Sibanda & Zantwijk
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Huawei – South African trademarks

Updated 8 November 2026

Huawei is a Chinese technology company. It makes telecommunications network equipment, smartphones and consumer devices.

How Huawei 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.

#44
largest trademark owner in South Africa (of 121,626)

978
trademarks filed

101
different logos published since 2020

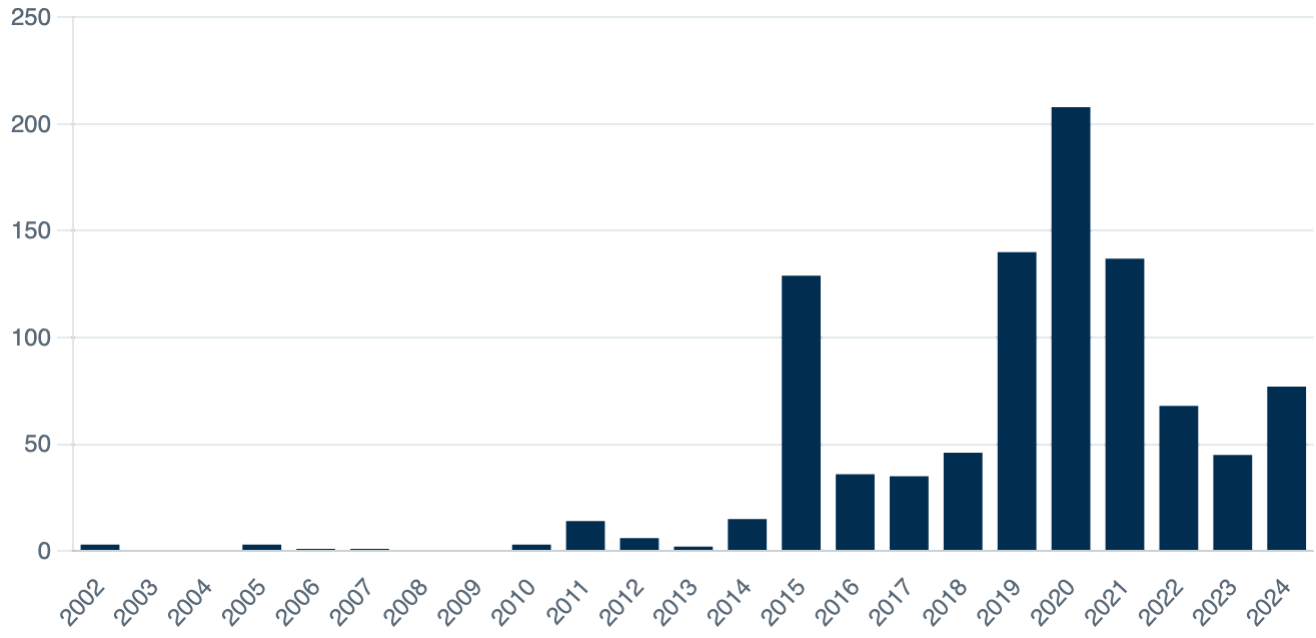
25
of 45 classes used

2002
first trademark filed

801
filed in the last 10 years

A portfolio built over time

Huawei filed its first South African trademark in 2002 and has filed 978 since; its busiest year was 2020, with 208 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

