Hasbro – South African trademarks

Updated 8 November 2026

Hasbro is an American toy and games company. Its brands include Monopoly, Nerf, Play-Doh, Transformers and My Little Pony.

How Hasbro 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.

#321
largest trademark owner in South Africa (of 121,626)

184
trademarks filed

4
different logos published since 2020

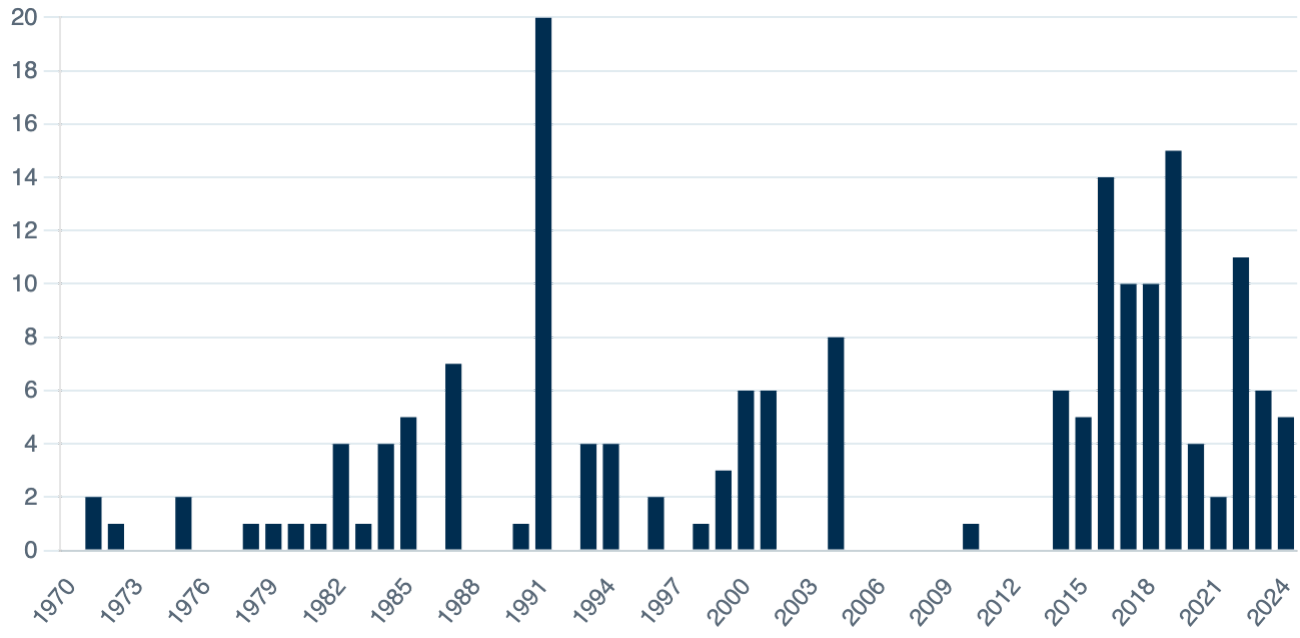
11
of 45 classes used

1930
first trademark filed

77
filed in the last 10 years

A portfolio built over time

Hasbro filed its first South African trademark in 1930 and has filed 184 since; its busiest year was 1991, 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
Hasbro	141	1930–2024
Hasbro International	43	1966–1993
Hasbro Consumer Products Licensing	14	2015–2021

Where Hasbro expanded its business

Trademark classes show what a business sells. Hasbro's portfolio is concentrated in toys & sports goods (class 28), electronics & software (class 9), education & entertainment (class 41). Its most recent moves were into cosmetics & cleaning (2004), beer & soft drinks (2004), leather & bags (2001).

Hasbro trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/hasbro-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
28 Toys & sports goods	132	71.7%	1930
9 Electronics & software	16	8.7%	1982
41 Education & entertainment	14	7.6%	1993
16 Paper & print	11	6.0%	1985
25 Clothing	3	1.6%	1985
18 Leather & bags	2	1.1%	2001
30 Coffee, flour & sweets	2	1.1%	2001
3 Cosmetics & cleaning	1	0.5%	2004

