General Electric – South African trademarks

Updated 8 November 2026

General Electric (GE) is an American industrial group, today focused on aircraft engines and aerospace systems. The GE name and monogram also appear on licensed products.

How General Electric 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.

#263
largest trademark owner in South Africa (of 121,626)

224
trademarks filed

0
different logos published since 2020

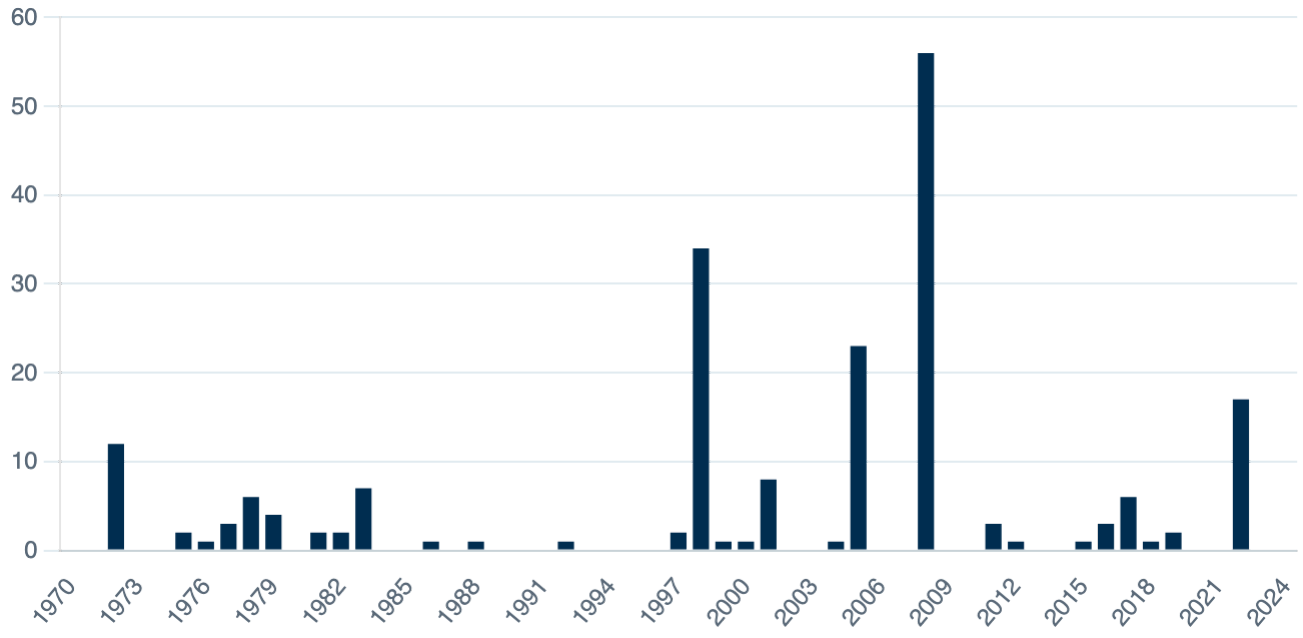
32
of 45 classes used

1917
first trademark filed

29
filed in the last 10 years

A portfolio built over time

General Electric filed its first South African trademark in 1917 and has filed 224 since; its busiest year was 2008, with 56 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

