Chicken Licken – South African trademarks

Updated 8 November 2026

Chicken Licken is a South African fried chicken fast-food chain. It is known for its SoulFood menu and memorable television advertising.

How Chicken Licken 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.

#82
largest trademark owner in South Africa (of 121,626)

706
trademarks filed

0
different logos published since 2020

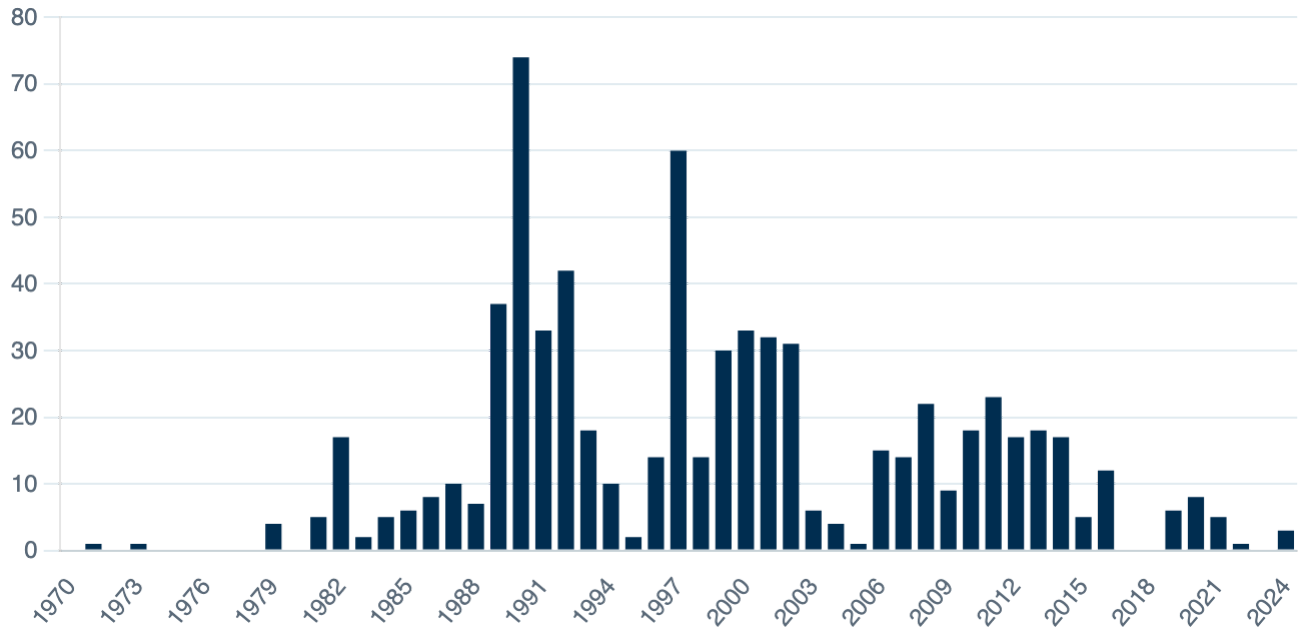
43
of 45 classes used

1917
first trademark filed

35
filed in the last 10 years

A portfolio built over time

Chicken Licken filed its first South African trademark in 1917 and has filed 706 since; its busiest year was 1990, with 74 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

