# Disney – South African trademarks

Updated 8 November 2026

Disney is the US entertainment company behind Disney, Pixar, Marvel, Star Wars and National Geographic. Its trademarks cover films, television, streaming, merchandise and theme parks.

How Disney 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.

**#12**
largest trademark owner in South Africa (of 121,626)

**2,092**
trademarks filed

**4**
different logos published since 2020

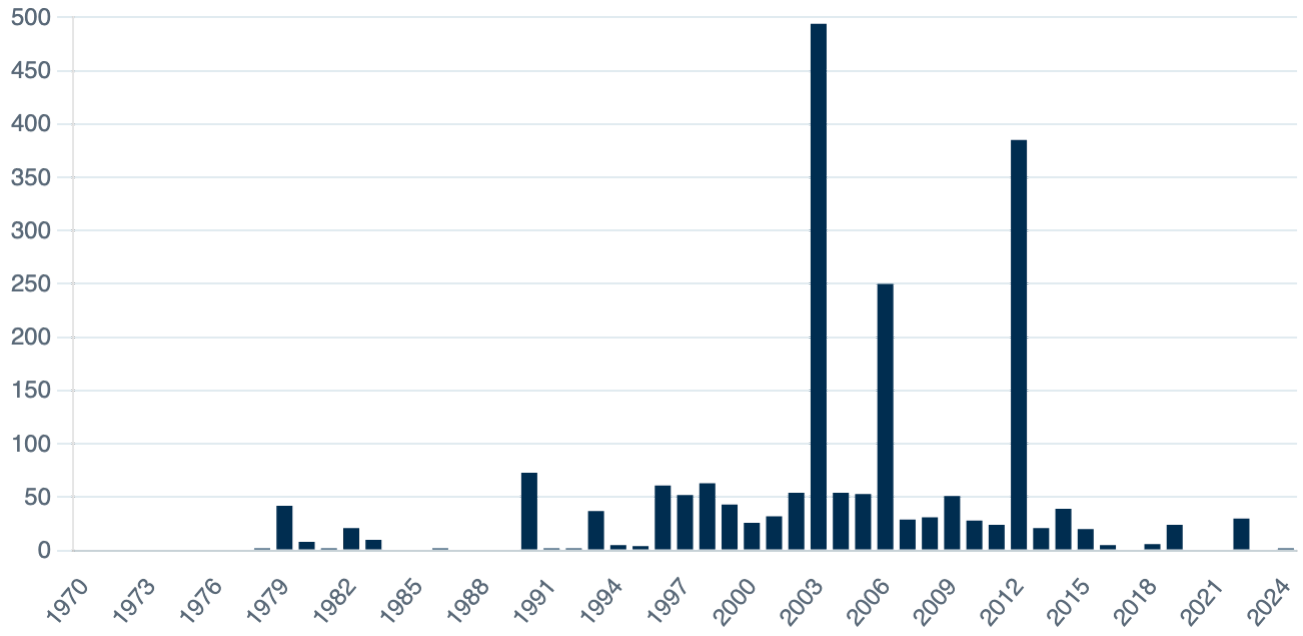
**28**
of 45 classes used

**1947**
first trademark filed

**68**
filed in the last 10 years

## A portfolio built over time

Disney filed its first South African trademark in 1947 and has filed 2,092 since; its busiest year was 2003, with 494 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

