Deutsche Telekom – South African trademarks

Updated 8 November 2026

Deutsche Telekom is a German telecommunications company. It operates mobile and fixed networks in Europe and, through T-Mobile, in the United States.

How Deutsche Telekom 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.

#64
largest trademark owner in South Africa (of 121,626)

824
trademarks filed

1
different logos published since 2020

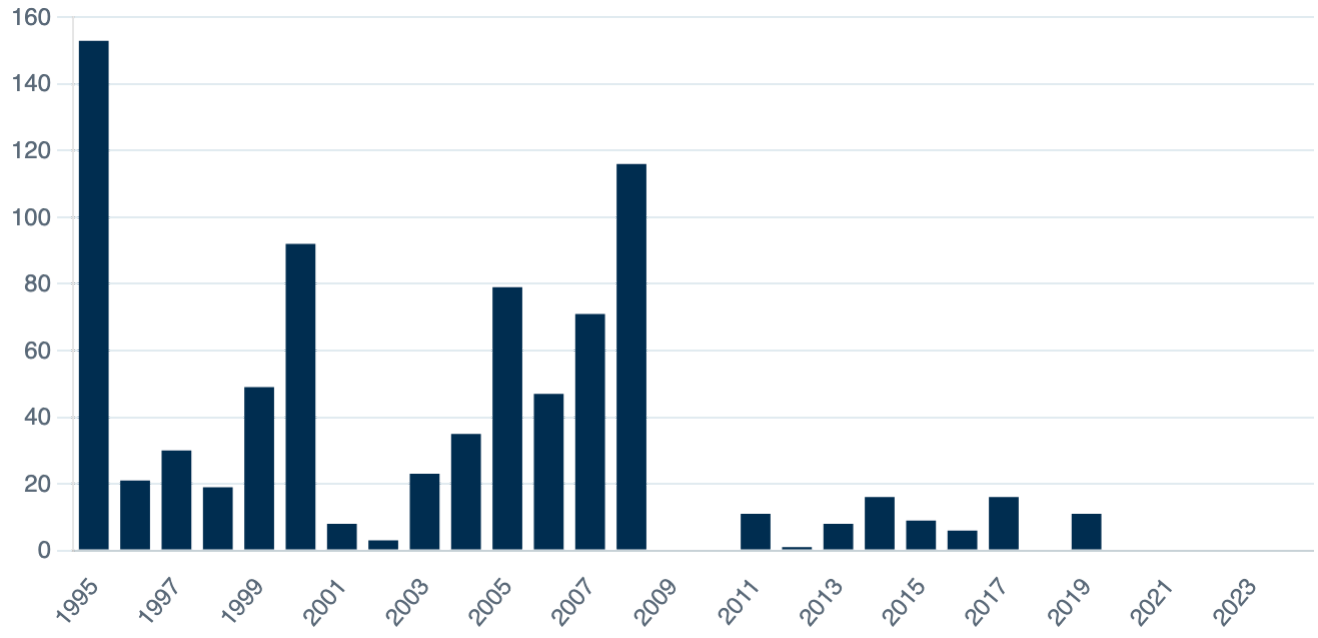
23
of 45 classes used

1995
first trademark filed

33
filed in the last 10 years

A portfolio built over time

Deutsche Telekom filed its first South African trademark in 1995 and has filed 824 since; its busiest year was 1995, with 153 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

