Boehringer Ingelheim – South African trademarks

Updated 8 November 2026

Boehringer Ingelheim is a family-owned German pharmaceutical company. It develops human medicines and animal health products.

How Boehringer Ingelheim 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.

#39
largest trademark owner in South Africa (of 121,626)

1,064
trademarks filed

25
different logos published since 2020

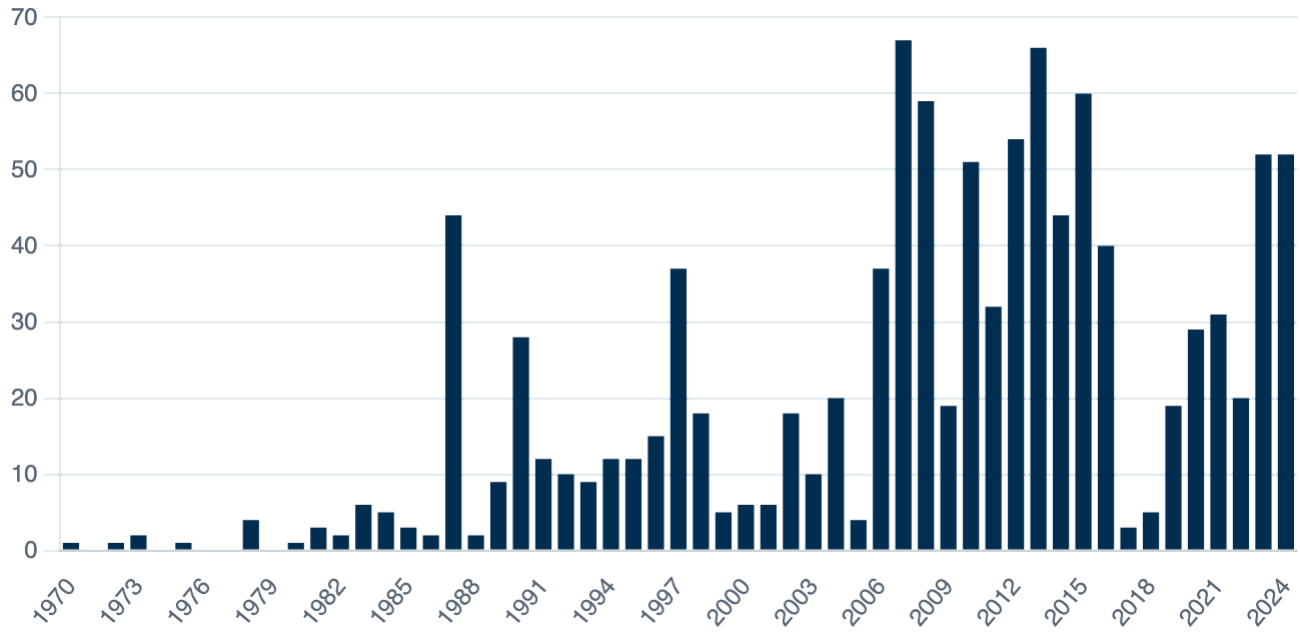
20
of 45 classes used

1953
first trademark filed

252
filed in the last 10 years

A portfolio built over time

Boehringer Ingelheim filed its first South African trademark in 1953 and has filed 1,064 since; its busiest year was 2007, with 67 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

