Cell C – South African trademarks

Updated 8 November 2026

Cell C is a South African mobile network operator. It offers prepaid and contract mobile voice and data services to consumers and businesses.

How Cell C 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.

#21
largest trademark owner in South Africa (of 121,626)

1,634
trademarks filed

9
different logos published since 2020

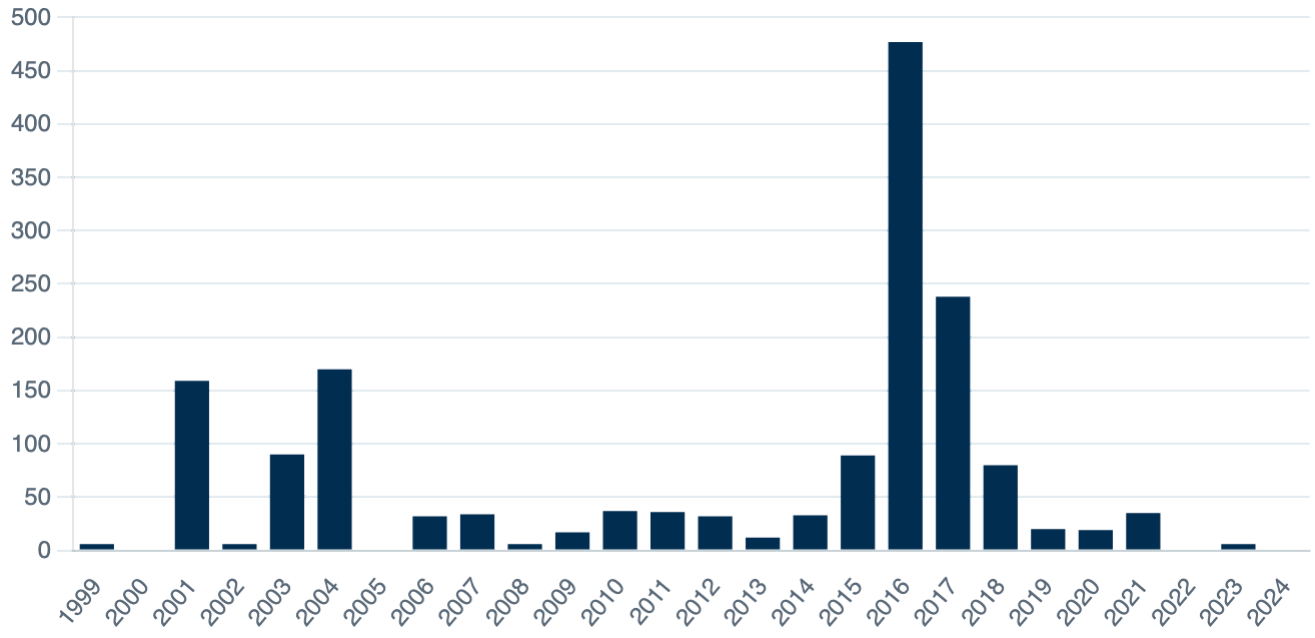
10
of 45 classes used

1999
first trademark filed

875
filed in the last 10 years

A portfolio built over time

Cell C filed its first South African trademark in 1999 and has filed 1,634 since; its busiest year was 2016, with 477 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