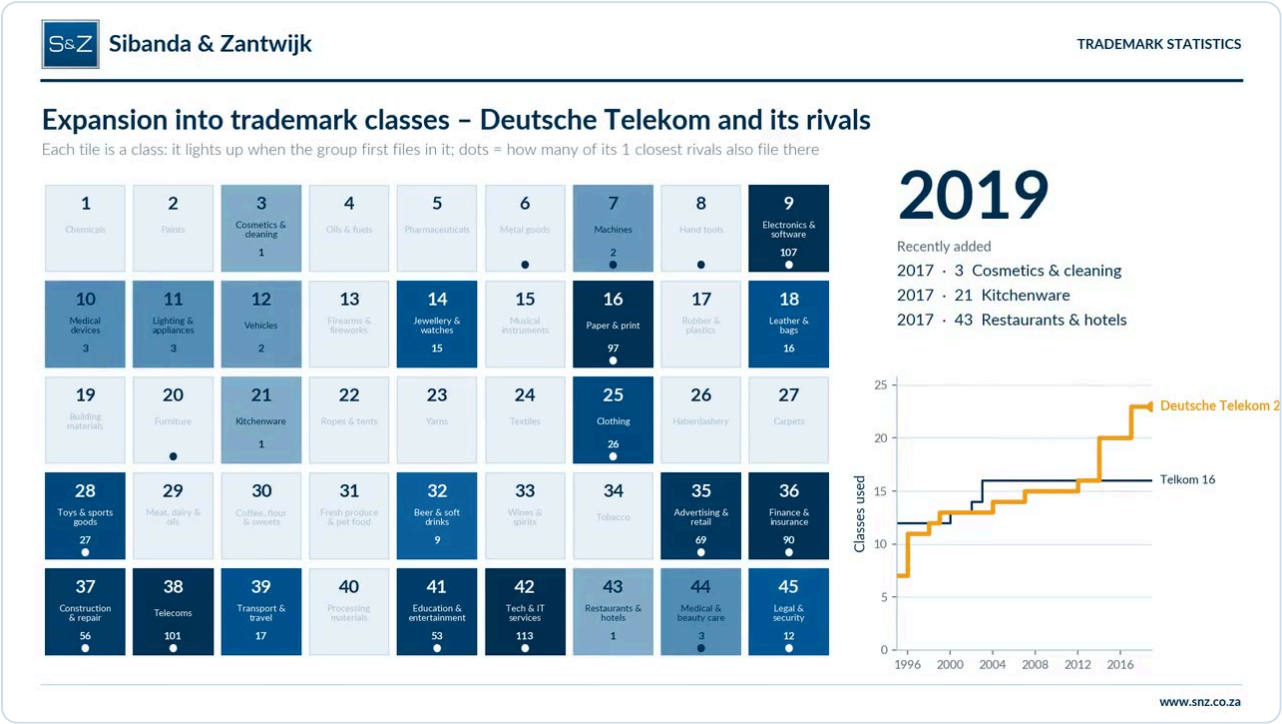
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Deutsche Telekom	837	1995–2019

Where Deutsche Telekom expanded its business

Trademark classes show what a business sells. Deutsche Telekom's portfolio is concentrated in tech & it services (class 42), electronics & software (class 9), telecoms (class 38). Its most recent moves were into cosmetics & cleaning (2017), restaurants & hotels (2017), kitchenware (2017).

Deutsche Telekom trademarks: expansion into trademark classes, 1970–2019



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/deutsche-telekom-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
42 Tech & IT services	113	13.7%	1995
9 Electronics & software	107	13.0%	1995
38 Telecoms	101	12.3%	1995
16 Paper & print	97	11.8%	1995
36 Finance & insurance	90	10.9%	1995
35 Advertising & retail	69	8.4%	1998
37 Construction & repair	56	6.8%	1995
41 Education & entertainment	53	6.4%	1995

The brands Deutsche Telekom protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	T-SYSTEMS	73	16	2000–2019
2	T-MOBILE	57	14	1995–2008
3	.T...HOME.	50	15	2007–2008
4	Magenta	22	22	2016–2017
5	DEBIS	22	11	1999–1999
6	T-ONLINE	22	11	1995–2003
7	CONGSTAR	18	13	2007–2008
8	T COM	14	11	2000–2000
9	T PROFI	14	7	1995–1995
10	T-SYSTEM	14	7	1995–1995
11	TEAM T-MOBILE	12	12	2003–2003
12	T INFO	12	7	2000–2000
13	T-CARD	12	6	1995–1995
14	T-NET	12	6	1995–1995
15	DTEL	11	11	1996–1996

Logos filed most often (since 2020)



8 filings · 8 classes

Deutsche Telekom's logos

The 1 different logos Deutsche Telekom 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.