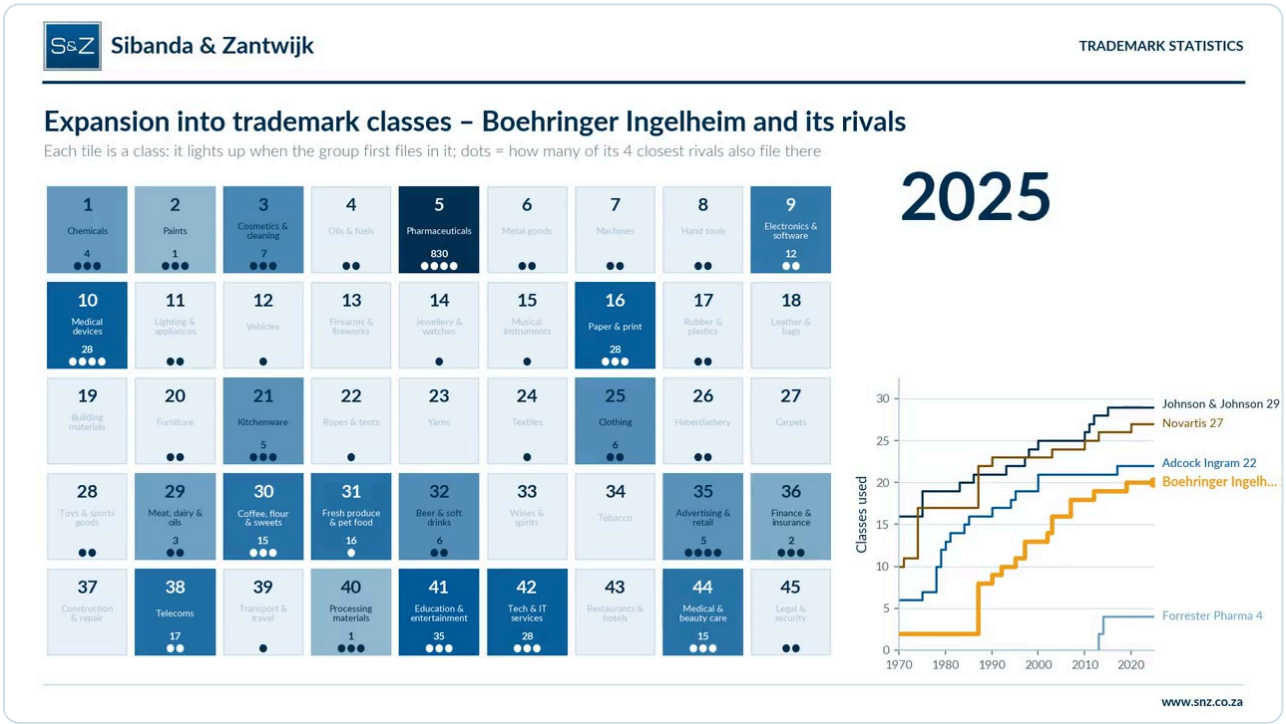
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Boehringer Ingelheim	848	1957–2025
Boehringer Ingelheim Vetmedica	156	1960–2023
Boehringer Ingelheim Pharma	106	1957–2019
Boehringer Ingelheim Internation	18	2013–2013
Boehringer Ingelheim Animal Health USA	4	1996–2019
Boehringer Ingelheim Backmittel	1	1953–1953
Boehringer Ingelheim Pharm	1	2008–2008

Where Boehringer Ingelheim expanded its business

Trademark classes show what a business sells. Boehringer Ingelheim's portfolio is concentrated in pharmaceuticals (class 5), education & entertainment (class 41), tech & it services (class 42). Its most recent moves were into finance & insurance (2019), processing materials (2012), paper & print (2007).

Boehringer Ingelheim trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/boehringer-ingelheim-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	830	78.0%	1957
41 Education & entertainment	35	3.3%	1995
42 Tech & IT services	28	2.6%	1997
10 Medical devices	28	2.6%	1990
16 Paper & print	28	2.6%	2007
38 Telecoms	17	1.6%	2007
31 Fresh produce & pet food	16	1.5%	1992
30 Coffee, flour & sweets	15	1.4%	1987

The brands Boehringer Ingelheim protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	UBROCARE	9	5	2015–2015
2	BOEHRINGER INGELHEIM	9	4	1959–2020
3	BOEHRINGER INGELHEIM BIOXCELLENCE	8	8	2012–2012
4	MY CHEMIST	6	6	1987–1987
5	MY FRIENDLY PHARMACIST	6	6	1987–1987
6	MY PHARMACIST	6	6	1987–1987
7	MY PHARMACY	6	6	1987–1987
8	MY PROFESSIONAL FRIEND	6	6	1987–1987
9	MY PROFESSIONAL PHARMACIST	6	6	1987–1987
10	BOEHRINGER	5	5	2002–2002
11	TWYNSTA	5	4	2007–2010
12	RESPIMAT	5	3	1990–2009
13	5 STEP	4	4	2016–2016
14	5 StP	4	4	2015–2015
15	Global PRRS Solutions	4	4	2014–2014

Logos filed most often (since 2020)



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



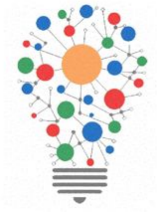
1 filing · 1 class



1 filing · 1 class

Boehringer Ingelheim's logos

The 25 different logos Boehringer Ingelheim 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



