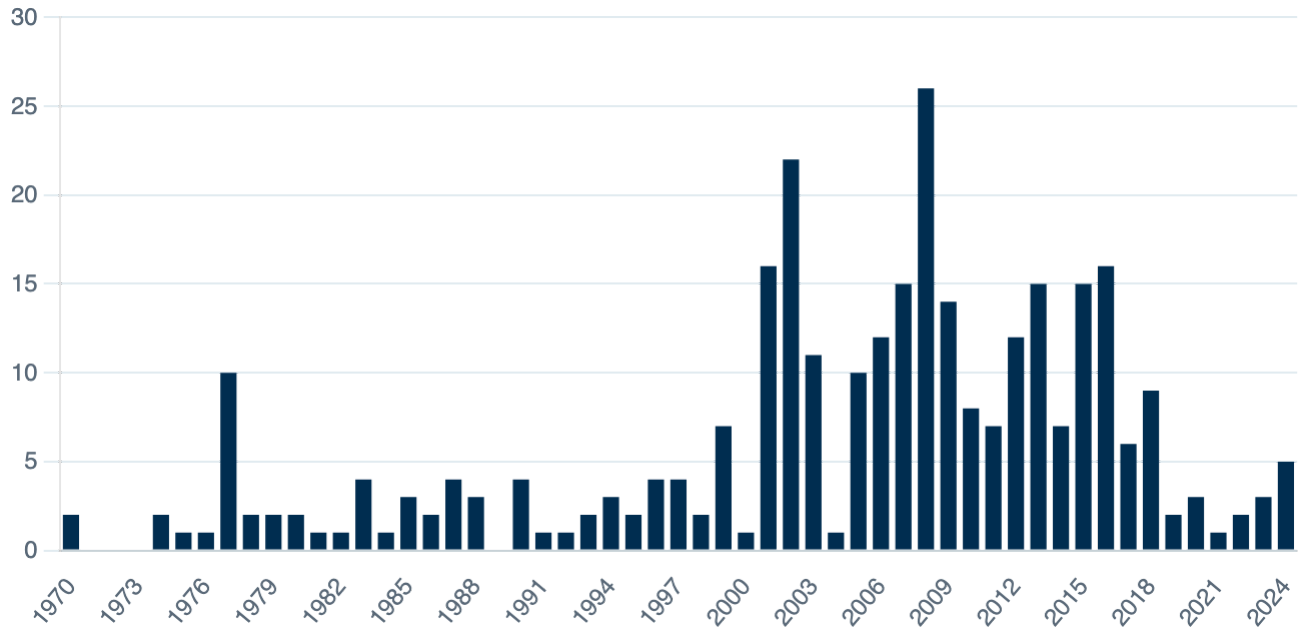
10
of 45 classes used

1964
first trademark filed

52
filed in the last 10 years

A portfolio built over time

Biofarma filed its first South African trademark in 1964 and has filed 321 since; its busiest year was 2008, with 26 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

