Eli Lilly – South African trademarks

Updated 8 November 2026

Eli Lilly is an American pharmaceutical company, with medicines for diabetes, obesity, cancer, immunology and neuroscience.

How Eli Lilly 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.

#276
largest trademark owner in South Africa (of 121,626)

216
trademarks filed

1
different logos published since 2020

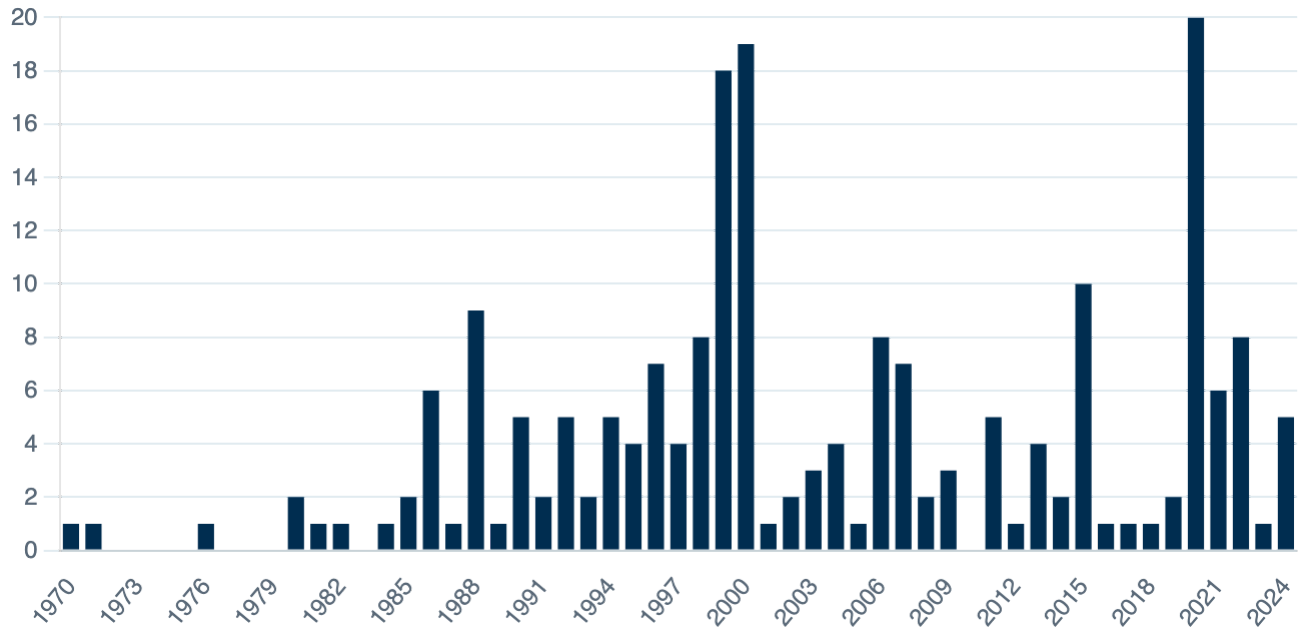
13
of 45 classes used

1942
first trademark filed

45
filed in the last 10 years

A portfolio built over time

Eli Lilly filed its first South African trademark in 1942 and has filed 216 since; its busiest year was 2020, with 20 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