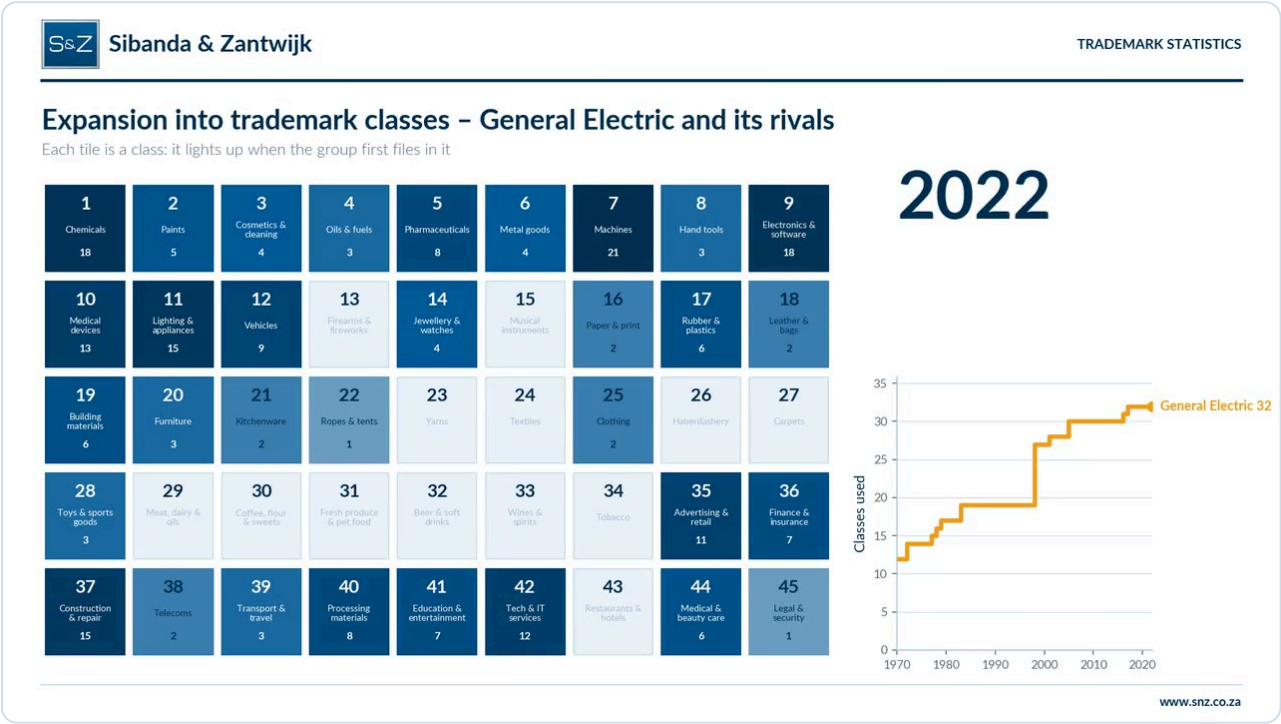
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
General Electric	246	1917–2022

Where General Electric expanded its business

Trademark classes show what a business sells. General Electric's portfolio is concentrated in machines (class 7), chemicals (class 1), electronics & software (class 9). Its most recent moves were into ropes & tents (2017), legal & security (2016), pharmaceuticals (2005).

General Electric trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/general-electric-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
7 Machines	21	9.4%	1934
1 Chemicals	18	8.0%	1934
9 Electronics & software	18	8.0%	1934
11 Lighting & appliances	15	6.7%	1934
37 Construction & repair	15	6.7%	1972
10 Medical devices	13	5.8%	1921
42 Tech & IT services	12	5.4%	1998
35 Advertising & retail	11	4.9%	1998

The brands General Electric protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	GE	87	28	1921–2008
2	IMAGINATION AT WORK	31	19	2005–2008
3	ECOMAGINATION	14	14	2008–2008
4	GE GENERAL ELECTRIC	14	14	1934–1983
5	GE HEALTHCARE	9	9	2022–2022
6	GE AEROSPACE	8	8	2022–2022
7	G.E.C.	5	5	1934–1947
8	FIELDCORE	4	4	2017–2017
9	GENSIL	4	4	1979–1983
10	RCA	4	4	1941–1977
11	G E	3	3	1919–1978
12	GE DIGITAL	3	3	2016–2016
13	POWERXPAND	3	3	2011–2011
14	AMERICANA	2	2	1978–1979
15	BLUE TIGER	2	2	1997–1997

Logos filed most often (since 2020)

