Carl Zeiss – South African trademarks

Updated 8 November 2026

ZEISS is a German optics and optoelectronics company. It makes spectacle lenses, camera and cinema lenses, microscopes and medical and industrial optics.

How Carl Zeiss 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.

#299
largest trademark owner in South Africa (of 121,626)

198
trademarks filed

7
different logos published since 2020

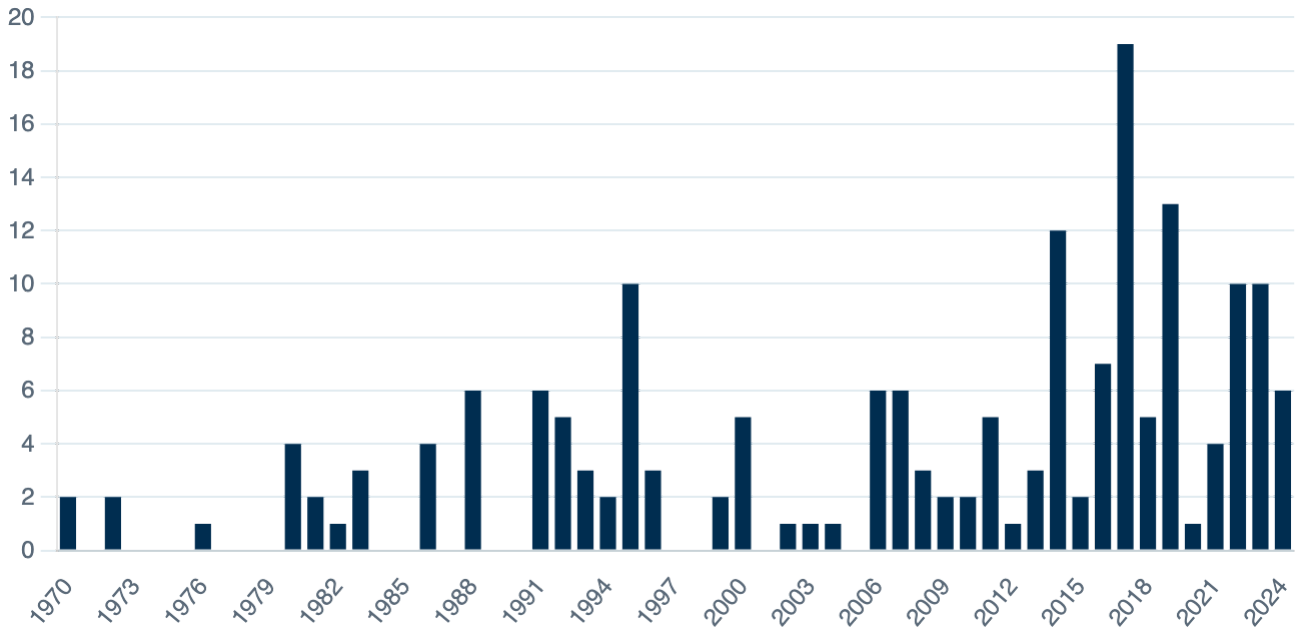
21
of 45 classes used

1937
first trademark filed

75
filed in the last 10 years

A portfolio built over time

Carl Zeiss filed its first South African trademark in 1937 and has filed 198 since; its busiest year was 2017, with 19 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

