Clover – South African trademarks

Updated 8 November 2026

Clover is a South African dairy and beverage company. Its products include milk, butter, cheese, yoghurt and fruit juices.

How Clover 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.

#71
largest trademark owner in South Africa (of 121,626)

783
trademarks filed

33
different logos published since 2020

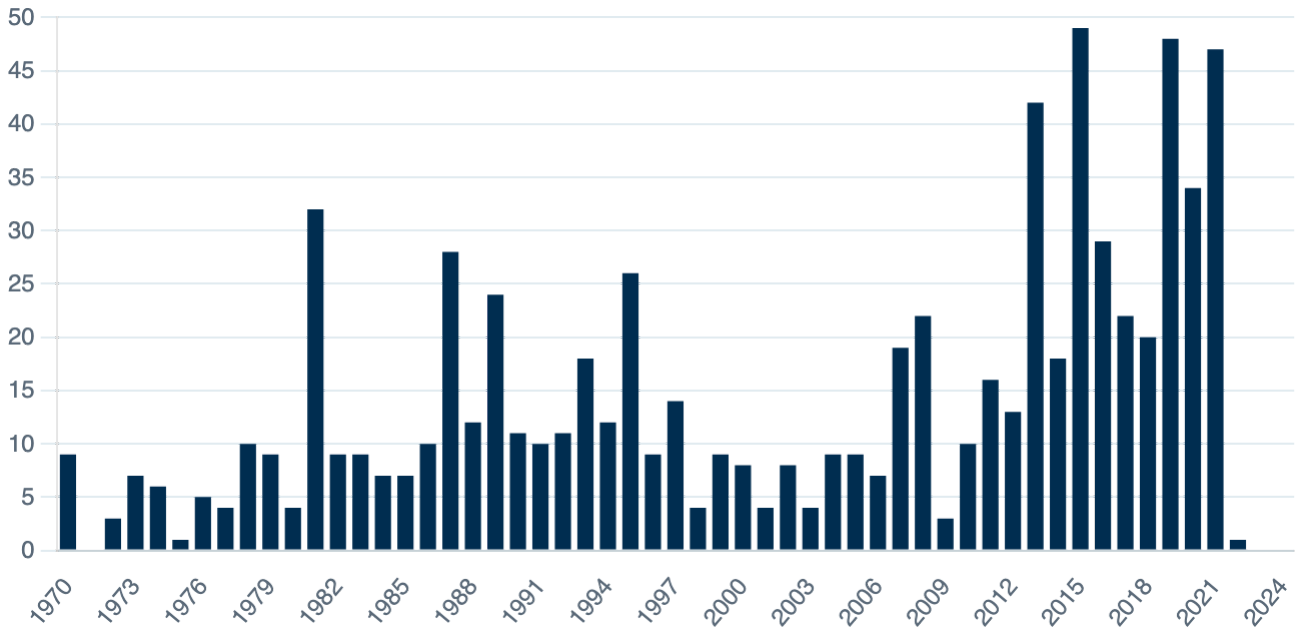
24
of 45 classes used

1915
first trademark filed

201
filed in the last 10 years

A portfolio built over time

Clover filed its first South African trademark in 1915 and has filed 783 since; its busiest year was 2015, with 49 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

