Caterpillar – South African trademarks

Updated 8 November 2026

Caterpillar is an American maker of construction and mining equipment, engines and generators. The Cat brand is also used on licensed footwear and clothing.

How Caterpillar 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.

#240
largest trademark owner in South Africa (of 121,626)

244
trademarks filed

6
different logos published since 2020

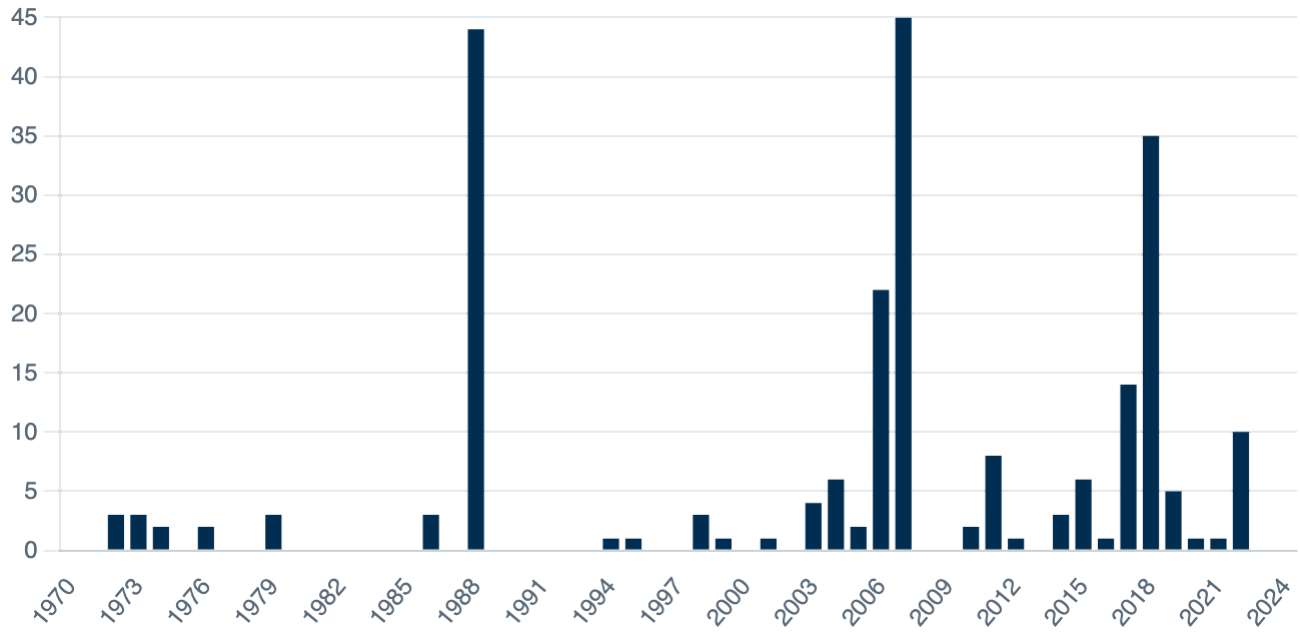
28
of 45 classes used

1925
first trademark filed

67
filed in the last 10 years

A portfolio built over time

Caterpillar filed its first South African trademark in 1925 and has filed 244 since; its busiest year was 2007, with 45 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