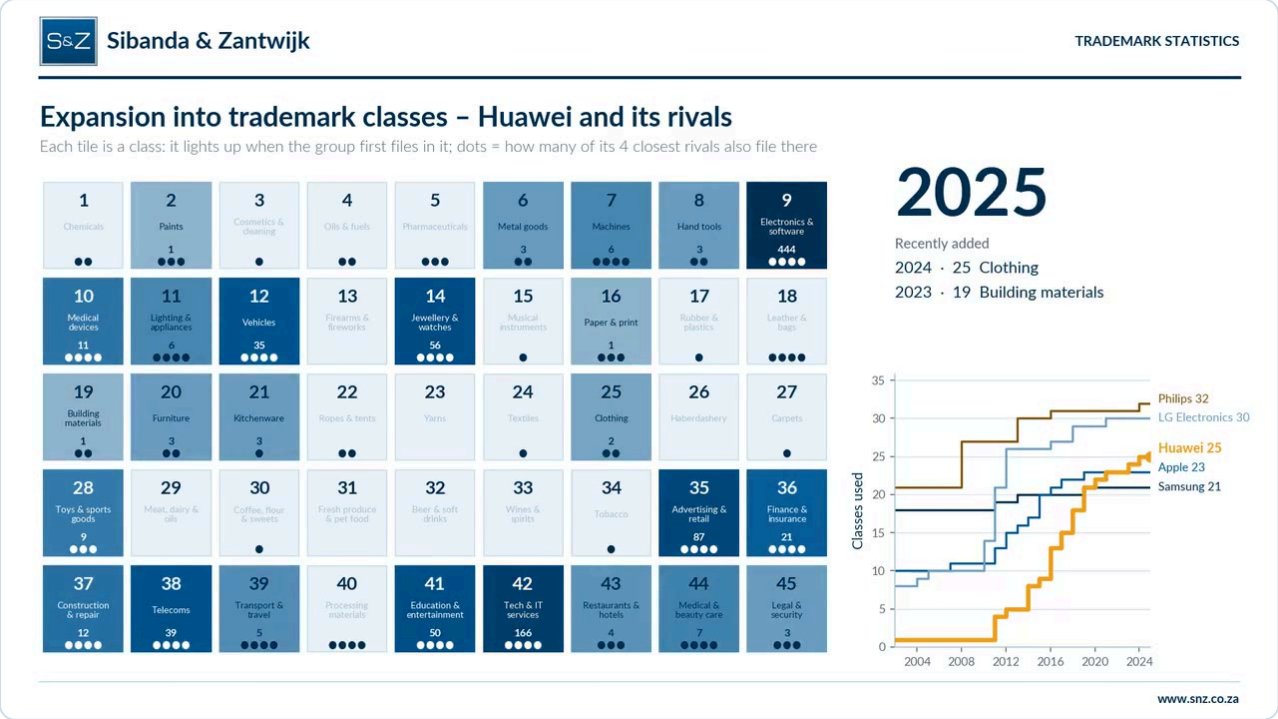
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Huawei	1,021	1998–2025
Huawei Technologies Co Ltd Acompany Orhanized and	1	2019–2019

Where Huawei expanded its business

Trademark classes show what a business sells. Huawei's portfolio is concentrated in electronics & software (class 9), tech & it services (class 42), advertising & retail (class 35). Its most recent moves were into clothing (2024), building materials (2023), paints (2021).

Huawei trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/huawei-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	444	45.4%	2002
42	Tech & IT services	166	17.0%	2011
35	Advertising & retail	87	8.9%	2012
14	Jewellery & watches	56	5.7%	2015
41	Education & entertainment	50	5.1%	2014
38	Telecoms	39	4.0%	2014
12	Vehicles	35	3.6%	2016
36	Finance & insurance	21	2.1%	2017

The brands Huawei protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	HUAWEI	35	17	2005–2023
2	ULTIMATE DESIGN	19	6	2023–2024
3	Hilink	15	13	2011–2020
4	HUAWEI Hilink	14	13	2020–2020
5	HUAWEI ARK COMPILER	8	6	2019–2020
6	AITO	8	3	2021–2021
7	HUAWEI WeLink	7	7	2019–2019
8	EMUI	6	6	2019–2019
9	HIAI	6	6	2020–2020
10	HUAWEI APPGALLERY	6	6	2020–2020
11	HUAWEI HIAI	6	6	2020–2020
12	M-PEN	6	6	2019–2019
13	Petal	6	6	2020–2021
14	TECH4ALL	6	6	2020–2020
15	WeLink	6	6	2019–2019

Logos filed most often (since 2020)

HUAWEI Posh

365 filings · 20 classes

15 filings · 7 classes

8 filings · 3 classes

HarmonyOS Connect

8 filings · 3 classes

DriveMaster

7 filings · 5 classes

P300

7 filings · 1 class

TECH 4ALL

6 filings · 6 classes

6 filings · 6 classes

6 filings · 5 classes

5 filings · 5 classes

Huawei's logos

The 101 different logos Huawei 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.

