Diageo – South African trademarks

Updated 8 November 2026

Diageo is a global drinks company. Its brands include Johnnie Walker, Smirnoff, Baileys, Guinness, Captain Morgan and Tanqueray.

How Diageo 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.

#154
largest trademark owner in South Africa (of 121,626)

369
trademarks filed

4
different logos published since 2020

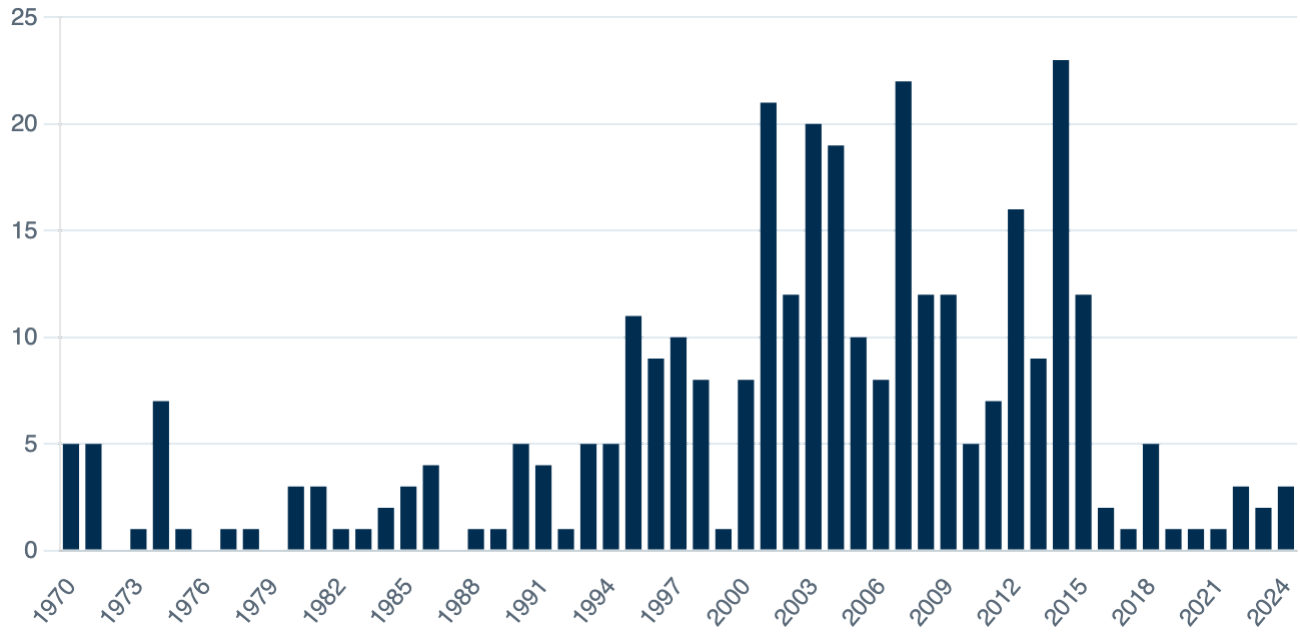
18
of 45 classes used

1917
first trademark filed

19
filed in the last 10 years

A portfolio built over time

Diageo filed its first South African trademark in 1917 and has filed 369 since; its busiest year was 2014, with 23 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
Diageo	224	1917–2024
Diageo North America	188	1945–2023
Diageo South Africa	26	1944–2016

Where Diageo expanded its business

Trademark classes show what a business sells. Diageo's portfolio is concentrated in wines & spirits (class 33), education & entertainment (class 41), beer & soft drinks (class 32). Its most recent moves were into restaurants & hotels (2007), leather & bags (2001), jewellery & watches (2001).

Diageo trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/diageo-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
33 Wines & spirits	321	87.0%	1917
41 Education & entertainment	13	3.5%	1996
32 Beer & soft drinks	8	2.2%	1971
30 Coffee, flour & sweets	5	1.4%	1986
42 Tech & IT services	4	1.1%	1997
25 Clothing	3	0.8%	2001
16 Paper & print	2	0.5%	1997
18 Leather & bags	2	0.5%	2001

