GSK – South African trademarks

Updated 8 November 2026

GSK is a UK-based global biopharmaceutical company. It develops and supplies vaccines and medicines for infectious diseases, HIV, respiratory diseases and oncology.

How GSK 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.

#43
largest trademark owner in South Africa (of 121,626)

984
trademarks filed

7
different logos published since 2020

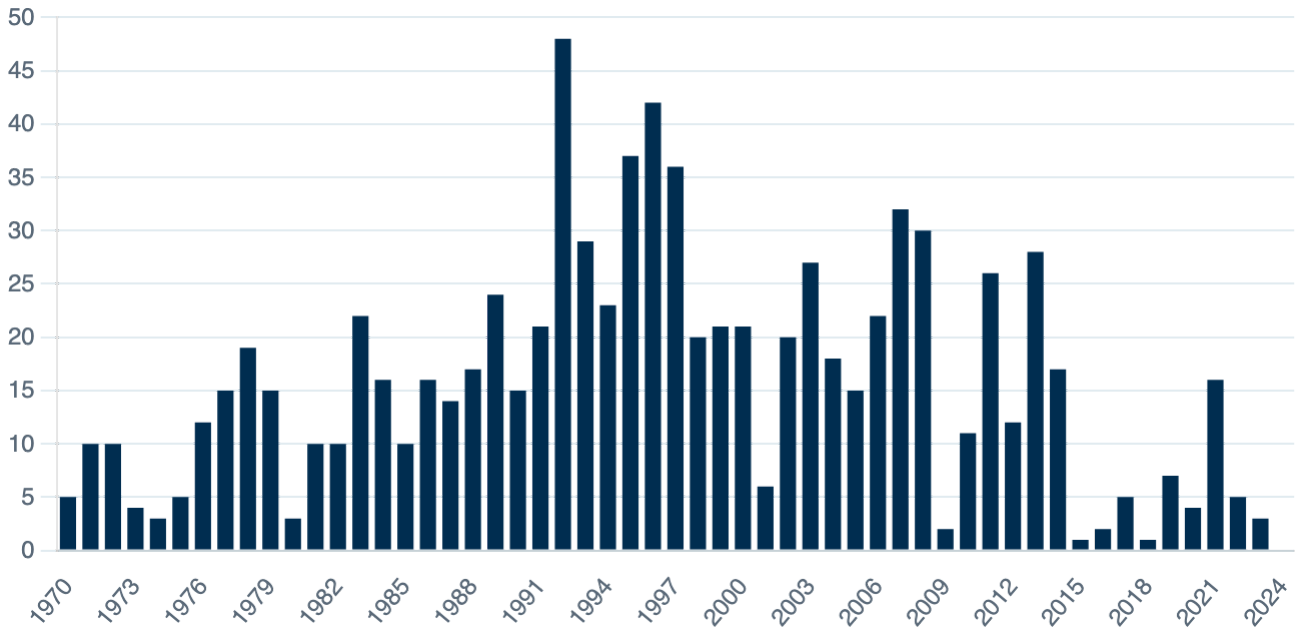
20
of 45 classes used

1918
first trademark filed

43
filed in the last 10 years

A portfolio built over time

GSK filed its first South African trademark in 1918 and has filed 984 since; its busiest year was 1992, with 48 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