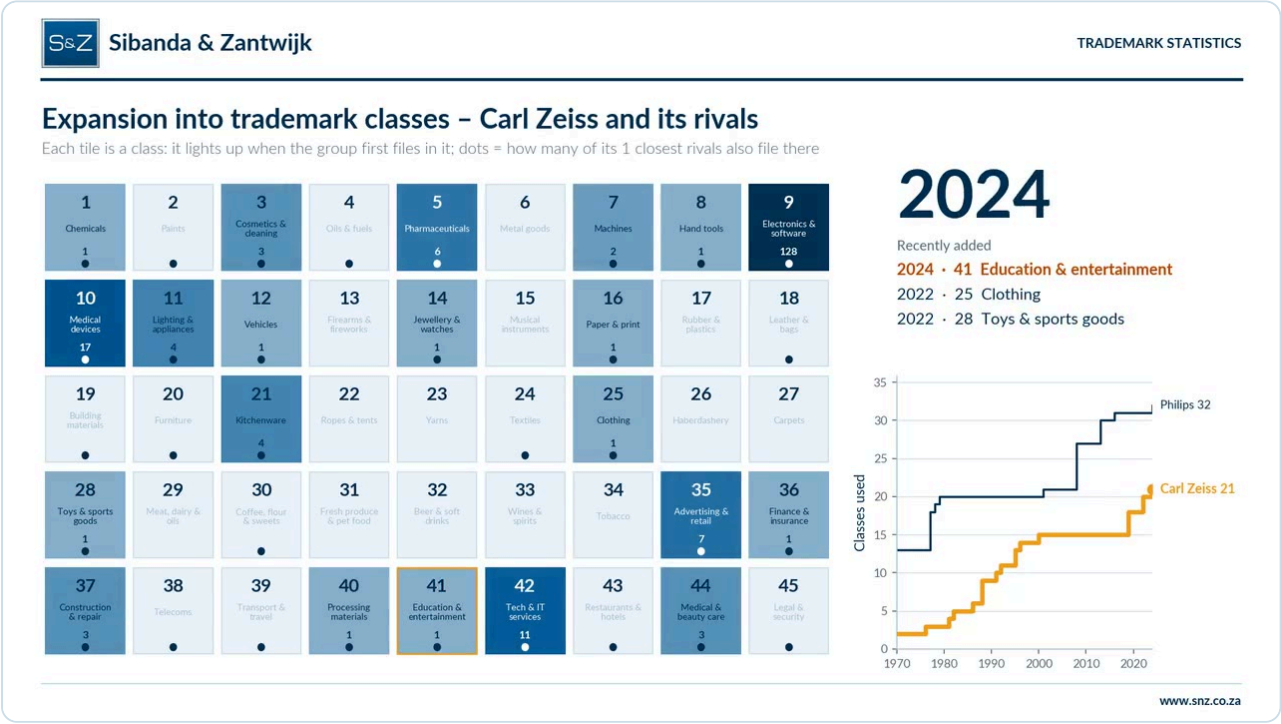
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Carl Zeiss	76	1953–2024
Carl Zeiss Vision	68	1986–2023
Carl Zeiss Vision South Africa	29	1937–2005
Carl Zeiss Meditec	20	1980–2024
Carl Zeiss Stiftung	20	1953–2003
Carl Zeiss Microscopy	4	2008–2017
Carl Zeiss Optronics	4	1996–2011
Carl Zeiss Consumer Products	3	2023–2023

Where Carl Zeiss expanded its business

Trademark classes show what a business sells. Carl Zeiss' portfolio is concentrated in electronics & software (class 9), medical devices (class 10), tech & it services (class 42). Its most recent moves were into education & entertainment (2024), clothing (2022), toys & sports goods (2022).

Carl Zeiss trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/carl-zeiss-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
9 Electronics & software	128	64.6%	1937
10 Medical devices	17	8.6%	1953
42 Tech & IT services	11	5.6%	1988
35 Advertising & retail	7	3.5%	1988
5 Pharmaceuticals	6	3.0%	1981
11 Lighting & appliances	4	2.0%	1982
21 Kitchenware	4	2.0%	1976
44 Medical & beauty care	3	1.5%	2019

The brands Carl Zeiss protects most

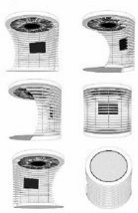
The word marks and logo names Carl Zeiss has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ZEISS	20	11	1972–2024
2	ZEISS SEEING BEYOND	11	11	2019–2019
3	SIPORAX	4	4	1991–1991
4	VISION 20/20	3	3	1995–1995
5	VISION 20/20 THE FUTURE IN SIGHT	3	3	1992–1995
6	VISUSTORE	3	3	2016–2016
7	KRYPTAL	3	2	1980–1981
8	ARCHER	2	2	2011–2011
9	BUDGET S P E C S	2	2	1993–1993
10	CARL ZEISS	2	2	1953–1953
11	LUMERA	2	2	2018–2018
12	OPMI Lumera	2	2	2017–2017
13	PHYSIOLOGICALLY MAPPED OPTICS	2	2	2009–2009
14	QUARTZCOAT	2	2	1992–1992
15	THERMAXGLAS	2	2	1986–1986

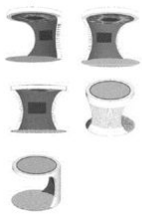
Logos filed most often (since 2020)

ZEISS
Seeing beyond

21 filings · 15 classes



2 filings · 2 classes



2 filings · 2 classes

Dynamic AgeFit

1 filing · 1 class

Intelligence Augmented Design

1 filing · 1 class

IAD Technology

1 filing · 1 class

VisuMax

1 filing · 1 class

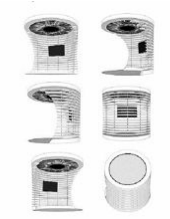
Carl Zeiss' logos

The 7 different logos Carl Zeiss 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.