The brands Diageo protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SMIRNOFF	30	14	1986–2014
2	DIAGEO	8	8	1997–1997
3	SMIRNOFF ICE	4	1	2000–2015
4	SMIRNOFF SPIN SPIRIT COOLER	4	1	2002–2002
5	LET'S TALK WHISKEY	3	3	2007–2007
6	UDV	3	3	1998–1998
7	UNITED DISTILLERS & VINTNERS	3	3	1998–1998
8	KEEP WALKING	3	2	2000–2011
9	WHITE HORSE	3	2	1954–1974
10	GILBEY'S	3	1	1967–1994
11	VSV	3	1	2014–2014
12	BE THERE	2	2	2009–2009
13	BODY TREAT	2	2	1998–1998
14	GENTLEMAN IN BLACK	2	2	1996–1996
15	J&B START A PARTY	2	2	2007–2007

Logos filed most often (since 2020)



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Diageo's logos

The 4 different logos Diageo 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.



1 class



1 class



1 class

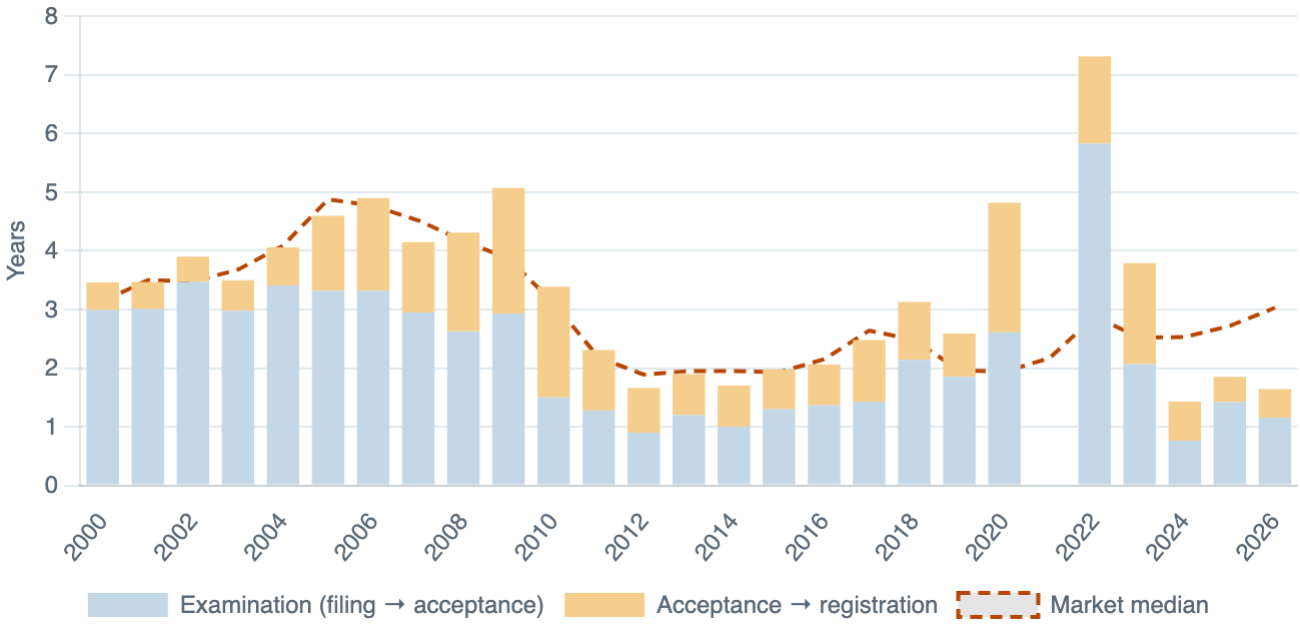


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Diageo's marks took a median of **2.7 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