The brands Hasbro protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	WEEBLES	9	9	1991–2004
2	MICRO MACHINES	7	7	1993–2001
3	MY LITTLE PONY	7	4	1985–2022
4	HASBRO	7	3	1984–2015
5	HASBRO GAMES	4	4	2024–2024
6	TRANSFORMERS EARTHSPARK	4	4	2022–2022
7	TRANSFORMERS ONE	4	4	2023–2023
8	NERF	4	2	2014–2019
9	CUBBY HILL	3	3	2019–2019
10	TRANSFORMERS (THE)	3	3	1984–1985
11	TRANSFORMERS THE LAST KNIGHT	3	3	2016–2016
12	BUMBLEBEE	2	2	2017–2017
13	FRENZY	2	2	1982–1982
14	HEAD TO HEAD	2	2	1982–1982
15	MOUSETRAP	2	2	1993–1993

Logos filed most often (since 2020)



4 filings · 4 classes



4 filings · 4 classes



2 filings · 2 classes



1 filing · 1 class

Hasbro's logos

The 4 different logos Hasbro 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.

4 classes

4 classes

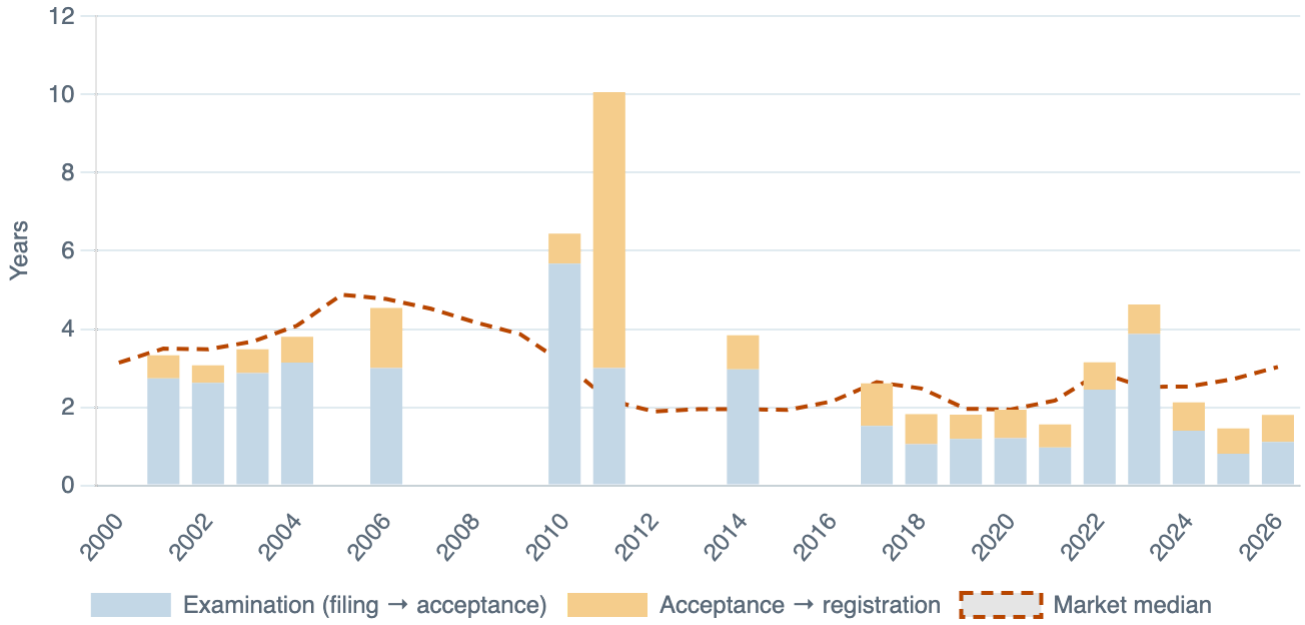
2 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Hasbro'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: 1.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