HUAWEI Posh

20 classes



7 classes



6 classes



6 classes

DriveMaster

5 classes



5 classes



5 classes



5 classes



4 classes

FITAI

4 classes



3 classes



3 classes

HAOWANG

3 classes

EROFS

3 classes



3 classes



3 classes



3 classes



3 classes

WATCH D

3 classes



3 classes

Link Now

3 classes

Gauss

2 classes



2 classes

WUAWE

2 classes

openYuanRong

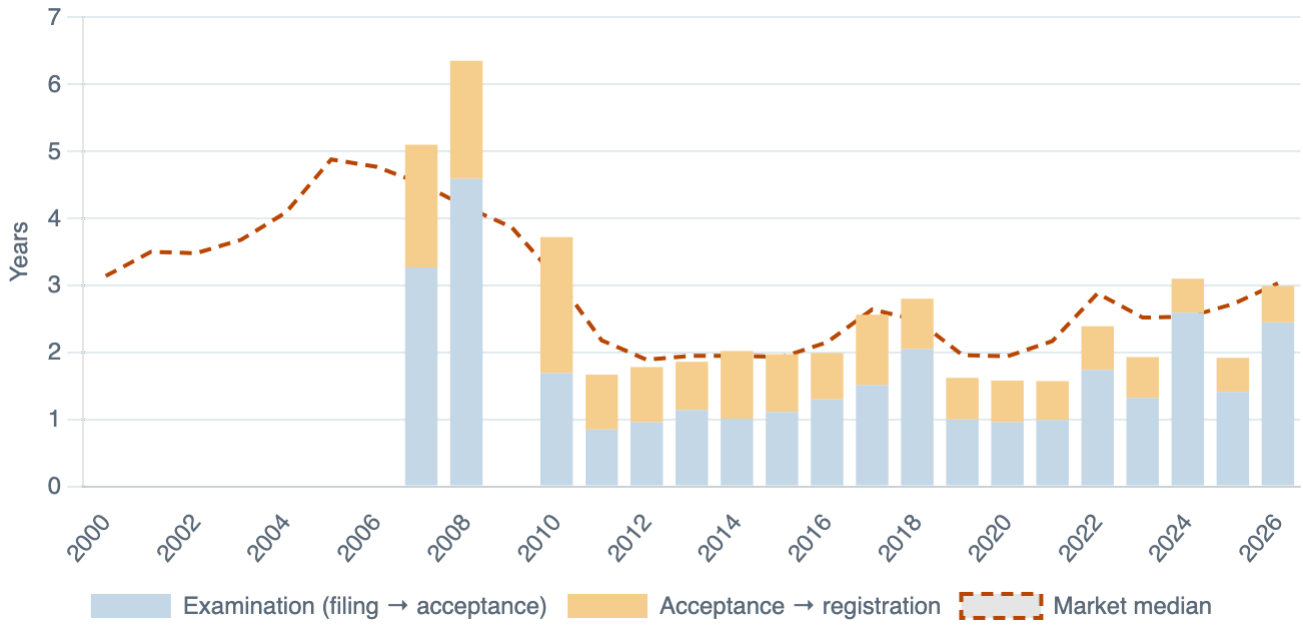
2 classes

OptiXtrans 2 classes	OpenRoyal 2 classes	OptiXstar 2 classes	Pangu Doer 2 classes	Cyberverse 2 classes
TruSleep 2 classes	HongMeng 2 classes			

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Huawei's marks took a median of **2.5 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