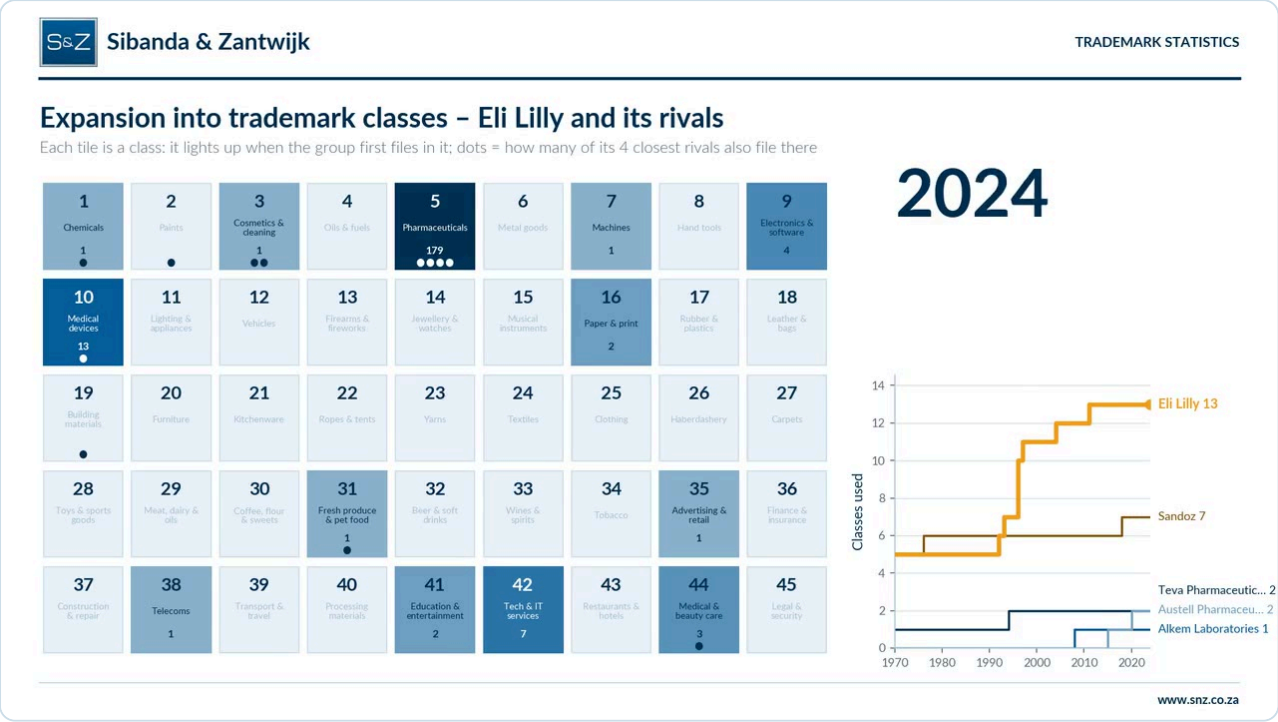
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Eli Lilly	240	1942–2024

Where Eli Lilly expanded its business

Trademark classes show what a business sells. Eli Lilly's portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), tech & it services (class 42). Its most recent moves were into advertising & retail (2011), medical & beauty care (2004), tech & it services (1997).

Eli Lilly trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/eli-lilly-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
5 Pharmaceuticals	179	82.9%	1942
10 Medical devices	13	6.0%	1992
42 Tech & IT services	7	3.2%	1997
9 Electronics & software	4	1.9%	1996
44 Medical & beauty care	3	1.4%	2004
16 Paper & print	2	0.9%	1966
41 Education & entertainment	2	0.9%	1996
1 Chemicals	1	0.5%	1958

The brands Eli Lilly protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LILLY	5	4	1942–2011
2	CATERS	4	4	1996–1996
3	BECAUSE DEPRESSION HURTS	2	2	2004–2004
4	HUMULIN	2	2	1981–1999
5	TEAMMATE	2	2	2015–2015
6	ELEMETRA	2	1	1999–2020
7	STRATERA	2	1	1998–2000
8	ABASAGLAR	1	1	2015–2015
9	ABEMLIRU	1	1	2020–2020
10	ADCIRCA	1	1	2009–2009
11	ADVAZULAR	1	1	2004–2004
12	AFFINITAC	1	1	2002–2002
13	ALIMTA	1	1	1998–1998
14	AMESEC	1	1	1988–1988
15	ANSWERS THAT MATTER	1	1	2000–2000

Logos filed most often (since 2020)