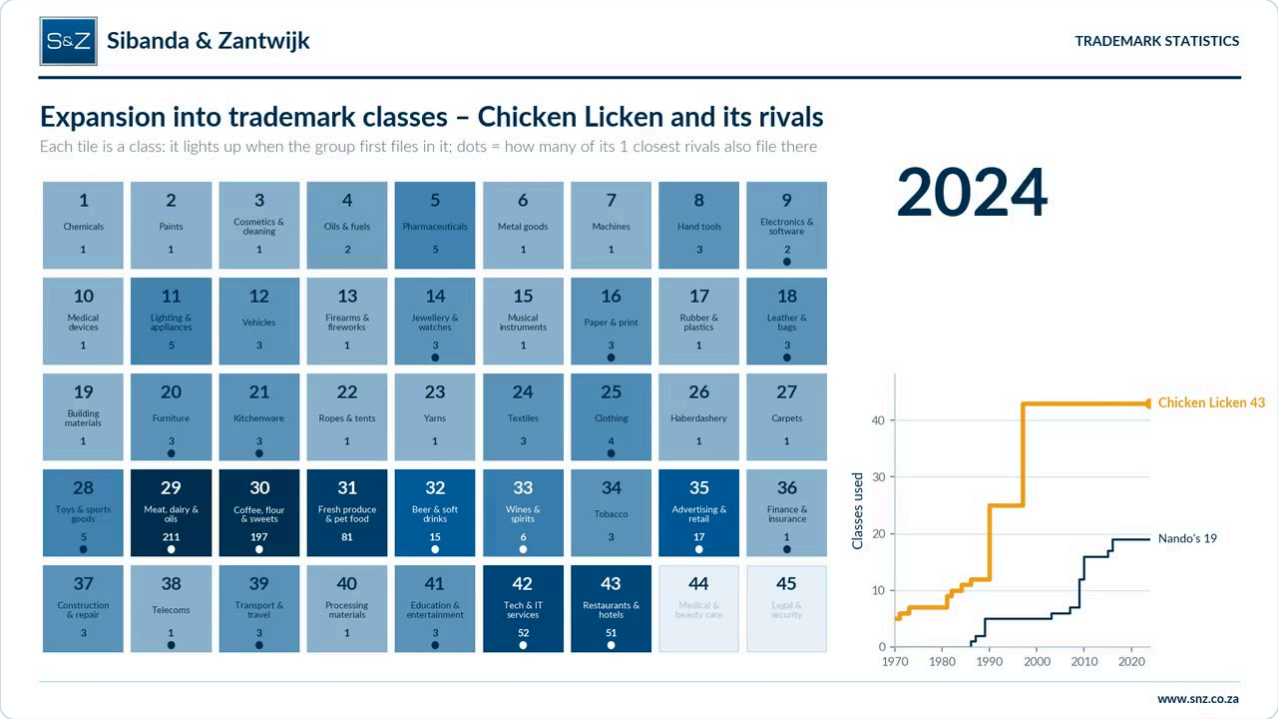
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Chicken Licken	706	1917–2024
Colden Fried Chicken	3	1997–1997

Where Chicken Licken expanded its business

Trademark classes show what a business sells. Chicken Licken's portfolio is concentrated in meat, dairy & oils (class 29), coffee, flour & sweets (class 30), fresh produce & pet food (class 31). Its most recent moves were into ropes & tents (1997), yarns (1997), oils & fuels (1997).

Chicken Licken trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/chicken-licken-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
29 Meat, dairy & oils	211	29.9%	1946
30 Coffee, flour & sweets	197	27.9%	1948
31 Fresh produce & pet food	81	11.5%	1948
42 Tech & IT services	52	7.4%	1981
43 Restaurants & hotels	51	7.2%	1984
35 Advertising & retail	17	2.4%	1990
32 Beer & soft drinks	15	2.1%	1982
33 Wines & spirits	6	0.8%	1971

The brands Chicken Licken protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	S'GOOD, S'NICE	42	42	1989–1997
2	CHICKEN LICKEN	26	22	1979–1990
3	EXPRESS	10	6	1948–1990
4	SOUL	10	6	1994–2001
5	CHICKEN INN	8	4	1990–2000
6	FLY THRU	6	6	2001–2001
7	SOUL FOOD	6	6	2001–2001
8	KICKIN' CHICKEN	5	5	2001–2001
9	RED SQUARE	5	5	1997–1997
10	SEKUMOSHAKELE AH	5	5	2000–2000
11	SOUL'D OUT	5	5	2002–2002
12	SOUL DOCTOR	5	5	2002–2002
13	SOUL FUEL	5	5	2020–2020
14	TAXI EXPRESS	5	5	1998–1998
15	TOY BOX	5	5	1999–2000

Logos filed most often (since 2020)