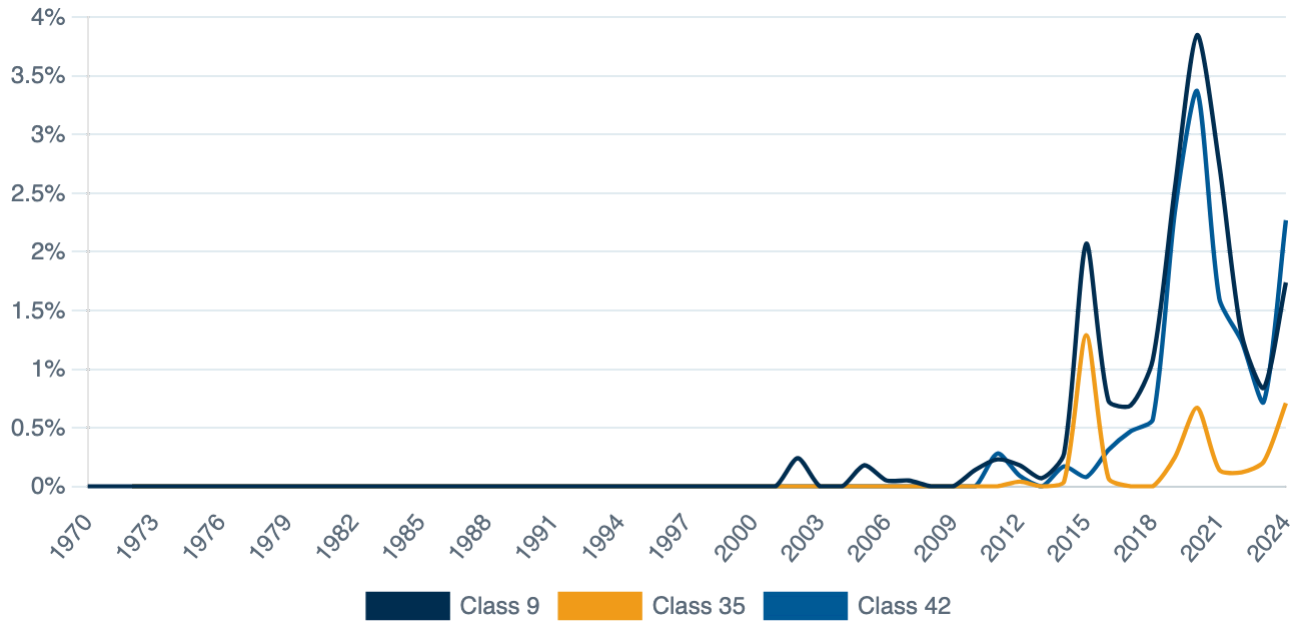
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Huawei's classes

Ranked by **number of trademarks filed in Huawei's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Huawei's market position,

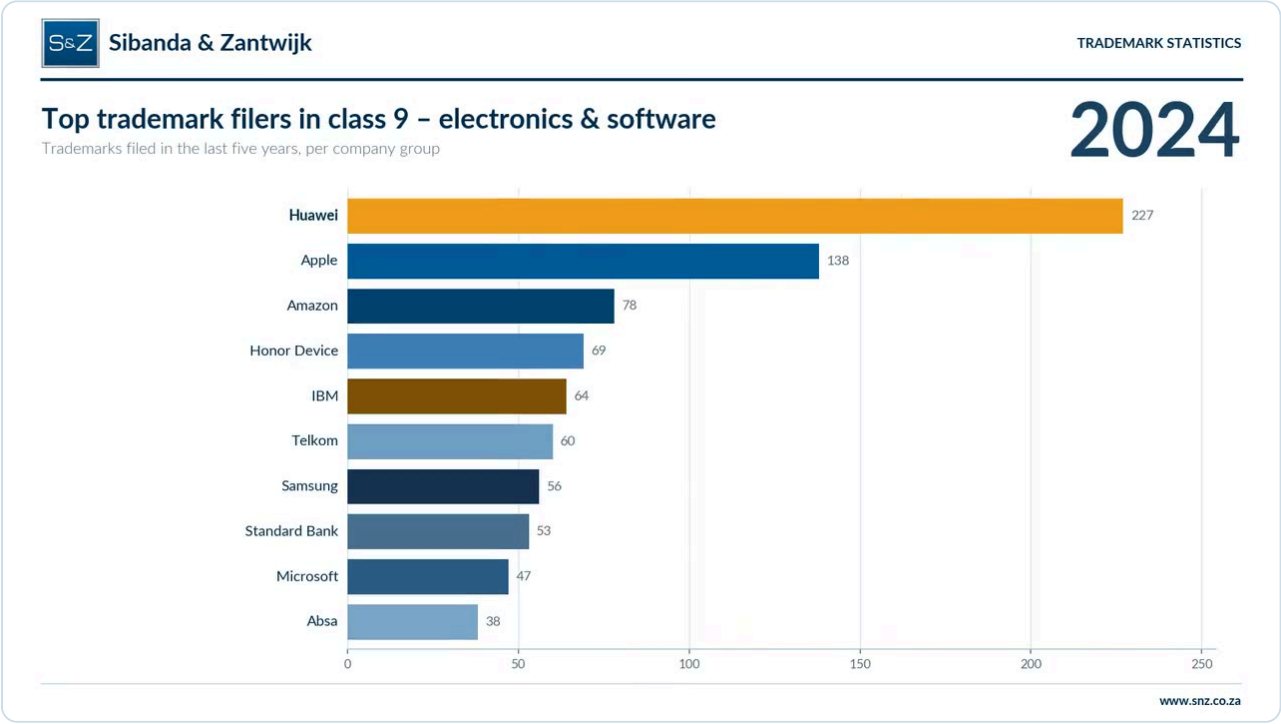
> not who is most like it.