Seeing beyond

15 classes



2 classes



2 classes

Dynamic AgeFit

1 class

Intelligence Augmented Design

1 class

IAD Technology

1 class

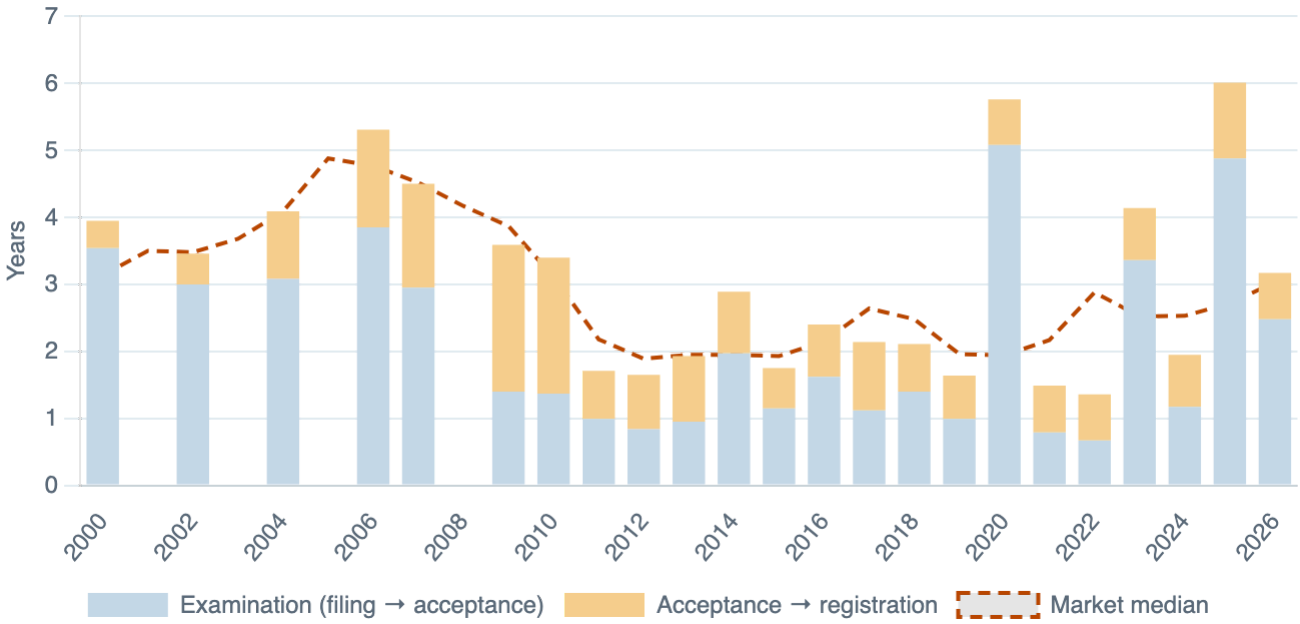
VisuMax

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Carl Zeiss' marks took a median of **3.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