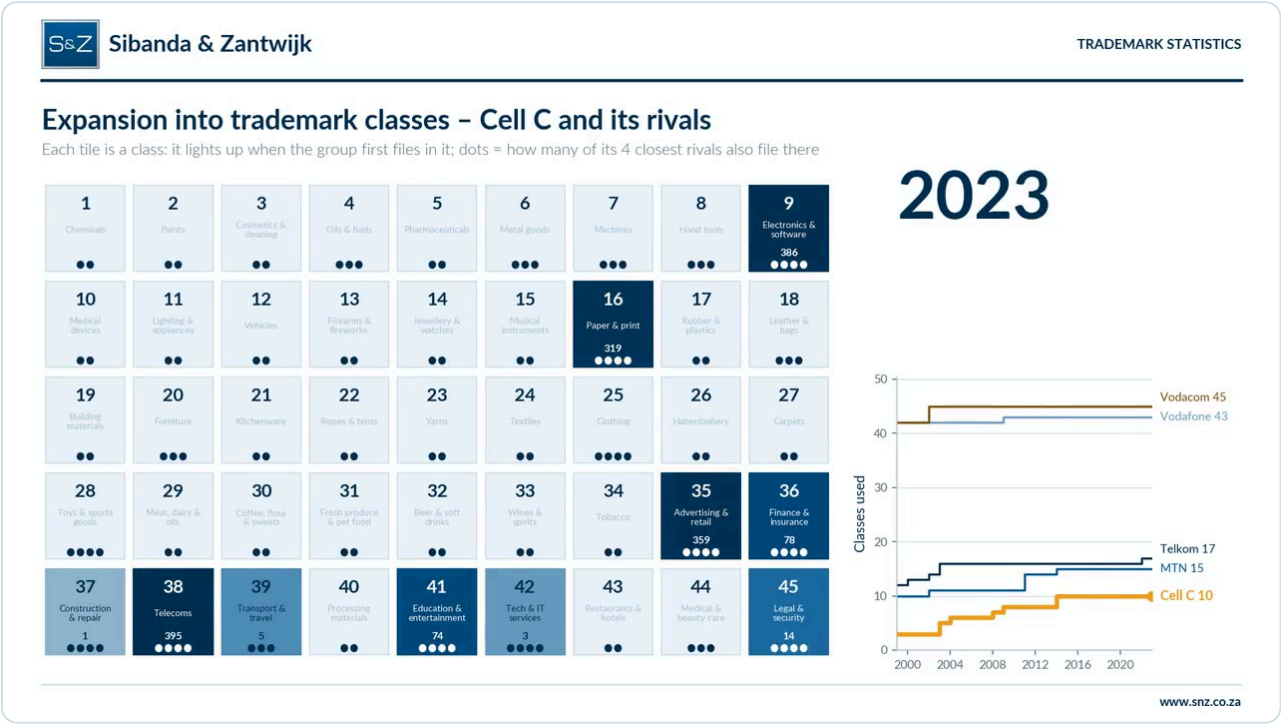
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Cell C	1,643	1999–2023

Where Cell C expanded its business

Trademark classes show what a business sells. Cell C's portfolio is concentrated in telecoms (class 38), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into education & entertainment (2014), legal & security (2014), tech & it services (2009).

Cell C trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/cell-c-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
38 Telecoms	395	24.2%	1999
9 Electronics & software	386	23.6%	1999
35 Advertising & retail	359	22.0%	1999
16 Paper & print	319	19.5%	2003
36 Finance & insurance	78	4.8%	2003
41 Education & entertainment	74	4.5%	2014
45 Legal & security	14	0.9%	2014
39 Transport & travel	5	0.3%	2008

The brands Cell C protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	3.25	28	5	2004–2004
2	CY	25	5	2003–2003
3	CELL C	19	6	1999–2023
4	CELL C CONNECT YOUR WAY	19	5	2017–2018
5	CELL C CONNECT FOR YOURSELF	15	5	2006–2006
6	GIRL CHILD INSTITUTE OF MENTORSHIP	12	6	2014–2017
7	TAKE A GIRL CHILD TO WORK DAY	12	6	2002–2017
8	325 THREE TWENTY FIVE	10	5	2004–2004
9	CELL C JUICE	10	5	2007–2007
10	CELL C SMARTDATA	10	5	2020–2020
11	CONNECT YOUR WAY	10	5	2017–2018
12	JUICE	10	5	2007–2007
13	CELL C SMART HOME	9	5	2020–2020
14	GET MORE	8	5	2014–2016
15	BELIEVE	8	4	2013–2016

Logos filed most often (since 2020)



21 filings · 6 classes



12 filings · 6 classes



6 filings · 6 classes



5 filings · 5 classes



5 filings · 5 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Cell C's logos

The 9 different logos Cell C 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.



