HP – South African trademarks

Updated 8 November 2026

HP is an American technology company that makes personal computers, printers, ink and other office equipment.

How HP 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.

#372
largest trademark owner in South Africa (of 121,626)

158
trademarks filed

0
different logos published since 2020

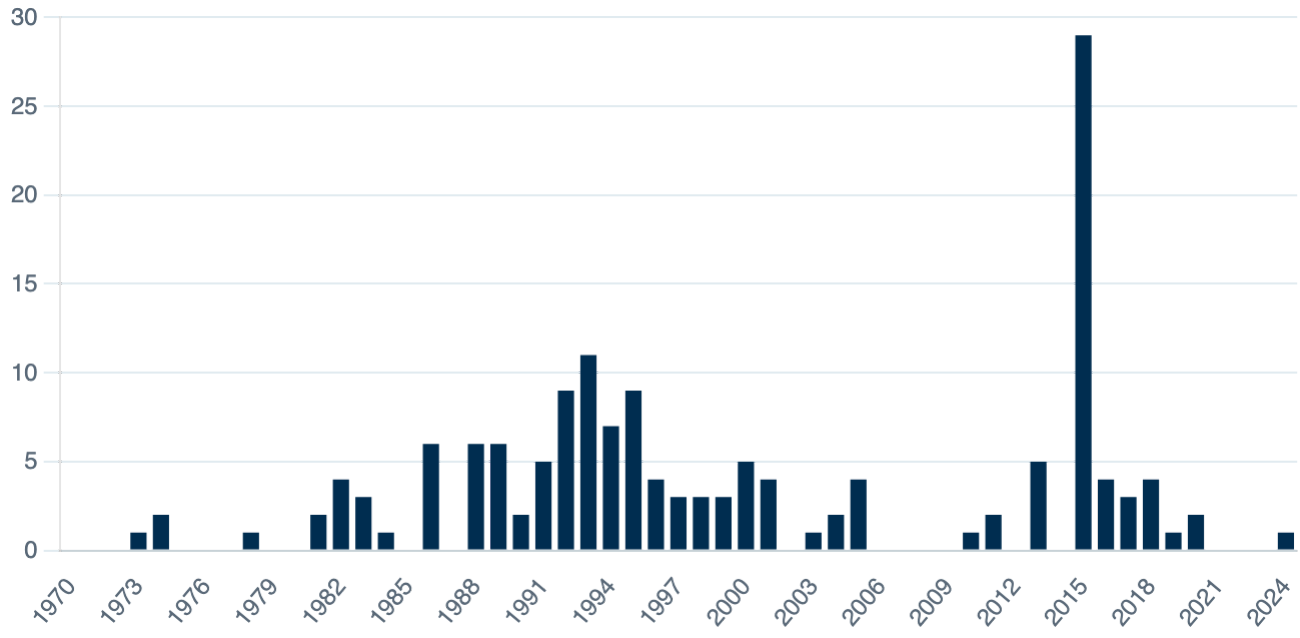
15
of 45 classes used

1954
first trademark filed

15
filed in the last 10 years

A portfolio built over time

HP filed its first South African trademark in 1954 and has filed 158 since; its busiest year was 2015, with 29 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

