Cape Union Mart – South African trademarks

Updated 8 November 2026

Cape Union Mart is a South African outdoor, travel and fashion retailer. Its brands include K-Way, Old Khaki, Poetry and Tread+Miller.

How Cape Union Mart 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.

#256
largest trademark owner in South Africa (of 121,626)

231
trademarks filed

14
different logos published since 2020

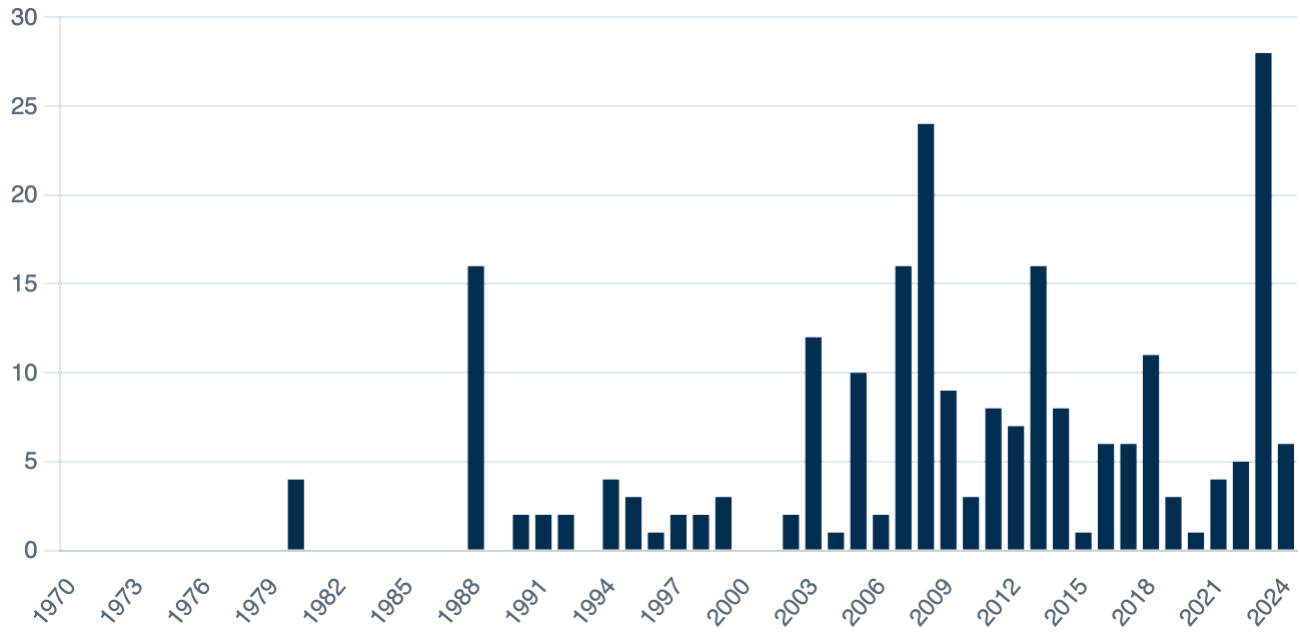
23
of 45 classes used

1962
first trademark filed

70
filed in the last 10 years

A portfolio built over time

Cape Union Mart filed its first South African trademark in 1962 and has filed 231 since; its busiest year was 2023, with 28 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