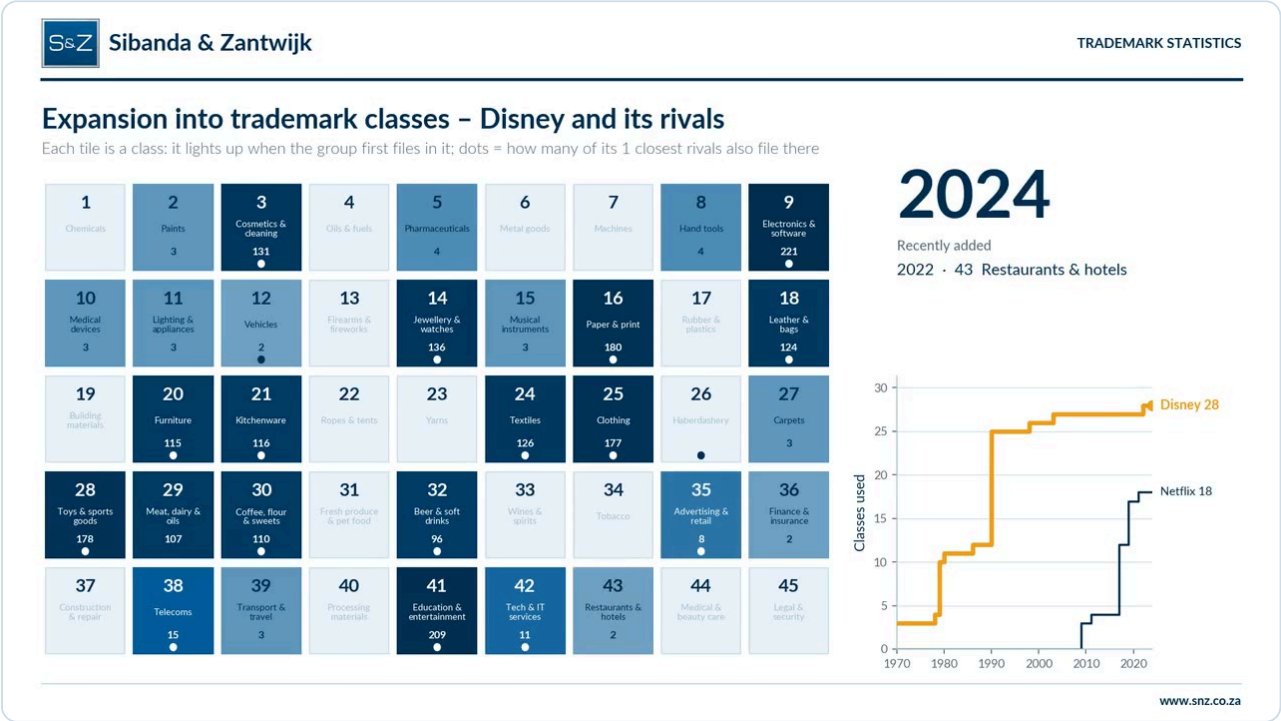
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

| NAME | MARKS | FILING YEARS |
|---|---|---|
| Disney | 2,028 | 1947–2024 |
| Marvel Characters | 156 | 1979–2022 |
| Twentieth Century Fox Home Entertainment | 5 | 1980–2009 |

## Where Disney expanded its business

Trademark classes show what a business sells. Disney's portfolio is concentrated in electronics & software (class 9), education & entertainment (class 41), paper & print (class 16). Its most recent moves were into restaurants & hotels (2022), finance & insurance (2003), hand tools (1998).

### Disney trademarks: expansion into trademark classes, 1970–2024




Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/disney-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 |
|---|---|---|---|---|
| 9 | Electronics & software | 221 | 10.6% | 1965 |
| 41 | Education & entertainment | 209 | 10.0% | 1979 |
| 16 | Paper & print | 180 | 8.6% | 1979 |
| 28 | Toys & sports goods | 178 | 8.5% | 1967 |
| 25 | Clothing | 177 | 8.5% | 1947 |
| 14 | Jewellery & watches | 136 | 6.5% | 1979 |
| 3 | Cosmetics & cleaning | 131 | 6.3% | 1978 |
| 24 | Textiles | 126 | 6.0% | 1990 |