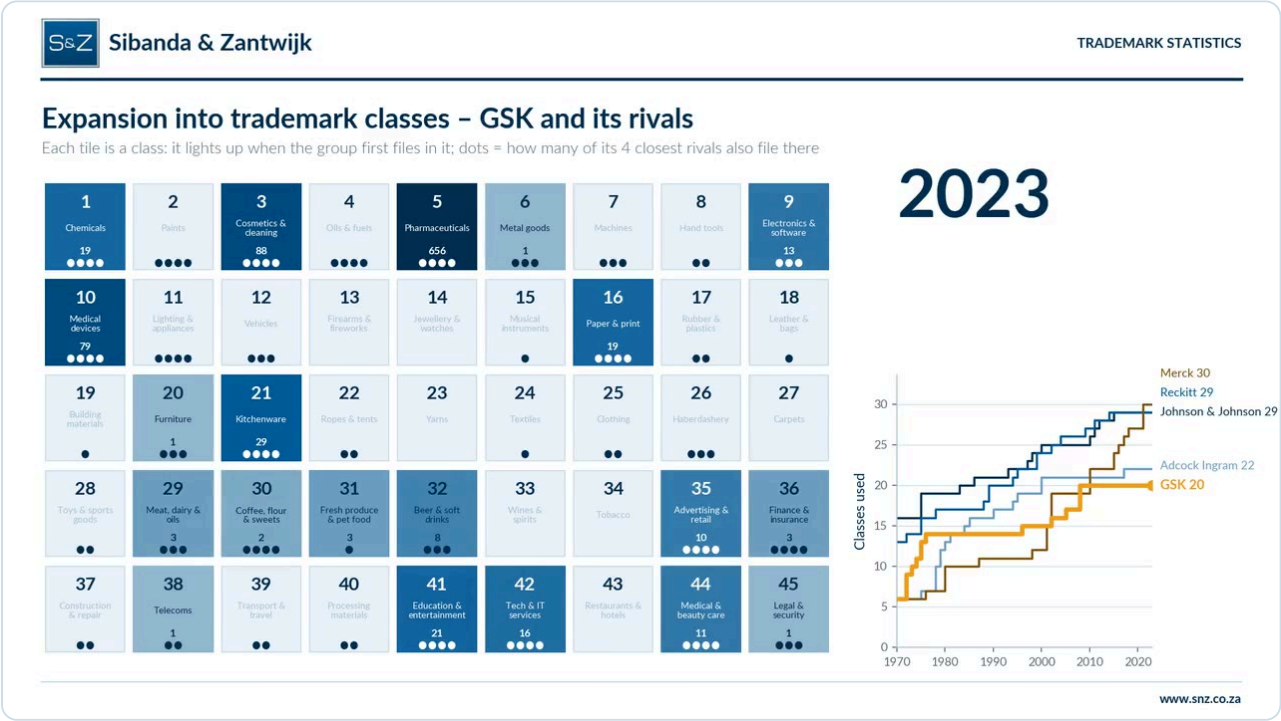
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
GSK	808	1918–2023
Glaxosmithkline Consumer Healthcare UK	217	1920–2022
Glaxosmithkline South Africa	94	1918–2005
Glaxosmithkline	49	1985–2014
Glaxosmithkline Consumer Healthcare	22	1932–2023
Glaxosmithkline Trading Services	20	1970–2007
Glaxosmithkline Consumer Healthcare South Africa	17	1987–2020

Where GSK expanded its business

Trademark classes show what a business sells. GSK's portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), medical devices (class 10). Its most recent moves were into furniture (2008), telecoms (2008), coffee, flour & sweets (2008).

GSK trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/gsk-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	656	66.7%	1918
3 Cosmetics & cleaning	88	8.9%	1920
10 Medical devices	79	8.0%	1929
21 Kitchenware	29	2.9%	1929
41 Education & entertainment	21	2.1%	1972
1 Chemicals	19	1.9%	1929
16 Paper & print	19	1.9%	1976
42 Tech & IT services	16	1.6%	1972

The brands GSK protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BIENVI	13	13	2021–2021
2	GLAXO WELLCOME	8	8	1995–1995
3	GW	8	8	1995–1995
4	ALLI	7	6	2007–2008
5	WELLCOME	7	4	1946–1978
6	VENTOLINE	6	6	2002–2002
7	AD.1715	5	5	1929–1929
8	ASTHMAPLAN	5	5	1996–1996
9	MYPHARMASSIST	5	5	2017–2017
10	AQUAFRESH	5	4	1972–2019
11	ALLENBURYS	4	4	1929–1929
12	CEEDD OPEN FOR INNOVATION.	4	4	2005–2005
13	CQ	4	4	1997–1997
14	HEALTHPARTNER	4	4	2022–2022
15	HIGH DEFINITION	4	4	2013–2013

Logos filed most often (since 2020)



5 filings · 5 classes



5 filings · 5 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

GSK's logos

The 7 different logos GSK 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.