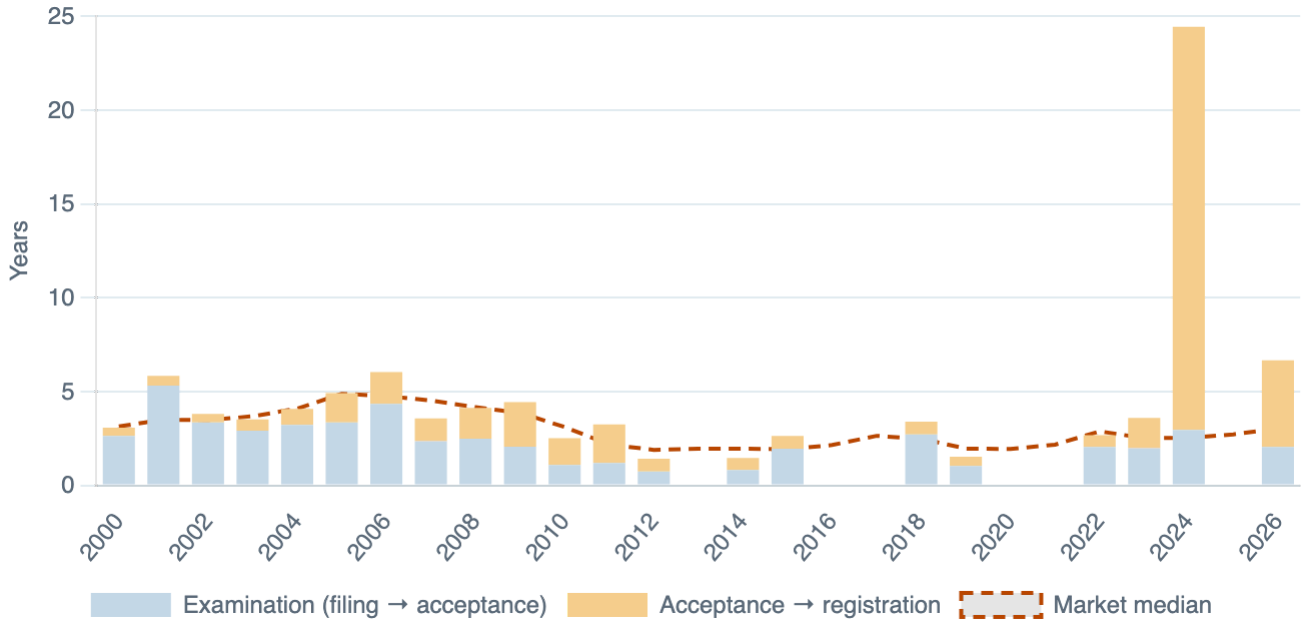
T · · Systems ·

8 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

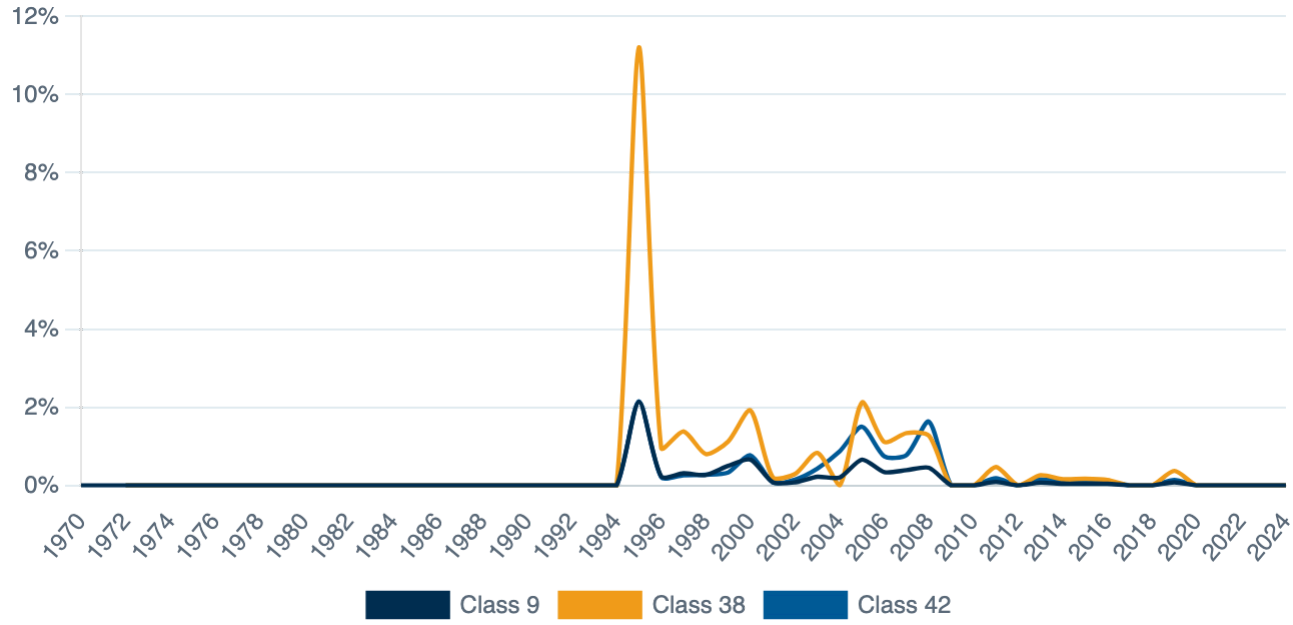
Over the last five years, Deutsche Telekom's marks took a median of **4.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