2 classes



2 classes



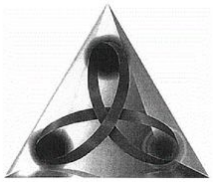
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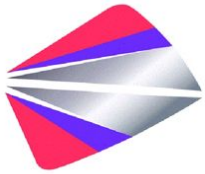
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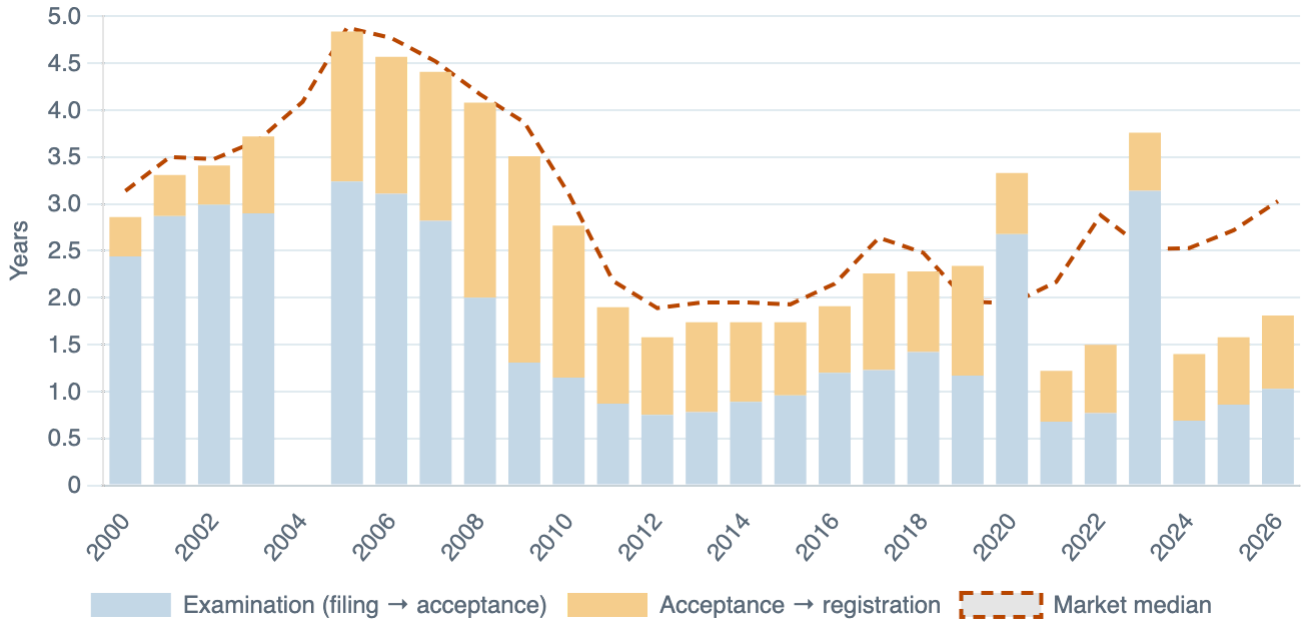


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Boehringer Ingelheim's marks took a median of **1.6 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.