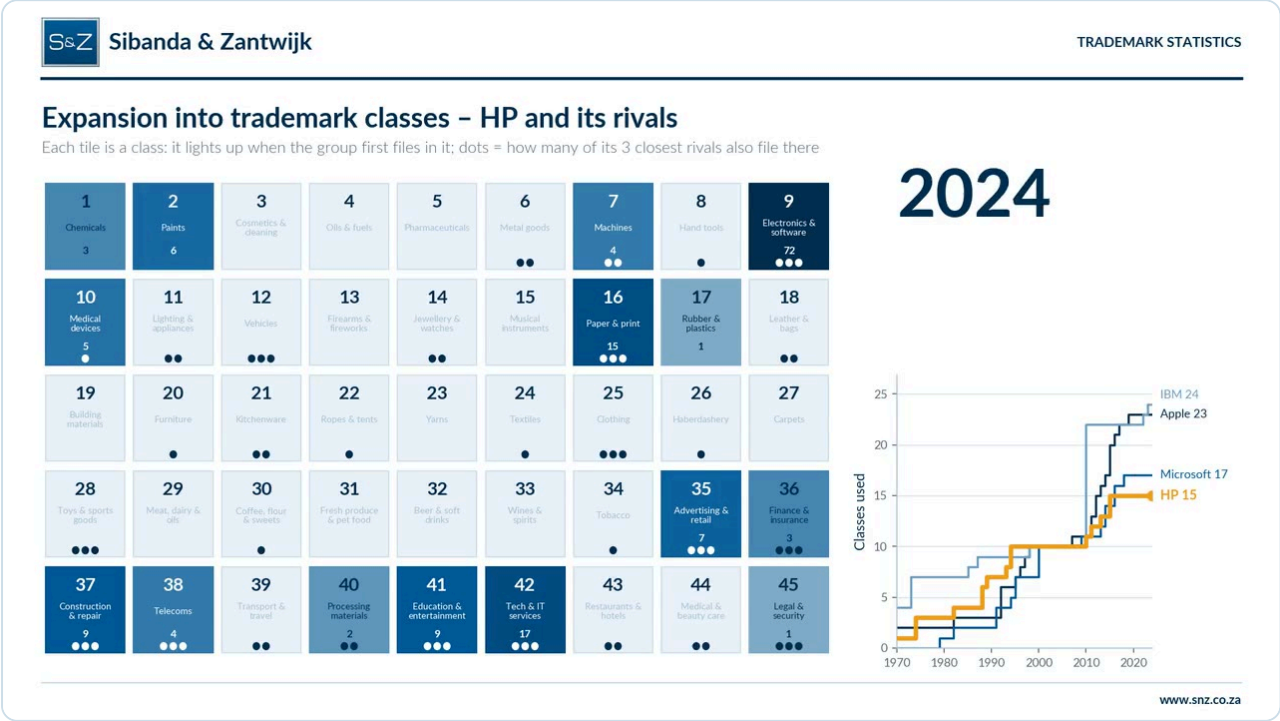
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
HP	93	1967–2024
Hewlett Packard Enterprise Development	71	1978–2020
Hewlett Packard Development Company L P	23	1994–2013
Hewlett Packard	19	1954–2004

Where HP expanded its business

Trademark classes show what a business sells. HP's portfolio is concentrated in electronics & software (class 9), tech & it services (class 42), paper & print (class 16). Its most recent moves were into rubber & plastics (2015), legal & security (2015), finance & insurance (2013).

HP trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/hp-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	72	45.6%	1974
42	Tech & IT services	17	10.8%	1989
16	Paper & print	15	9.5%	1982
37	Construction & repair	9	5.7%	1988
41	Education & entertainment	9	5.7%	1988
35	Advertising & retail	7	4.4%	1974
2	Paints	6	3.8%	1994
10	Medical devices	5	3.2%	1954

The brands HP protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	KEEP REINVENTING	13	13	2015–2015
2	HP	9	6	1967–1992
3	ACCELERATING NEXT	8	8	2015–2015
4	HPS	6	6	1989–1989
5	MOONSHOT	5	4	2013–2013
6	APOLLO	5	3	1981–1999
7	LASERJET	4	3	1991–2005
8	PROLIANT	4	3	1993–2005
9	HEWLETT PACKARD	3	3	1973–1988
10	OMNIUS	3	3	1995–1995
11	COMPAQ	3	2	1991–1993
12	DIGITAL	2	2	1974–1974
13	DOMAIN	2	2	1982–1982
14	ELECTROINK	2	2	1994–1994
15	GREENLAKE	2	2	2020–2020

Logos filed most often (since 2020)