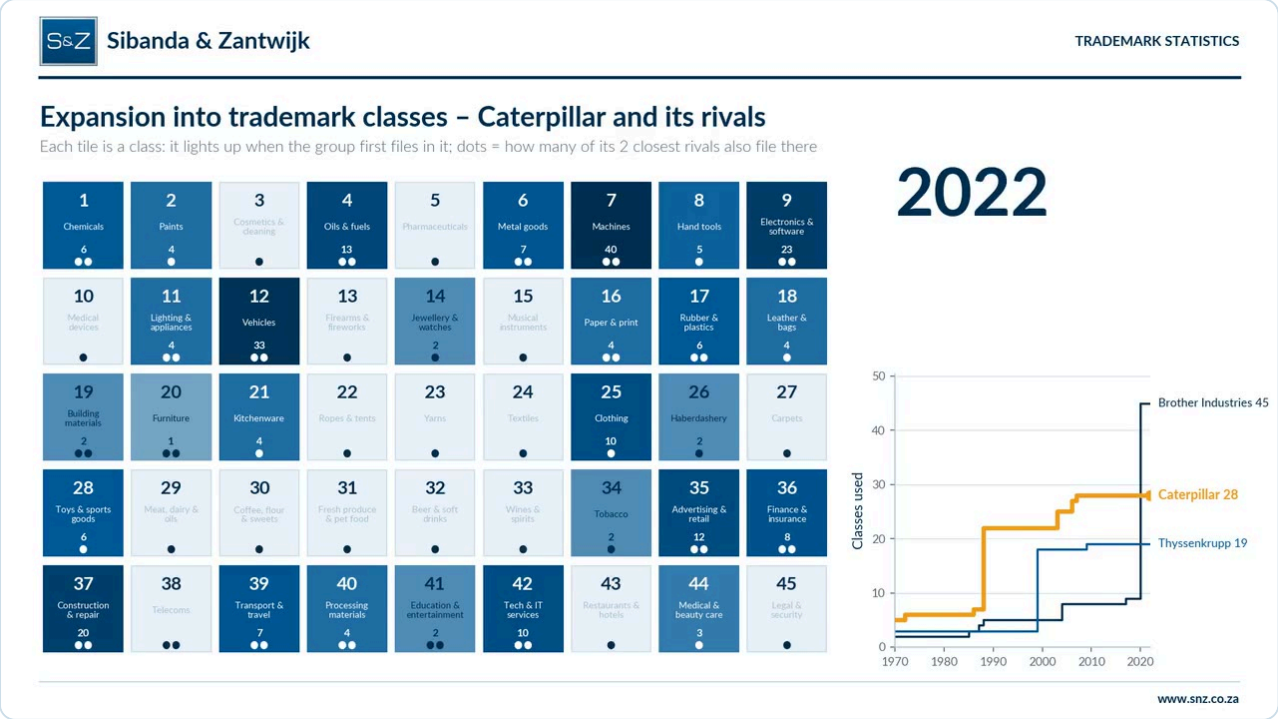
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Caterpillar	249	1925–2022
Caterpillar Africa	16	1973–2006

Where Caterpillar expanded its business

Trademark classes show what a business sells. Caterpillar's portfolio is concentrated in machines (class 7), vehicles (class 12), electronics & software (class 9). Its most recent moves were into furniture (2007), lighting & appliances (2006), building materials (2006).

Caterpillar trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/caterpillar-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
7 Machines	40	16.4%	1925
12 Vehicles	33	13.5%	1949
9 Electronics & software	23	9.4%	1967
37 Construction & repair	20	8.2%	1972
4 Oils & fuels	13	5.3%	1988
35 Advertising & retail	12	4.9%	1988
25 Clothing	10	4.1%	1988
42 Tech & IT services	10	4.1%	1986

The brands Caterpillar protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CAT	79	26	1949–2022
2	CATERPILLAR	44	23	1925–2022
3	WRIGHT	15	13	1973–2006
4	LET'S DO THE WORK.	12	12	2018–2018
5	LET'S DO THE WORK.CAT	12	12	2018–2018
6	YELLOWMARK	7	7	2017–2017
7	NEXUS	6	3	2004–2004
8	CAT THE RENTAL STORE	4	4	2003–2003
9	SEM	4	4	2015–2018
10	ACERT	2	2	2005–2005
11	CHALLENGER	2	2	2010–2010
12	JUMBOTRACK	2	2	1998–1998
13	PRECIOUS METALS	2	2	2014–2014
14	CATERPILLER	2	1	2007–2007
15	WALKING MACHINES	2	1	1994–1995

Logos filed most often (since 2020)



16 filings · 6 classes



12 filings · 12 classes



5 filings · 5 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class

Caterpillar's logos

The 6 different logos Caterpillar 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.