1 filing · 1 class

Eli Lilly's logos

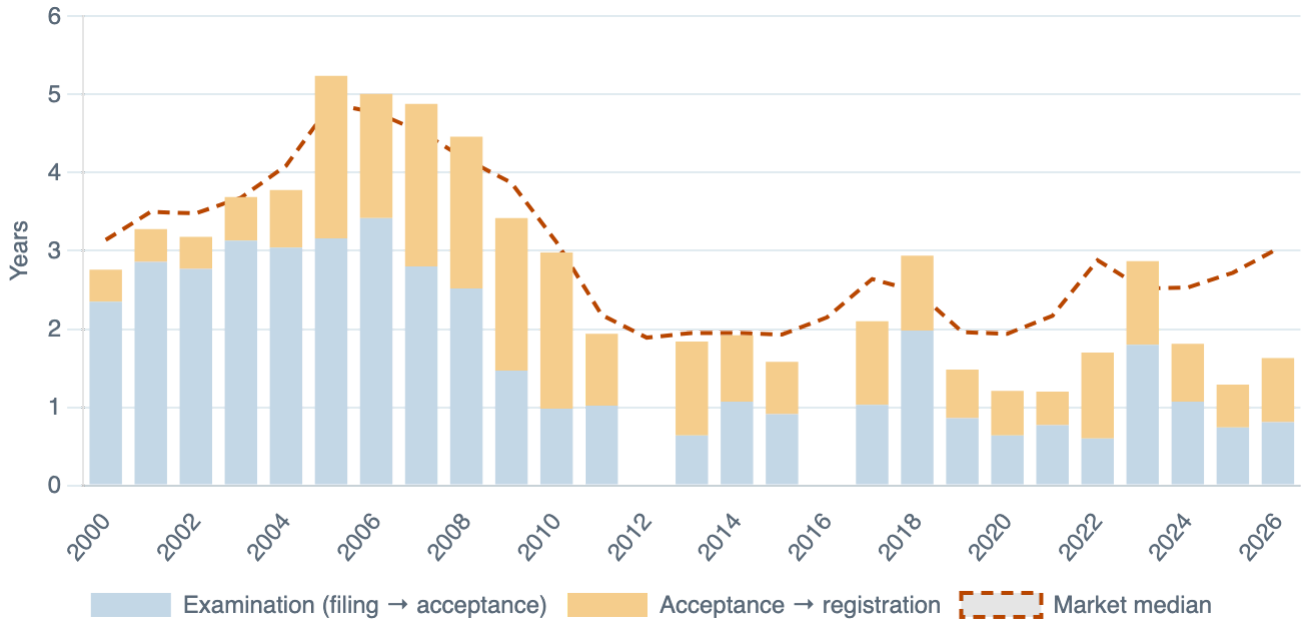
The 1 different logos Eli Lilly has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Eli Lilly's marks took a median of **1.8 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