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.

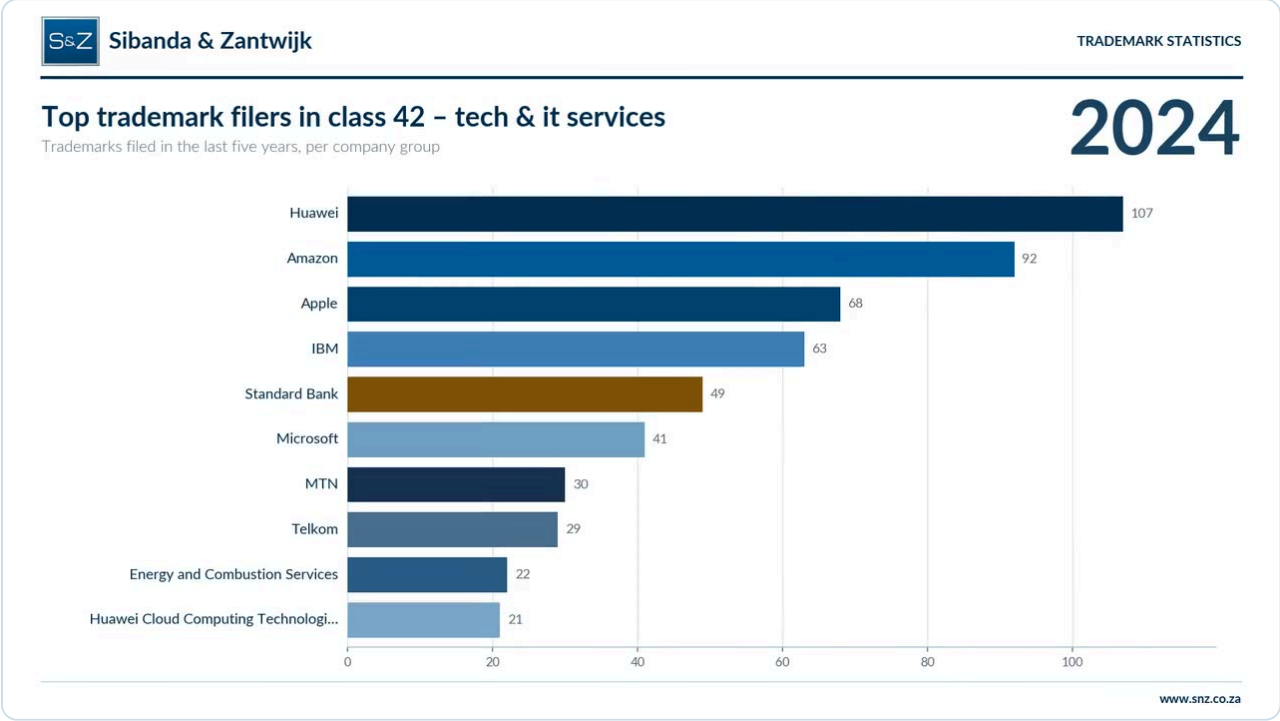
Who files the most in Deutsche Telekom's classes