5 classes



5 classes



1 class



1 class



1 class



1 class

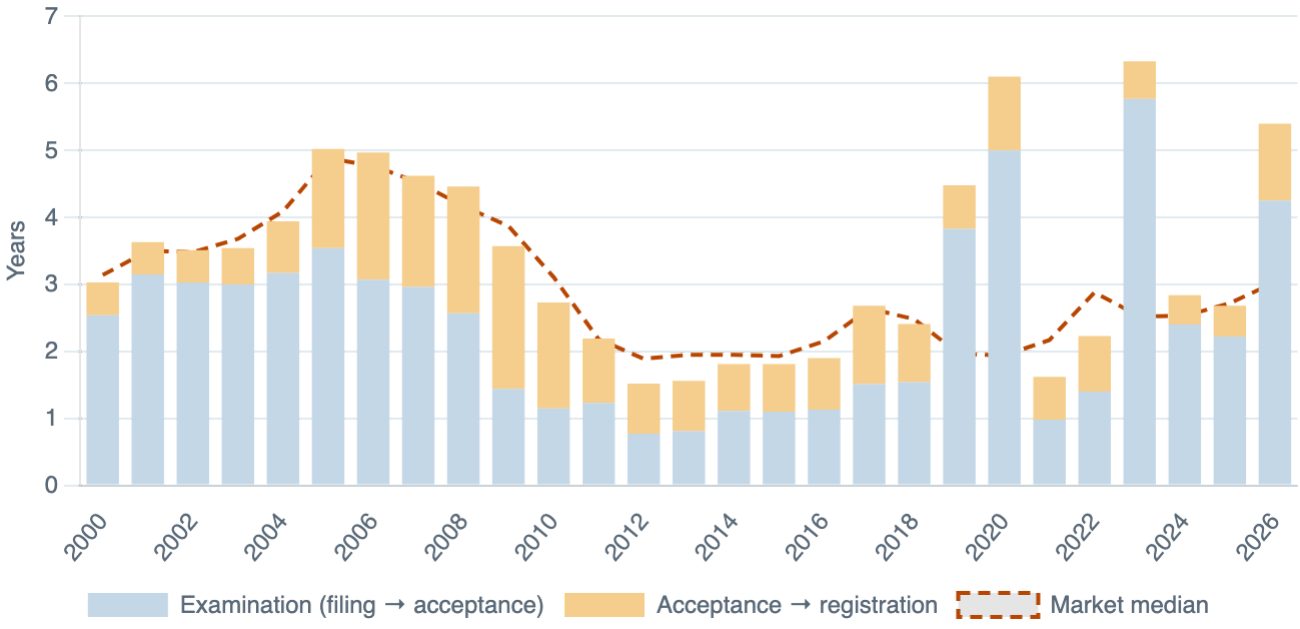


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, GSK's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