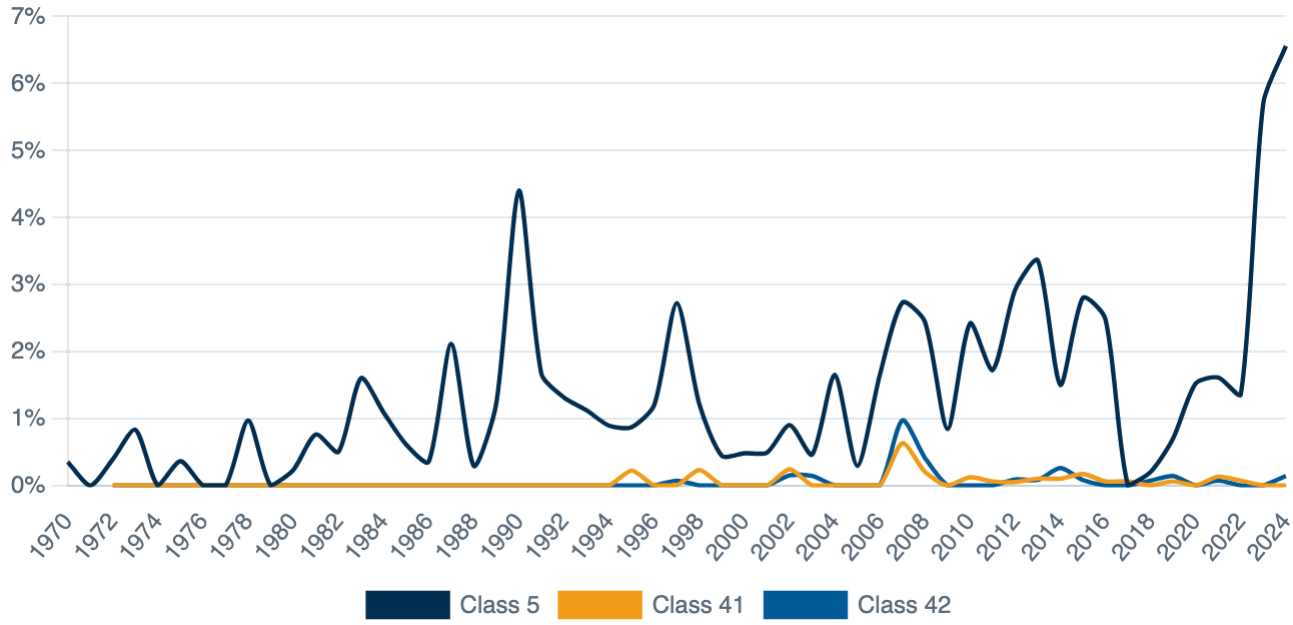


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Boehringer Ingelheim's classes

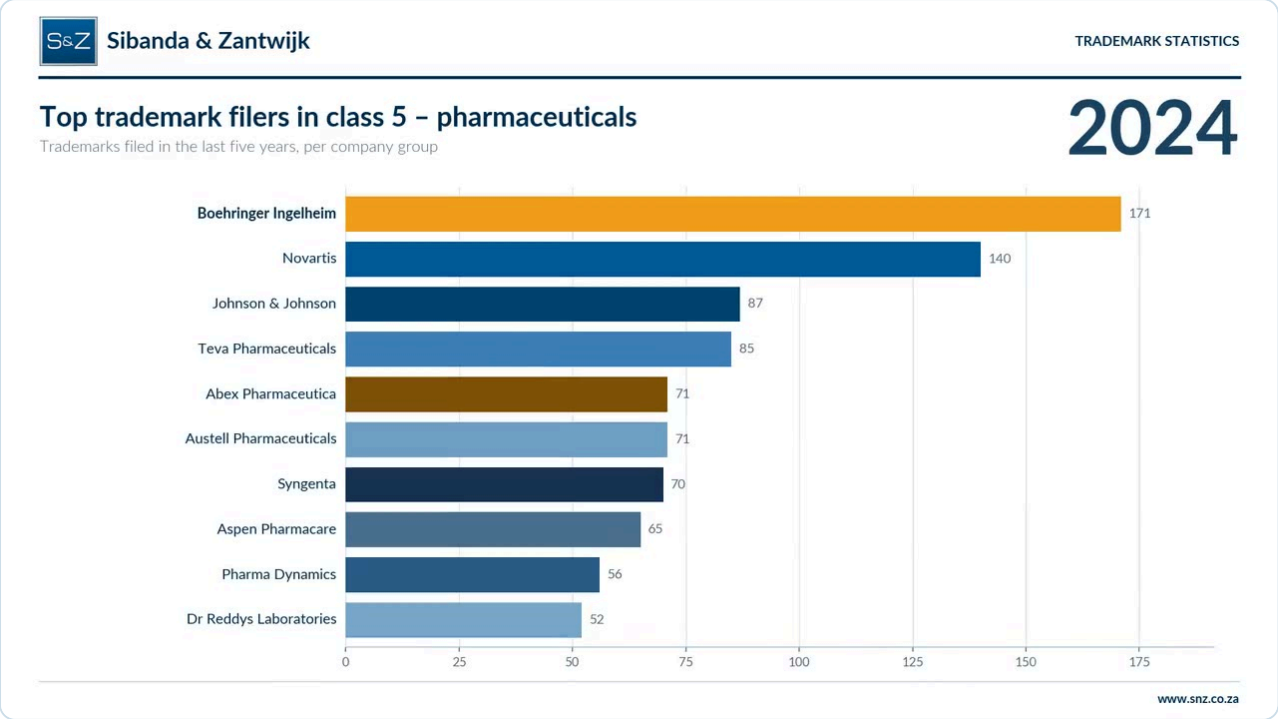
> Ranked by **number of trademarks filed in Boehringer Ingelheim's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Boehringer Ingelheim's market position, not who is most like it.