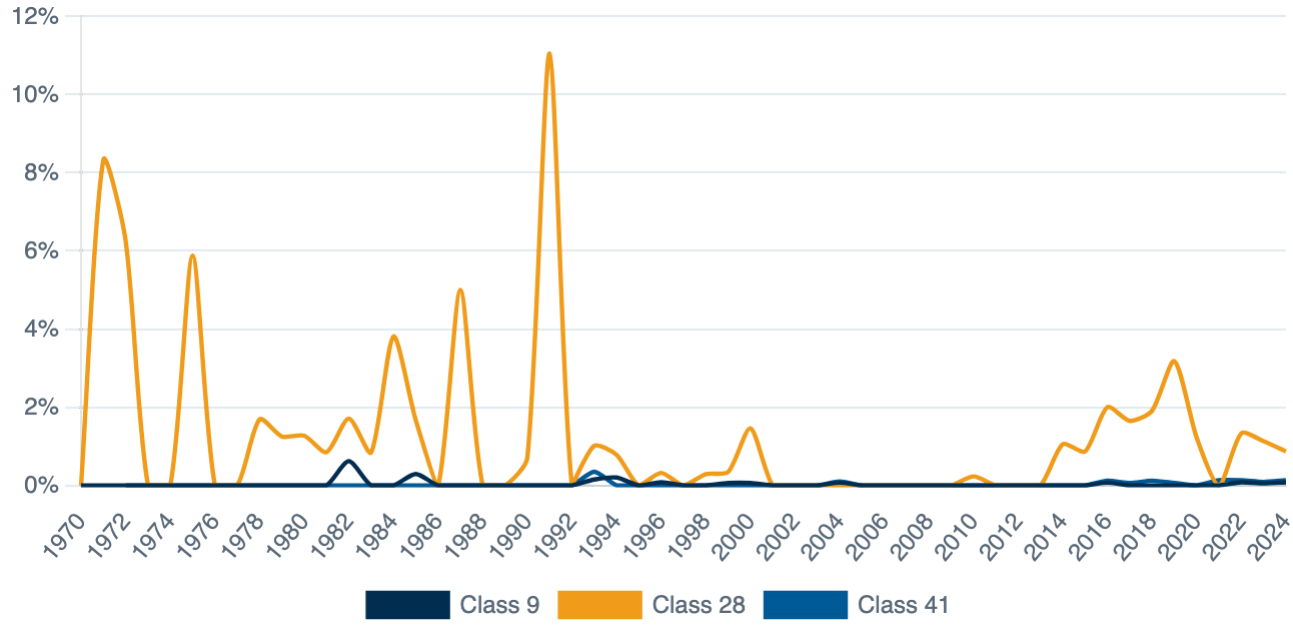


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Hasbro's classes

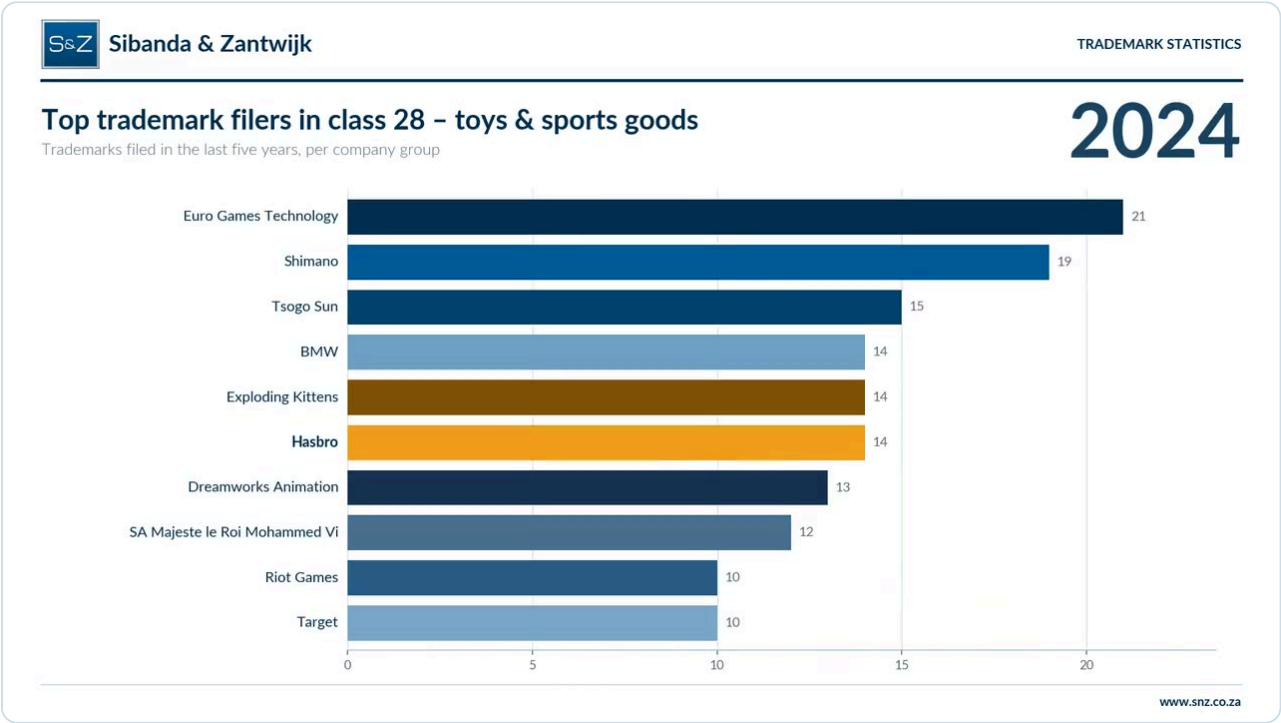
> Ranked by **number of trademarks filed in Hasbro's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Hasbro's market position, not who is most like it.

