Discovery – South African trademarks

Updated 8 November 2026

Discovery is a JSE-listed South African financial services group. It is known for health insurance, life insurance, Vitality wellness rewards and Discovery Bank.

How Discovery 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.

#27
largest trademark owner in South Africa (of 121,626)

1,228
trademarks filed

27
different logos published since 2020

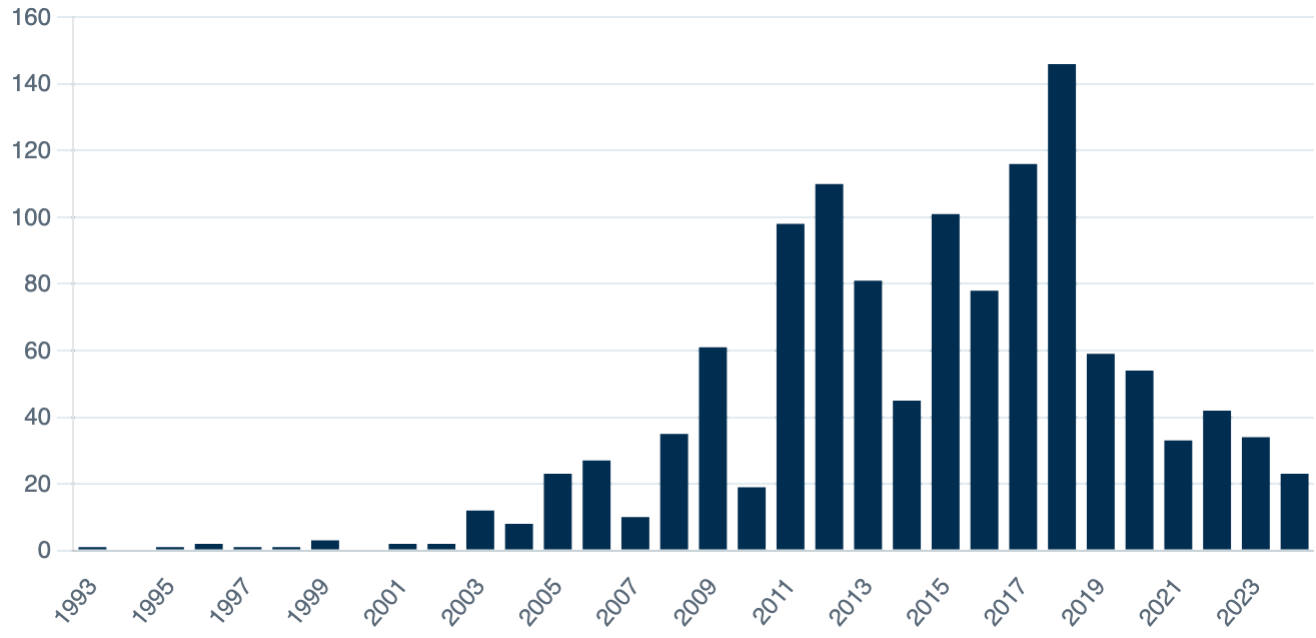
21
of 45 classes used

1993
first trademark filed

585
filed in the last 10 years

A portfolio built over time

Discovery filed its first South African trademark in 1993 and has filed 1,228 since; its busiest year was 2018, with 146 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