In the last five years, Boehringer Ingelheim was **#1** of 2,050 filers in class 5 (pharmaceuticals), with 171 of 6,111 trademarks; **#486** of 3,121 filers in class 41 (education & entertainment), with 3 of 6,243 trademarks; **#953** of 3,000 filers in class 42 (tech & IT services), with 2 of 5,783 trademarks.



Boehringer Ingelheim'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: Boehringer Ingelheim



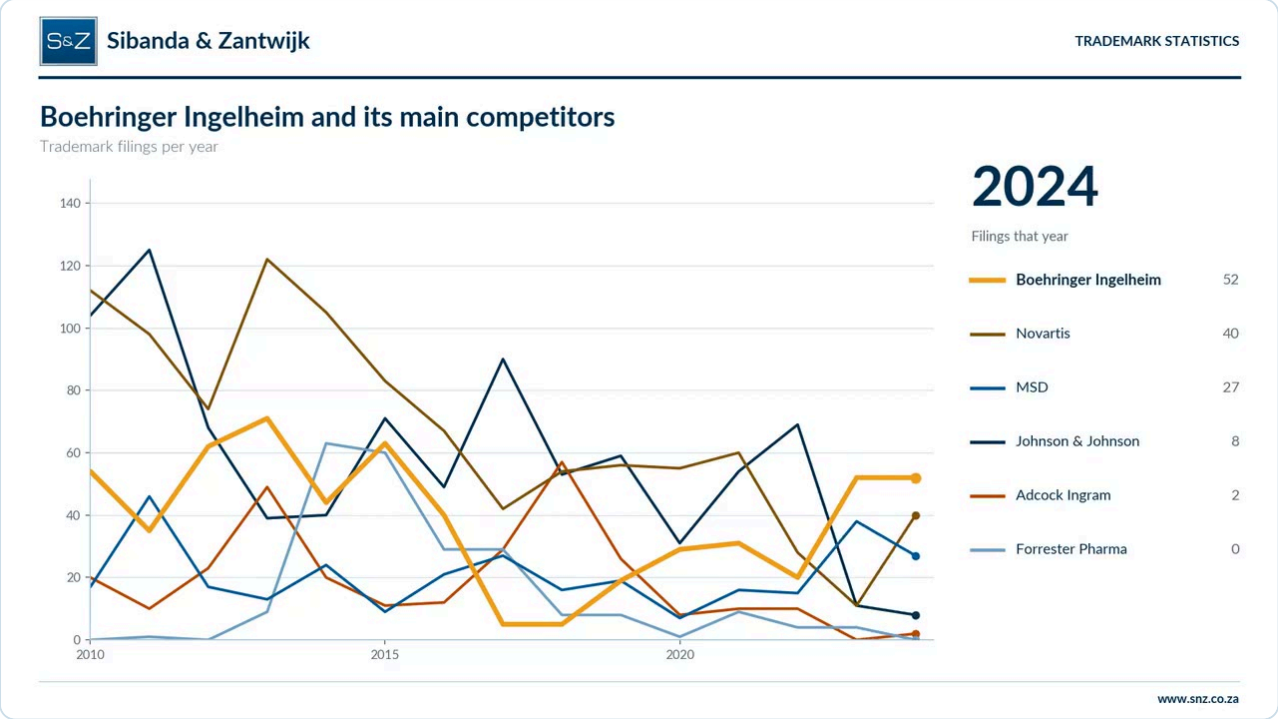
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/boehringer-ingelheim-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Boehringer Ingelheim

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

Boehringer Ingelheim's closest competitors in South Africa are Johnson & Johnson, Adcock Ingram, Forrester Pharma and Novartis.

Boehringer Ingelheim 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/boehringer-ingelheim-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	Direct competitor	100%
2	Adcock Ingram	Direct competitor	78%
3	Forrester Pharma	Direct competitor	78%
4	Novartis	Direct competitor	77%
5	MSD	Direct competitor	77%
6	Future Life Health Products	Related field	78%
7	Nativa	Related field	78%
8	Ascendis	Related field	78%
9	Doterra	Related field	78%
10	Lrc Products	Related field	78%