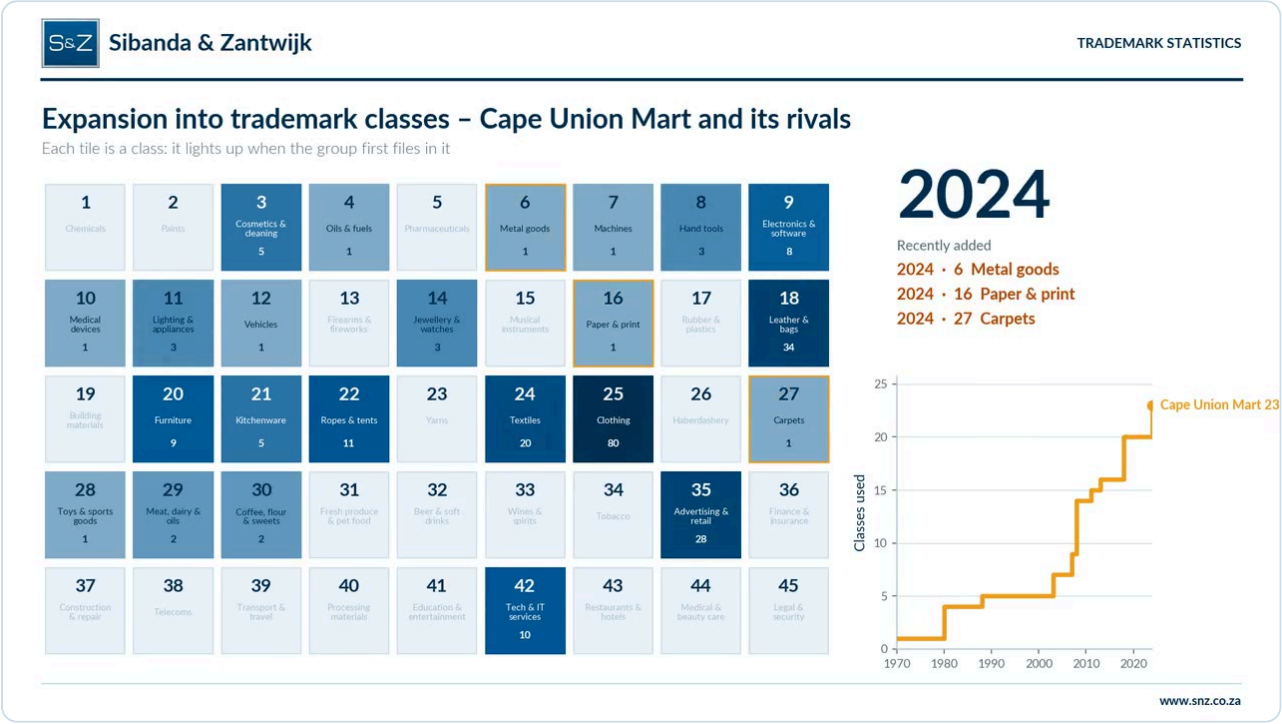
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Cape Union Mart	194	1962–2024
Cape Union Mart Group International	41	1988–2011
Cape Union Mart Group	3	2013–2013

Where Cape Union Mart expanded its business

Trademark classes show what a business sells. Cape Union Mart's portfolio is concentrated in clothing (class 25), leather & bags (class 18), advertising & retail (class 35). Its most recent moves were into paper & print (2024), metal goods (2024), carpets (2024).

Cape Union Mart trademarks: expansion into trademark classes, 1970–2024



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

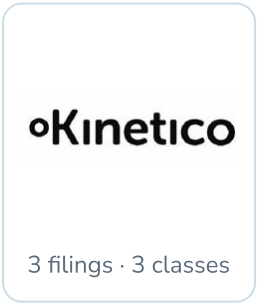
CLASS	MARKS	SHARE	SINCE
25 Clothing	80	34.6%	1962
18 Leather & bags	34	14.7%	1980
35 Advertising & retail	28	12.1%	2003
24 Textiles	20	8.7%	1980
22 Ropes & tents	11	4.8%	1980
42 Tech & IT services	10	4.3%	1988
20 Furniture	9	3.9%	2003
9 Electronics & software	8	3.5%	2011