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



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

Top trademark filers in class 42 (tech & IT services), South Africa 1975–2024: Deutsche Telekom



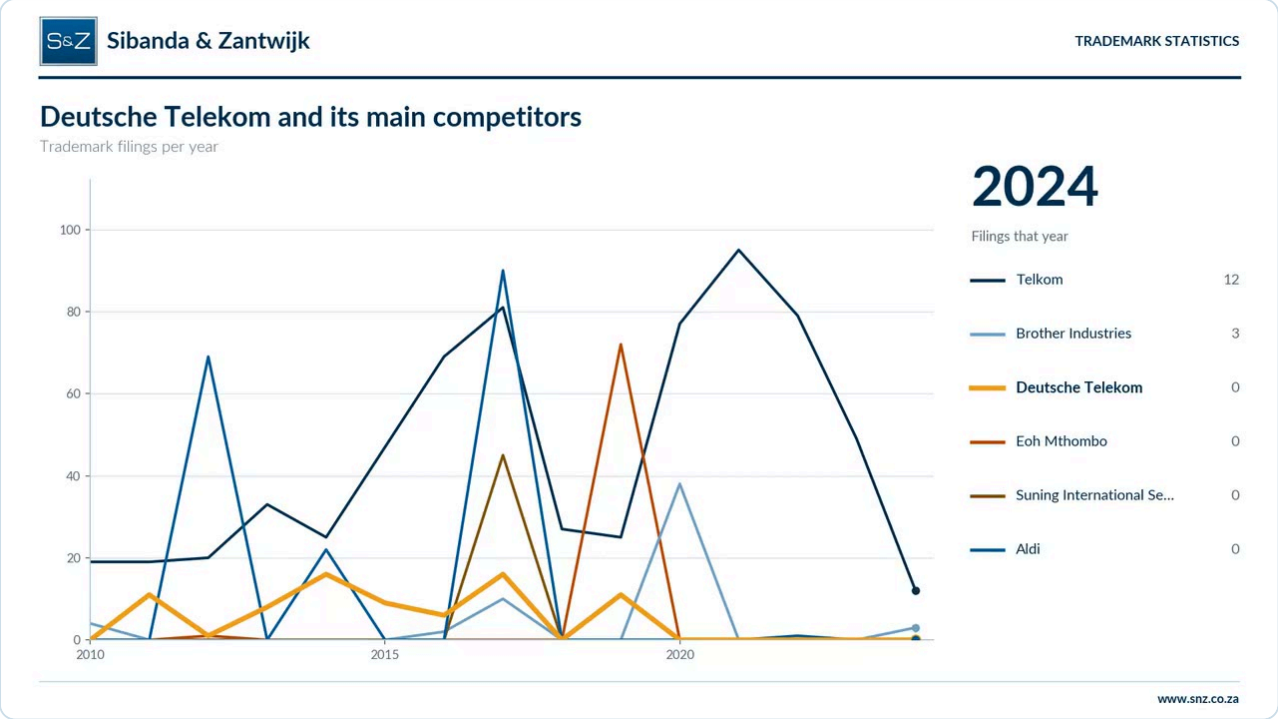
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/deutsche-telekom-south-african-trademarks/class-42-race-video.html

Main competitors – the companies most like Deutsche Telekom

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

Deutsche Telekom's closest competitors in South Africa are Telkom.