## The brands Disney protects most

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

| # | BRAND | TRADEMARKS | CLASSES | FILED |
|---|---|---|---|---|
| 1 | SIMPSONS (THE) | 69 | 24 | 1990–1990 |
| 2 | WINNIE THE POOH | 20 | 15 | 1998–2003 |
| 3 | DISNEY | 16 | 14 | 1965–2006 |
| 4 | BAGHEERA | 14 | 14 | 2012–2012 |
| 5 | BROTHER BEAR | 14 | 14 | 2003–2003 |
| 6 | CARS | 14 | 14 | 2004–2004 |
| 7 | CHRISTOPHER ROBIN | 14 | 14 | 2012–2012 |
| 8 | DISNEY PIXAR | 14 | 14 | 2008–2008 |
| 9 | DISNEY. PIXAR WALL.E | 14 | 14 | 2006–2006 |
| 10 | HEFFALUMPS | 14 | 14 | 2012–2012 |
| 11 | INCREDIBLES THE | 14 | 14 | 2004–2004 |
| 12 | JAMES CAMERON'S AVATAR | 14 | 14 | 2009–2012 |
| 13 | JUNGLE BOOK (THE) | 14 | 14 | 2012–2012 |
| 14 | KAA | 14 | 14 | 2012–2012 |
| 15 | KING LOUIE | 14 | 14 | 2012–2012 |

### Logos filed most often (since 2020)
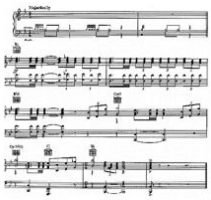



9 filings · 9 classes



9 filings · 9 classes




4 filings · 4 classes



2 filings · 2 classes

## Disney's logos

The 4 different logos Disney 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.
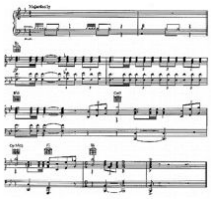



9 classes



9 classes




4 classes

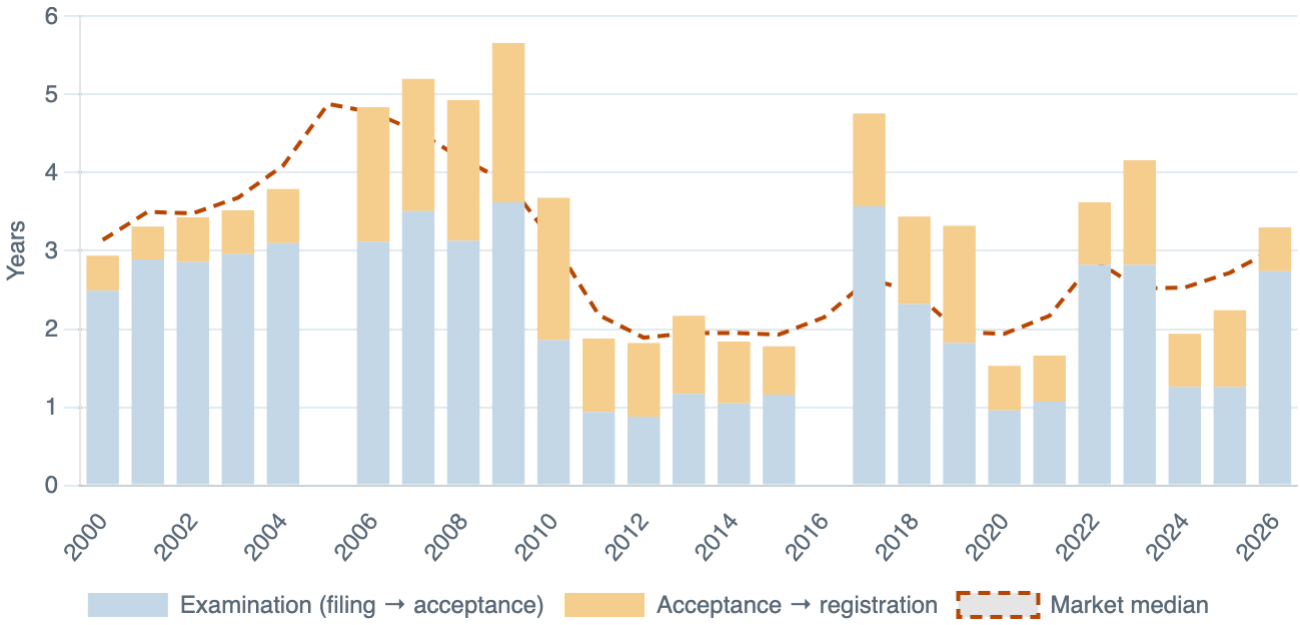


2 classes

Full logo list on the online version of this page.