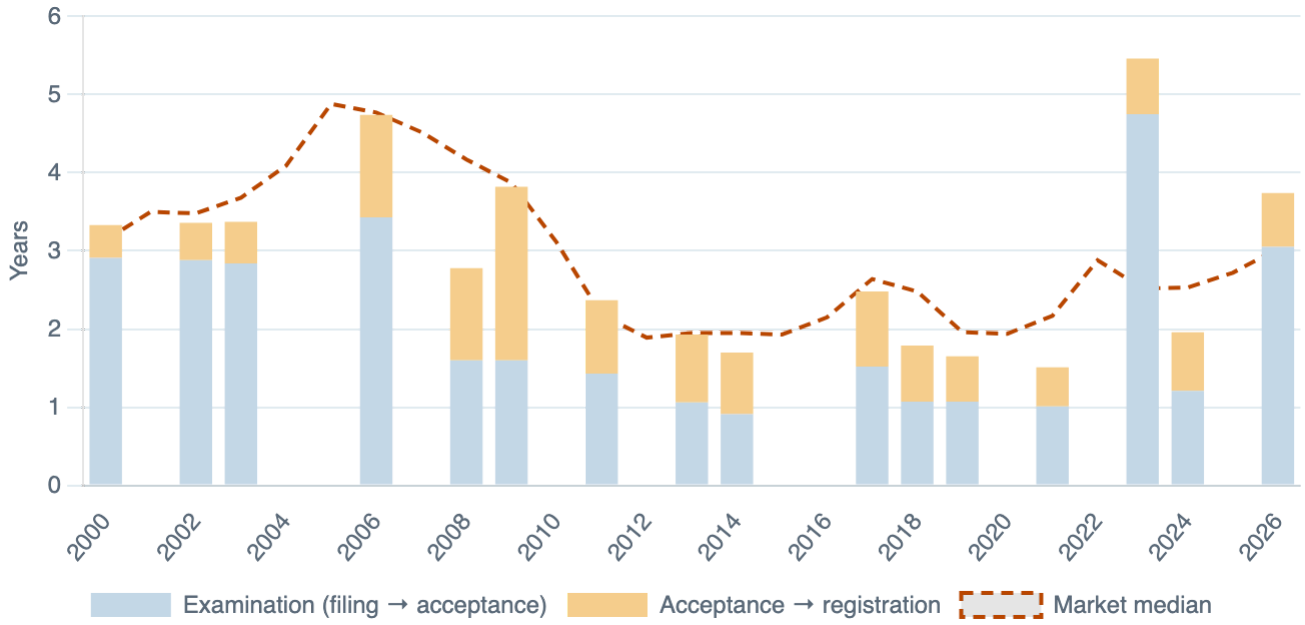
General Electric's logos

The 0 different logos General Electric 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.

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, General Electric's marks took a median of **2.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