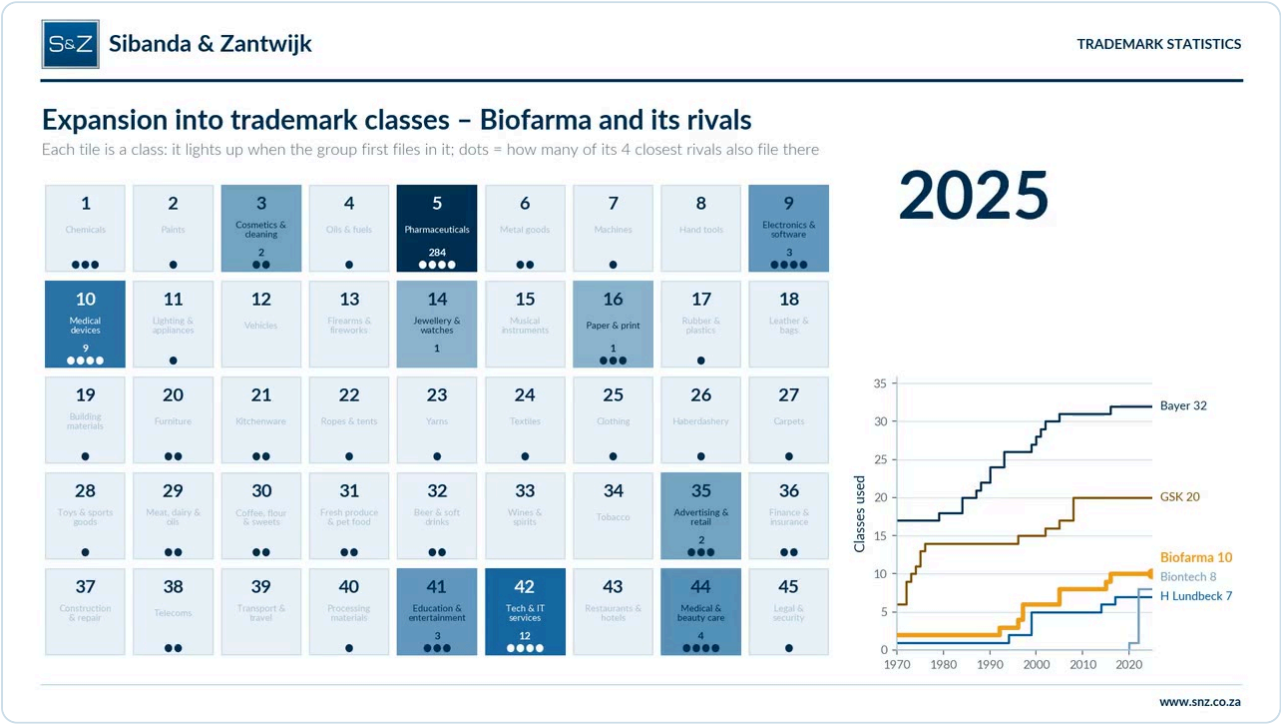
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Biofarma	323	1964–2025

Where Biofarma expanded its business

Trademark classes show what a business sells. Biofarma's portfolio is concentrated in pharmaceuticals (class 5), tech & it services (class 42), medical devices (class 10). Its most recent moves were into electronics & software (2016), medical devices (2015), medical & beauty care (2005).

Biofarma trademarks: expansion into trademark classes, 1970–2025



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

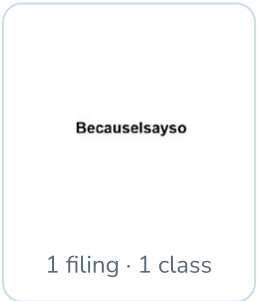
CLASS	MARKS	SHARE	SINCE
5 Pharmaceuticals	284	88.5%	1964
42 Tech & IT services	12	3.7%	1997
10 Medical devices	9	2.8%	2015
44 Medical & beauty care	4	1.2%	2005
9 Electronics & software	3	0.9%	2016
41 Education & entertainment	3	0.9%	1996
3 Cosmetics & cleaning	2	0.6%	1970
35 Advertising & retail	2	0.6%	2005

The brands Biofarma protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CARDIOSKIN	3	3	2016–2016
2	HOMEHEART	3	3	2018–2018
3	DAFLON	2	2	1977–2013
4	GLISSIDIA	2	2	2016–2016
5	INXITU	2	2	2015–2015
6	LUNIQIA	2	2	2015–2015
7	OBEONE	2	2	2016–2016
8	OBLONE	2	2	2015–2015
9	PERFORM	2	2	2005–2005
10	QUALIOST	2	2	1997–1997
11	SKINPULSE	2	2	2016–2016
12	UNISMOSE	2	2	2015–2015
13	ADIFAX	2	1	1986–1991
14	CORALAN	2	1	1998–2004
15	MUPHORAN	2	1	1988–1993

Logos filed most often (since 2020)



1 filing · 1 class

Biofarma's logos

The 1 different logos Biofarma 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.