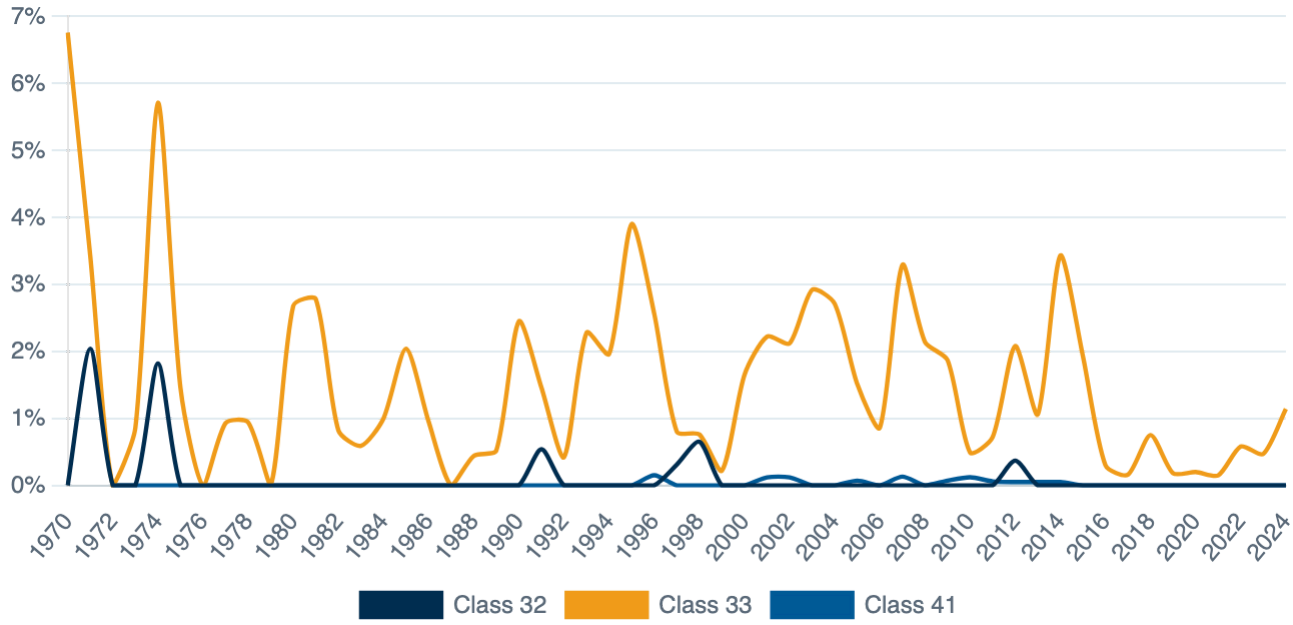


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Diageo's classes

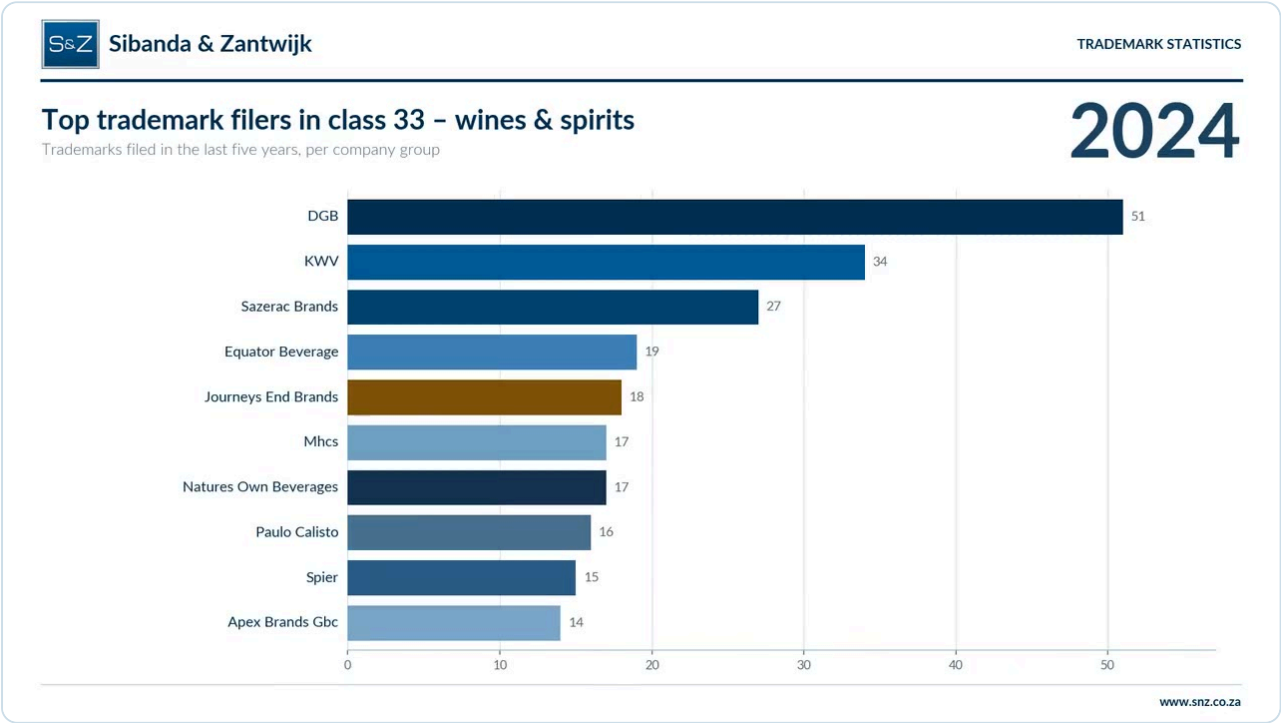
> Ranked by **number of trademarks filed in Diageo's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Diageo's market position, not who is most like it.