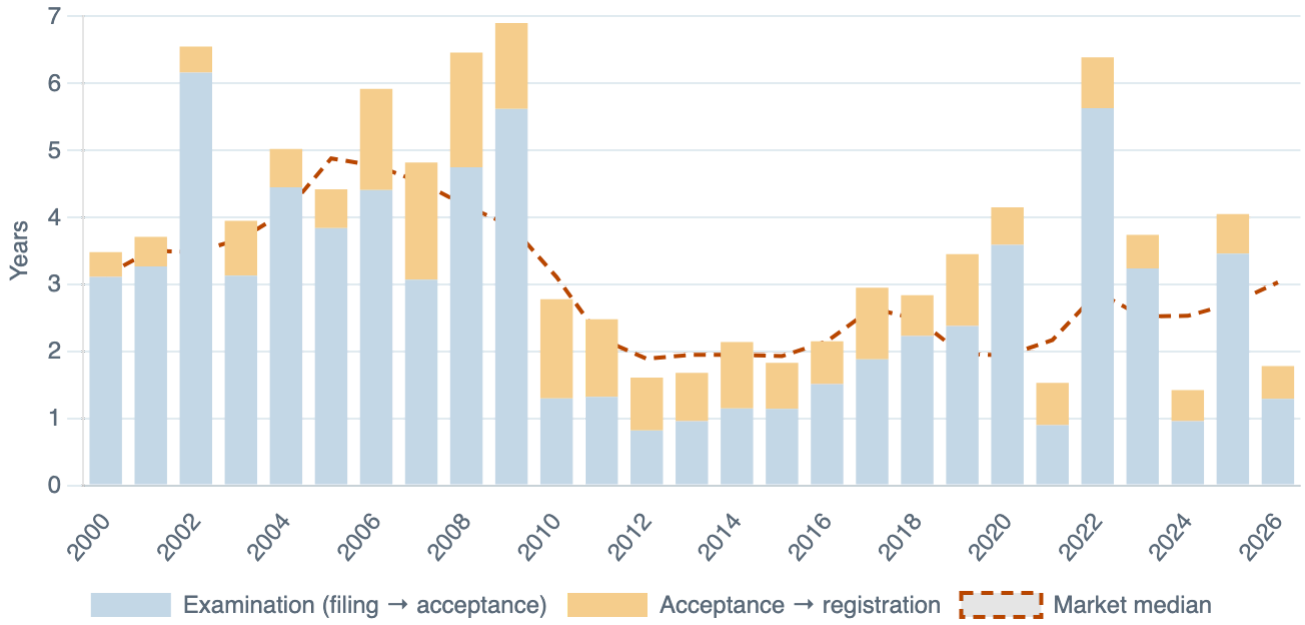
Chicken Licken's logos

The 0 different logos Chicken Licken 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.

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Chicken Licken's marks took a median of **3.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