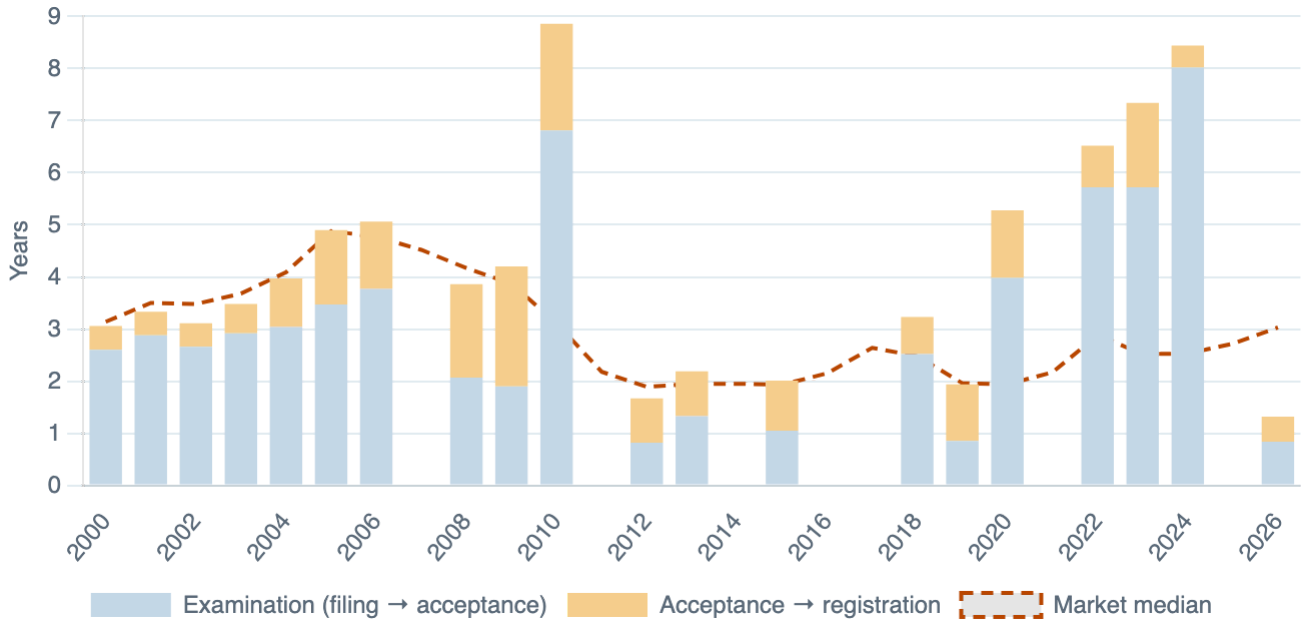
HP's logos

The 0 different logos HP 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, HP's marks took a median of **6.5 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 5.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