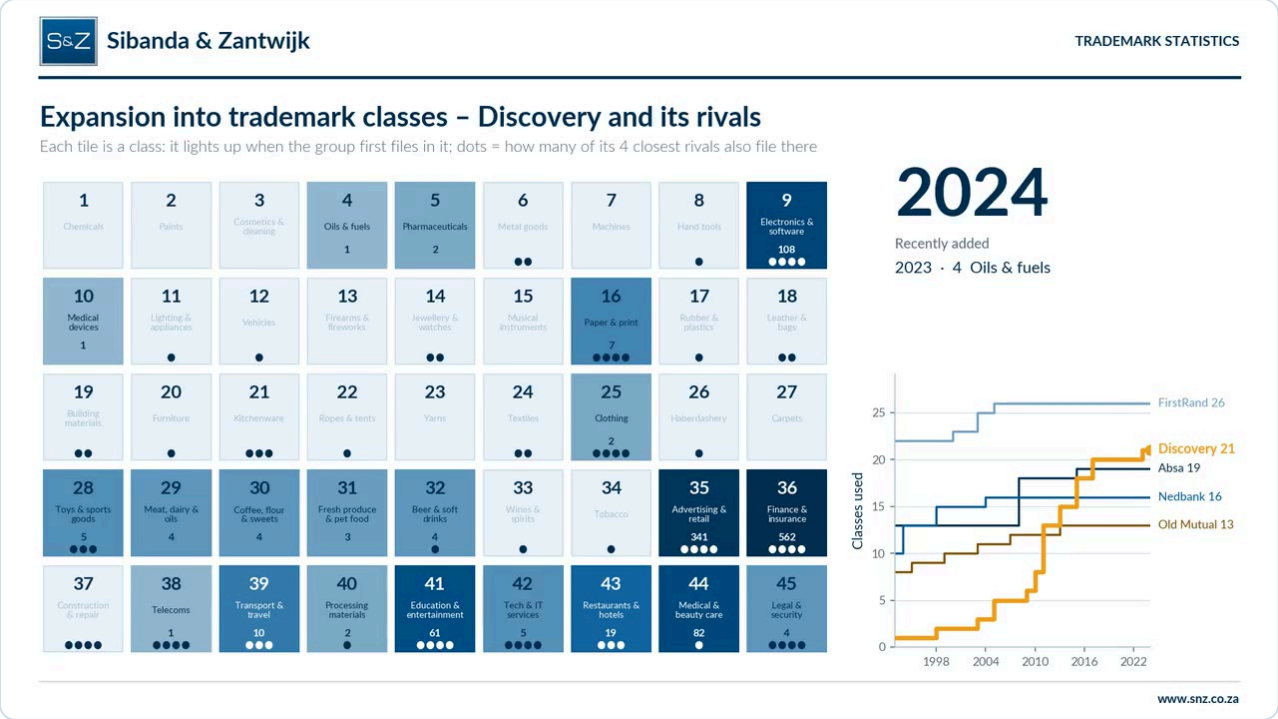
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Discovery	1,628	1993–2024
Discovery Health	50	1998–2009

Where Discovery expanded its business

Trademark classes show what a business sells. Discovery's portfolio is concentrated in finance & insurance (class 36), advertising & retail (class 35), electronics & software (class 9). Its most recent moves were into oils & fuels (2023), clothing (2017), toys & sports goods (2017).

Discovery trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/discovery-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
36 Finance & insurance	562	45.8%	1993
35 Advertising & retail	341	27.8%	1998
9 Electronics & software	108	8.8%	2010
44 Medical & beauty care	82	6.7%	2005
41 Education & entertainment	61	5.0%	2003
43 Restaurants & hotels	19	1.5%	2010
39 Transport & travel	10	0.8%	2009
16 Paper & print	7	0.6%	2005

The brands Discovery protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DISCOVERY	23	12	2003–2023
2	VITALITY	19	14	1997–2021
3	Discovery Vitality	11	7	2009–2018
4	DISCOVERY HEALTH	7	5	1999–2012
5	DISCOVERY GREEN	6	6	2023–2023
6	PERSONAL PATHWAYS	6	4	2008–2023
7	DISCOVERY BANK	6	3	2017–2023
8	DISCOVERY METAVERSE	5	5	2022–2022
9	VITALITY METAVERSE	5	5	2022–2022
10	FINANCIAL VITALITY	5	4	2011–2018
11	SEE ME	5	3	2019–2019
12	VITALITY ACTIVE	5	3	2009–2015
13	VITALITYDRIVE	5	3	2011–2016
14	BRAINGAIN	4	4	2014–2014
15	Discovery Secure	4	4	2015–2015