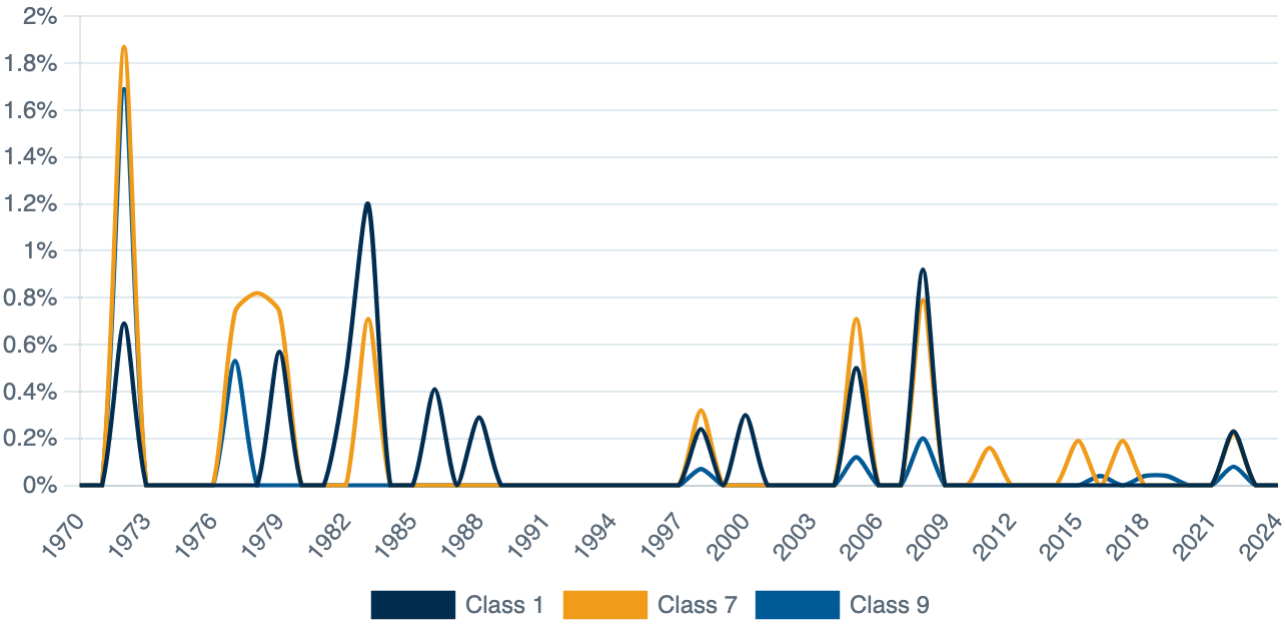


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in General Electric's classes

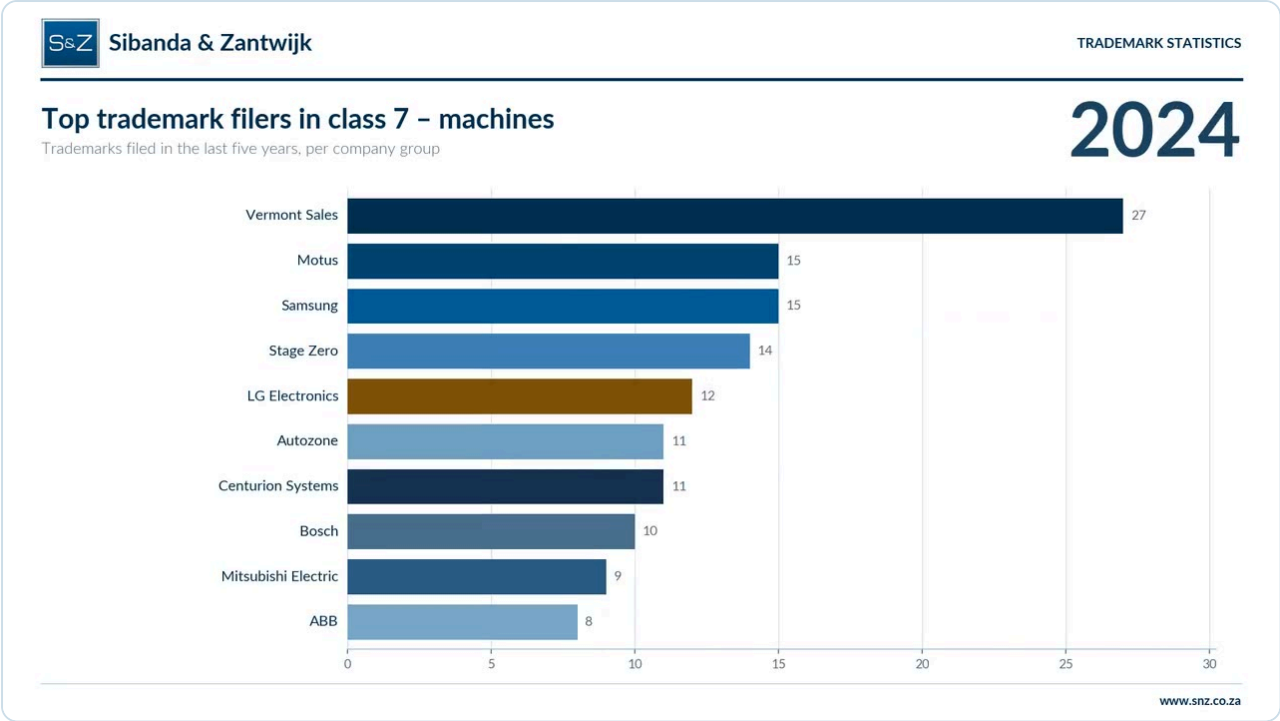
> Ranked by **number of trademarks filed in General Electric's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows General Electric's market position, not who is most like it.

In the last five years, General Electric was **#789** of 1,185 filers in class 7 (machines), with 1 of 1,880 trademarks; **#863** of 947 filers in class 1 (chemicals), with 1 of 2,054 trademarks; **#824** of 4,926 filers in class 9 (electronics & software), with 2 of 10,252 trademarks.