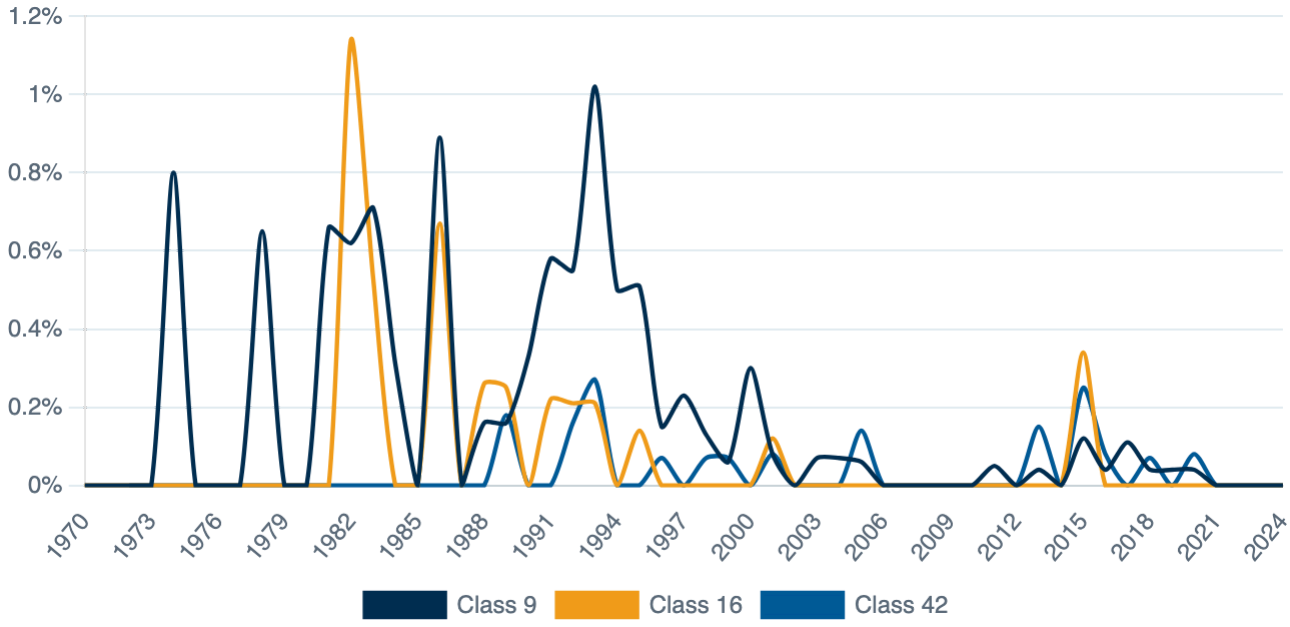


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in HP's classes

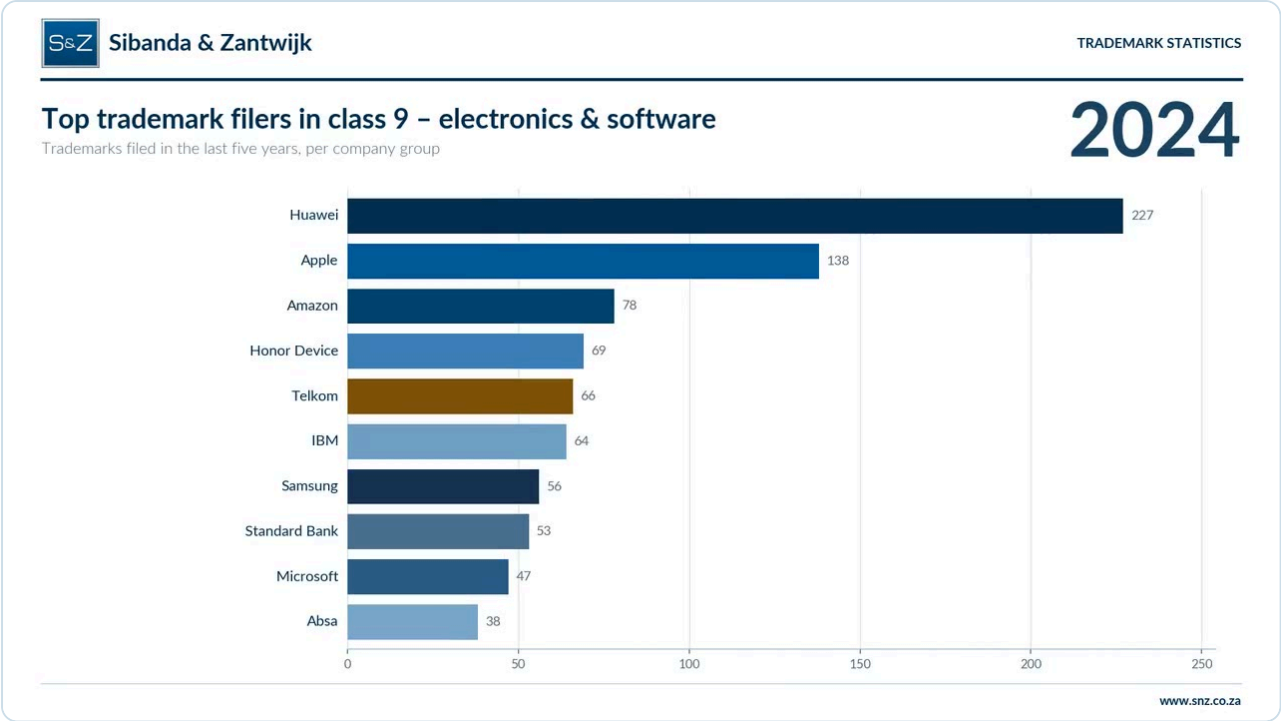
> Ranked by **number of trademarks filed in HP's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows HP's market position, not who is most like it.