In the last five years, Diageo was **#23** of 1,088 filers in class 33 (wines & spirits), with 10 of 2,324 trademarks.



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

Top trademark filers in class 33 (wines & spirits), South Africa 1975–2024: Diageo

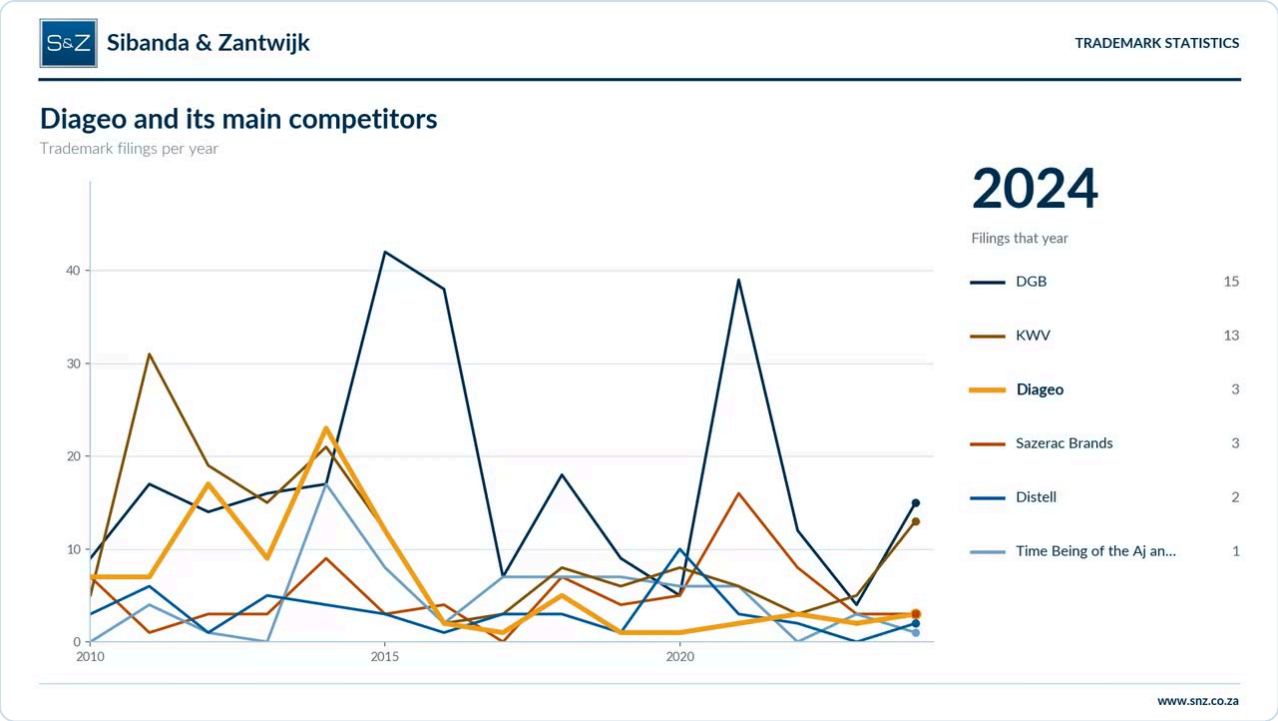


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/diageo-south-african-trademarks/class-33-race-video.html

Main competitors – the companies most like Diageo

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

Diageo 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/diageo-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	DGB	–	100%
2	Sazerac Brands	–	85%
3	Time Being of the Aj and F Charnaud Tru...	–	85%
4	KWV	–	78%
5	Distell	–	78%
6	Bacardi and	–	78%
7	Mhcs	–	78%
8	Suntory	–	78%
9	Pernod Ricard	–	78%
10	Spier	–	70%