The brands Cape Union Mart protects most

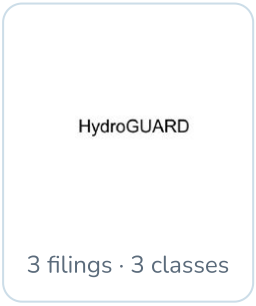
The word marks and logo names Cape Union Mart has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	POETRY	20	16	2005–2024
2	K-WAY	16	9	1980–2020
3	RARE EARTH	10	5	2008–2012
4	BIRST	6	6	2018–2018
5	CAPE UNION MART EST. 1933	6	6	2013–2013
6	K-WAY KIDS	6	6	2007–2007
7	KILIMANJARO	6	5	1999–2009
8	OLD KHAKI	6	4	1999–2013
9	CAPE UNION	5	5	2005–2008
10	K-TEC	5	5	2009–2009
11	LOST PROPERTY	5	3	2008–2008
12	OLD KHAKI MADE BETTER	4	4	2022–2022
13	TAVERN OF THE SEAS	4	4	1962–1988
14	UNRESTRICTED	4	4	2017–2017
15	THERMALATOR	4	2	2002–2003

Logos filed most often (since 2020)



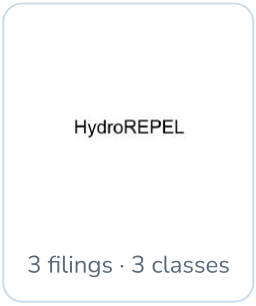
3 filings · 3 classes



3 filings · 3 classes



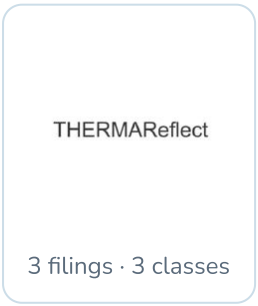
3 filings · 3 classes



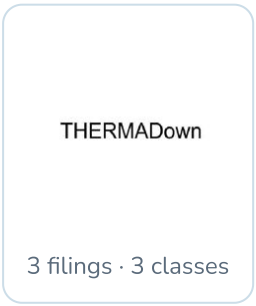
3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



1 filing · 1 class

Cape Union Mart's logos

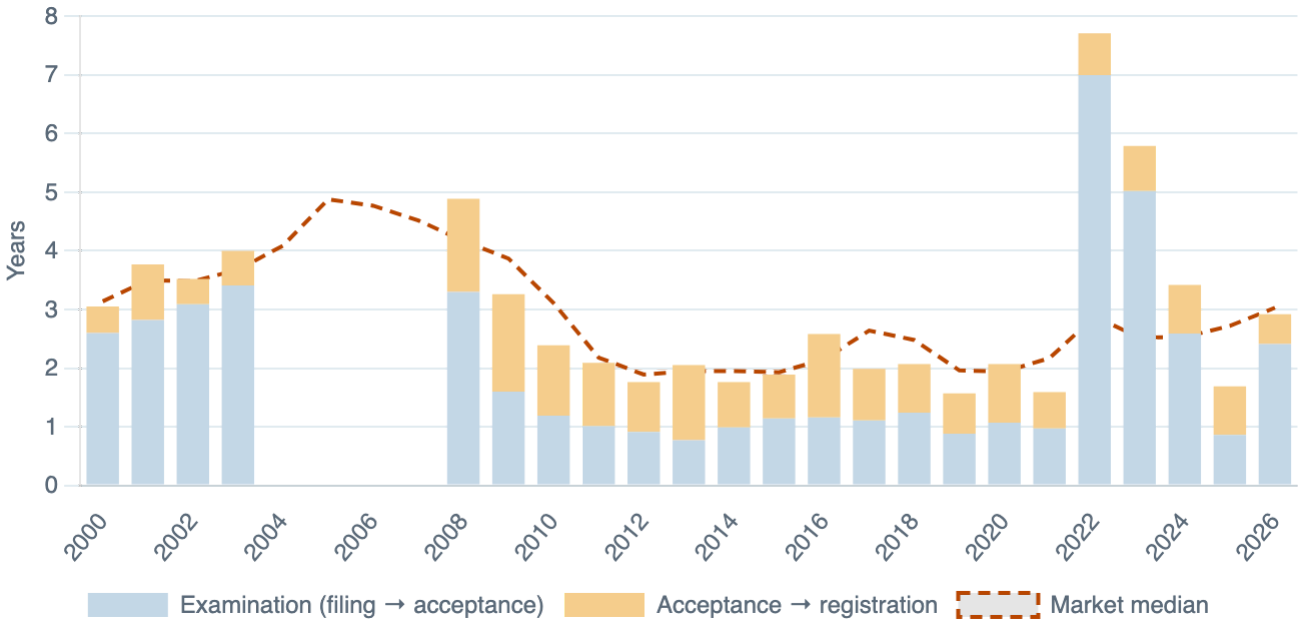
The 14 different logos Cape Union Mart has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