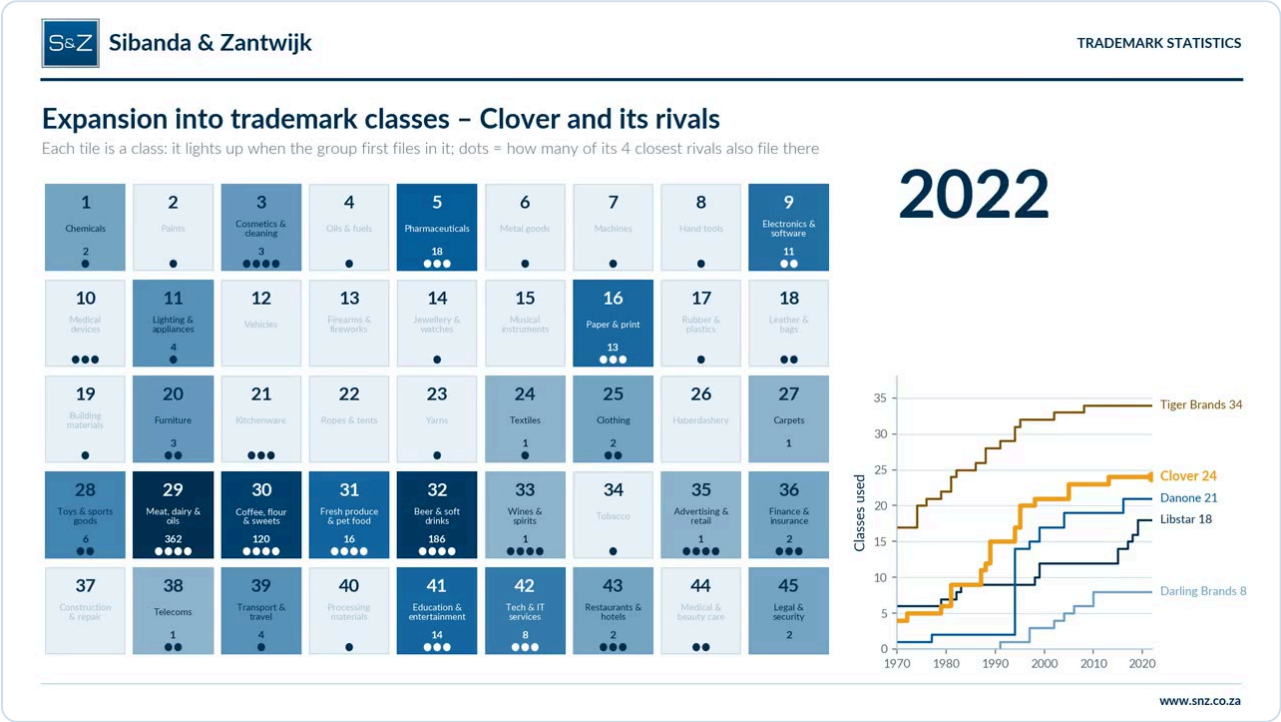
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Clover	834	1915–2022
Clover Beverages	61	1978–2010
Clover South Africa	60	1917–2008

Where Clover expanded its business

Trademark classes show what a business sells. Clover's portfolio is concentrated in meat, dairy & oils (class 29), beer & soft drinks (class 32), coffee, flour & sweets (class 30). Its most recent moves were into restaurants & hotels (2013), legal & security (2005), finance & insurance (2005).

Clover trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/clover-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	362	46.2%	1915
32 Beer & soft drinks	186	23.8%	1951
30 Coffee, flour & sweets	120	15.3%	1957
5 Pharmaceuticals	18	2.3%	1961
31 Fresh produce & pet food	16	2.0%	1979
41 Education & entertainment	14	1.8%	1988
16 Paper & print	13	1.7%	1987
9 Electronics & software	11	1.4%	1994

The brands Clover protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MINA MOO	33	15	1989–2008
2	CLOVER	29	13	1936–2017
3	TROPIKA	22	7	1984–2015
4	ELITE	12	9	1973–1981
5	LITTLE BIG COOK OFF	7	6	2013–2013
6	LA CAMPANIA	7	5	1988–1995
7	BLISS	7	3	1970–2017
8	WAY BETTER	6	6	2013–2013
9	ULTRAMEL	6	4	1973–1981
10	CLOVER MADE WITH LOVE	6	3	2021–2021
11	CLOVER PRIDE	6	3	2019–2020
12	PRESENZA	6	3	2012–2012
13	SMOOOTH ICE	6	3	2015–2019
14	ISLAND OF TREASURE	5	5	2008–2010
15	FARMERS PRIDE	5	3	1980–1995

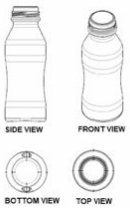
Logos filed most often (since 2020)



18 filings · 3 classes



6 filings · 3 classes



6 filings · 2 classes



6 filings · 1 class



3 filings · 3 classes



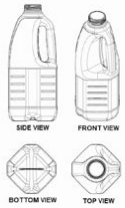
2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class

Clover's logos

The 33 different logos Clover 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.