In the last five years, HP was **#4531** of 4,926 filers in class 9 (electronics & software), with 1 of 10,252 trademarks; **#2123** of 3,000 filers in class 42 (tech & IT services), with 1 of 5,783 trademarks.



HP'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: HP



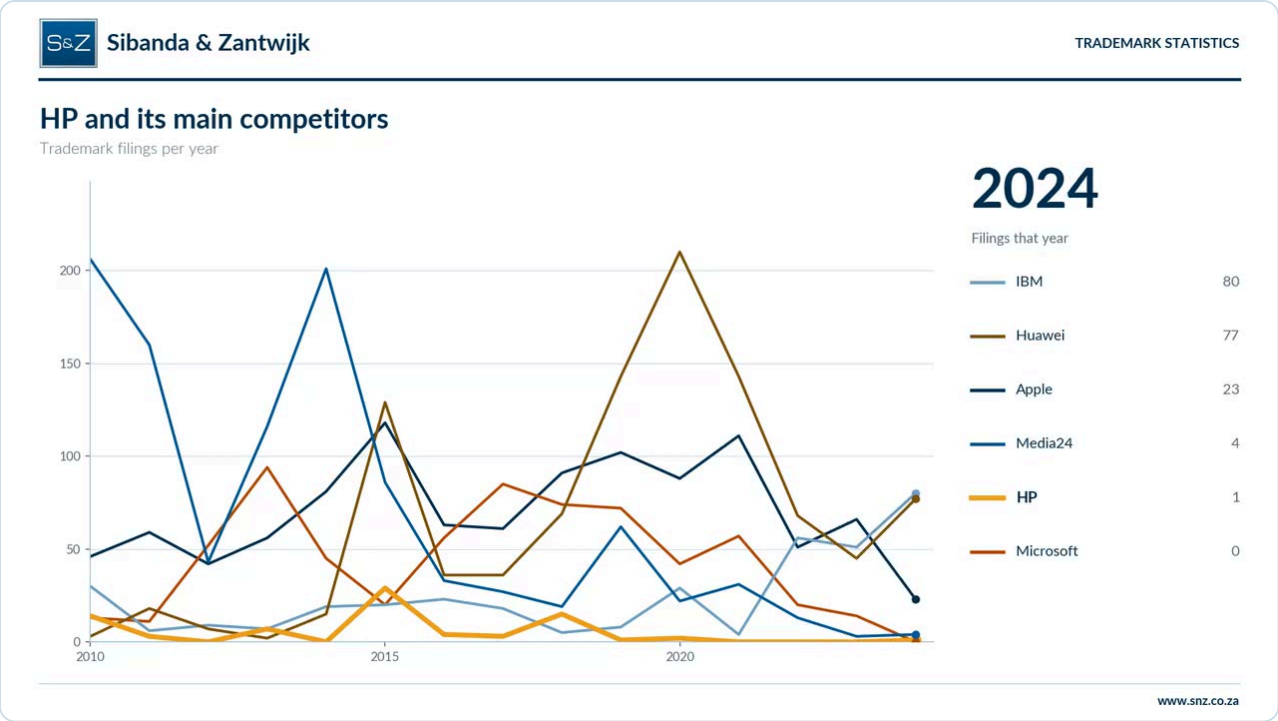
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/hp-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like HP

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

HP's closest competitors in South Africa are Apple, Microsoft and IBM.

HP 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/hp-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Apple	Direct competitor	91%
2	Microsoft	Direct competitor	76%
3	IBM	Direct competitor	66%
4	Huawei	Related field	86%
5	Media24	Related field	69%
6	BMW	Other field	92%
7	Philip Morris	Other field	90%
8	Rivian	Other field	82%
9	Nissan	Other field	75%
10	Bidvest	Other field	68%