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

Top trademark filers in class 7 (machines), South Africa 1975–2024: General Electric

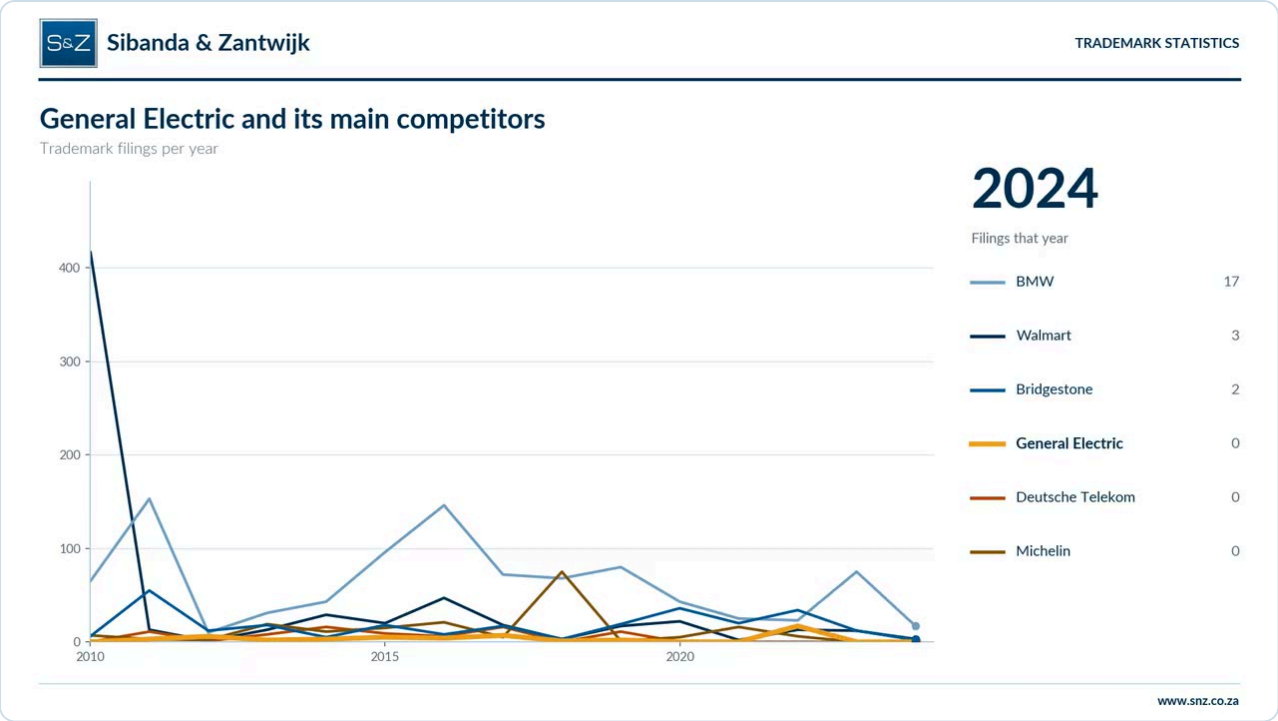


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/general-electric-south-african-trademarks/class-7-race-video.html

Main competitors – the companies most like General Electric

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

General Electric 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/general-electric-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Walmart	Retailer's own brands	66%
2	Deutsche Telekom	Other field	79%
3	BMW	Other field	74%
4	Michelin	Other field	66%
5	Bridgestone	Other field	66%
6	Xiaomi	Other field	63%
7	IBM	Other field	63%
8	Eoh Mthombo	Other field	62%
9	Brother Industries	Other field	61%
10	Apple	Other field	61%