6 classes



6 classes



6 classes



5 classes



5 classes



3 classes



2 classes



1 class

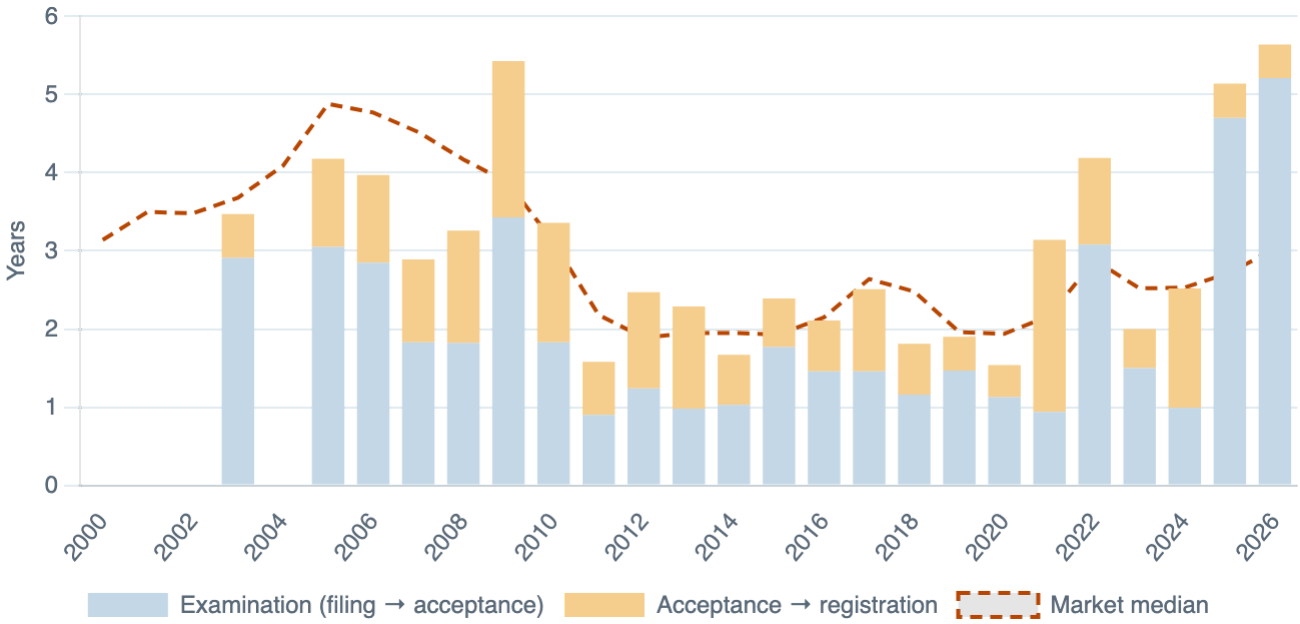


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Cell C's marks took a median of **4.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