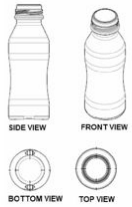
3 classes



3 classes



3 classes



2 classes



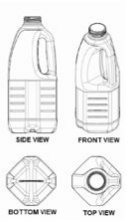
2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



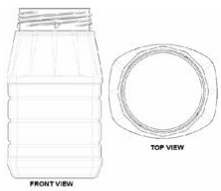
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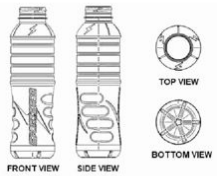
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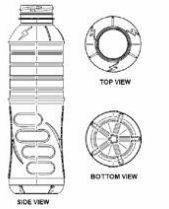
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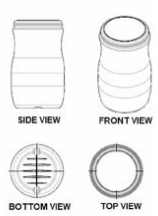
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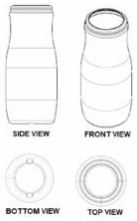
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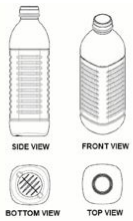
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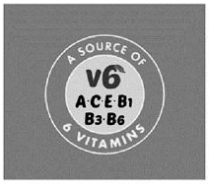
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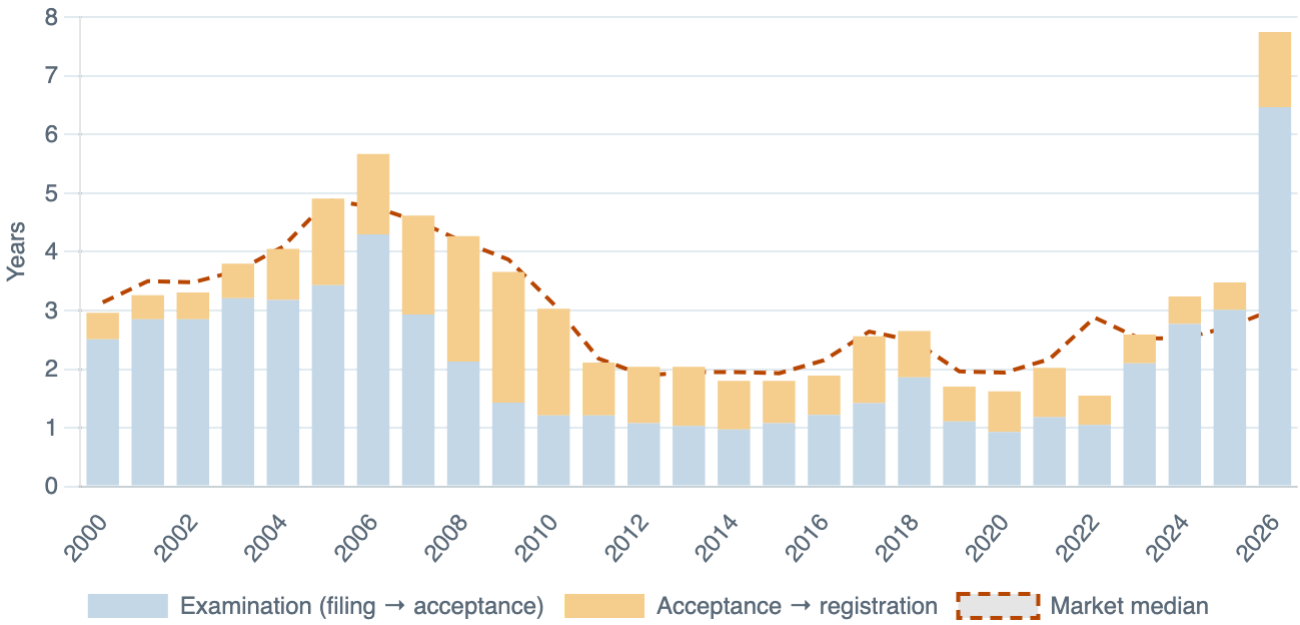


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Clover's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