Logos filed most often (since 2020)

201 filings · 11 classes

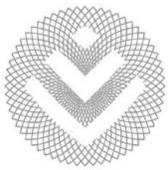


31 filings · 6 classes

4 filings · 4 classes



4 filings · 2 classes



3 filings · 3 classes

3 filings · 3 classes

3 filings · 3 classes

3 filings · 3 classes



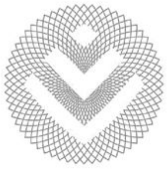
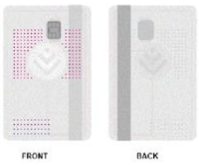
3 filings · 3 classes



3 filings · 3 classes

Discovery's logos

The 27 different logos Discovery 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.

Business Health Check 11 classes	 6 classes	Streaks 4 classes	 3 classes	HealthyMonitor 3 classes
Spend Manager 3 classes	Drive Your Discount 3 classes	 3 classes	 3 classes	 3 classes
cogence 2 classes	Healthy Futures 2 classes	 2 classes	Digital ID 2 classes	 2 classes
V65+ 2 classes	Prepaid Health 2 classes	Life Plan Optimiser 1 class	 1 class	Cover Integrator Cash Conversion 1 class
One Alpha 1 class	Essential Dynamic Smart 1 class	Real-Time Forex Accounts 1 class	Friend Referral Rewards 1 class	Legacy Fund Benefit 1 class

1 class

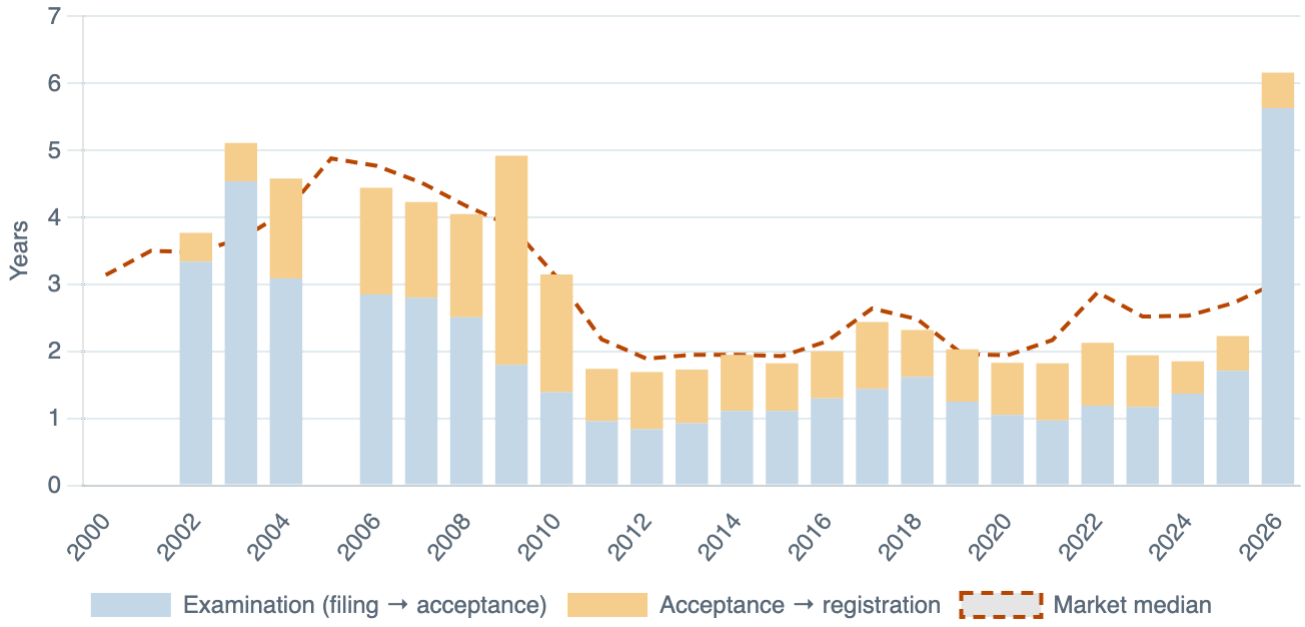
Breakthrough

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Discovery'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: 1.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 6.2 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