12 classes

6 classes

5 classes

3 classes

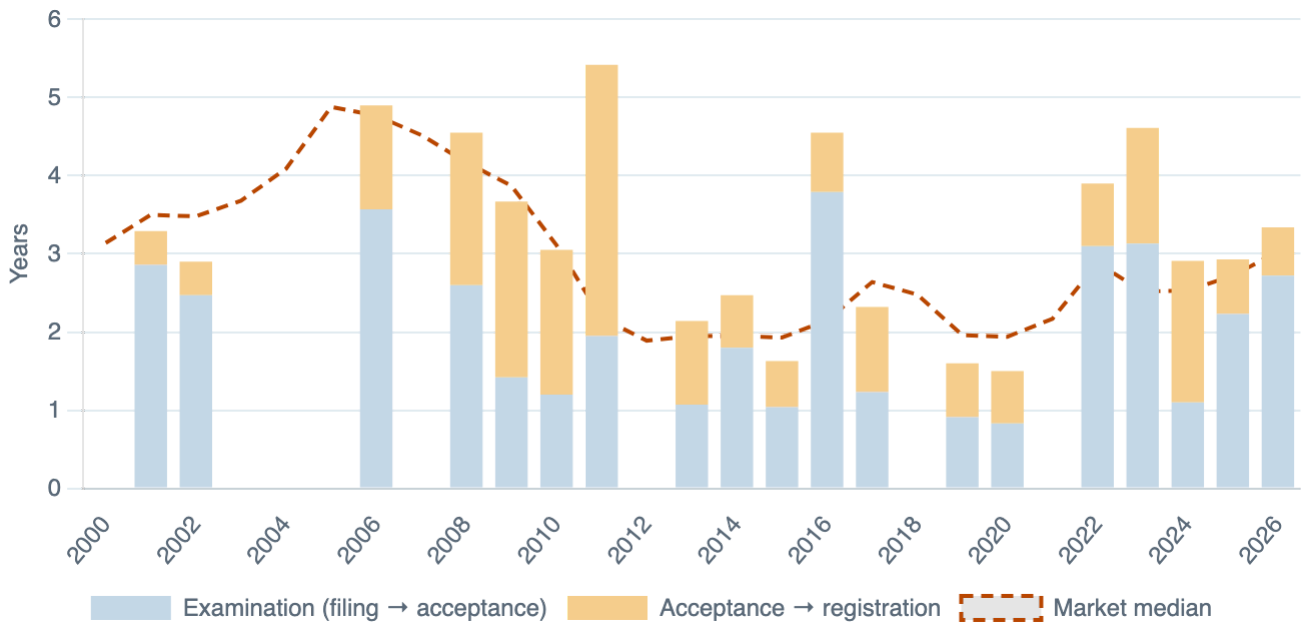
2 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Caterpillar's marks took a median of **3.9 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.