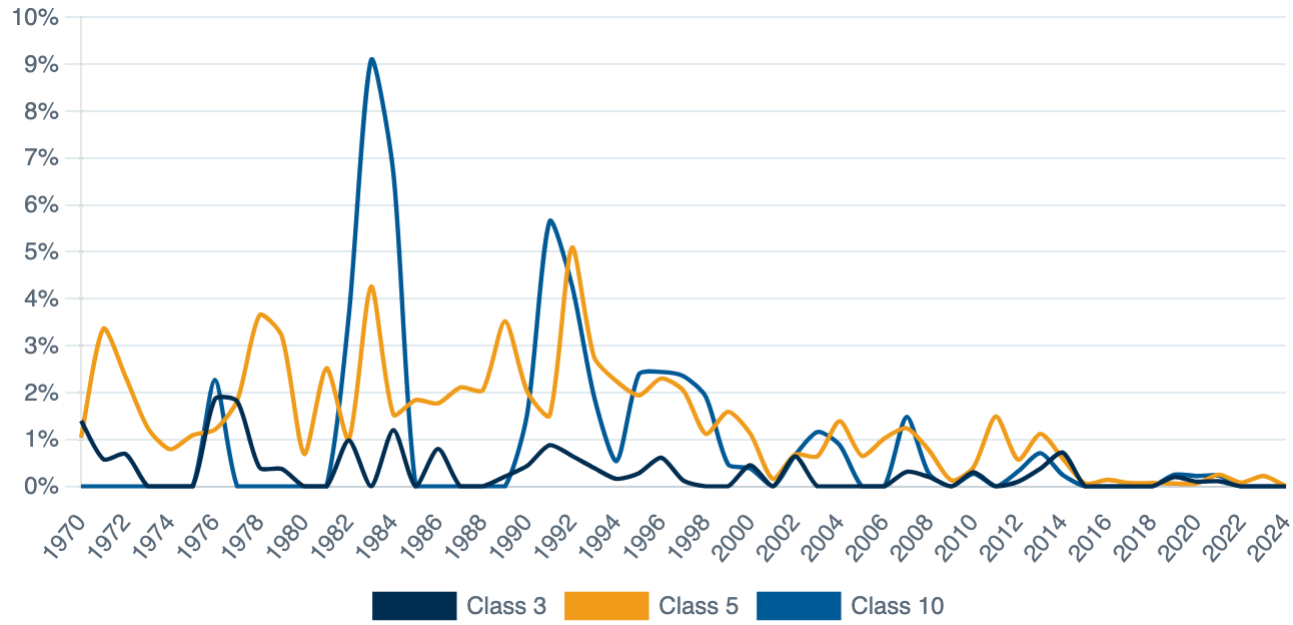


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in GSK's classes

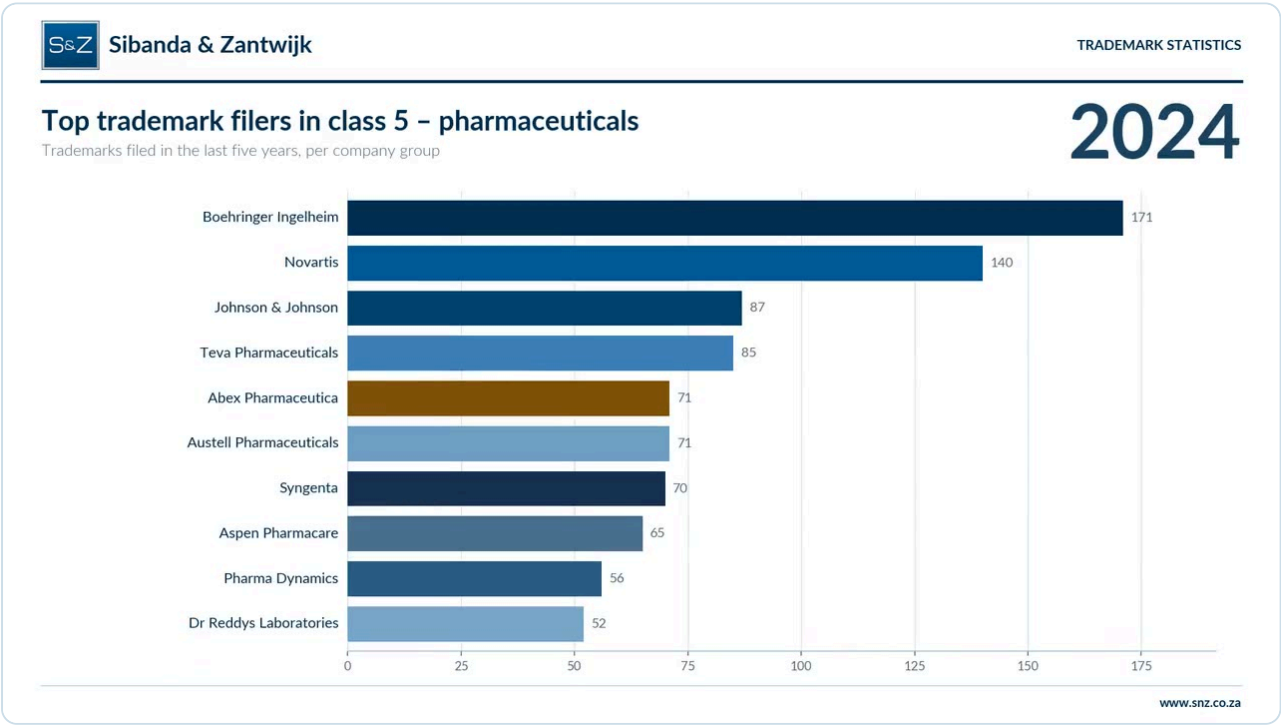
> Ranked by **number of trademarks filed in GSK's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows GSK's market position, not who is most like it.

In the last five years, GSK was **#117** of 2,050 filers in class 5 (pharmaceuticals), with 8 of 6,111 trademarks; **#338** of 1,836 filers in class 3 (cosmetics & cleaning), with 2 of 3,958 trademarks; **#174** of 814 filers in class 10 (medical devices), with 2 of 1,561 trademarks.