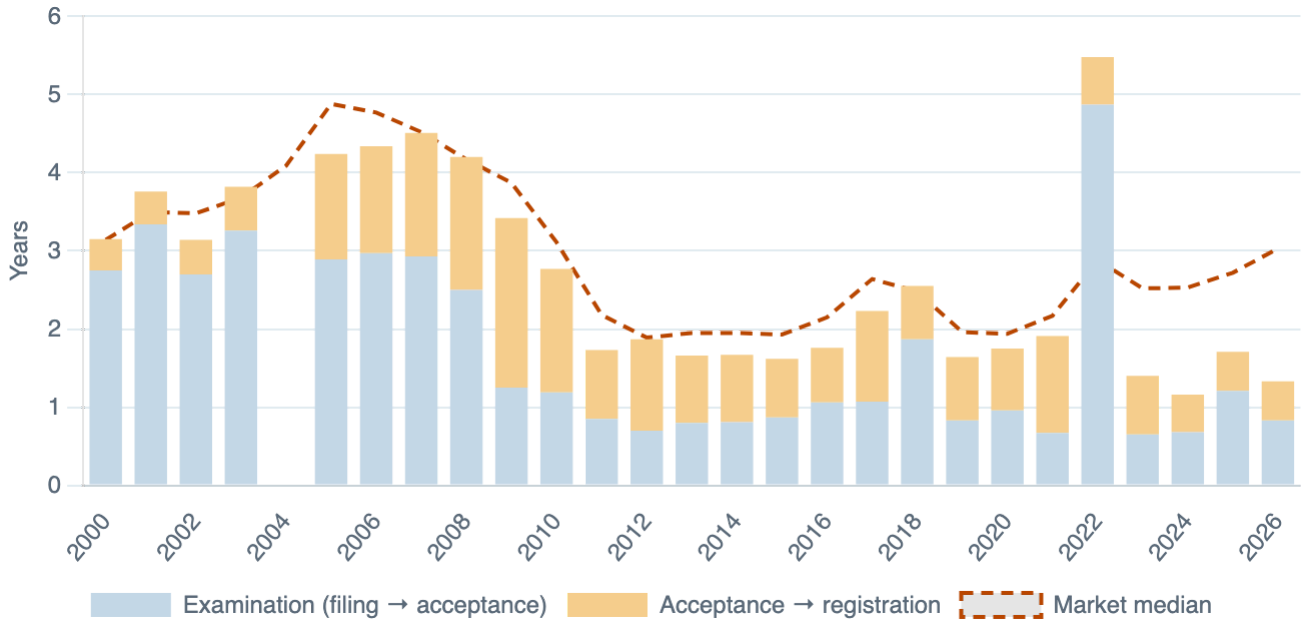
Becauselsayso

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Biofarma's marks took a median of **1.5 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.