In the last five years, Huawei was #1 of 4,926 filers in class 9 (electronics & software), with 227 of 10,252 trademarks; #1 of 3,000 filers in class 42 (tech & IT services), with 107 of 5,783 trademarks; #10 of 5,866 filers in class 35 (advertising & retail), with 38 of 11,124 trademarks.



Huawei'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: Huawei



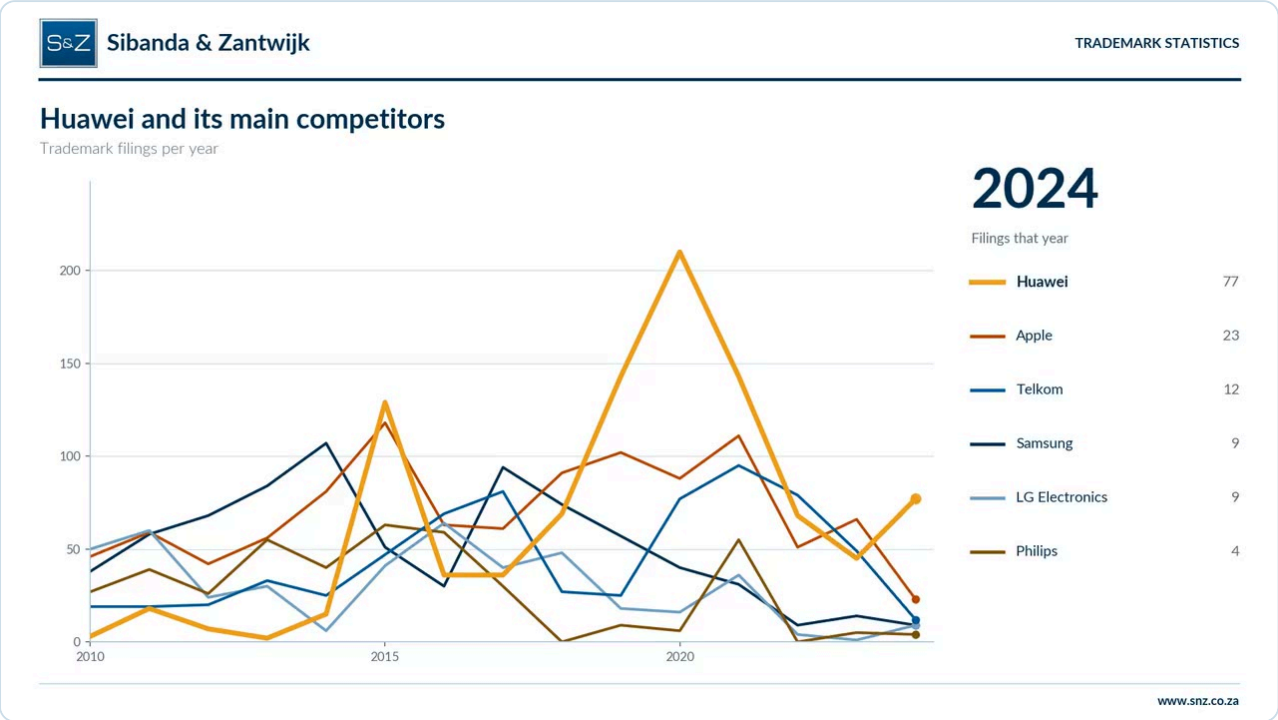
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/huawei-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Huawei

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

Huawei's closest competitors in South Africa are Samsung, Apple, LG Electronics and Philips.

Huawei 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/huawei-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Samsung	Direct competitor	88%
2	Apple	Direct competitor	86%
3	LG Electronics	Direct competitor	70%
4	Philips	Direct competitor	67%
5	Telkom	Direct competitor	65%
6	Motorola	Direct competitor	64%
7	MTN	Direct competitor	63%
8	Deutsche Telekom	Direct competitor	63%
9	Vodafone	Direct competitor	62%
10	Honor Device	Direct competitor	62%