## How quickly its trademarks are registered

Over the last five years, Disney's marks took a median of **3.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

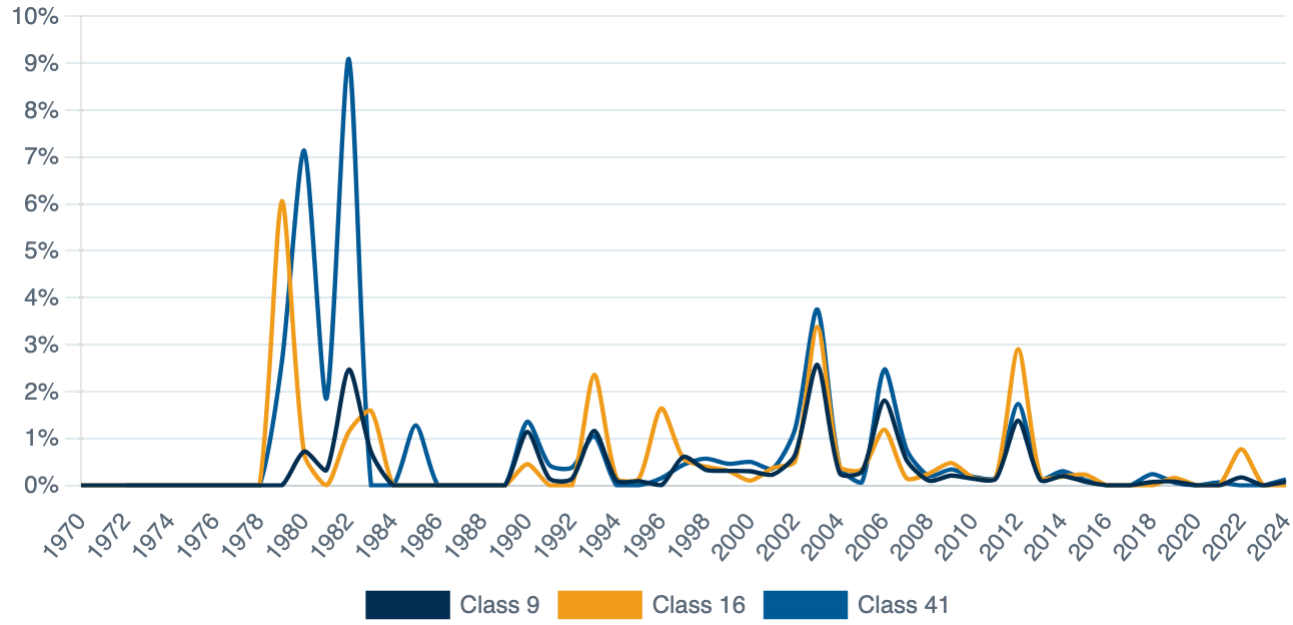



Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

## Who files the most in Disney's classes

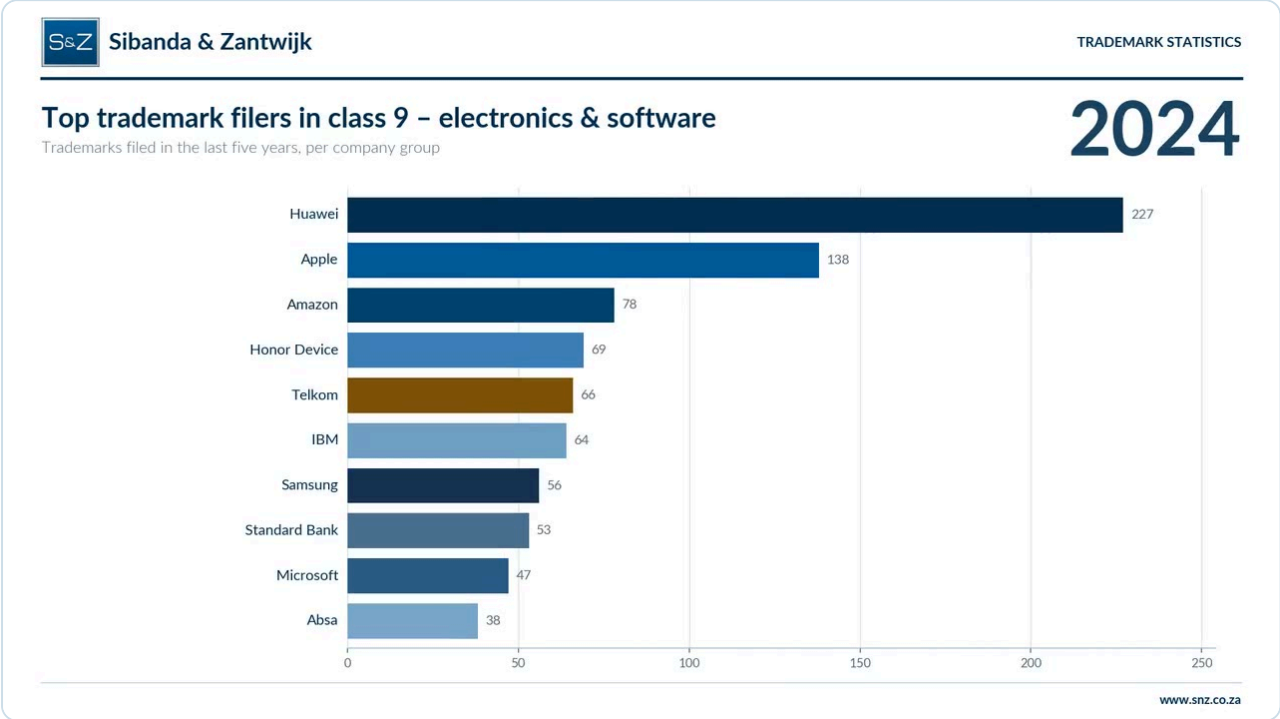
> Ranked by **number of trademarks filed in Disney's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Disney's market position, not who is most like it.

In the last five years, Disney was **#235** of 4,926 filers in class 9 (electronics & software), with 5 of 10,252 trademarks; **#796** of 3,121 filers in class 41 (education & entertainment), with 2 of 6,243 trademarks; **#77** of 1,191 filers in class 16 (paper & print), with 4 of 2,264 trademarks.