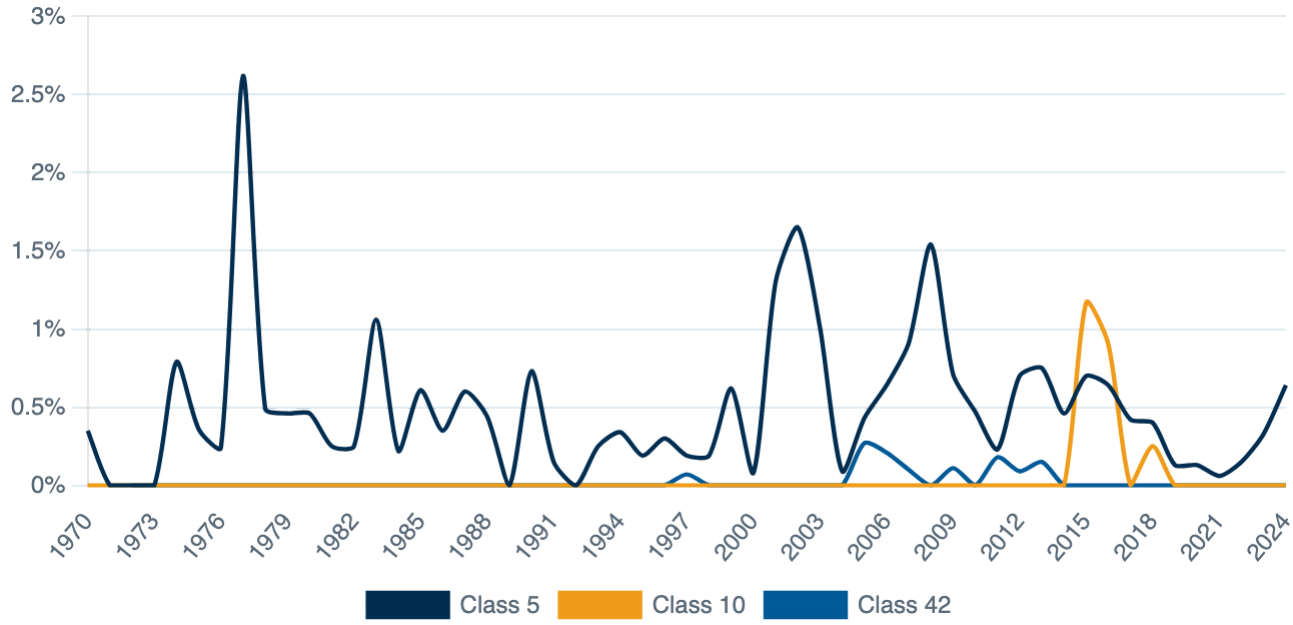


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Biofarma's classes

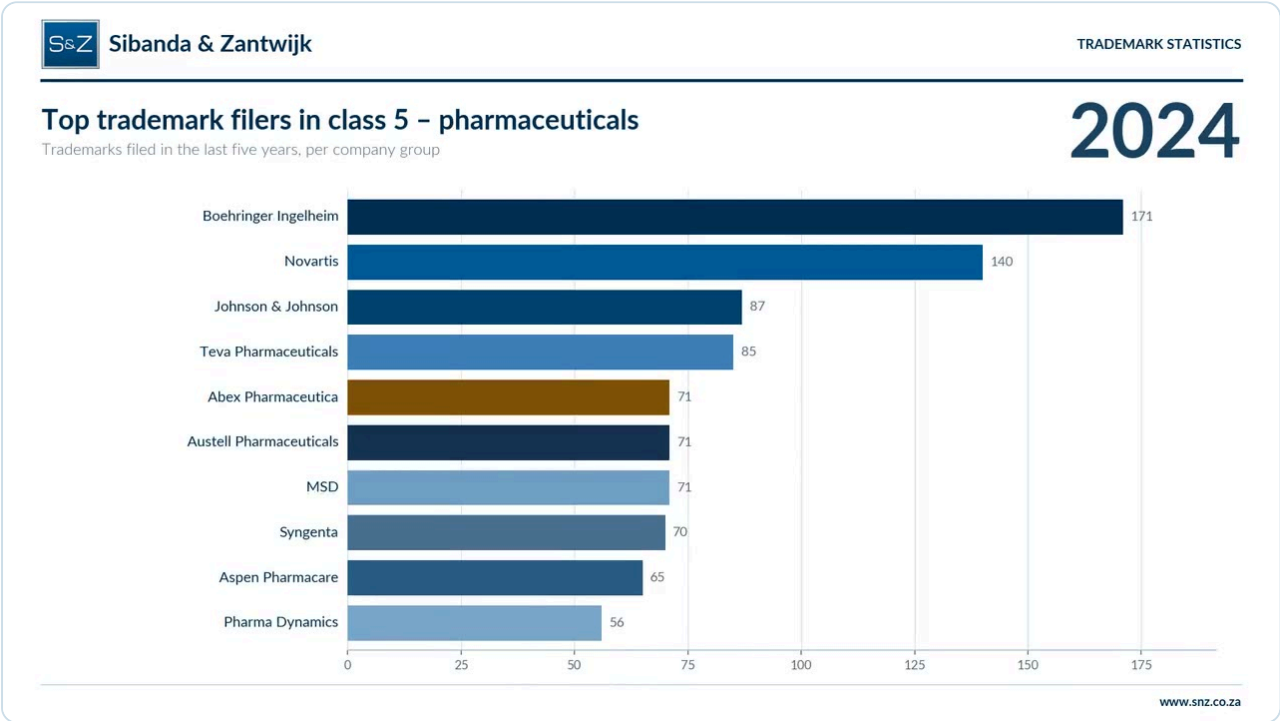
> Ranked by **number of trademarks filed in Biofarma's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Biofarma's market position, not who is most like it.