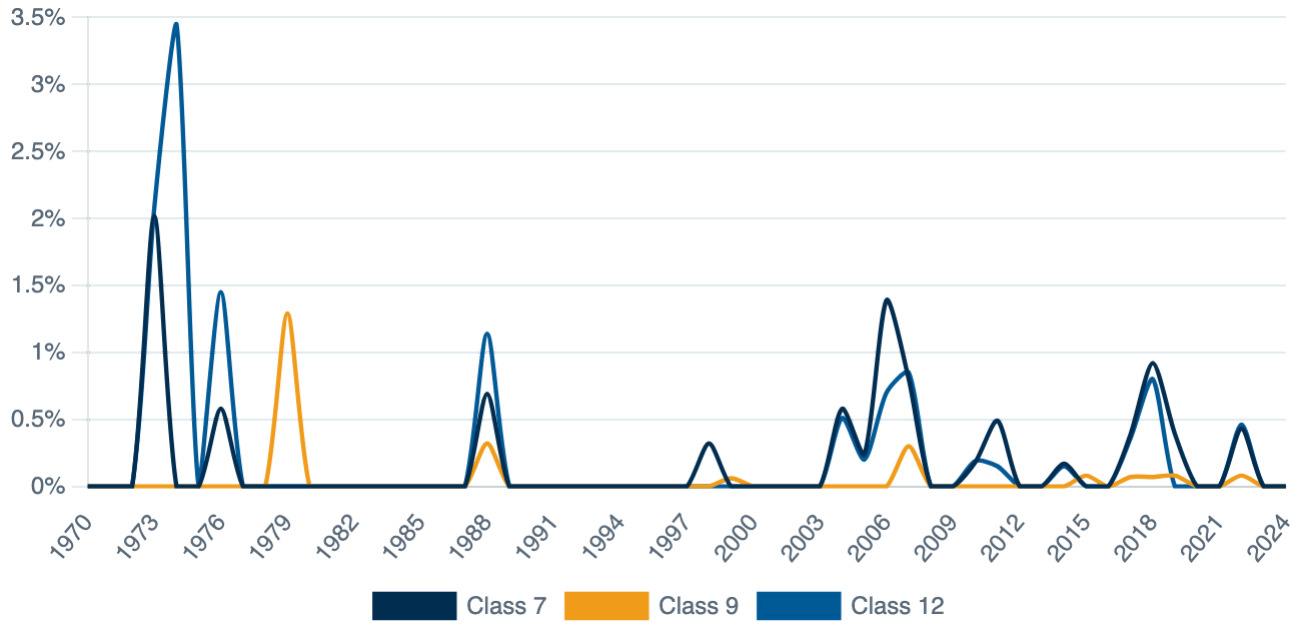


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Caterpillar's classes

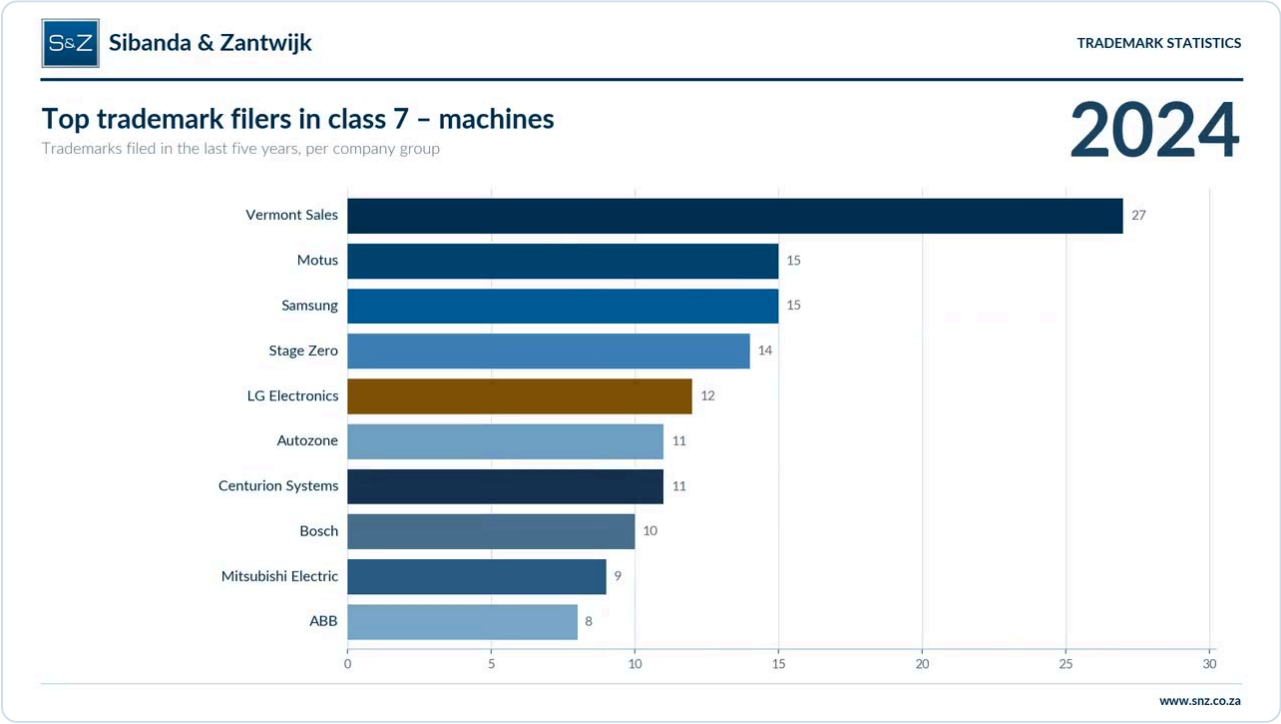
> Ranked by **number of trademarks filed in Caterpillar's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Caterpillar's market position, not who is most like it.

In the last five years, Caterpillar was **#310** of 1,185 filers in class 7 (machines), with 2 of 1,880 trademarks; **#270** of 891 filers in class 12 (vehicles), with 2 of 2,078 trademarks; **#1504** of 4,926 filers in class 9 (electronics & software), with 2 of 10,252 trademarks.