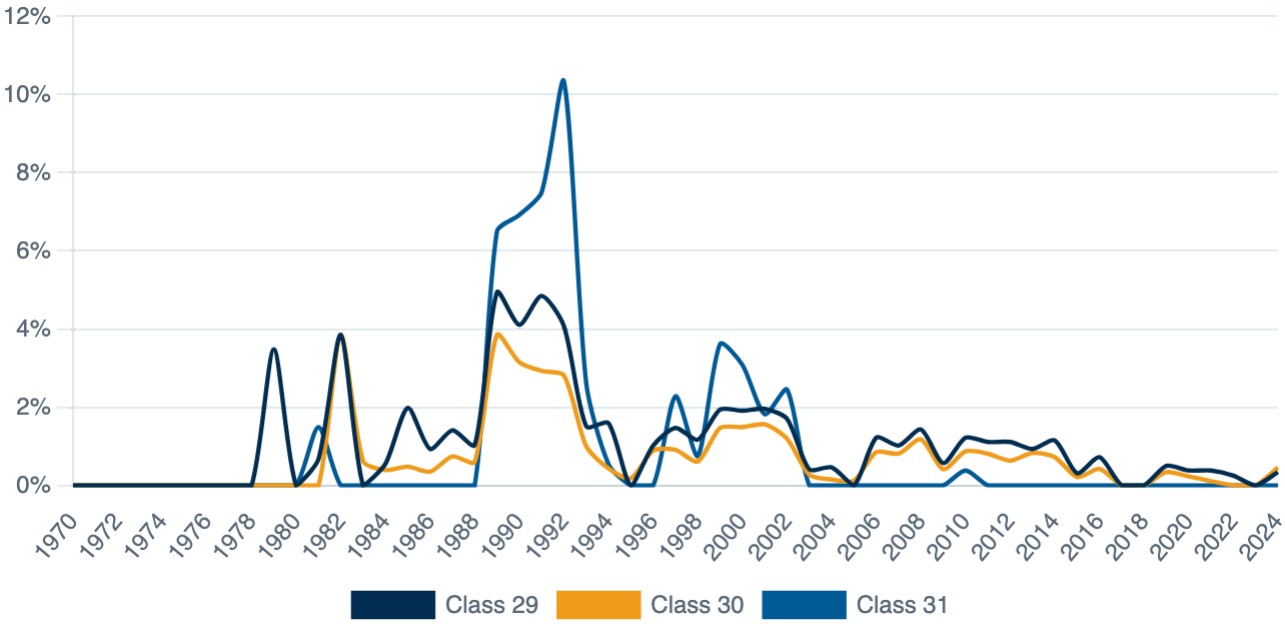


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Chicken Licken's classes

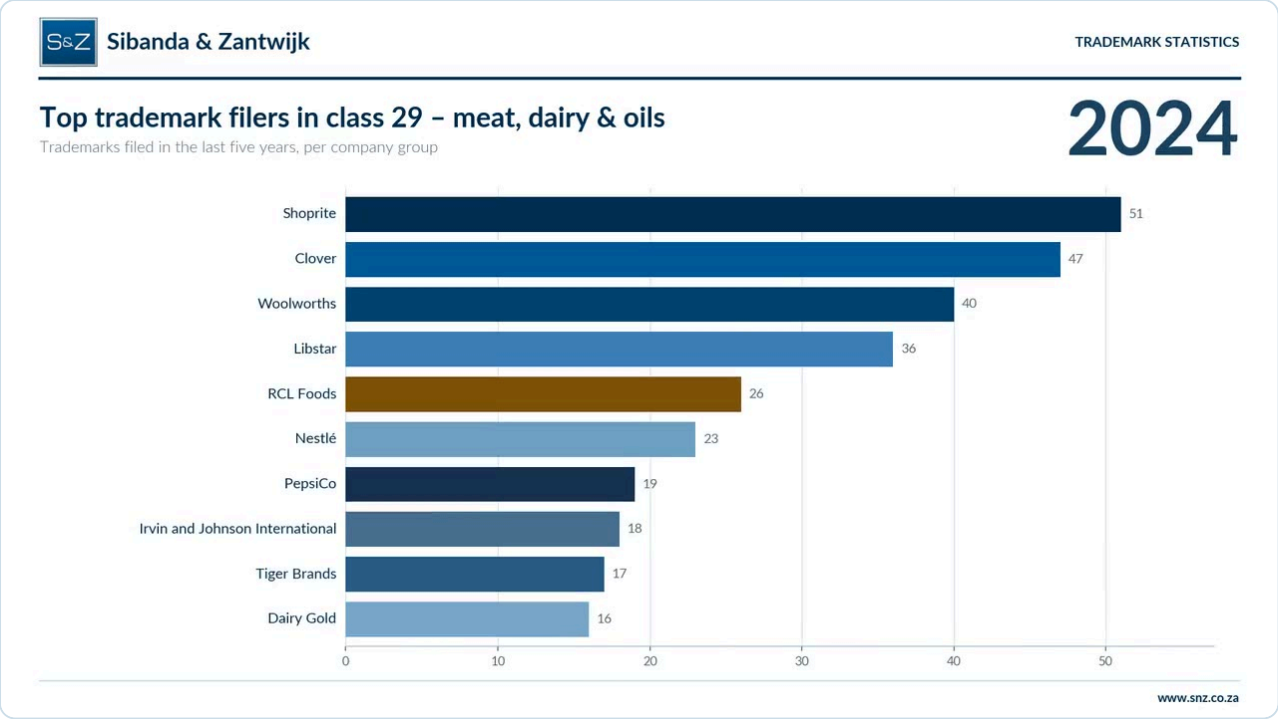
> Ranked by **number of trademarks filed in Chicken Licken's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Chicken Licken's market position, not who is most like it.