oKinetico 3 classes	HydroGUARD 3 classes	UvGUARD 3 classes	HydroREPEL 3 classes	WindREPEL 3 classes
THERMAReflect 3 classes	THERMADown 3 classes	WindGUARD 3 classes	there For every journey 3 classes	YAWK 1 class
EXP SERIES 1 class	TREAD+MILLER Urban footwear 1 class	K-WAY ELEMENTS 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, Cape Union Mart's marks took a median of **2.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

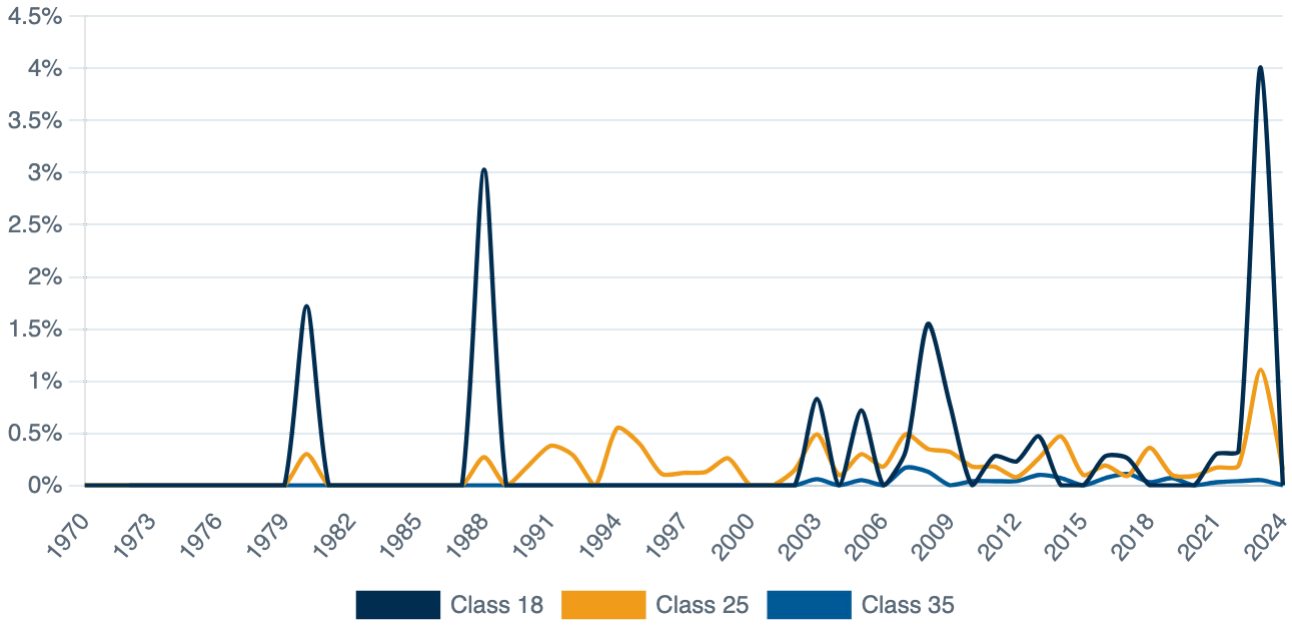


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Cape Union Mart's classes