In the last five years, Biofarma was **#63** of 2,050 filers in class 5 (pharmaceuticals), with 13 of 6,111 trademarks.



Biofarma'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: Biofarma



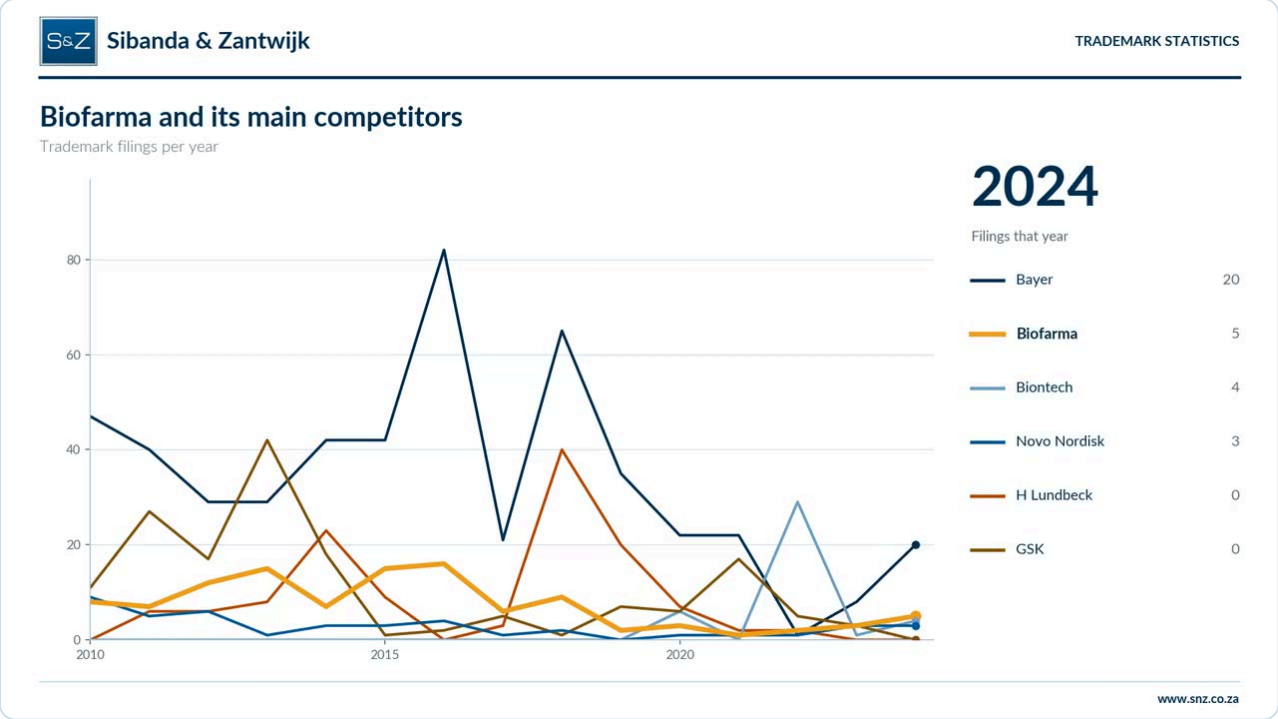
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/biofarma-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Biofarma

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

Biofarma's closest competitors in South Africa are Bayer, H Lundbeck, Biontech and GSK.

Biofarma 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/biofarma-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Bayer	Direct competitor	70%
2	H Lundbeck	Direct competitor	70%
3	Biontech	Direct competitor	70%
4	GSK	Direct competitor	70%
5	Novo Nordisk	Direct competitor	70%
6	Novartis	Direct competitor	69%
7	Reckitt	Related field	70%
8	Ecolab	Related field	70%
9	Kenvue	Related field	70%
10	Lion Match Company	Related field	70%