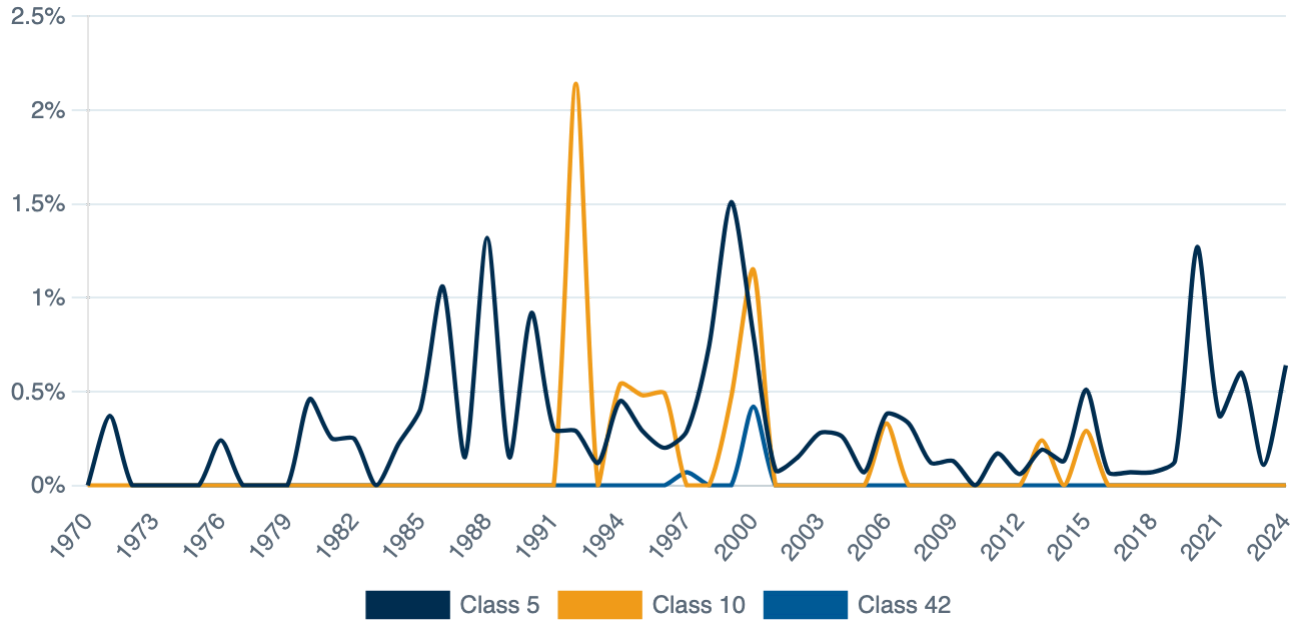


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Eli Lilly's classes

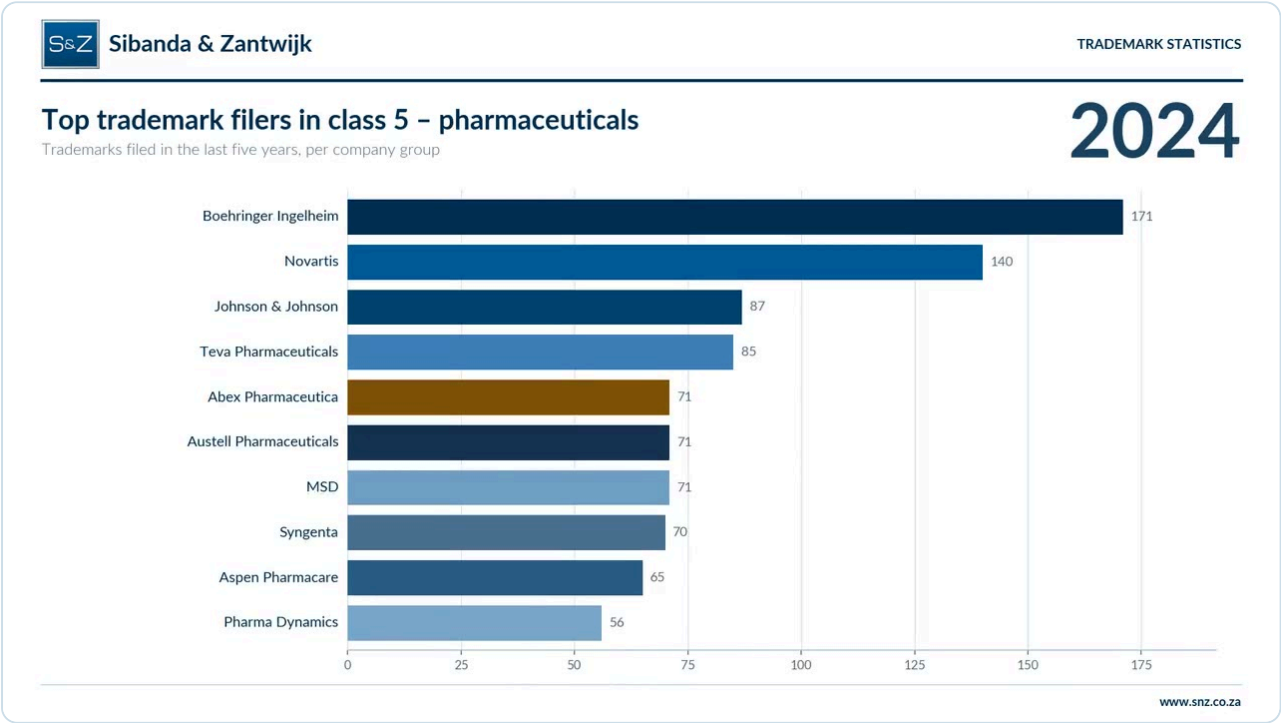
> Ranked by **number of trademarks filed in Eli Lilly's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Eli Lilly's market position, not who is most like it.