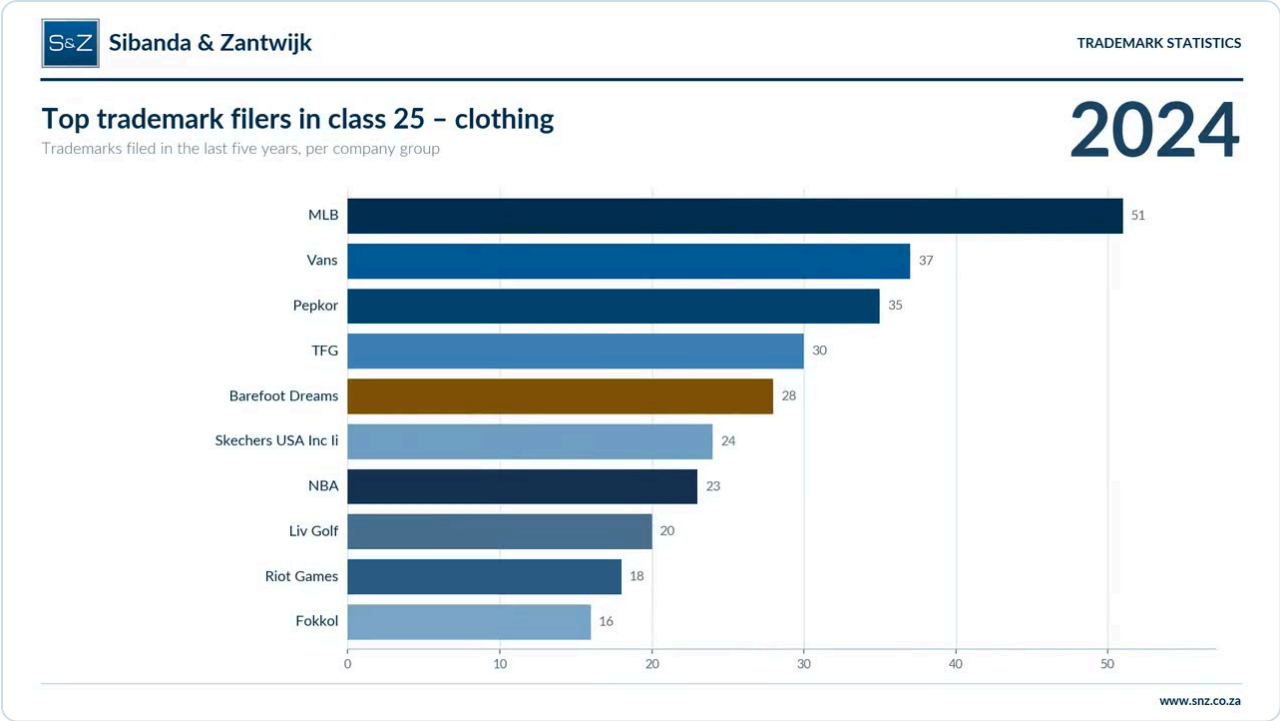
> Ranked by **number of trademarks filed in Cape Union Mart's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Cape Union Mart's market position, not who is most like it.

In the last five years, Cape Union Mart was **#15** of 2,715 filers in class 25 (clothing), with 15 of 4,647 trademarks; **#3** of 758 filers in class 18 (leather & bags), with 13 of 1,383 trademarks; **#501** of 5,866 filers in class 35 (advertising & retail), with 3 of 11,124 trademarks.