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

Biofarma – relevant export countries

South Africa exported **US$1.6 billion** of the goods Biofarma's main classes cover in the last year – pharmaceutical preparations; dietary supplements; pharmaceutical products; disinfectants (class 5); medical devices; suture materials; medical instruments; surgical (class 10); computer software; software; computer hardware (class 9); cosmetics; essential oils; perfumes (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Biofarma's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	77	US$135 m	+3%	National	US$2,123
2	United States of America	75	US$72 m	+4%	National	US$2,750
3	United Kingdom	67	US$39 m	-1%	National	US$1,192
4	Japan	62	US$12 m	+0%	National	US$1,481
5	Australia	60	US$41 m	-4%	National	US$2,020
6	Canada	59	US$7.6 m	-2%	National	US$1,907
7	Hong Kong SAR	58	US$3.8 m	+11%	National	US$1,412
8	Namibia	57	US$201 m	+13%	ARIPO	US$397
9	Türkiye	56	US$7.9 m	+4%	National	US$1,119
10	Zimbabwe	54	US$152 m	+15%	ARIPO	US$397

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	57	US$201 m	+13%	ARIPO	US$397 S&Z
2	Zimbabwe	54	US$152 m	+15%	ARIPO	US$397 S&Z
3	Botswana	52	US$183 m	-6%	ARIPO	US$397 S&Z
4	Nigeria	50	US$20 m	-10%	National	US$812 S&Z
5	OAPI (17 states)	49	US$21 m	+6%	National	US$1,378 S&Z
6	Egypt	48	US$3.2 m	-0%	National	US$1,835
7	Malawi	47	US$37 m	+17%	ARIPO	US$397 S&Z
8	Mozambique	47	US$76 m	+4%	ARIPO	US$397 S&Z
9	Morocco	46	US$891 k	+10%	National	US$1,224
10	Tanzania	46	US$17 m	-3%	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)
CARDIOSKIN	3	US$609	US$1,194
HOMEHEART	3	US$609	US$1,194
DAFLON	2	US$406	US$1,009
GLISSIDIA	2	US$406	US$1,009
INXITU	2	US$406	US$1,009

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 Biofarma's five most-filed brands: word marks of **other companies** (not Biofarma'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 CARDIOSKIN (classes 9, 10, 44; searched 2019-01-30 to 2026-11-08)

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

Similar to HOMEHEART (classes 9, 10, 44; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to DAFLON (classes 3, 5; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to GLISSIDIA (classes 5, 10; searched 2025-05-28 to 2026-11-08)

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

Similar to INXITU (classes 5, 10; searched 2019-04-24 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

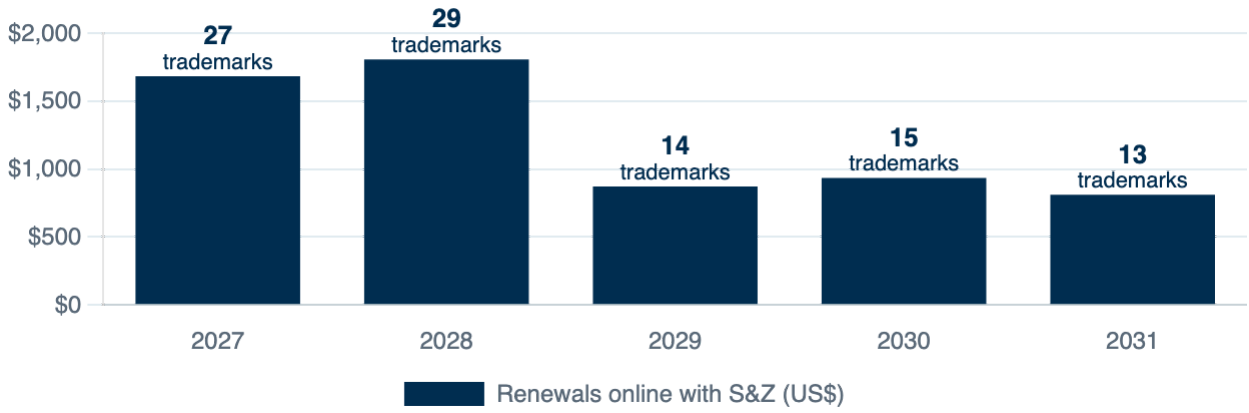
S&Z prices – South African trademarks

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$.

Biofarma's next five years of renewals

98 of Biofarma's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$6,104 over the five years.



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