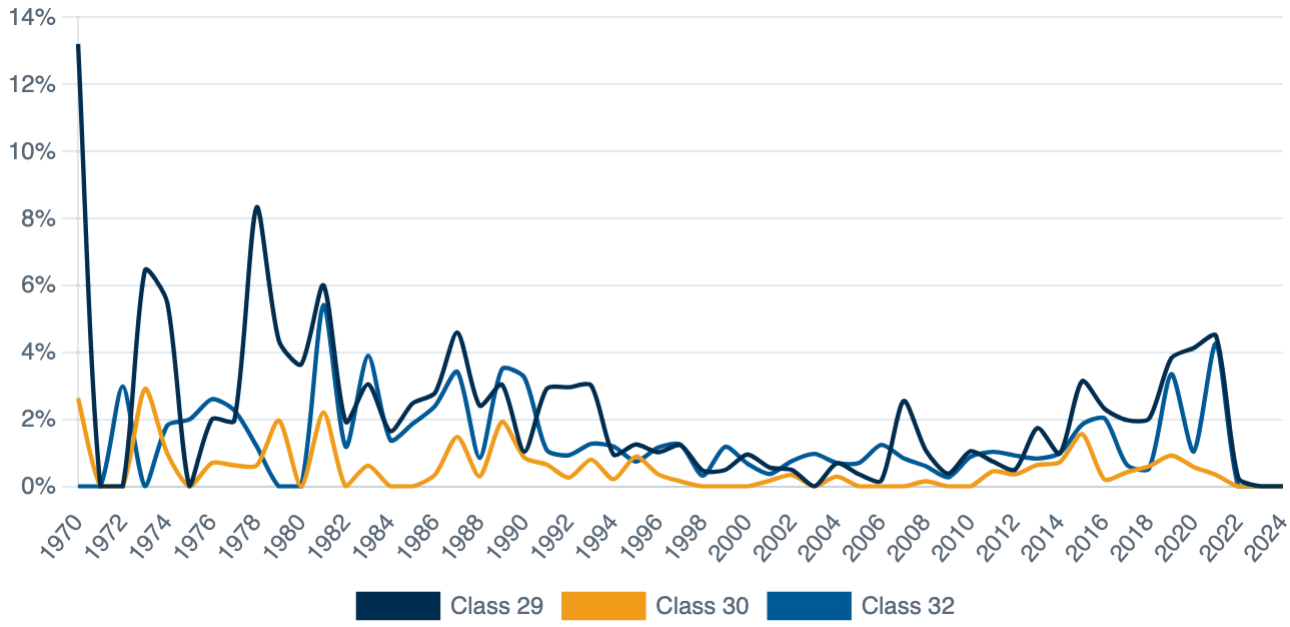
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Clover's classes

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

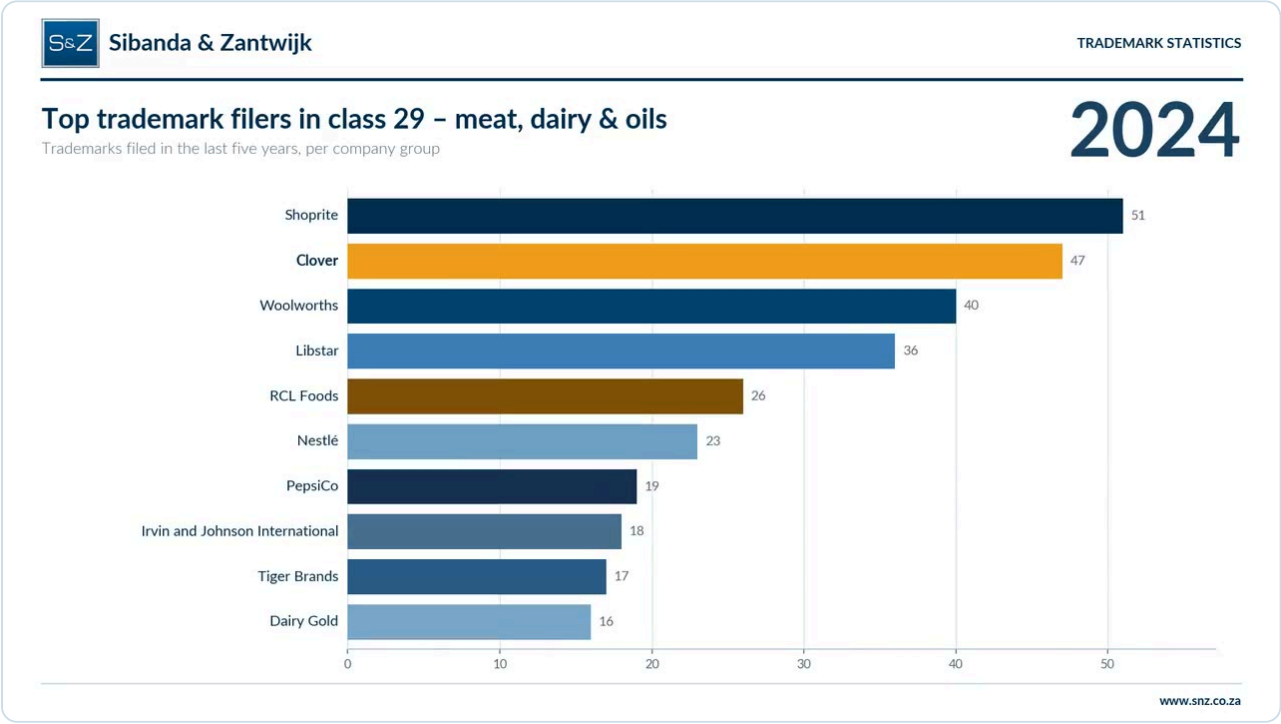
> who is most like it.