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

Top trademark filers in class 25 (clothing), South Africa 1975–2024: Cape Union Mart

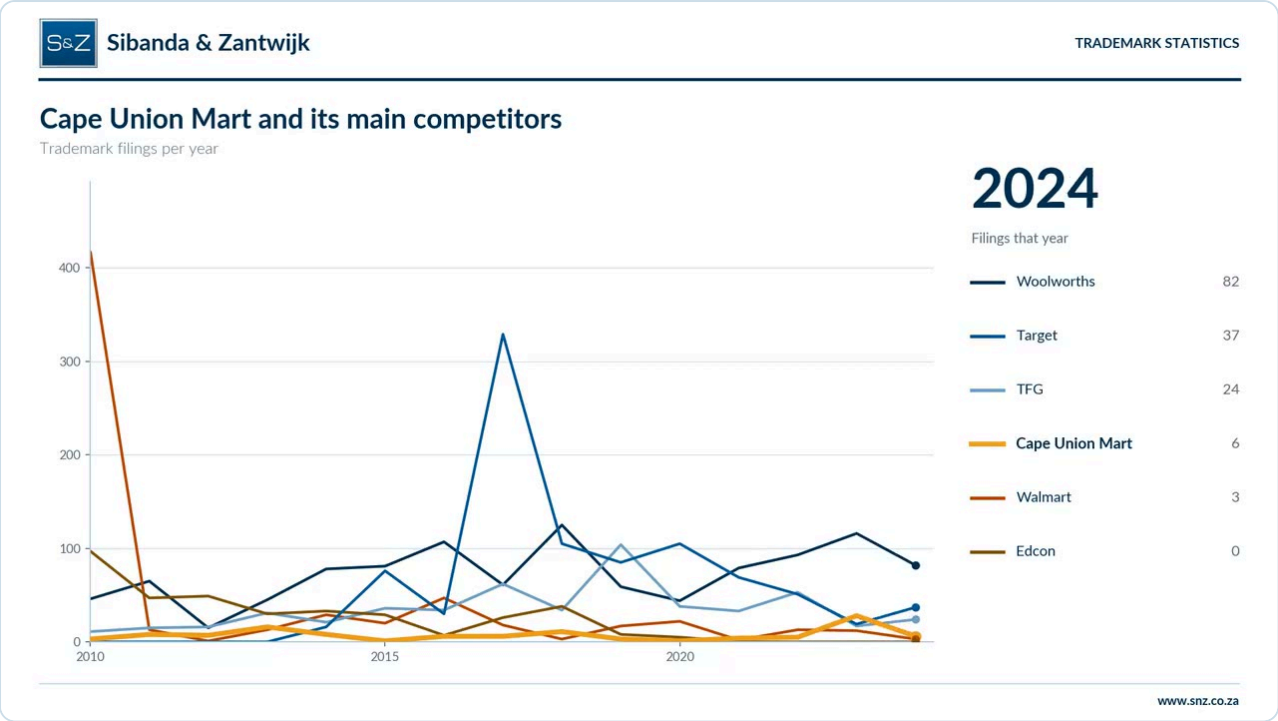


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/cape-union-mart-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like Cape Union Mart

> Ranked by **how similar their whole trademark portfolio is to Cape Union Mart'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.

Cape Union Mart 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/cape-union-mart-south-african-trademarks/competitors-video.html

Trademark filings per year: Cape Union Mart (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Woolworths	–	92%
2	Walmart	–	80%
3	TFG	–	78%
4	Edcon	–	74%
5	Target	–	74%
6	Fast Retailing	–	74%
7	Outdoor Investments	–	73%
8	Performance Brands	–	72%
9	Truworths	–	72%
10	LVMH	–	72%