In the last five years, Chicken Licken was **#43** of 919 filers in class 29 (meat, dairy & oils), with 6 of 2,013 trademarks; **#104** of 1,368 filers in class 30 (coffee, flour & sweets), with 5 of 3,209 trademarks.



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

Top trademark filers in class 29 (meat, dairy & oils), South Africa 1975–2024: Chicken Licken



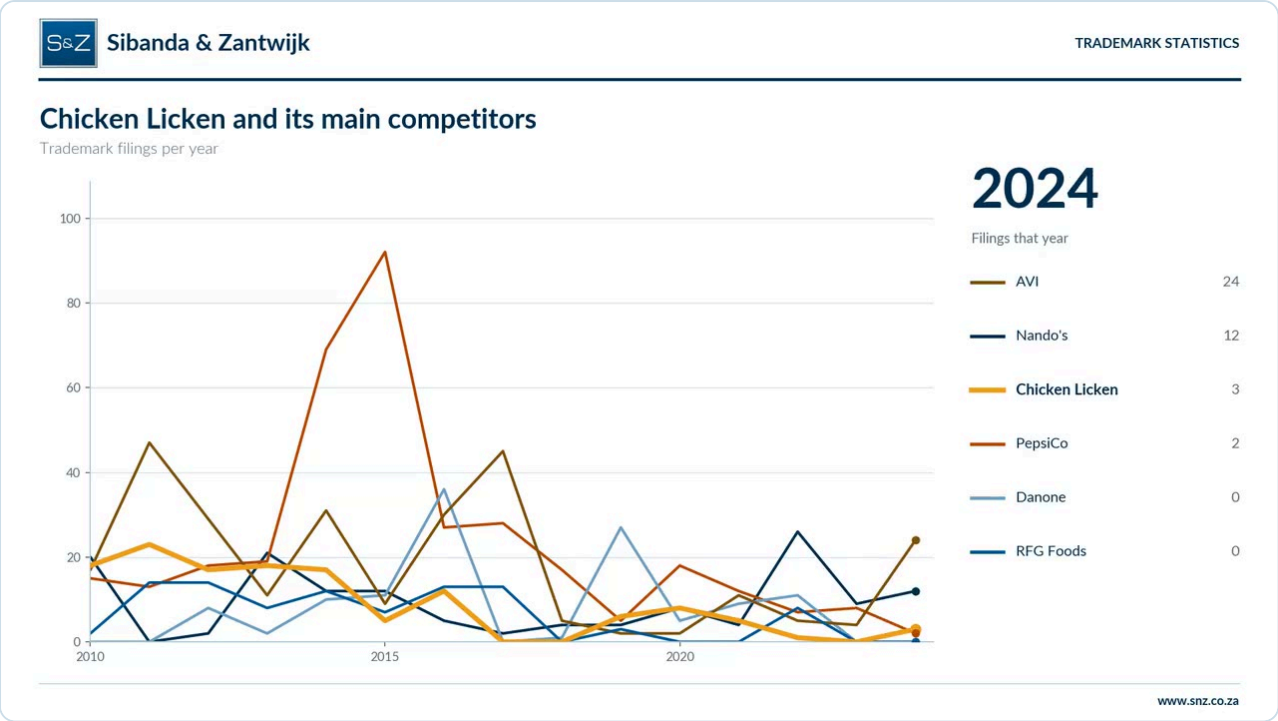
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/chicken-licken-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Chicken Licken

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

Chicken Licken's closest competitors in South Africa are Nando's.