In the last five years, Clover was #2 of 919 filers in class 29 (meat, dairy & oils), with 47 of 2,013 trademarks; #5 of 905 filers in class 32 (beer & soft drinks), with 25 of 1,804 trademarks; #51 of 1,368 filers in class 30 (coffee, flour & sweets), with 8 of 3,209 trademarks.



Clover'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: Clover



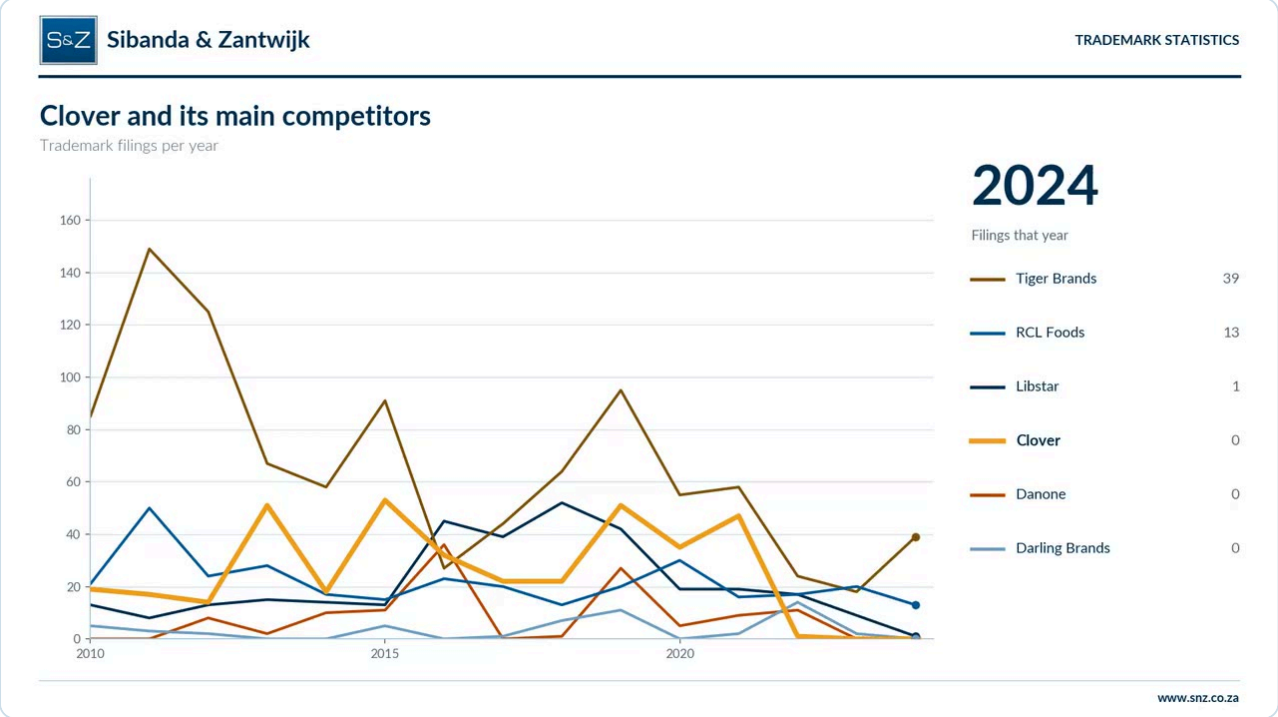
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/clover-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Clover

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

Clover's closest competitors in South Africa are Libstar, Danone, Darling Brands and Tiger Brands.