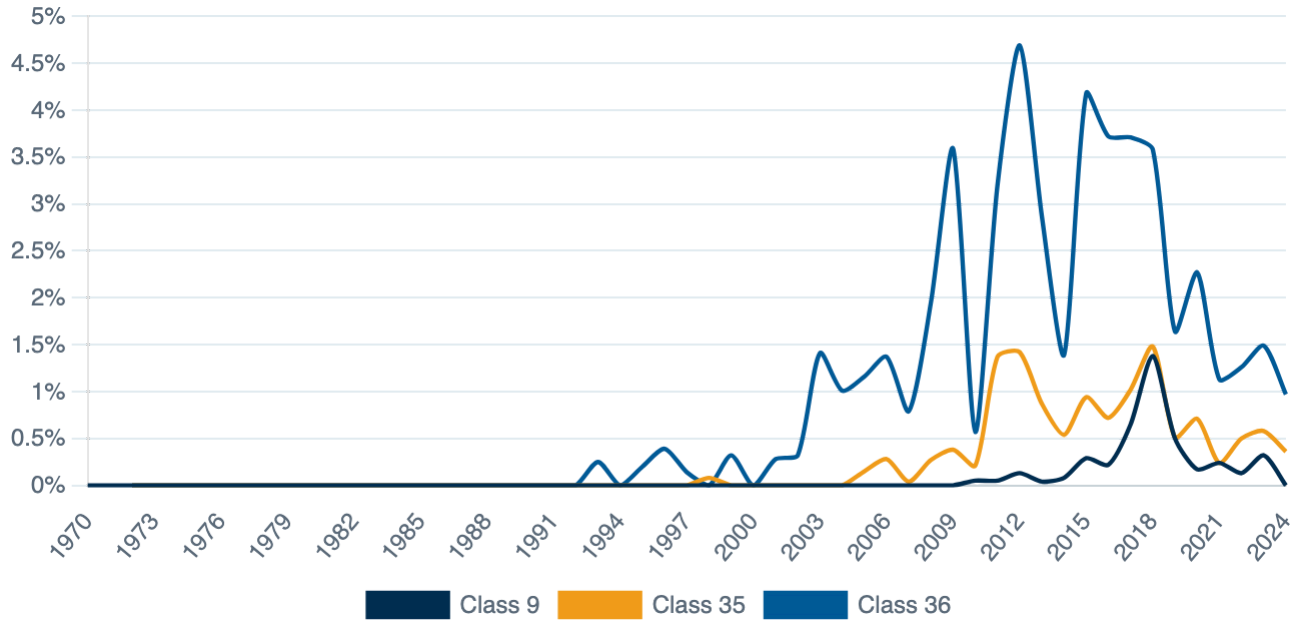


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Discovery's classes

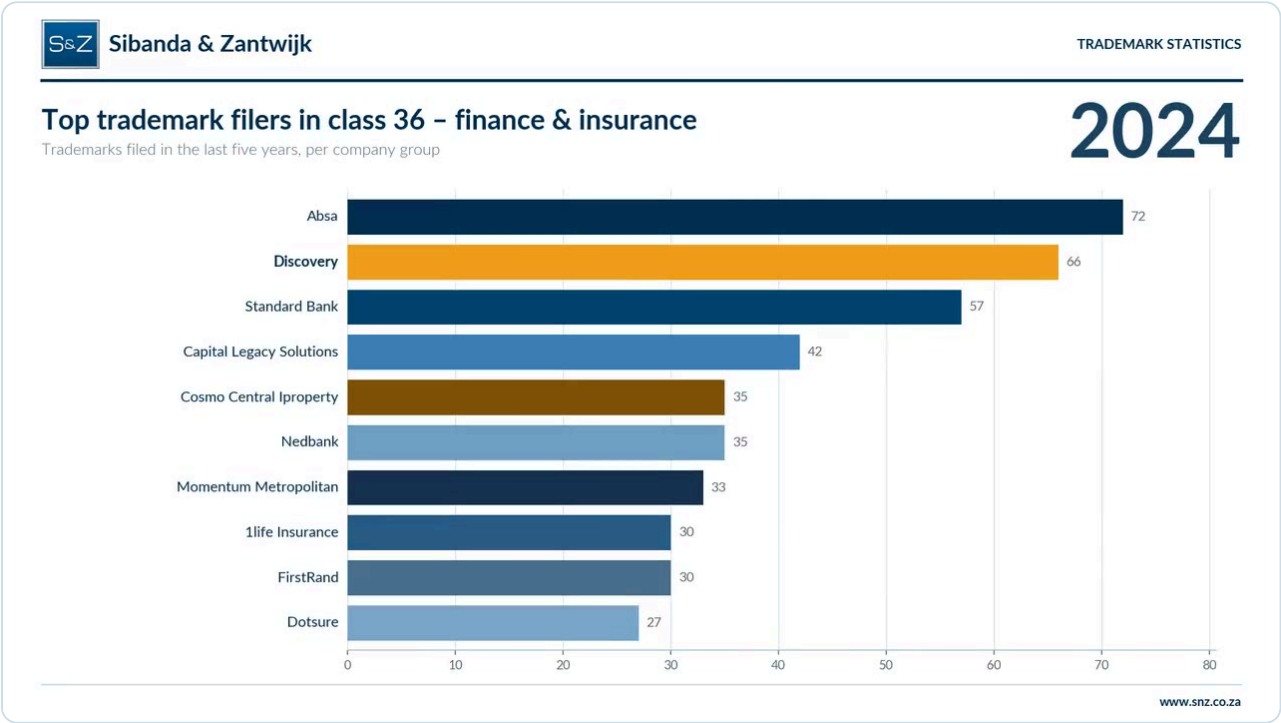
> Ranked by **number of trademarks filed in Discovery's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Discovery's market position, not who is most like it.

In the last five years, Discovery was **#2** of 1,944 filers in class 36 (finance & insurance), with 66 of 4,422 trademarks; **#4** of 5,866 filers in class 35 (advertising & retail), with 54 of 11,124 trademarks; **#29** of 4,926 filers in class 9 (electronics & software), with 19 of 10,252 trademarks.



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

Top trademark filers in class 36 (finance & insurance), South Africa 1975–2024: Discovery