In the last five years, Eli Lilly was **#18** of 2,050 filers in class 5 (pharmaceuticals), with 40 of 6,111 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: Eli Lilly



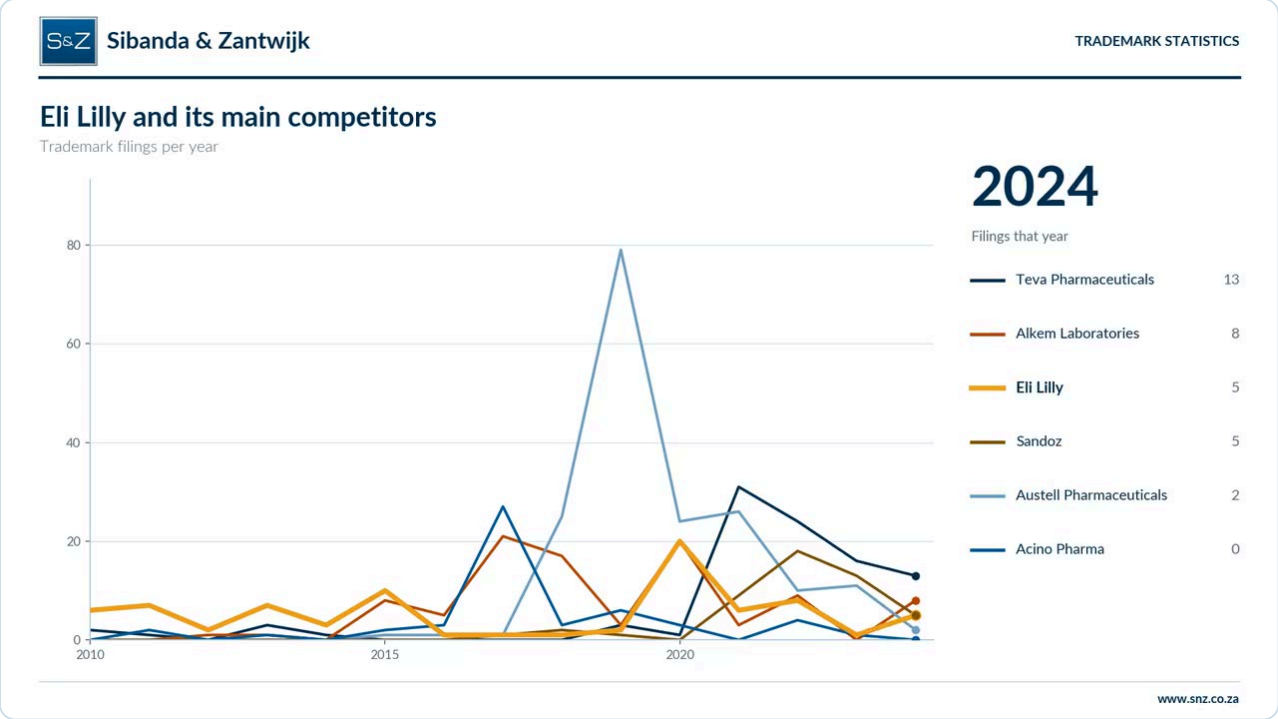
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/eli-lilly-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Eli Lilly

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

Eli Lilly's closest competitors in South Africa are Teva Pharmaceuticals, Alkem Laboratories, Austell Pharmaceuticals and Sandoz.

Eli Lilly 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/eli-lilly-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Teva Pharmaceuticals	Direct competitor	70%
2	Alkem Laboratories	Direct competitor	70%
3	Austell Pharmaceuticals	Direct competitor	70%
4	Sandoz	Direct competitor	70%
5	Acino Pharma	Direct competitor	70%
6	Forrester Pharma	Direct competitor	70%
7	Abex Pharmaceutica	Direct competitor	70%
8	AstraZeneca	Direct competitor	70%
9	Lamar International	Direct competitor	70%
10	Aspen Pharmacare	Direct competitor	70%