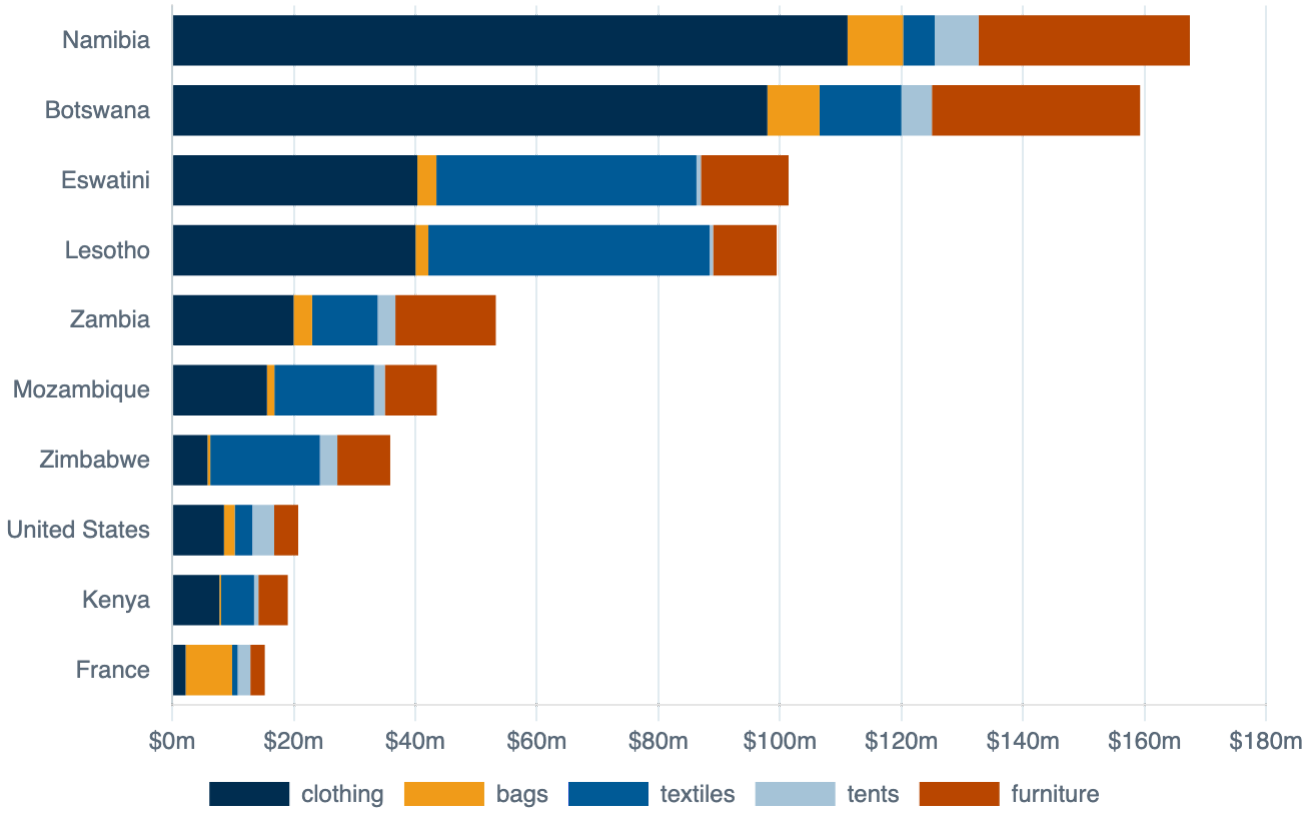
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Cape Union Mart – relevant export countries

South Africa exported **US$1.2 billion** of the goods Cape Union Mart's main classes cover in the last year – clothing; footwear; socks; jackets (class 25); bags; umbrellas; backpacks; walking sticks (class 18); textiles; sleeping bags; fabrics; covers (class 24); tents; ropes; tarpaulins (class 22); furniture; pillows; chairs (class 20). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Cape Union Mart's trademarks matter most.