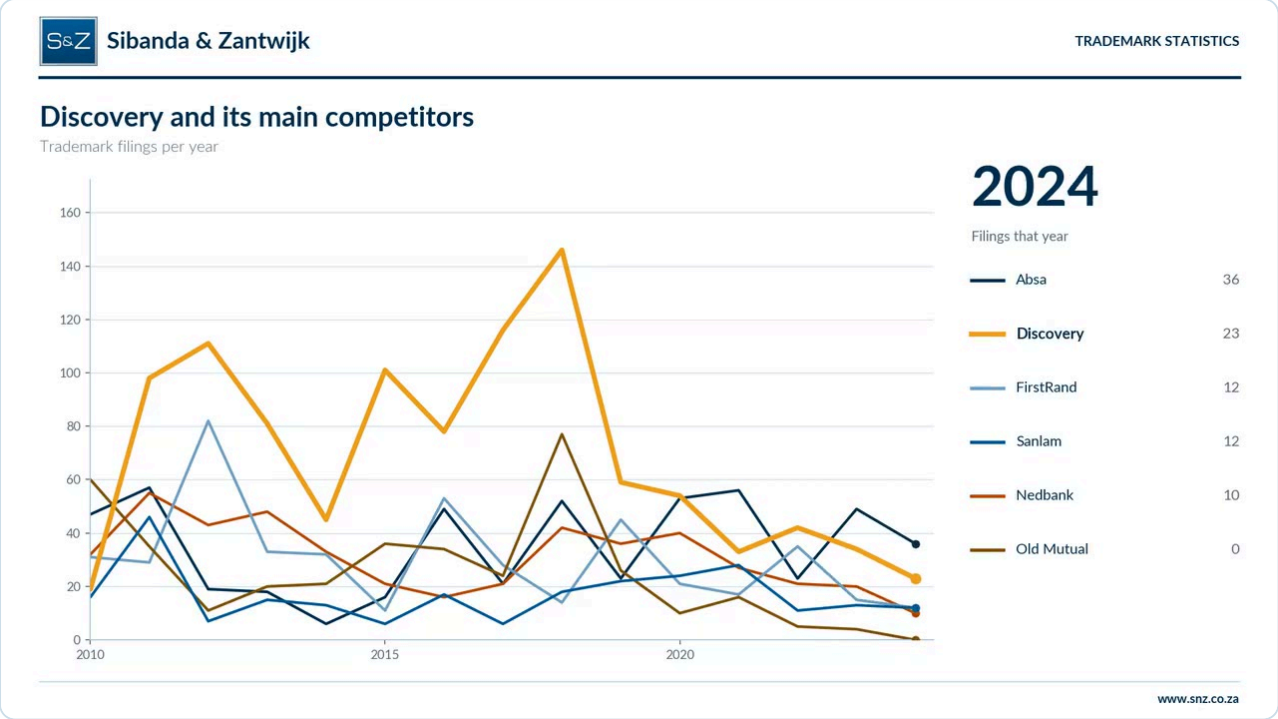
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/discovery-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Discovery

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

Discovery's closest competitors in South Africa are Absa, Nedbank, FirstRand and Old Mutual.

Discovery 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/discovery-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Absa	Direct competitor	98%
2	Nedbank	Direct competitor	92%
3	FirstRand	Direct competitor	90%
4	Old Mutual	Direct competitor	89%
5	Sanlam	Direct competitor	88%
6	Standard Bank	Direct competitor	87%
7	Momentum Metropolitan	Direct competitor	84%
8	1life Insurance	Direct competitor	79%
9	Professional Provident Society Insurance	Direct competitor	79%
10	Investec Bank	Direct competitor	79%

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

Discovery – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	73	US$20 m	+2%	National	US$1,594
2	United States of America	73	US$7.1 m	+6%	National	US$1,400
3	United Kingdom	66	US$6.8 m	-3%	National	US$833
4	Hong Kong SAR	61	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	57	US$682 k	-5%	National	US$1,338
8	Namibia	56	US$46 m	+14%	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$46 m	+14%	ARIPO	US$290 S&Z
2	Mozambique	52	US$30 m	+21%	ARIPO	US$290 S&Z
3	Zimbabwe	50	US$25 m	+11%	ARIPO	US$290 S&Z
4	Botswana	48	US$40 m	-24%	ARIPO	US$290 S&Z
5	Nigeria	47	US$1.5 m	-15%	National	US$406 S&Z
6	Eswatini	47	US$20 m	-1%	ARIPO	US$290 S&Z
7	Malawi	46	US$8.1 m	+28%	ARIPO	US$290 S&Z
8	Uganda	44	US$2.5 m	+23%	ARIPO	US$290 S&Z
9	OAPI (17 states)	44	US$3.8 m	+2%	National	US$1,009 S&Z
10	Lesotho	43	US$13 m	+6%	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)
DISCOVERY	12	US$2,436	US$2,856
VITALITY	14	US$2,842	US$3,225
Discovery Vitality	7	US$1,421	US$1,932
DISCOVERY HEALTH	5	US$1,015	US$1,563
DISCOVERY GREEN	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 Discovery's five most-filed brands: word marks of **other companies** (not Discovery'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 DISCOVERY (classes 9, 35, 36, 41, 44; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
DISCOVERY ACCELERATOR	2023-12-20	41	INTERNATIONAL BUSINESS MACHINES CORPORATION
DISCOVERY ACCELERATOR	2023-12-20	9	INTERNATIONAL BUSINESS MACHINES CORPORATION
DISCOVERY ACCELERATOR	2023-12-20	35	INTERNATIONAL BUSINESS MACHINES CORPORATION