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

Top trademark filers in class 7 (machines), South Africa 1975–2024: Caterpillar



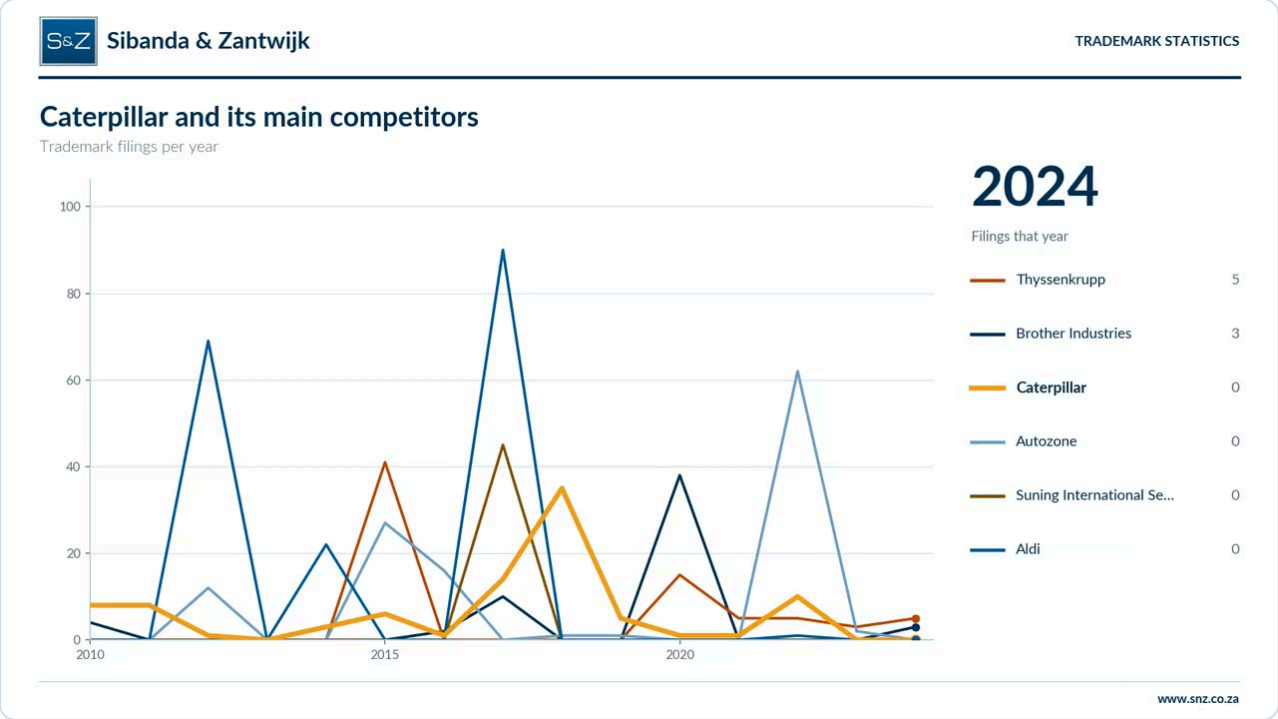
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/caterpillar-south-african-trademarks/class-7-race-video.html

Main competitors – the companies most like Caterpillar

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

Caterpillar's closest competitors in South Africa are Brother Industries and Thyssenkrupp.

Caterpillar 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/caterpillar-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Brother Industries	Direct competitor	64%
2	Thyssenkrupp	Direct competitor	64%
3	Autozone	Retailer's own brands	65%
4	Suning International Services	Retailer's own brands	58%
5	Aldi	Retailer's own brands	58%
6	Aisin Seiki Kabushiki Kaisha Also	Other field	63%
7	Samsung	Other field	62%
8	Volvo	Other field	61%
9	Efficient Engineering	Other field	58%
10	Lotte	Other field	58%

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

Caterpillar – relevant export countries

South Africa exported **US$24.6 billion** of the goods Caterpillar's main classes cover in the last year – machines; machine tools; motors; parts (class 7); vehicles; parts; engines; air or water (class 12); computer software; computers; sunglasses; computer hardware (class 9); candles; fuels; lubricants; grease (class 4); hats; t-shirts; clothing; jackets (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Caterpillar's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$9.0 billion	+0%	National	US$2,388
2	United States of America	69	US$2.0 billion	+2%	National	US$3,425
3	United Kingdom	68	US$1.8 billion	+1%	National	US$1,371
4	Türkiye	61	US$609 m	+12%	National	US$1,258
5	Canada	58	US$129 m	-0%	National	US$2,192
6	Switzerland	57	US$204 m	+2%	National	US$1,660
7	Australia	57	US$606 m	-1%	National	US$2,380
8	Russian Federation	56	US$12 m	+15%	National	US$1,915
9	Indonesia	54	US$49 m	-1%	National	US$2,630
10	Singapore	54	US$84 m	-0%	National	US$2,144