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

Boehringer Ingelheim – relevant export countries

South Africa exported **US$1.3 billion** of the goods Boehringer Ingelheim's main classes cover in the last year – pharmaceutical preparations; veterinary preparations; dietary supplements; vaccines (class 5); devices (class 10); books; posters; printed matter; newsletters (class 16); foodstuffs; animals (class 31); tea; coffee; bread (class 30). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Boehringer Ingelheim's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	71	US$48 m	+3%	National	US$2,388
2	United States of America	70	US$28 m	+5%	National	US$3,425
3	China	67	US$1.8 m	+4%	National	US$1,224
4	United Kingdom	67	US$22 m	+1%	National	US$1,371
5	Namibia	64	US$214 m	+8%	ARIPO	US$450
6	Japan	60	US$1.1 m	-9%	National	US$1,774
7	Australia	60	US$27 m	-5%	National	US$2,380
8	Canada	60	US$2.4 m	-0%	National	US$2,192
9	Botswana	59	US$163 m	-1%	ARIPO	US$450
10	Türkiye	59	US$2.5 m	+12%	National	US$1,258

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$214 m	+8%	ARIPO	US$450 S&Z
2	Botswana	59	US$163 m	-1%	ARIPO	US$450 S&Z
3	Zimbabwe	59	US$130 m	+4%	ARIPO	US$450 S&Z
4	Mozambique	56	US$91 m	-3%	ARIPO	US$450 S&Z
5	Malawi	55	US$28 m	-0%	ARIPO	US$450 S&Z
6	Nigeria	55	US$19 m	-15%	National	US$1,015 S&Z
7	OAPI (17 states)	53	US$15 m	+0%	National	US$1,563 S&Z
8	Eswatini	53	US$57 m	-12%	National	US$446
9	Lesotho	53	US$42 m	-10%	National	US$326
10	Morocco	52	US$406 k	+22%	National	US$1,408

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)
UBROCARE	5	US$1,015	US$1,563
BOEHRINGER INGELHEIM	4	US$812	US$1,378
BOEHRINGER INGELHEIM BIOXCELLENCE	8	US$1,624	US$2,117
MY CHEMIST	6	US$1,218	US$1,748
MY FRIENDLY PHARMACIST	6	US$1,218	US$1,748

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 Boehringer Ingelheim's five most-filed brands: word marks of **other companies** (not Boehringer Ingelheim'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 UBROCARE (classes 5, 9, 16, 41, 44; searched 2019-02-27 to 2026-11-07)

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

Similar to BOEHRINGER INGELHEIM (classes 1, 5, 10, 31; searched 2019-03-27 to 2026-11-07)

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

Similar to BOEHRINGER INGELHEIM BIOXCELLENCE (classes 1, 5, 16, 35, 38, 40, 42, 44; searched 2019-03-27 to 2026-11-07)

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

Similar to MY CHEMIST (classes 3, 5, 21, 25, 30, 32; searched 2019-06-26 to 2026-11-07)

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

Similar to MY FRIENDLY PHARMACIST (classes 3, 5, 21, 25, 30, 32; searched 2018-03-28 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

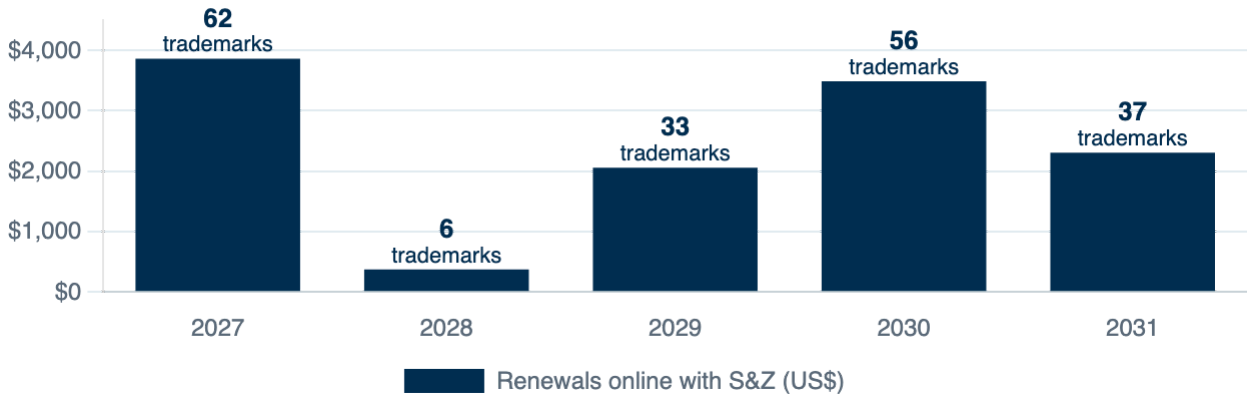
S&Z prices – South African trademarks

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$.

Boehringer Ingelheim's next five years of renewals

194 of Boehringer Ingelheim's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$12,085** over the five years.



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