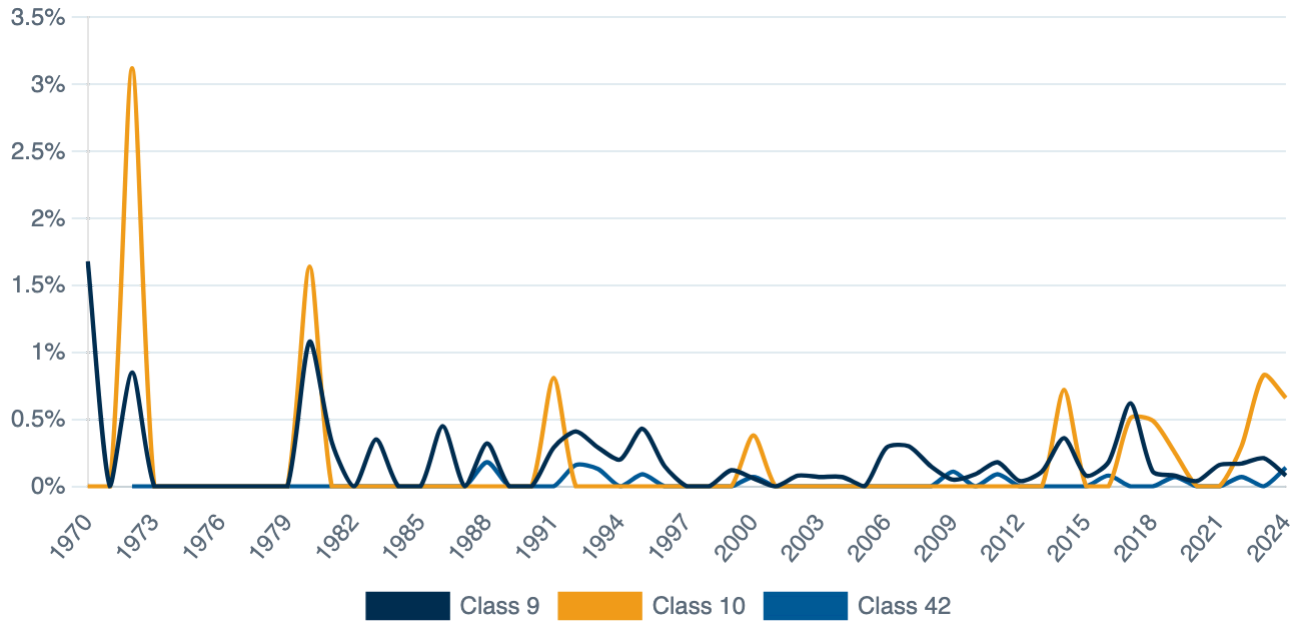


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Carl Zeiss' classes

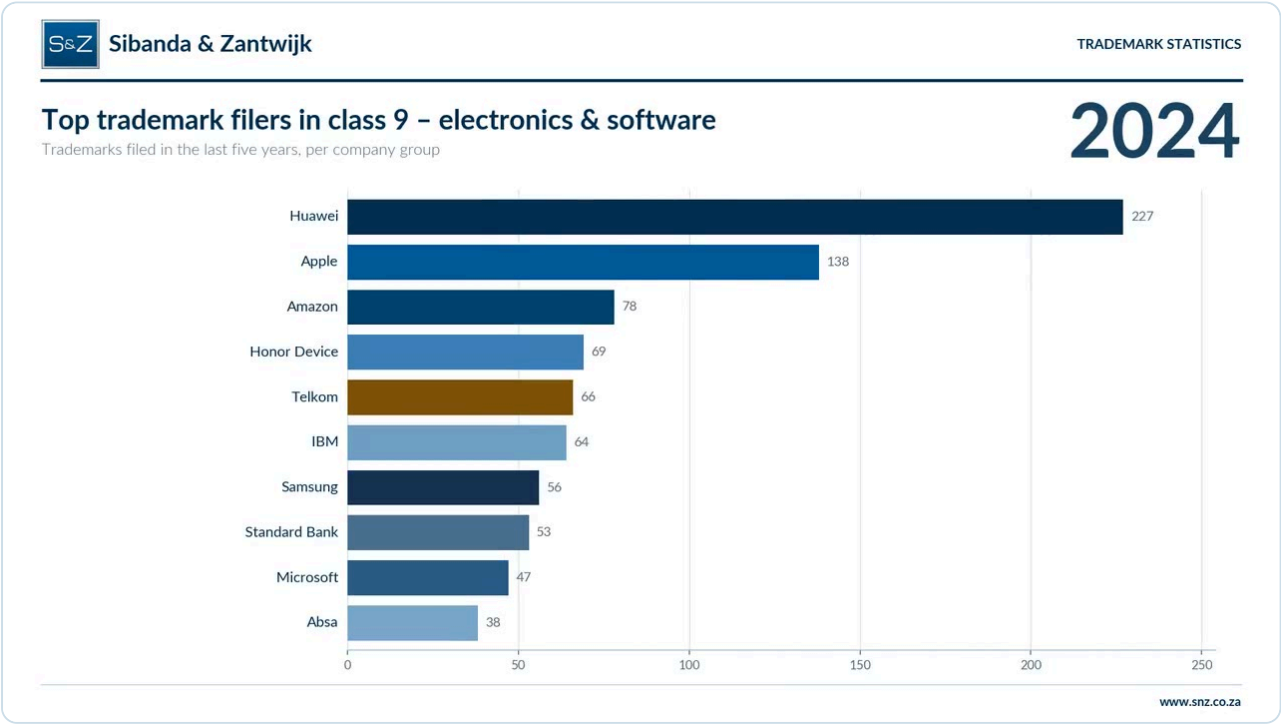
> Ranked by **number of trademarks filed in Carl Zeiss' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Carl Zeiss' market position, not who is most like it.