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

### Top trademark filers in class 9 (electronics & software), South Africa 1975–2024: Disney



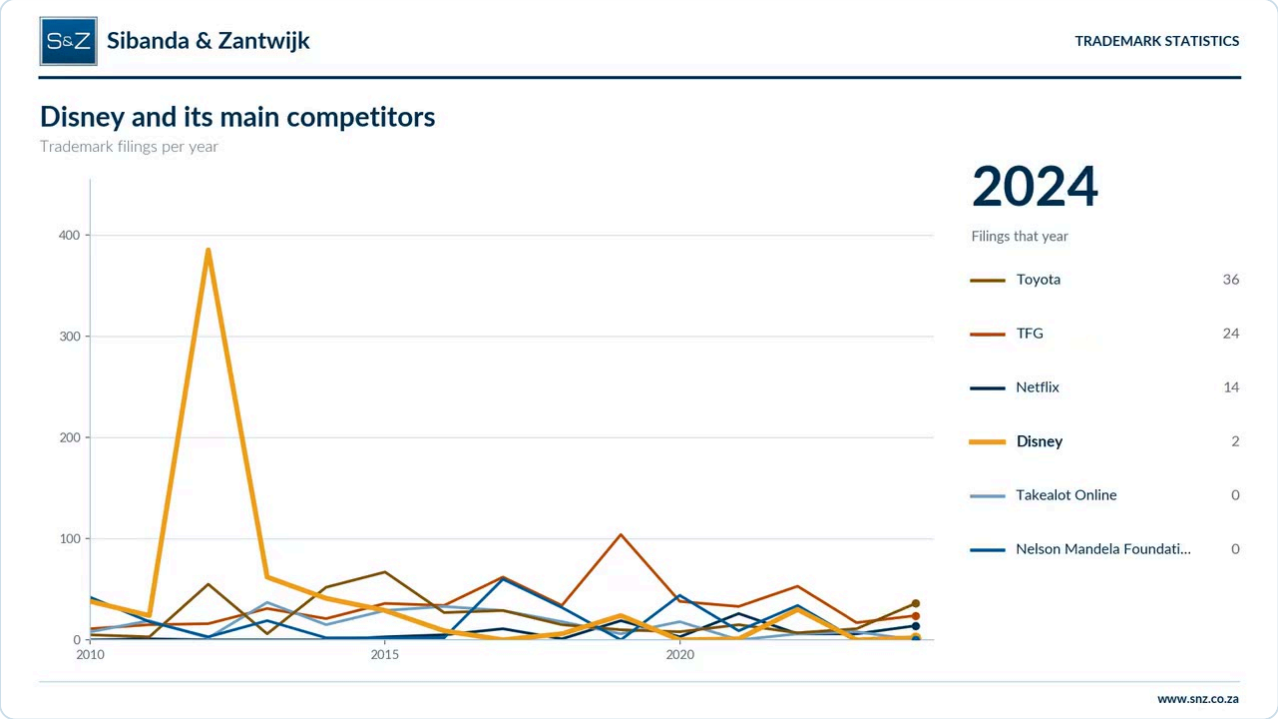

Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/disney-south-african-trademarks/class-9-race-video.html

## Main competitors – the companies most like Disney

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

Disney's closest competitors in South Africa are Netflix.

## Disney 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/disney-south-african-trademarks/competitors-video.html

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

| # | COMPANY | RELATIONSHIP | SIMILARITY |
|---|---|---|---|
| 1 | Netflix | Direct competitor | 68% |
| 2 | TFG | Retailer's own brands | 82% |
| 3 | Takealot Online | Retailer's own brands | 65% |
| 4 | Toyota | Other field | 78% |
| 5 | Nelson Mandela Foundation Trust | Other field | 73% |
| 6 | BMW | Other field | 72% |
| 7 | European Professional Club Rugby | Other field | 67% |
| 8 | South African Rugby Union | Other field | 67% |
| 9 | FIFA | Other field | 66% |
| 10 | Formula One Licensing | Other field | 65% |

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

## Disney – relevant export countries

### Worldwide

| # | MARKET | SCORE | SA EXPORTS | IMPORT GROWTH / YR | ROUTE | COST, 5 CLASSES |
|---|---|---|---|---|---|---|
| 1 | United States of America | 82 | US$208 m | -1% | National | US$3,425 |
| 2 | European Union | 73 | US$48 m | +1% | National | US$2,388 |
| 3 | United Kingdom | 68 | US$19 m | -4% | National | US$1,371 |
| 4 | Hong Kong SAR | 61 | US$8.8 m | +7% | National | US$1,715 |
| 5 | Japan | 61 | US$129 k | +2% | National | US$1,774 |
| 6 | Namibia | 60 | US$154 m | +8% | ARIPO | US$450 |
| 7 | Canada | 59 | US$1.2 m | -5% | National | US$2,192 |
| 8 | Singapore | 59 | US$2.5 m | +17% | National | US$2,144 |
| 9 | Australia | 58 | US$4.4 m | -3% | National | US$2,380 |
| 10 | Botswana | 56 | US$140 m | -7% | ARIPO | US$450 |