Where South Africa exports Cape Union Mart's top goods

Cape Union Mart's trademarks most often cover clothing, bags, textiles, tents and furniture. South Africa's ten largest export markets for these goods took **77%** 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 Cape Union Mart'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, 5 CLASSES
1	European Union	73	US$63 m	-2%	National	US$2,388
2	United States of America	68	US$27 m	-10%	National	US$3,425
3	United Kingdom	66	US$17 m	-7%	National	US$1,371
4	Namibia	62	US$223 m	+1%	ARIPO	US$450
5	Japan	61	US$1.2 m	-4%	National	US$1,774
6	Botswana	60	US$222 m	+1%	ARIPO	US$450
7	Australia	59	US$17 m	-6%	National	US$2,380
8	Switzerland	59	US$2.7 m	-3%	National	US$1,660
9	Canada	58	US$825 k	-8%	National	US$2,192
10	Hong Kong SAR	56	US$642 k	+5%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	62	US$223 m	+1%	ARIPO	US$450 S&Z
2	Botswana	60	US$222 m	+1%	ARIPO	US$450 S&Z
3	Nigeria	55	US$5.5 m	-8%	National	US$1,015 S&Z
4	Malawi	54	US$11 m	+60%	ARIPO	US$450 S&Z
5	Tanzania	54	US$11 m	+3%	ARIPO	US$450 S&Z
6	OAPI (17 states)	53	US$6.4 m	+0%	National	US$1,563 S&Z
7	Zimbabwe	53	US$44 m	+2%	ARIPO	US$450 S&Z
8	Mozambique	52	US$56 m	-19%	ARIPO	US$450 S&Z
9	Lesotho	50	US$130 m	+20%	National	US$326
10	Uganda	49	US$3.9 m	+2%	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)
POETRY	16	US$3,248	US$3,595
K-WAY	9	US$1,827	US$2,302
RARE EARTH	5	US$1,015	US$1,563
BIRST	6	US$1,218	US$1,748
CAPE UNION MART EST. 1933	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 Cape Union Mart's five most-filed brands: word marks of **other companies** (not Cape Union Mart'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 POETRY (classes 18, 24, 25, 35; searched 2018-04-25 to 2026-11-08)

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

Similar to K-WAY (classes 18, 22, 24, 25, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to RARE EARTH (classes 3, 14, 18, 25, 35; searched 2018-05-30 to 2026-11-08)

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

Similar to BIRST (classes 7, 9, 10, 11, 12, 28; searched 2018-10-31 to 2026-11-08)

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

Similar to CAPE UNION MART EST. 1933 (classes 18, 20, 22, 24, 25, 35; searched 2018-01-31 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

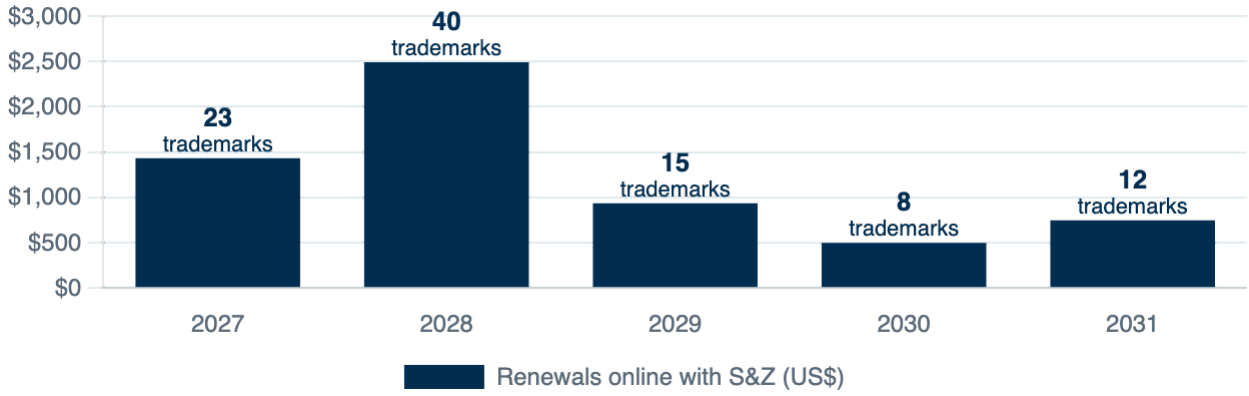
S&Z prices – South African trademarks

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$.

Cape Union Mart's next five years of renewals

98 of Cape Union Mart'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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