GSK'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: GSK



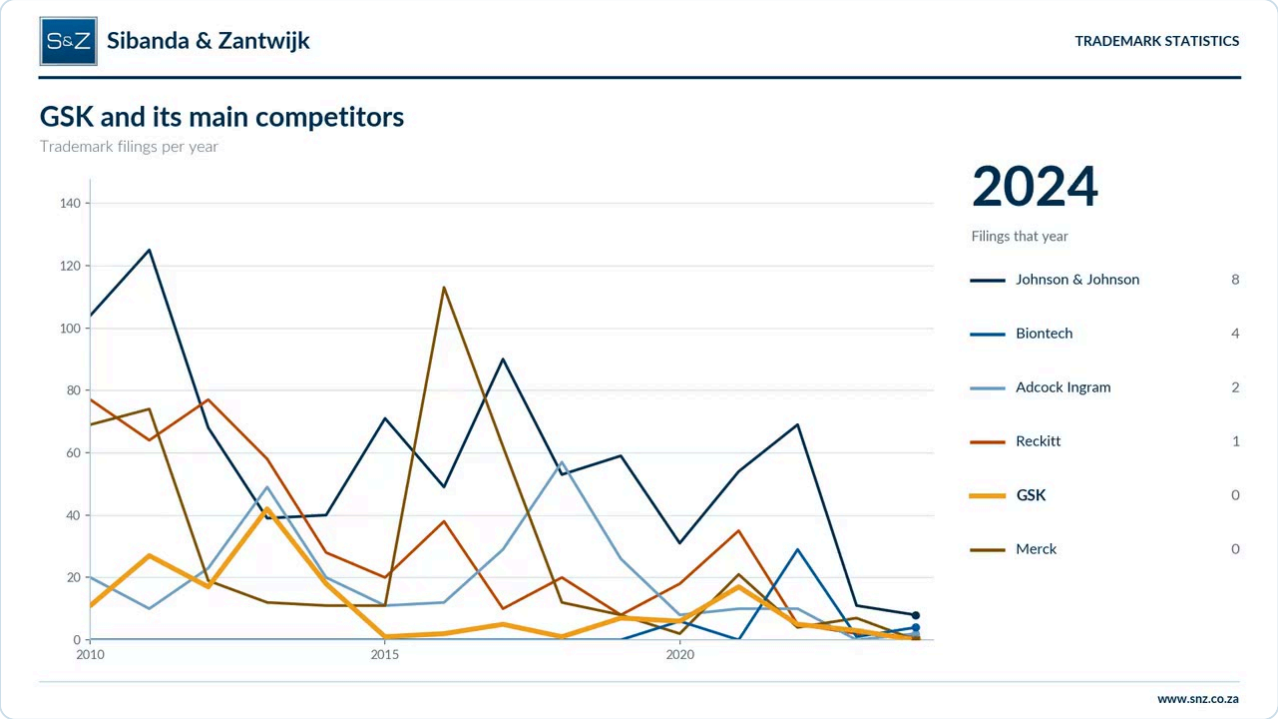
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/gsk-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like GSK

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

GSK's closest competitors in South Africa are Johnson & Johnson, Reckitt, Adcock Ingram and Merck.

GSK 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/gsk-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	Direct competitor	86%
2	Reckitt	Direct competitor	76%
3	Adcock Ingram	Direct competitor	71%
4	Merck	Direct competitor	68%
5	Biontech	Direct competitor	67%
6	Bayer	Direct competitor	67%
7	Procter & Gamble	Related field	78%
8	Kimberly-Clark	Related field	72%
9	Pick n Pay	Retailer's own brands	73%
10	Shoprite	Retailer's own brands	70%