Clover 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/clover-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Libstar	Direct competitor	89%
2	Danone	Direct competitor	80%
3	Darling Brands	Direct competitor	78%
4	Tiger Brands	Direct competitor	77%
5	RCL Foods	Direct competitor	71%
6	PepsiCo	Direct competitor	71%
7	Oatly	Direct competitor	71%
8	Pioneer Foods	Direct competitor	69%
9	Shoprite	Retailer's own brands	96%
10	Woolworths	Retailer's own brands	95%

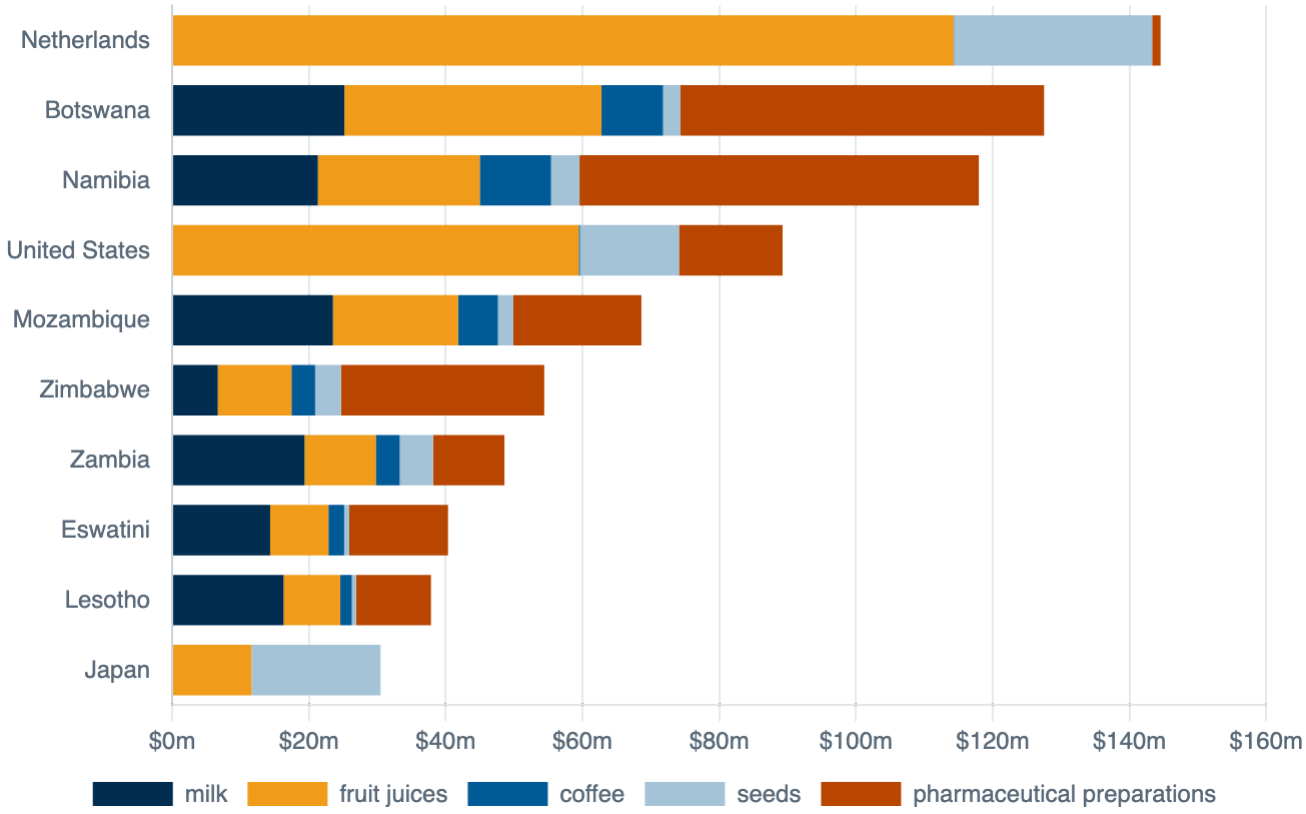
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Clover – relevant export countries

South Africa exported **US$9.8 billion** of the goods Clover's main classes cover in the last year – milk; meat; jellies; jams (class 29); fruit juices; syrups; mineral and aerated waters; fruit beverages (class 32); coffee; bread; sugar; sauces (class 30); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5); seeds; natural plants and flowers; fresh fruit; grains (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Clover's trademarks matter most.