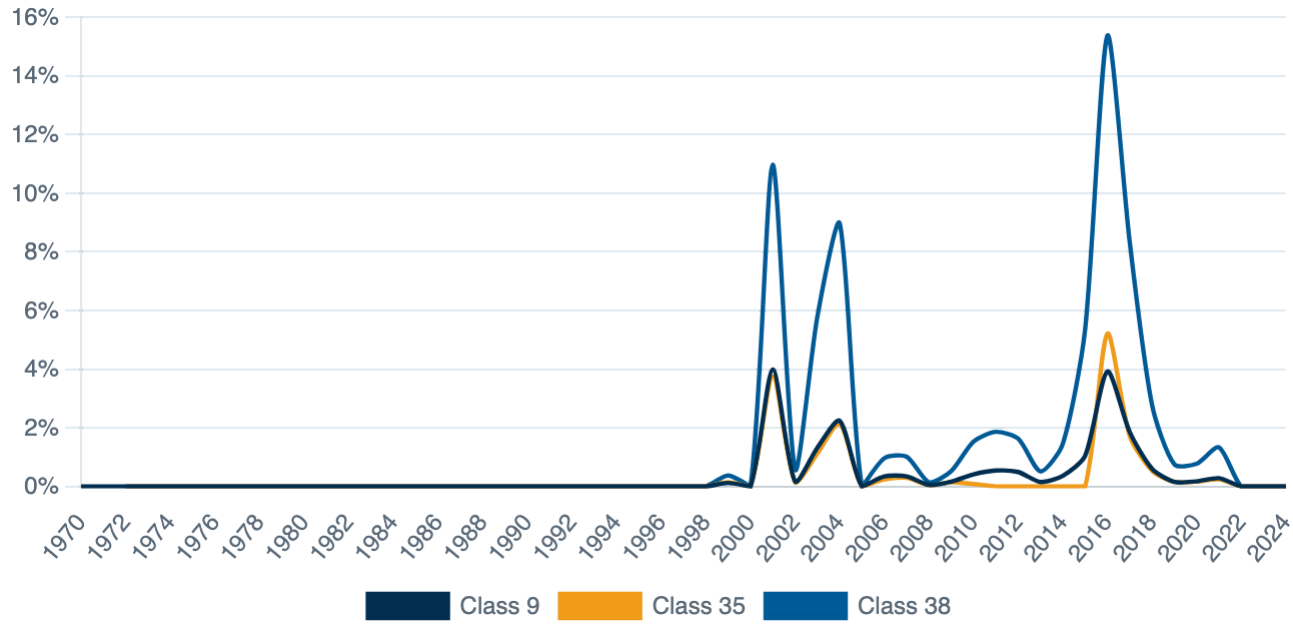


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Cell C's classes

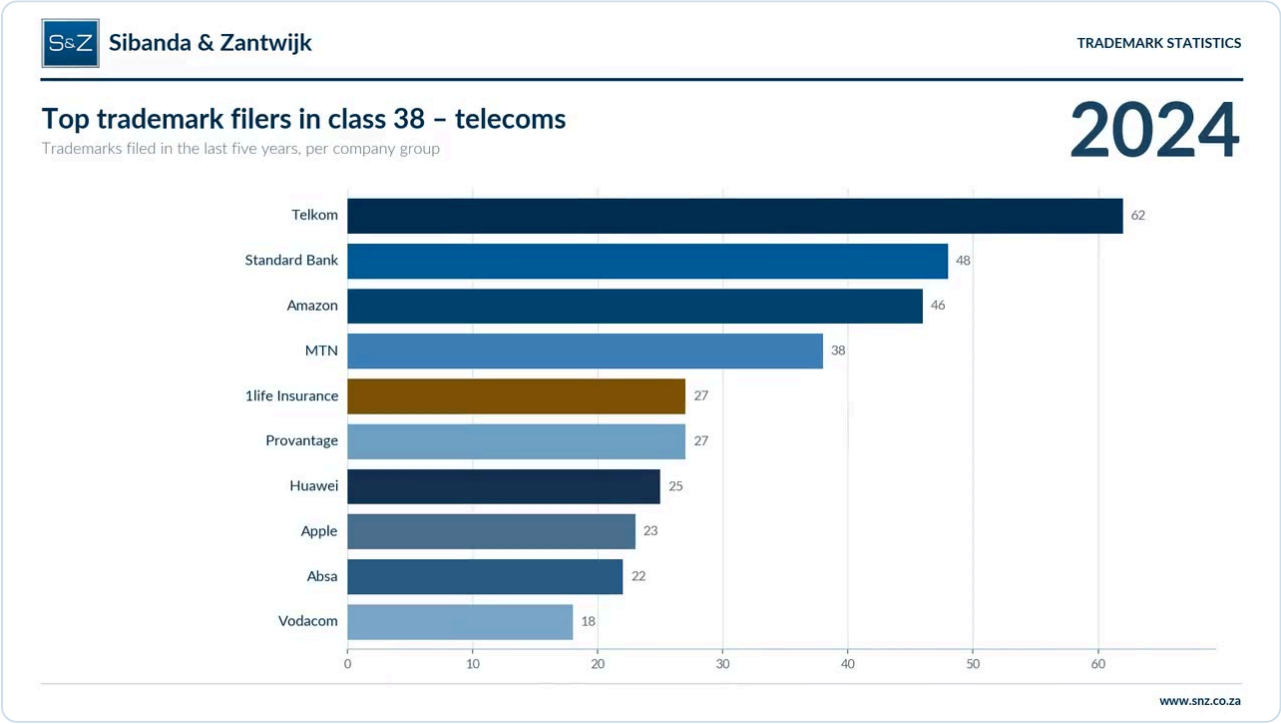
> Ranked by **number of trademarks filed in Cell C's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Cell C's market position, not who is most like it.