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

Huawei – relevant export countries

South Africa exported **US$10.4 billion** of the goods Huawei's main classes cover in the last year – software; recorded; computers; smartphones (class 9); watches; jewellery; watch bands; clocks (class 14); cars; vehicles; bicycles; wheels (class 12). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Huawei's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	82	US$4.4 billion	+5%	National	US$1,859
2	United States of America	75	US$1.8 billion	+5%	National	US$2,075
3	United Kingdom	70	US$1.5 billion	+3%	National	US$1,012
4	Türkiye	61	US$253 m	+33%	National	US$980
5	Canada	59	US$82 m	+2%	National	US$1,623
6	Hong Kong SAR	58	US$25 m	+3%	National	US$1,110
7	Singapore	57	US$50 m	+17%	National	US$1,306
8	Australia	57	US$174 m	+3%	National	US$1,660
9	China	54	US$32 m	-8%	National	US$745
10	Russian Federation	53	US$201 k	+18%	National	US$1,492

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Egypt	48	US$83 m	+0%	National	US$1,392
2	Nigeria	48	US$9.5 m	-14%	National	US$609 S&Z
3	Tanzania	47	US$30 m	+10%	ARIPO	US$343 S&Z
4	OAPI (17 states)	45	US$28 m	-1%	National	US$1,194 S&Z
5	Malawi	45	US$34 m	+33%	ARIPO	US$343 S&Z
6	Namibia	45	US$197 m	+12%	ARIPO	US$343 S&Z
7	Uganda	44	US$5.3 m	+13%	ARIPO	US$343 S&Z
8	Tunisia	43	US$1.7 m	+10%	National	US$1,200
9	Zimbabwe	43	US$128 m	+8%	ARIPO	US$343 S&Z
10	Algeria	43	US$66 k	+24%	National	US$1,160

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 3 classes; ARIPO costs are per country, plus US$280 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)
HUAWEI	17	US$3,451	US$3,779
ULTIMATE DESIGN	6	US$1,218	US$1,748
Hilink	13	US$2,639	US$3,041
HUAWEI Hilink	13	US$2,639	US$3,041
HUAWEI ARK COMPILER	6	US$1,218	US$1,748

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 Huawei's five most-filed brands: word marks of **other companies** (not Huawei'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 HUAWEI (classes 9, 14, 35, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to ULTIMATE DESIGN (classes 9, 12, 14, 35, 37, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to Hilink (classes 9, 35, 41, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to HUAWEI Hilink (classes 9, 35, 41, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to HUAWEI ARK COMPILER (classes 9, 35, 36, 38, 41, 42; searched 2018-02-28 to 2026-11-07)

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

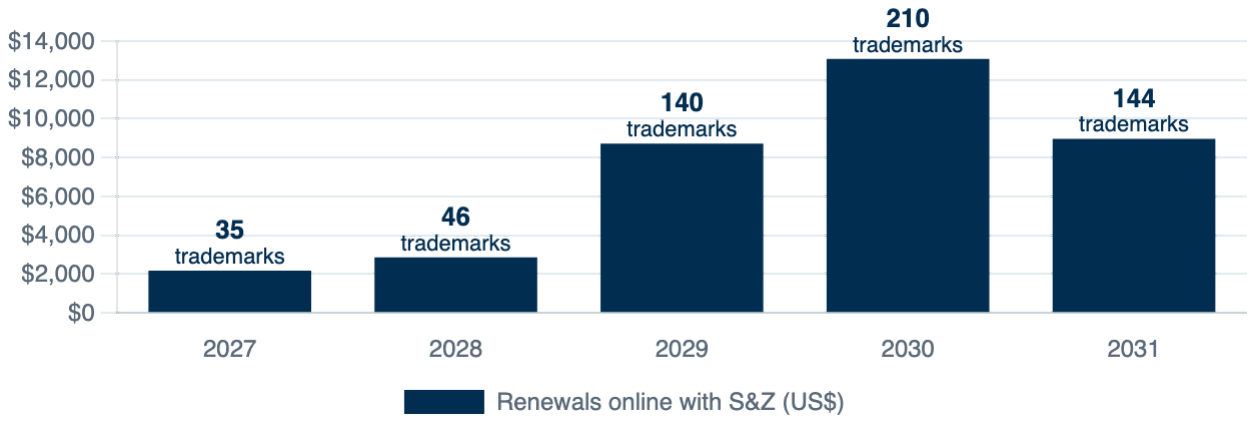
S&Z prices – South African trademarks

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$.

Huawei's next five years of renewals

575 of Huawei's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$35,817 over the five years.



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