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

Diageo – relevant export countries

South Africa exported **US$1.7 billion** of the goods Diageo's main classes cover in the last year – alcoholic beverages; beer; whisky; vodka (class 33); beer; non-alcoholic beverages; energy drinks (class 32); tea; coffee; bread (class 30); hats; t-shirts; shirts (class 25); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Diageo's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$254 m	+4%	National	US$2,388
2	United Kingdom	77	US$173 m	+2%	National	US$1,371
3	United States of America	71	US$57 m	-4%	National	US$3,425
4	Namibia	64	US$228 m	+10%	ARIPO	US$450
5	Canada	63	US$33 m	-2%	National	US$2,192
6	Japan	63	US$10 m	-1%	National	US$1,774
7	Australia	59	US$8.1 m	-4%	National	US$2,380
8	Russian Federation	58	US$2.9 m	+6%	National	US$1,915
9	Hong Kong SAR	57	US$2.5 m	+4%	National	US$1,715
10	Botswana	56	US$188 m	-6%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$228 m	+10%	ARIPO	US$450 S&Z
2	Botswana	56	US$188 m	-6%	ARIPO	US$450 S&Z
3	Mozambique	56	US$115 m	+4%	ARIPO	US$450 S&Z
4	Eswatini	56	US$88 m	-1%	National	US$446
5	Nigeria	54	US$9.5 m	-12%	National	US$1,015 S&Z
6	Zimbabwe	54	US$70 m	-1%	ARIPO	US$450 S&Z
7	OAPI (17 states)	52	US$6.3 m	+3%	National	US$1,563 S&Z
8	Dem. Rep. of the Congo	49	US$20 m	+8%	National	US$2,100
9	Mauritius	47	US$26 m	+4%	National	US$1,154
10	Algeria	47	US$62 k	+17%	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)
SMIRNOFF	14	US$2,842	US$3,225
DIAGEO	8	US$1,624	US$2,117
SMIRNOFF ICE	1	US$203	US$824
SMIRNOFF SPIN SPIRIT COOLER	1	US$203	US$824
LET'S TALK WHISKEY	3	US$609	US$1,194

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 Diageo's five most-filed brands: word marks of **other companies** (not Diageo'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 SMIRNOFF (classes 30, 32, 33, 41, 42; searched 2025-05-28 to 2026-11-08)

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

Similar to DIAGEO (classes 16, 29, 30, 31, 32, 33, 35, 42; searched 2020-09-30 to 2026-11-08)

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

Similar to SMIRNOFF ICE (class 33; searched 2023-03-29 to 2026-11-08)

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

Similar to SMIRNOFF SPIN SPIRIT COOLER (class 33; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to LET'S TALK WHISKEY (classes 33, 41, 43; searched 2018-05-30 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

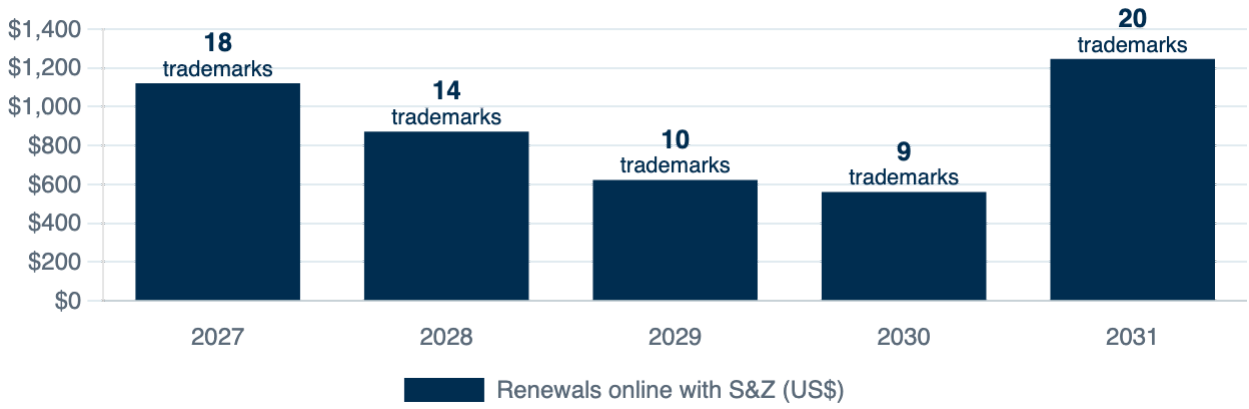
S&Z prices – South African trademarks

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$.

Diageo's next five years of renewals

71 of Diageo's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,423 over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za