In the last five years, Hasbro was **#4** of 842 filers in class 28 (toys & sports goods), with 14 of 1,560 trademarks; **#385** of 4,926 filers in class 9 (electronics & software), with 4 of 10,252 trademarks; **#118** of 3,121 filers in class 41 (education & entertainment), with 6 of 6,243 trademarks.



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

Top trademark filers in class 28 (toys & sports goods), South Africa 1975–2024: Hasbro

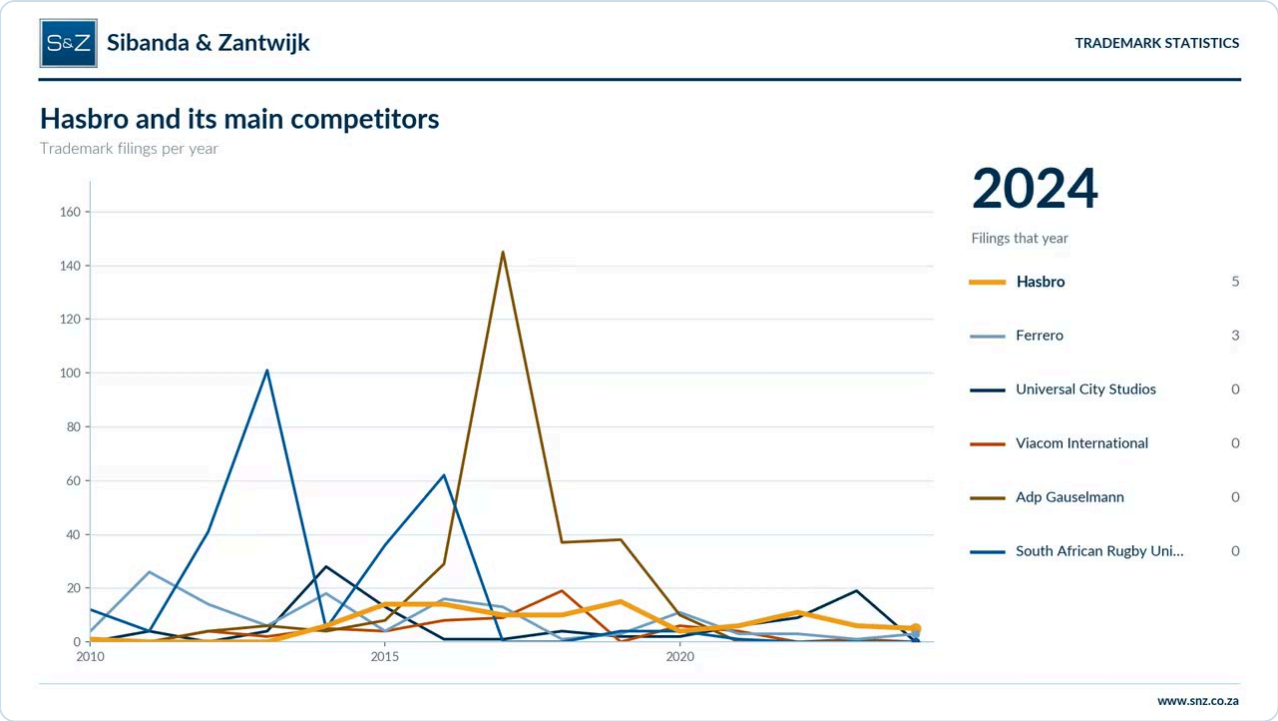


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/hasbro-south-african-trademarks/class-28-race-video.html

Main competitors – the companies most like Hasbro

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

Hasbro 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/hasbro-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Universal City Studios	Other field	85%
2	Viacom International	Other field	80%
3	Ferrero	Other field	76%
4	Adp Gauselmann	Other field	75%
5	South African Rugby Union	Other field	75%
6	Sifiso Learning Group	Other field	75%
7	Maserati	Other field	70%
8	Volkswagen	Other field	70%
9	Warner Bros. Discovery	–	92%
10	Dreamworks Animation	–	92%