In the last five years, Cell C was **#18** of 893 filers in class 38 (telecoms), with 11 of 1,971 trademarks; **#70** of 4,926 filers in class 9 (electronics & software), with 11 of 10,252 trademarks; **#57** of 5,866 filers in class 35 (advertising & retail), with 11 of 11,124 trademarks.



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

Top trademark filers in class 38 (telecoms), South Africa 1975–2024: Cell C



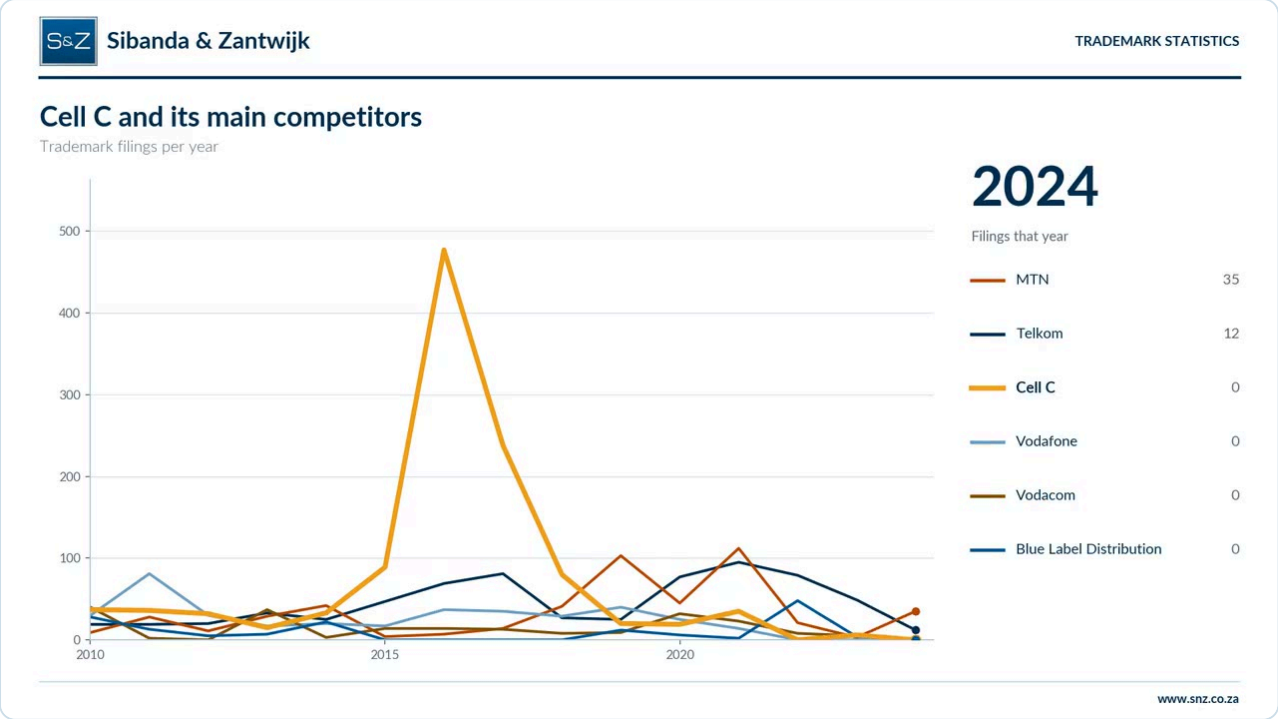
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/cell-c-south-african-trademarks/class-38-race-video.html

Main competitors – the companies most like Cell C

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

Cell C's closest competitors in South Africa are Telkom, MTN, Vodafone and Vodacom.