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

General Electric – relevant export countries

South Africa exported **US$9.3 billion** of the goods General Electric's main classes cover in the last year – machines; parts; engines; pumps (class 7); chemicals; fertilizers; chemical preparations (class 1); computer software; computer hardware; downloadable software; control (class 9); lighting fixtures; electric lamps; ceiling lights (class 11); medical devices; instruments; incubators; electrocardiographs (class 10). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where General Electric's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$1.5 billion	-1%	National	US$2,388
2	United States of America	73	US$591 m	+3%	National	US$3,425
3	United Kingdom	66	US$132 m	-3%	National	US$1,371
4	Türkiye	65	US$302 m	+6%	National	US$1,258
5	India	64	US$57 m	+4%	National	US$1,295
6	Canada	62	US$82 m	-2%	National	US$2,192
7	Australia	60	US$184 m	-2%	National	US$2,380
8	Hong Kong SAR	59	US$28 m	+0%	National	US$1,715
9	Russian Federation	59	US$14 m	-0%	National	US$1,915
10	Zimbabwe	58	US$749 m	+18%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	58	US$749 m	+18%	ARIPO	US$450 S&Z
2	Namibia	58	US$670 m	+20%	ARIPO	US$450 S&Z
3	Lesotho	56	US$174 m	+25%	National	US$326
4	Nigeria	55	US$82 m	-10%	National	US$1,015 S&Z
5	OAPI (17 states)	55	US$245 m	+9%	National	US$1,563 S&Z
6	Botswana	54	US$676 m	-8%	ARIPO	US$450 S&Z
7	Malawi	54	US$88 m	+51%	ARIPO	US$450 S&Z
8	Zambia	54	US$1.0 billion	+18%	National	US$2,610
9	Mozambique	54	US$439 m	-3%	ARIPO	US$450 S&Z
10	Tanzania	53	US$128 m	-1%	ARIPO	US$450 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 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)
GE	28	US$5,684	US$5,811
IMAGINATION AT WORK	19	US$3,857	US$4,149
ECOMAGINATION	14	US$2,842	US$3,225
GE GENERAL ELECTRIC	14	US$2,842	US$3,225
GE HEALTHCARE	9	US$1,827	US$2,302

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 General Electric's five most-filed brands: word marks of **other companies** (not General Electric'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 IMAGINATION AT WORK (classes 1, 7, 9, 11, 37; searched 2018-03-28 to 2026-11-08)

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

Similar to ECOMAGINATION (classes 1, 7, 9, 11, 37; searched 2022-08-31 to 2026-11-08)

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

Similar to GE GENERAL ELECTRIC (classes 1, 7, 9, 11, 37; searched 2019-06-26 to 2026-11-08)

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

Similar to GE HEALTHCARE (classes 9, 37; searched 2018-03-28 to 2026-11-08)

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

Similar to GE AEROSPACE (classes 1, 7, 9, 35, 37, 40, 41, 42; searched 2019-06-26 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

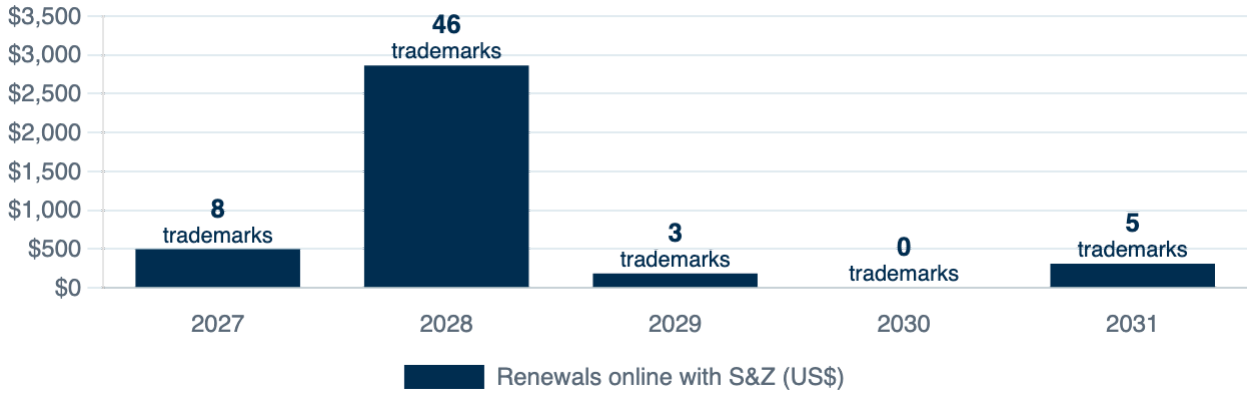
S&Z prices – South African trademarks

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$.

General Electric's next five years of renewals

62 of General Electric's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,861** over the five years.



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