Deutsche Telekom 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/deutsche-telekom-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Telkom	Direct competitor	76%
2	Eoh Mthombo	Related field	64%
3	Brother Industries	Related field	62%
4	Suning International Services	Retailer's own brands	63%
5	Aldi	Retailer's own brands	63%
6	General Electric	Other field	78%
7	BMW	Other field	76%
8	University of Pretoria	Other field	67%
9	Hyundai Motor	Other field	66%
10	dsm-firmenich	Other field	64%

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

Deutsche Telekom – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	74	US$20 m	+2%	National	US$1,594
2	United States of America	73	US$7.3 m	+6%	National	US$1,400
3	United Kingdom	66	US$6.8 m	-3%	National	US$833
4	Hong Kong SAR	62	US$1.6 m	+14%	National	US$807
5	Singapore	60	US$815 k	+34%	National	US$888
6	India	59	US$102 k	-4%	National	US$563
7	Canada	56	US$682 k	-5%	National	US$1,338
8	Namibia	56	US$40 m	+16%	ARIPO	US$290
9	Australia	56	US$1.9 m	-4%	National	US$1,300
10	China	55	US$267 k	+2%	National	US$505

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	56	US$40 m	+16%	ARIPO	US$290 S&Z
2	Mozambique	50	US$21 m	+21%	ARIPO	US$290 S&Z
3	Zimbabwe	50	US$24 m	+11%	ARIPO	US$290 S&Z
4	Botswana	49	US$38 m	-25%	ARIPO	US$290 S&Z
5	Nigeria	47	US$1.2 m	-13%	National	US$406 S&Z
6	Eswatini	47	US$18 m	-0%	ARIPO	US$290 S&Z
7	Malawi	45	US$5.6 m	+26%	ARIPO	US$290 S&Z
8	Uganda	44	US$2.5 m	+23%	ARIPO	US$290 S&Z
9	OAPI (17 states)	43	US$3.7 m	+1%	National	US$1,009 S&Z
10	Egypt	42	US$96 k	-18%	National	US$950

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)
T-SYSTEMS	16	US$3,248	US$3,595
T-MOBILE	14	US$2,842	US$3,225
.T...HOME.	15	US$3,045	US$3,410
Magenta	22	US$4,466	US$4,703
DEBIS	11	US$2,233	US$2,671

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 Deutsche Telekom's five most-filed brands: word marks of **other companies** (not Deutsche Telekom'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 T-SYSTEMS (classes 9, 16, 36, 38, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to T-MOBILE (classes 9, 16, 36, 38, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to .T...HOME. (classes 9, 16, 36, 38, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to Magenta (classes 9, 16, 36, 38, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to DEBIS (classes 9, 16, 36, 38, 42; searched 2020-06-24 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

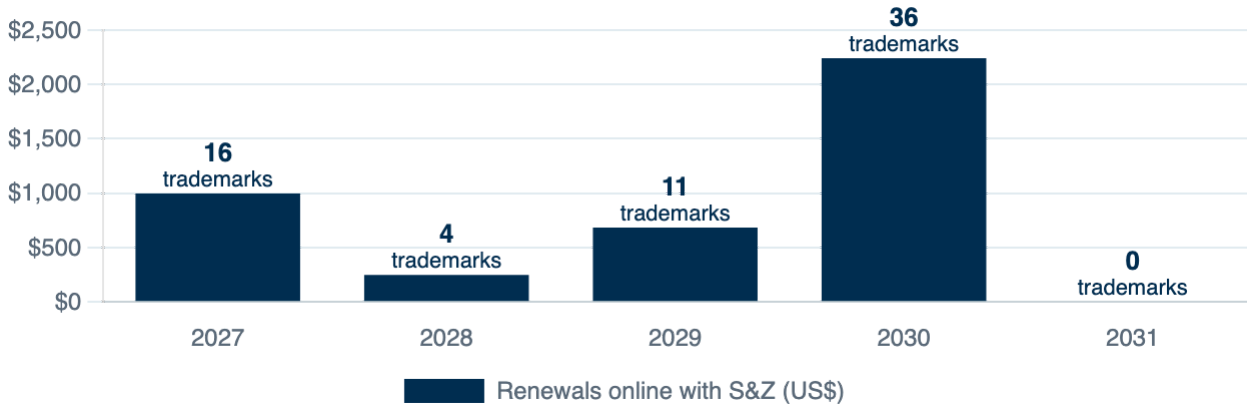
S&Z prices – South African trademarks

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$.

Deutsche Telekom's next five years of renewals

67 of Deutsche Telekom's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$4,173** over the five years.



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