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	53	US$873 m	+46%	ARIPO	US$450 S&Z
2	Nigeria	52	US$83 m	-19%	National	US$1,015 S&Z
3	Lesotho	52	US$391 m	+11%	National	US$326
4	Egypt	52	US$101 m	+9%	National	US$2,278
5	OAPI (17 states)	52	US$313 m	-4%	National	US$1,563 S&Z
6	Namibia	52	US$947 m	+9%	ARIPO	US$450 S&Z
7	Tanzania	51	US$185 m	-0%	ARIPO	US$450 S&Z
8	Malawi	51	US$138 m	+92%	ARIPO	US$450 S&Z
9	Morocco	51	US$29 m	+9%	National	US$1,408
10	Eswatini	51	US$475 m	-6%	National	US$446

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)
CAT	26	US$5,278	US$5,441
CATERPILLAR	23	US$4,669	US$4,887
WRIGHT	13	US$2,639	US$3,041
LET'S DO THE WORK.	12	US$2,436	US$2,856
LET'S DO THE WORK.CAT	12	US$2,436	US$2,856

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 Caterpillar's five most-filed brands: word marks of **other companies** (not Caterpillar'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 CAT (classes 4, 7, 9, 12, 37; searched 2018-08-29 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
CAT TRACER	2023-07-26	7	CS Catalyst Services (Pty) Ltd
CAT KING	2019-07-31	9	SOIN-AFRICA AUDIO PRO (PTY) Ltd

Similar to CATERPILLAR (classes 4, 7, 9, 12, 37; searched 2018-05-30 to 2026-11-08)

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

Similar to WRIGHT (classes 4, 7, 12, 37; searched 2018-01-31 to 2026-11-08)

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

Similar to LET'S DO THE WORK. (classes 7, 9, 12, 37; searched 2018-01-31 to 2026-11-08)

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

Similar to LET'S DO THE WORK.CAT (classes 7, 9, 12, 37; 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

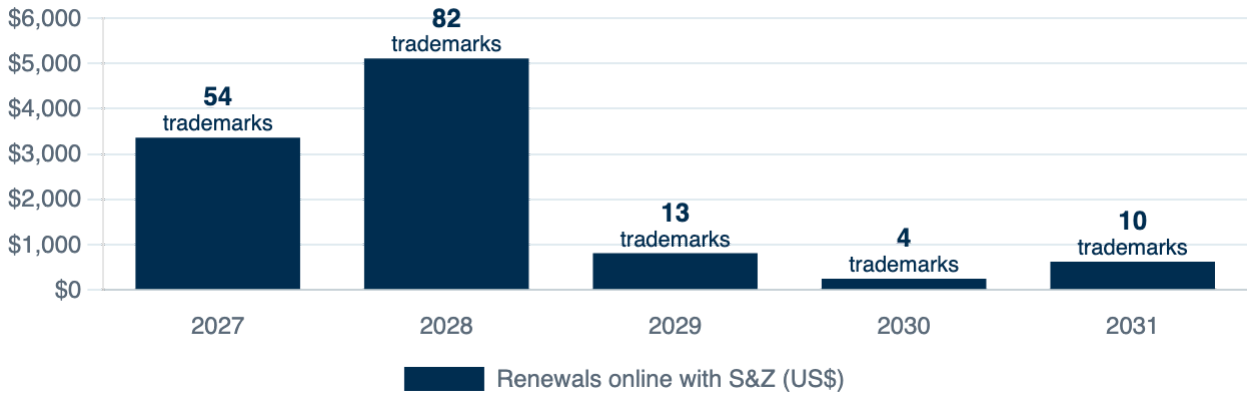
S&Z prices – South African trademarks

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$.

Caterpillar's next five years of renewals

163 of Caterpillar's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$10,154** over the five years.



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