In the last five years, Carl Zeiss was **#53** of 4,926 filers in class 9 (electronics & software), with 14 of 10,252 trademarks; **#50** of 814 filers in class 10 (medical devices), with 4 of 1,561 trademarks; **#1057** of 3,000 filers in class 42 (tech & IT services), with 2 of 5,783 trademarks.



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

Top trademark filers in class 9 (electronics & software), South Africa 1975–2024: Carl Zeiss



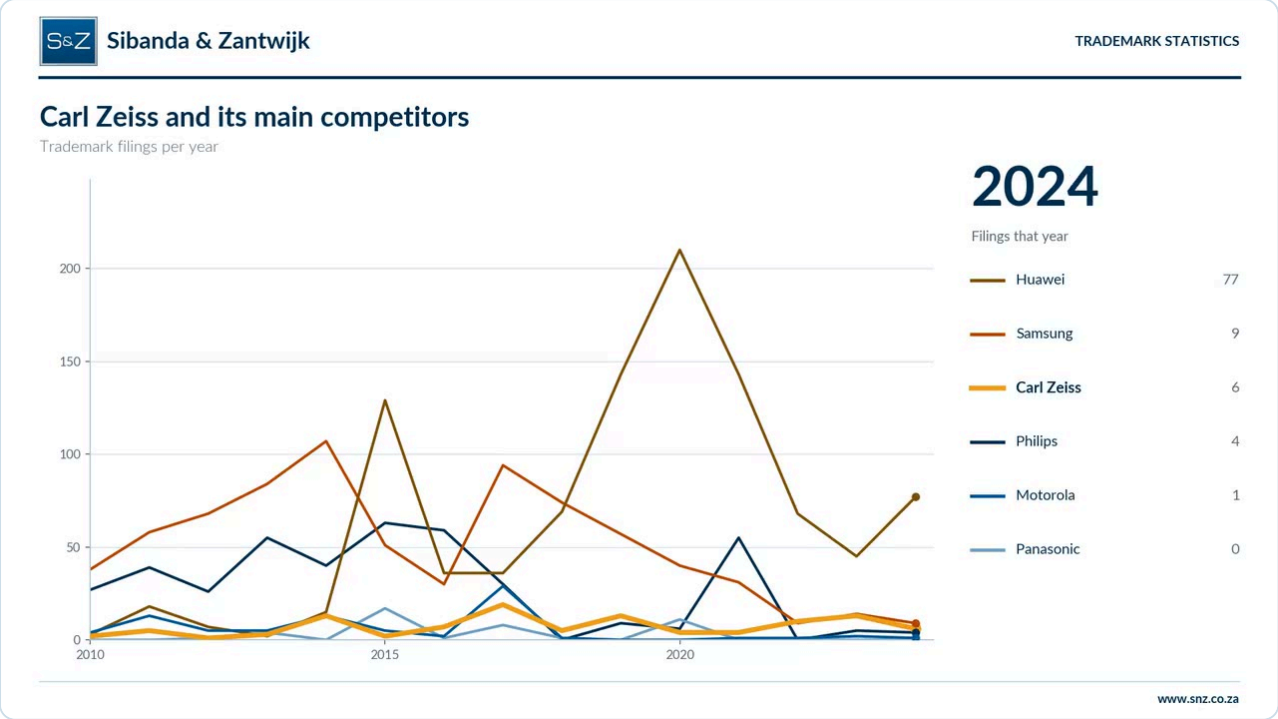
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/carl-zeiss-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Carl Zeiss

> Ranked by **how similar their whole trademark portfolio is to Carl Zeiss'** – 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.

Carl Zeiss' closest competitors in South Africa are Philips.

Carl Zeiss 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/carl-zeiss-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Philips	Direct competitor	64%
2	Samsung	Other field	80%
3	Panasonic	Other field	66%
4	Huawei	Other field	64%
5	Motorola	Other field	64%
6	General Electric	Other field	63%
7	Apple	Other field	62%
8	Xiaomi	Other field	61%
9	3M	Other field	60%
10	Essilor International	–	70%