Cell C 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/cell-c-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Telkom	Direct competitor	87%
2	MTN	Direct competitor	87%
3	Vodafone	Direct competitor	80%
4	Vodacom	Direct competitor	79%
5	Blue Label Distribution	Direct competitor	75%
6	SABC	Related field	77%
7	Dimension Data	Related field	74%
8	Netflix	Related field	73%
9	Absa	Other field	88%
10	Standard Bank	Other field	85%

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

Cell C – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	United States of America	75	US$38 m	+5%	National	US$1,400
2	European Union	75	US$83 m	-1%	National	US$1,594
3	United Kingdom	66	US$17 m	-2%	National	US$833
4	India	63	US$5.7 m	+1%	National	US$563
5	Hong Kong SAR	60	US$2.2 m	+8%	National	US$807
6	Japan	59	US$1.3 m	+1%	National	US$893
7	Canada	58	US$4.9 m	-3%	National	US$1,338
8	Australia	57	US$14 m	-2%	National	US$1,300
9	Singapore	57	US$2.2 m	+14%	National	US$888
10	Namibia	57	US$156 m	+15%	ARIPO	US$290

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	57	US$156 m	+15%	ARIPO	US$290 S&Z
2	Zimbabwe	57	US$150 m	+7%	ARIPO	US$290 S&Z
3	Nigeria	51	US$17 m	-16%	National	US$406 S&Z
4	Mozambique	50	US$88 m	+10%	ARIPO	US$290 S&Z
5	Botswana	48	US$119 m	-14%	ARIPO	US$290 S&Z
6	Egypt	48	US$4.1 m	-7%	National	US$950
7	Morocco	48	US$2.6 m	+7%	National	US$856
8	OAPI (17 states)	48	US$29 m	+3%	National	US$1,009 S&Z
9	Tanzania	47	US$28 m	-0%	ARIPO	US$290 S&Z
10	Eswatini	47	US$63 m	+0%	ARIPO	US$290 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 2 classes; ARIPO costs are per country, plus US$269 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)
3.25	5	US$1,015	US$1,563
CY	5	US$1,015	US$1,563
CELL C	6	US$1,218	US$1,748
CELL C CONNECT YOUR WAY	5	US$1,015	US$1,563
CELL C CONNECT FOR YOURSELF	5	US$1,015	US$1,563

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 Cell C's five most-filed brands: word marks of **other companies** (not Cell C'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 3.25 (classes 9, 16, 35, 36, 38; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to CELL C (classes 9, 16, 35, 38, 41, 45; searched 2018-02-28 to 2026-11-07)

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

Similar to CELL C CONNECT YOUR WAY (classes 9, 16, 35, 38, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to CELL C CONNECT FOR YOURSELF (classes 9, 16, 35, 36, 38; searched 2018-02-28 to 2026-11-07)

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

Similar to GIRL CHILD INSTITUTE OF MENTORSHIP (classes 9, 35, 36, 38, 41, 45; searched 2018-09-26 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

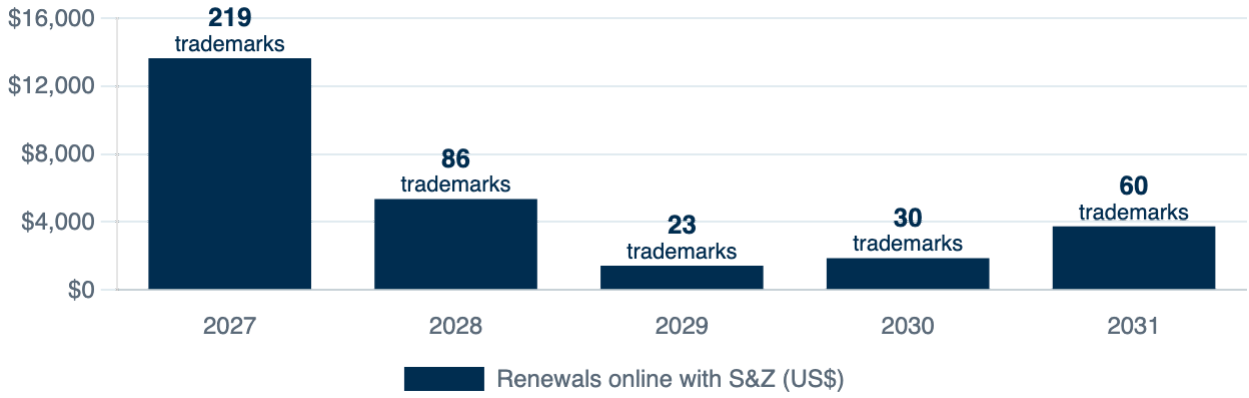
S&Z prices – South African trademarks

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$.

Cell C's next five years of renewals

418 of Cell C's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$26,038** over the five years.



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