Similar to VITALITY (classes 9, 35, 36, 41, 44; searched 2021-06-30 to 2026-11-07)

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

Similar to Discovery Vitality (classes 9, 29, 30, 31, 32, 35, 36; searched 2018-03-28 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
DISCOVERY ACCELERATOR	2023-12-20	35	INTERNATIONAL BUSINESS MACHINES CORPORATION
DISCOVERY ACCELERATOR	2023-12-20	9	INTERNATIONAL BUSINESS MACHINES CORPORATION

Similar to DISCOVERY HEALTH (classes 16, 35, 36, 41, 44; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
DISCOVERY ACCELERATOR	2023-12-20	35	INTERNATIONAL BUSINESS MACHINES CORPORATION
DISCOVERY ACCELERATOR	2023-12-20	41	INTERNATIONAL BUSINESS MACHINES CORPORATION
DISCOVERY ACCELERATOR	2023-12-20	16	INTERNATIONAL BUSINESS MACHINES CORPORATION

Similar to DISCOVERY GREEN (classes 4, 35, 36, 39, 40, 42; searched 2018-03-28 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
DISCOVERY ACCELERATOR	2023-12-20	35	INTERNATIONAL BUSINESS MACHINES CORPORATION
DISCOVERY ACCELERATOR	2023-12-20	42	INTERNATIONAL BUSINESS MACHINES CORPORATION

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

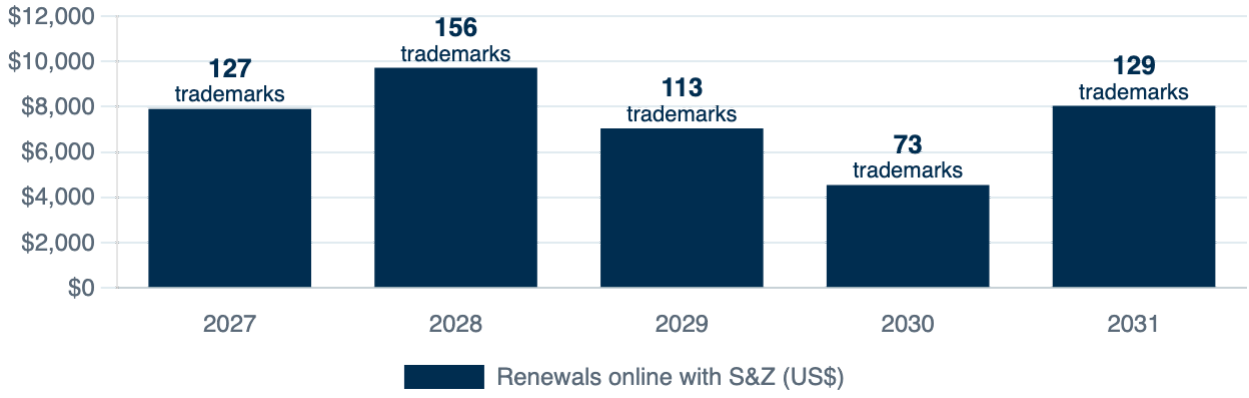
S&Z prices – South African trademarks

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$.

Discovery's next five years of renewals

598 of Discovery's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$37,249** over the five years.



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