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

GSK – relevant export countries

South Africa exported **US$2.5 billion** of the goods GSK's main classes cover in the last year – pharmaceutical preparations; vaccines; nutritional supplements; preparations and substances (class 5); cosmetics; dentifrices; essential oils; shampoos (class 3); suture materials; surgical; devices; diagnostic apparatus (class 10); toothbrushes; containers; toothpicks; holders (class 21); 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 GSK's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$277 m	-0%	National	US$2,388
2	United States of America	74	US$149 m	+2%	National	US$3,425
3	United Kingdom	68	US$53 m	-3%	National	US$1,371
4	Namibia	63	US$262 m	+25%	ARIPO	US$450
5	Japan	63	US$16 m	-11%	National	US$1,774
6	Zimbabwe	62	US$255 m	+23%	ARIPO	US$450
7	Canada	61	US$11 m	-4%	National	US$2,192
8	Türkiye	60	US$16 m	+1%	National	US$1,258
9	Australia	60	US$35 m	-8%	National	US$2,380
10	Zambia	58	US$371 m	+1%	National	US$2,610

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$262 m	+25%	ARIPO	US$450 S&Z
2	Zimbabwe	62	US$255 m	+23%	ARIPO	US$450 S&Z
3	Zambia	58	US$371 m	+1%	National	US$2,610
4	Botswana	57	US$230 m	-4%	ARIPO	US$450 S&Z
5	Nigeria	56	US$29 m	-20%	National	US$1,015 S&Z
6	Malawi	56	US$33 m	+36%	ARIPO	US$450 S&Z
7	Eswatini	54	US$89 m	-14%	National	US$446
8	OAPI (17 states)	53	US$21 m	-0%	National	US$1,563 S&Z
9	Mozambique	53	US$104 m	-21%	ARIPO	US$450 S&Z
10	Algeria	53	US$1.5 m	+18%	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)
BIENVI	13	US$2,639	US$3,041
GLAXO WELLCOME	8	US$1,624	US$2,117
GW	8	US$1,624	US$2,117
ALLI	6	US$1,218	US$1,748
WELLCOME	4	US$812	US$1,378

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 GSK's five most-filed brands: word marks of **other companies** (not GSK'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 BIENVI (classes 3, 5, 10, 21, 41; searched 2019-11-27 to 2026-11-07)

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

Similar to GLAXO WELLCOME (classes 1, 3, 5, 9, 10, 16, 41, 42; searched 2018-04-25 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
WELLCOME SUMMER	2025-04-30	9	Discovery Ltd
WELLCOME	2021-11-24	9	Discovery Ltd

Similar to ALLI (classes 5, 9, 16, 38, 41, 44; searched 2019-07-31 to 2026-11-07)

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

Similar to WELLCOME (classes 1, 3, 5, 6; searched 2019-03-27 to 2026-11-07)

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

Similar to VENTOLINE (classes 5, 9, 16, 41, 42, 44; no close matches in the search)

No confusingly similar marks of other companies found.

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

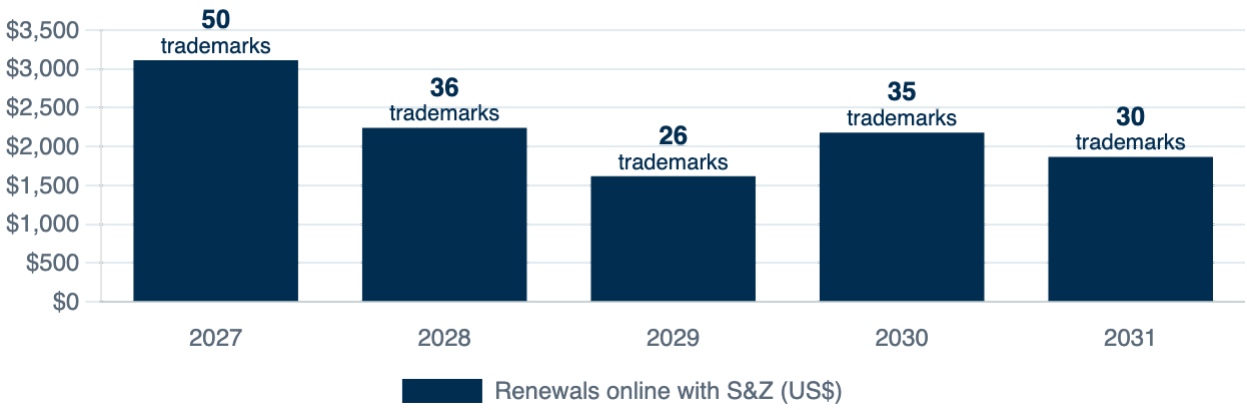
S&Z prices – South African trademarks

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$.

GSK's next five years of renewals

177 of GSK's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$11,025 over the five years.



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