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

Hasbro – relevant export countries

South Africa exported **US$609 m** of the goods Hasbro's main classes cover in the last year – toys; games; playthings; accessories (class 28); computer software; computers; cases; headphones (class 9); books; posters; stickers; calendars (class 16); hats; t-shirts; shirts (class 25); backpacks; handbags; bags (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Hasbro's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	74	US$41 m	+1%	National	US$2,388
2	United States of America	72	US$27 m	-0%	National	US$3,425
3	United Kingdom	68	US$12 m	-4%	National	US$1,371
4	Namibia	63	US$113 m	+9%	ARIPO	US$450
5	Japan	61	US$328 k	+1%	National	US$1,774
6	Hong Kong SAR	60	US$2.5 m	+11%	National	US$1,715
7	Canada	60	US$973 k	-6%	National	US$2,192
8	India	59	US$305 k	-3%	National	US$1,295
9	Singapore	59	US$1.5 m	+24%	National	US$2,144
10	Australia	59	US$4.9 m	-4%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$113 m	+9%	ARIPO	US$450 S&Z
2	Botswana	58	US$102 m	-12%	ARIPO	US$450 S&Z
3	Eswatini	55	US$40 m	-1%	National	US$446
4	Mozambique	53	US$45 m	-1%	ARIPO	US$450 S&Z
5	Zimbabwe	53	US$34 m	+7%	ARIPO	US$450 S&Z
6	Malawi	53	US$12 m	+28%	ARIPO	US$450 S&Z
7	Nigeria	52	US$3.2 m	-15%	National	US$1,015 S&Z
8	OAPI (17 states)	51	US$8.7 m	+6%	National	US$1,563 S&Z
9	Tanzania	51	US$5.7 m	-4%	ARIPO	US$450 S&Z
10	Uganda	49	US$3.3 m	+15%	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)
WEEBLES	9	US$1,827	US$2,302
MICRO MACHINES	7	US$1,421	US$1,932
MY LITTLE PONY	4	US$812	US$1,378
HASBRO	3	US$609	US$1,194
HASBRO GAMES	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 Hasbro's five most-filed brands: word marks of **other companies** (not Hasbro'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 WEEBLES (classes 9, 16, 25, 28, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MICRO MACHINES (classes 16, 18, 21, 24, 25, 28, 30; searched 2018-05-30 to 2026-11-08)

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

Similar to MY LITTLE PONY (classes 9, 16, 28, 41; searched 2024-07-31 to 2026-11-08)

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

Similar to HASBRO (classes 9, 16, 28; searched 2019-03-27 to 2026-11-08)

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

Similar to HASBRO GAMES (classes 9, 16, 28, 41; searched 2019-01-30 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

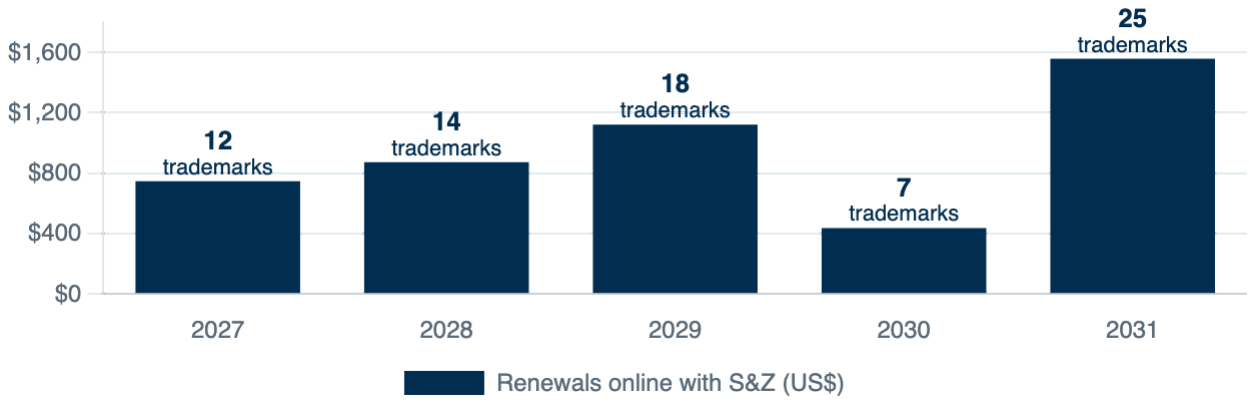
S&Z prices – South African trademarks

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$.

Hasbro's next five years of renewals

76 of Hasbro's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,733 over the five years.



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