Where South Africa exports Clover's top goods

Clover's trademarks most often cover milk, fruit juices, coffee, seeds and pharmaceutical preparations. South Africa's ten largest export markets for these goods took **66%** 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 Clover'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	82	US$2.4 billion	+3%	National	US$2,388
2	China	72	US$468 m	-7%	National	US$1,224
3	United Kingdom	72	US$798 m	+3%	National	US$1,371
4	United States of America	70	US$388 m	+1%	National	US$3,425
5	Japan	63	US$68 m	-5%	National	US$1,774
6	Russian Federation	61	US$256 m	-1%	National	US$1,915
7	Zimbabwe	60	US$795 m	+80%	ARIPO	US$450
8	Philippines	58	US$55 m	+6%	National	US$1,526
9	Hong Kong SAR	57	US$74 m	-0%	National	US$1,715
10	Nigeria	57	US$69 m	-7%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	60	US$795 m	+80%	ARIPO	US$450 S&Z
2	Nigeria	57	US$69 m	-7%	National	US$1,015 S&Z
3	Mozambique	56	US$298 m	+23%	ARIPO	US$450 S&Z
4	OAPI (17 states)	56	US$109 m	+8%	National	US$1,563 S&Z
5	Malawi	55	US$36 m	+38%	ARIPO	US$450 S&Z
6	Namibia	55	US$455 m	+12%	ARIPO	US$450 S&Z
7	Lesotho	54	US$202 m	+3%	National	US$326
8	Egypt	54	US$15 m	-1%	National	US$2,278
9	Algeria	52	US$4.6 m	+11%	National	US$1,445
10	Botswana	52	US$502 m	-6%	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)
MINA MOO	15	US$3,045	US$3,410
CLOVER	13	US$2,639	US$3,041
TROPIKA	7	US$1,421	US$1,932
ELITE	9	US$1,827	US$2,302
LITTLE BIG COOK OFF	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 Clover's five most-filed brands: word marks of **other companies** (not Clover'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 MINA MOO (classes 5, 29, 30, 31, 32; searched 2018-02-28 to 2026-11-07)

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

Similar to CLOVER (classes 5, 29, 30, 31, 32; searched 2018-08-29 to 2026-11-07)

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

Similar to TROPIKA (classes 9, 16, 29, 30, 31, 32, 41; searched 2018-04-25 to 2026-11-07)

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

Similar to ELITE (classes 5, 29, 30, 31, 32; searched 2019-06-26 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
ELITE	2020-12-23	30	ROYAL RICE COMPANY (PTY) LTD
ELITE	2020-12-23	29	ROYAL RICE COMPANY (PTY) LTD
ELITE BREAD	2020-11-25	30	ELITE BAKERY & CONFECTIONARY (PTY) LTD

Similar to LITTLE BIG COOK OFF (classes 9, 16, 29, 30, 32, 41; searched 2019-05-29 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

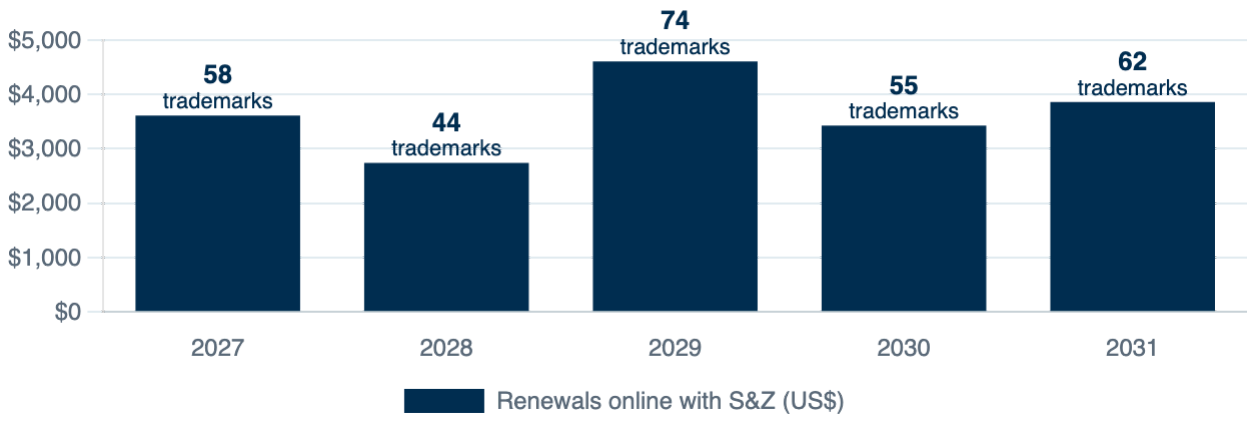
S&Z prices – South African trademarks

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$.

Clover's next five years of renewals

293 of Clover's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$18,251 over the five years.



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