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

Eli Lilly – relevant export countries

South Africa exported **US$1.8 billion** of the goods Eli Lilly's main classes cover in the last year – pharmaceutical preparations; diabetes; cancer; dermatitis (class 5); medical devices; suture materials; medical apparatus and instruments (class 10); computer software; software; computer hardware (class 9); books; posters; stickers (class 16); chemicals; fertilizers; chemical preparations (class 1). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Eli Lilly's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	77	US$214 m	-0%	National	US$2,388
2	United States of America	73	US$103 m	+2%	National	US$3,425
3	United Kingdom	67	US$27 m	-5%	National	US$1,371
4	Japan	62	US$4.6 m	-4%	National	US$1,774
5	Namibia	61	US$194 m	+30%	ARIPO	US$450
6	Zimbabwe	60	US$198 m	+33%	ARIPO	US$450
7	Canada	60	US$5.8 m	-4%	National	US$2,192
8	Switzerland	60	US$1.5 m	+17%	National	US$1,660
9	Türkiye	60	US$15 m	-4%	National	US$1,258
10	Australia	60	US$27 m	-7%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	61	US$194 m	+30%	ARIPO	US$450 S&Z
2	Zimbabwe	60	US$198 m	+33%	ARIPO	US$450 S&Z
3	Zambia	58	US$343 m	+5%	National	US$2,610
4	Malawi	54	US$19 m	+66%	ARIPO	US$450 S&Z
5	Nigeria	54	US$15 m	-20%	National	US$1,015 S&Z
6	Botswana	53	US$155 m	-15%	ARIPO	US$450 S&Z
7	Eswatini	53	US$75 m	-14%	National	US$446
8	Mozambique	52	US$77 m	-18%	ARIPO	US$450 S&Z
9	Algeria	52	US$1.2 m	+11%	National	US$1,445
10	Lesotho	52	US$43 m	+7%	National	US$326

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)
LILLY	4	US$812	US$1,378
CATERS	4	US$812	US$1,378
BECAUSE DEPRESSION HURTS	2	US$406	US$1,009
HUMULIN	2	US$406	US$1,009
TEAMMATE	2	US$406	US$1,009

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 Eli Lilly's five most-filed brands: word marks of **other companies** (not Eli Lilly'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 LILLY (classes 1, 3, 5, 35; searched 2022-11-30 to 2026-11-08)

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

Similar to CATERS (classes 9, 16, 38, 41; searched 2025-11-26 to 2026-11-08)

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

Similar to BECAUSE DEPRESSION HURTS (classes 5, 44; searched 2018-09-26 to 2026-11-08)

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

Similar to HUMULIN (classes 5, 10; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to TEAMMATE (classes 9, 10; searched 2023-03-29 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

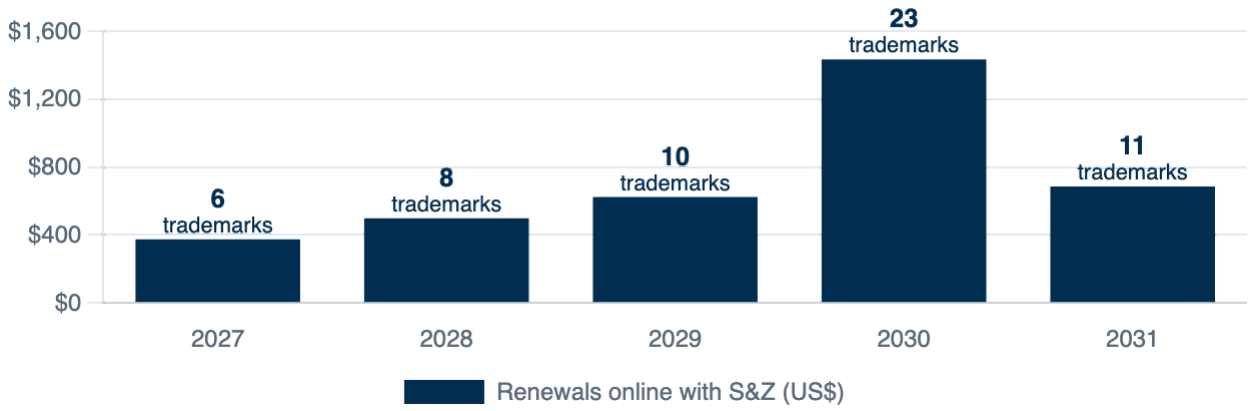
S&Z prices – South African trademarks

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$.

Eli Lilly's next five years of renewals

58 of Eli Lilly's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$3,613 over the five years.



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