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

Carl Zeiss – relevant export countries

South Africa exported **US$1.5 billion** of the goods Carl Zeiss' main classes cover in the last year – computer software; lenses; apparatus and instruments; optical (class 9); instruments; surgical; devices; artificial limbs (class 10); dietary supplements; veterinary preparations; disinfectants; plasters (class 5); lighting fixtures; electric lamps; ceiling lights (class 11); brushes; containers; cookware; combs (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Carl Zeiss' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	76	US$103 m	+2%	National	US$2,388
2	United States of America	74	US$62 m	+1%	National	US$3,425
3	United Kingdom	63	US$28 m	-1%	National	US$1,371
4	Australia	61	US$47 m	-4%	National	US$2,380
5	Canada	58	US$5.7 m	-1%	National	US$2,192
6	Türkiye	57	US$13 m	+8%	National	US$1,258
7	Russian Federation	56	US$4.1 m	-2%	National	US$1,915
8	Namibia	55	US$196 m	+13%	ARIPO	US$450
9	Japan	54	US$1.9 m	-3%	National	US$1,774
10	Hong Kong SAR	53	US$2.3 m	-3%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$196 m	+13%	ARIPO	US$450 S&Z
2	Zimbabwe	52	US$136 m	+16%	ARIPO	US$450 S&Z
3	Nigeria	50	US$27 m	-10%	National	US$1,015 S&Z
4	Botswana	50	US$172 m	-2%	ARIPO	US$450 S&Z
5	OAPI (17 states)	49	US$27 m	+6%	National	US$1,563 S&Z
6	Egypt	47	US$3.3 m	+0%	National	US$2,278
7	Mozambique	47	US$79 m	+2%	ARIPO	US$450 S&Z
8	Morocco	46	US$894 k	+12%	National	US$1,408
9	Algeria	45	US$1.4 m	+16%	National	US$1,445
10	Malawi	45	US$34 m	+15%	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)
ZEISS	11	US$2,233	US$2,671
ZEISS SEEING BEYOND	11	US$2,233	US$2,671
SIPORAX	4	US$812	US$1,378
VISION 20/20	3	US$609	US$1,194
VISION 20/20 THE FUTURE IN SIGHT	3	US$609	US$1,194

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 Carl Zeiss' five most-filed brands: word marks of **other companies** (not Carl Zeiss' 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 ZEISS (classes 5, 9, 10, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to ZEISS SEEING BEYOND (classes 5, 9, 10, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to SIPORAX (classes 7, 9, 11, 21; searched 2018-02-28 to 2026-11-08)

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

Similar to VISION 20/20 (classes 9, 35, 42; searched 2018-12-19 to 2026-11-08)

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

Similar to VISION 20/20 THE FUTURE IN SIGHT (classes 9, 35, 42; searched 2018-12-19 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

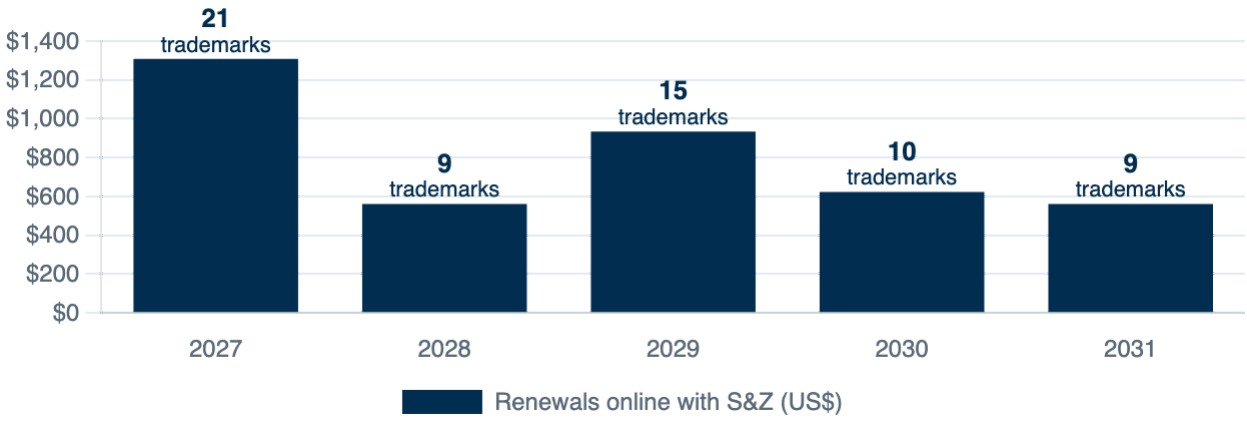
S&Z prices – South African trademarks

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$.

Carl Zeiss' next five years of renewals

64 of Carl Zeiss' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$3,987 over the five years.



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