### Africa

| # | MARKET | SCORE | SA EXPORTS | IMPORT GROWTH / YR | ROUTE | COST, 5 CLASSES |
|---|---|---|---|---|---|---|
| 1 | Namibia | 60 | US$154 m | +8% | ARIPO | US$450 S&Z |
| 2 | Botswana | 56 | US$140 m | -7% | ARIPO | US$450 S&Z |
| 3 | Nigeria | 52 | US$2.9 m | -14% | National | US$1,015 S&Z |
| 4 | Malawi | 52 | US$12 m | +31% | ARIPO | US$450 S&Z |
| 5 | Zimbabwe | 51 | US$34 m | +4% | ARIPO | US$450 S&Z |
| 6 | Mozambique | 50 | US$49 m | -10% | ARIPO | US$450 S&Z |
| 7 | Tanzania | 50 | US$6.3 m | -6% | ARIPO | US$450 S&Z |
| 8 | OAPI (17 states) | 50 | US$8.6 m | +0% | National | US$1,563 S&Z |
| 9 | Uganda | 48 | US$3.7 m | +9% | ARIPO | US$450 S&Z |
| 10 | Kenya | 43 | US$8.6 m | -11% | National | US$3,095 |

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) |
|---|---|---|---|
| SIMPSONS (THE) | 24 | US$4,872 | US$5,072 |
| WINNIE THE POOH | 15 | US$3,045 | US$3,410 |
| DISNEY | 14 | US$2,842 | US$3,225 |
| BAGHEERA | 14 | US$2,842 | US$3,225 |
| BROTHER BEAR | 14 | US$2,842 | US$3,225 |

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 Disney's five most-filed brands: word marks of **other companies** (not Disney'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 WINNIE THE POOH** (classes 9, 16, 25, 28, 41; searched 2018-07-25 to 2026-11-07)

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

**Similar to DISNEY** (classes 9, 16, 25, 28, 41; searched 2018-02-28 to 2026-11-07)

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

**Similar to BAGHEERA** (classes 9, 16, 25, 28, 41; searched 2018-02-28 to 2026-11-07)

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

**Similar to BROTHER BEAR** (classes 9, 16, 25, 28, 41; searched 2018-01-31 to 2026-11-07)

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

**Similar to SIMPSONS (THE)** (classes 9, 16, 28, 41; searched 2018-02-28 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

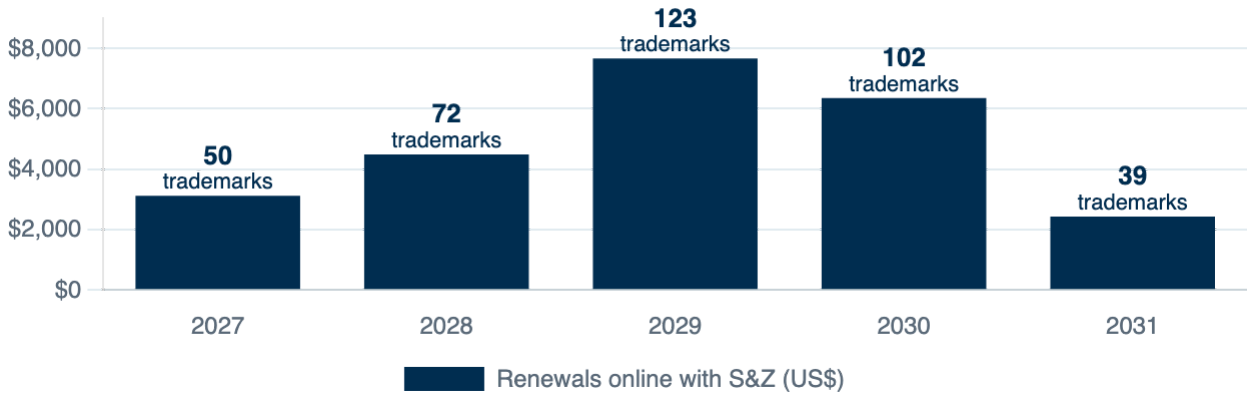
**S&Z prices – South African trademarks**

| | |
|---|---|
| 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<br>≈ US$62.29 |

Renewal in rand; US$ at R16.49 per US$.

## Disney's next five years of renewals

386 of Disney's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$24,044 over the five years.




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