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

HP – relevant export countries

South Africa exported **US$1.2 billion** of the goods HP's main classes cover in the last year – computer software; computer hardware; computers; computer programs (class 9); brochures; paper; printed materials; guides (class 16); printing ink; toner; ink cartridges; inkjet cartridges (class 2); medical devices; suture materials; medical apparatus and instruments (class 10). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where HP's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	76	US$94 m	+0%	National	US$2,123
2	United States of America	71	US$22 m	+5%	National	US$2,750
3	United Kingdom	65	US$17 m	-4%	National	US$1,192
4	India	60	US$4.7 m	-1%	National	US$1,051
5	Hong Kong SAR	58	US$6.8 m	+11%	National	US$1,412
6	Canada	57	US$2.2 m	-3%	National	US$1,907
7	Japan	57	US$1.5 m	+2%	National	US$1,481
8	Zimbabwe	56	US$157 m	+9%	ARIPO	US$397
9	Singapore	56	US$1.0 m	+25%	National	US$1,725
10	Australia	56	US$8.3 m	-2%	National	US$2,020

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Zimbabwe	56	US$157 m	+9%	ARIPO	US$397 S&Z
2	Namibia	55	US$171 m	+9%	ARIPO	US$397 S&Z
3	Mozambique	48	US$79 m	+9%	ARIPO	US$397 S&Z
4	Botswana	48	US$125 m	-12%	ARIPO	US$397 S&Z
5	Eswatini	48	US$65 m	-3%	ARIPO	US$397 S&Z
6	Morocco	47	US$2.6 m	+4%	National	US$1,224
7	Malawi	47	US$35 m	+27%	ARIPO	US$397 S&Z
8	OAPI (17 states)	47	US$20 m	+1%	National	US$1,378 S&Z
9	Egypt	47	US$3.9 m	-7%	National	US$1,835
10	Tanzania	47	US$23 m	-1%	ARIPO	US$397 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 4 classes; ARIPO costs are per country, plus US$290 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)
KEEP REINVENTING	13	US$2,639	US$3,041
HP	6	US$1,218	US$1,748
ACCELERATING NEXT	8	US$1,624	US$2,117
HPS	6	US$1,218	US$1,748
MOONSHOT	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 HP's five most-filed brands: word marks of **other companies** (not HP'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 KEEP REINVENTING (classes 9, 16, 37, 41, 42; searched 2018-08-29 to 2026-11-08)

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

Similar to ACCELERATING NEXT (classes 9, 16, 35, 36, 37, 38, 41, 42; searched 2018-03-28 to 2026-11-08)

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

Similar to HPS (classes 9, 10, 16, 37, 41, 42; searched 2019-05-29 to 2026-11-08)

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

Similar to MOONSHOT (classes 9, 36, 37, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to APOLLO (classes 2, 9, 16; searched 2019-07-31 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

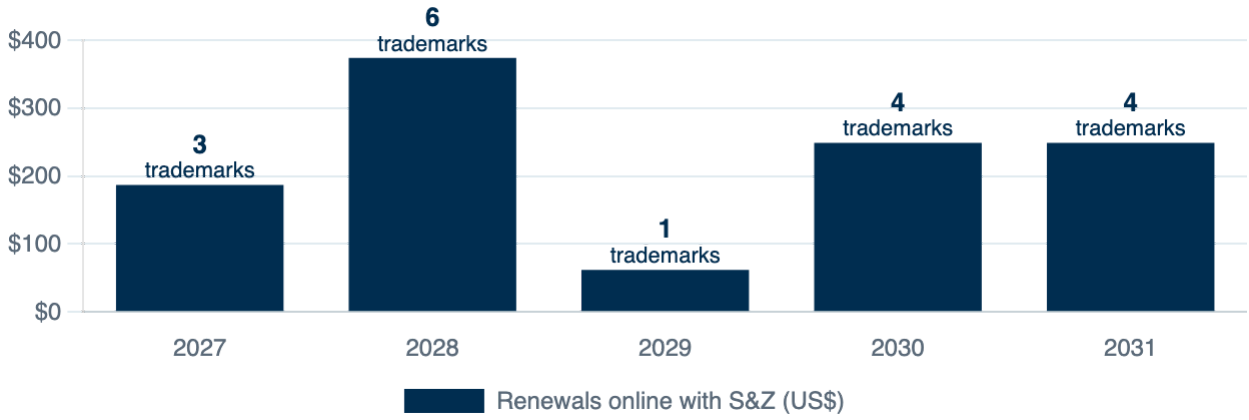
S&Z prices – South African trademarks

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$.

HP's next five years of renewals

18 of HP's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$1,121 over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za