Chicken Licken 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/chicken-licken-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Nando's	Direct competitor	73%
2	PepsiCo	Related field	96%
3	Danone	Related field	82%
4	AVI	Related field	79%
5	RFG Foods	Related field	77%
6	Promasidor	Related field	74%
7	Pioneer Foods	Related field	71%
8	RCL Foods	Related field	70%
9	Clemengold International	Related field	70%
10	Bidfood	Related field	70%

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

Chicken Licken – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$536 m	+4%	National	US$2,388
2	United Kingdom	72	US$196 m	+5%	National	US$1,371
3	United States of America	72	US$150 m	+0%	National	US$3,425
4	China	70	US$61 m	-10%	National	US$1,224
5	Japan	63	US$36 m	-5%	National	US$1,774
6	Switzerland	58	US$11 m	+2%	National	US$1,660
7	Hong Kong SAR	57	US$18 m	-1%	National	US$1,715
8	Mozambique	56	US$198 m	+6%	ARIPO	US$450
9	Philippines	56	US$16 m	-1%	National	US$1,526
10	Nigeria	55	US$14 m	-9%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	56	US$198 m	+6%	ARIPO	US$450 S&Z
2	Nigeria	55	US$14 m	-9%	National	US$1,015 S&Z
3	Botswana	55	US$249 m	-4%	ARIPO	US$450 S&Z
4	Lesotho	54	US$131 m	-5%	National	US$326
5	Zimbabwe	53	US$141 m	+8%	ARIPO	US$450 S&Z
6	Eswatini	53	US$116 m	-0%	National	US$446
7	OAPI (17 states)	53	US$8.0 m	+7%	National	US$1,563 S&Z
8	Egypt	52	US$14 m	-3%	National	US$2,278
9	Malawi	50	US$24 m	-2%	ARIPO	US$450 S&Z
10	Algeria	48	US$154 k	+56%	National	US$1,445

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)
S'GOOD, S'NICE	42	US$8,526	US$8,396
CHICKEN LICKEN	22	US$4,466	US$4,703
EXPRESS	6	US$1,218	US$1,748
SOUL	6	US$1,218	US$1,748
CHICKEN INN	4	US$812	US$1,378

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 Chicken Licken's five most-filed brands: word marks of **other companies** (not Chicken Licken'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 S'GOOD, S'NICE (classes 29, 30, 31, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to CHICKEN LICKEN (classes 29, 30, 42, 43; searched 2018-02-28 to 2026-11-07)

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

Similar to EXPRESS (classes 5, 29, 30, 31, 32, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to SOUL (classes 29, 30, 31, 32, 35, 43; searched 2020-05-27 to 2026-11-07)

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

Similar to CHICKEN INN (classes 29, 30, 31, 42; searched 2018-10-31 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

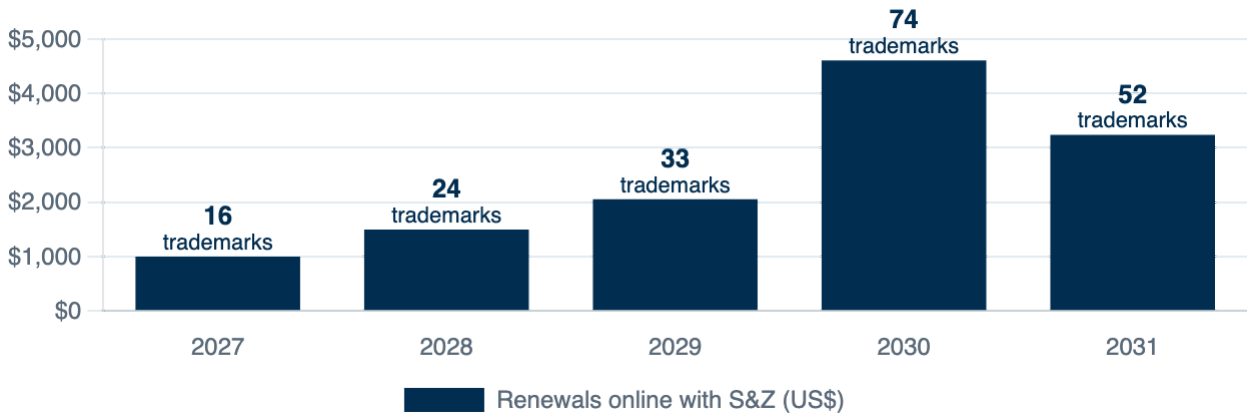
S&Z prices – South African trademarks

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$.

Chicken Licken's next five years of renewals

199 of Chicken Licken's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$12,396** over the five years.



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