Johnson & Johnson – South African trademarks

Updated 8 November 2026

Johnson & Johnson is a US healthcare company focused on pharmaceuticals and medical technology. Its consumer health brands were separated into Kenvue in 2023.

How Johnson & Johnson 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.

#13
largest trademark owner in South Africa (of 121,626)

2,043
trademarks filed

21
different logos published since 2020

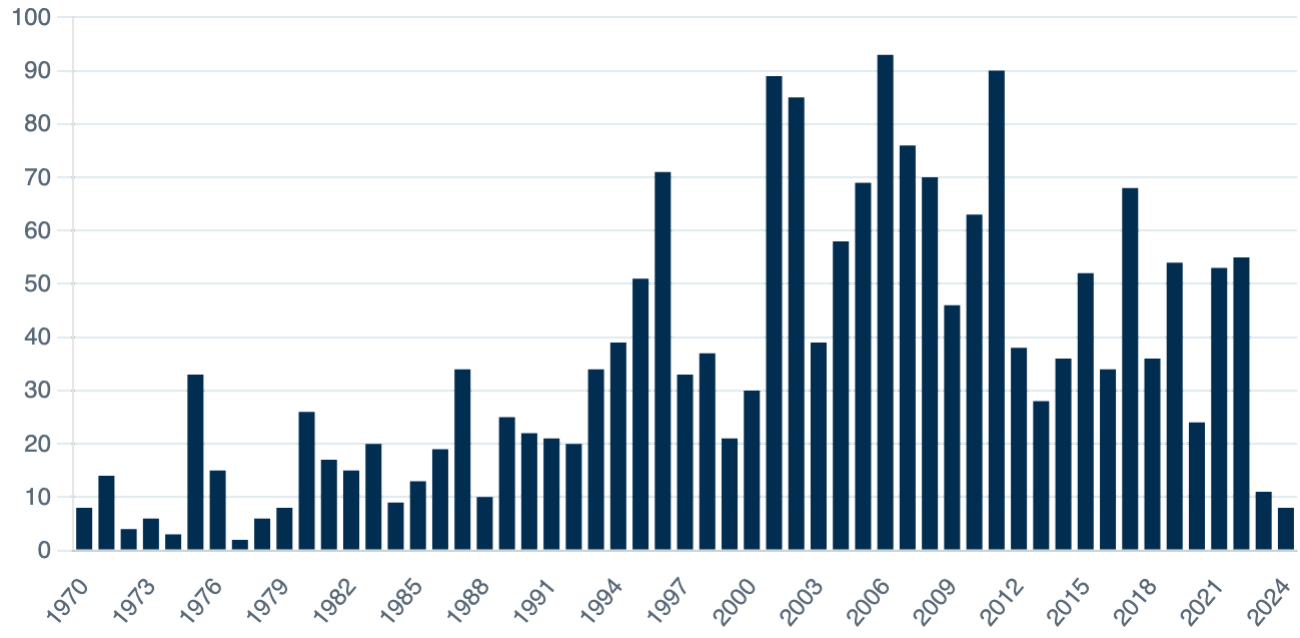
29
of 45 classes used

1933
first trademark filed

347
filed in the last 10 years

A portfolio built over time

Johnson & Johnson filed its first South African trademark in 1933 and has filed 2,043 since; its busiest year was 2006, with 93 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

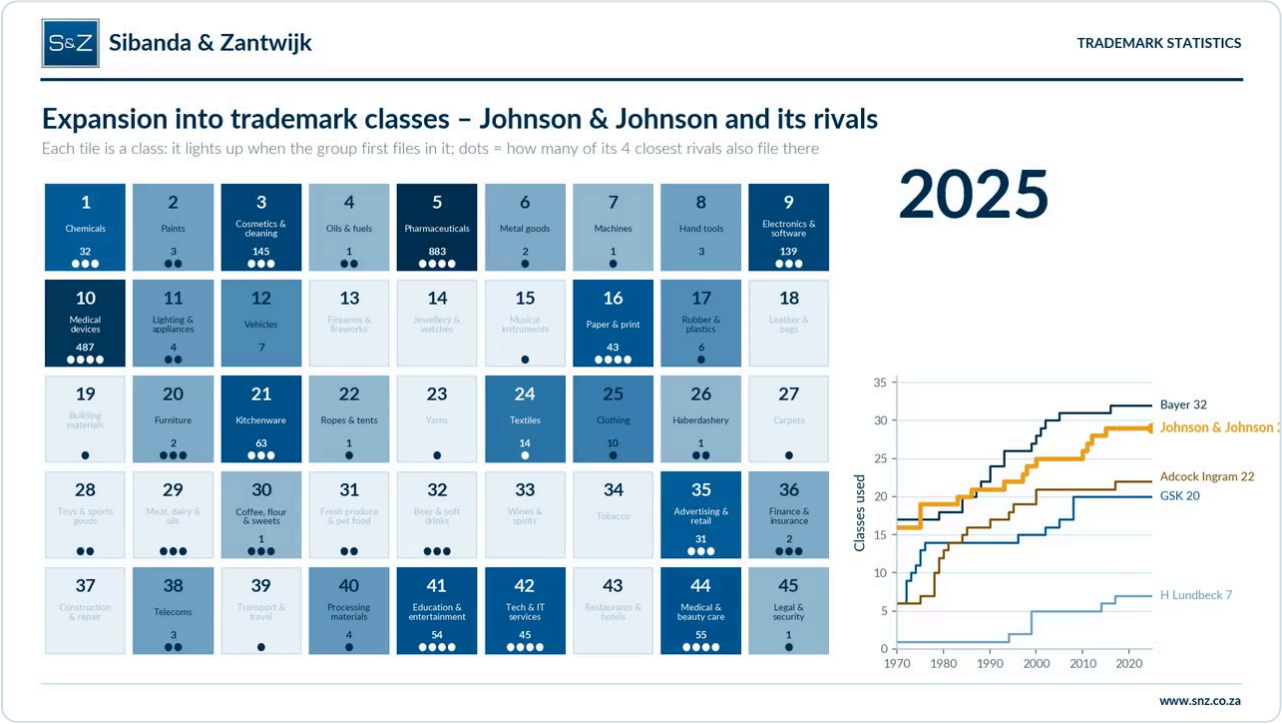
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Johnson & Johnson	2,372	1933–2025
Depuy Synthes	162	1981–2025
Johnson and Johnson Surgical Vision	41	1984–2023
Johnson and Johnson Medical	10	1997–1998
Johnson and Johnson Merck Consumer Pharmaceuticals	5	1964–1986
Johnson and Johnson Consumer Products	2	2004–2004
Johnson and Johnson Baby Products	1	2013–2013
Johnson and Johnson International Counsel	1	1967–1967

Where Johnson & Johnson expanded its business

Trademark classes show what a business sells. Johnson & Johnson's portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), cosmetics & cleaning (class 3). Its most recent moves were into finance & insurance (2015), coffee, flour & sweets (2012), telecoms (2011).

Johnson & Johnson trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/johnson-and-johnson-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	883	43.2%	1934
10 Medical devices	487	23.8%	1933
3 Cosmetics & cleaning	145	7.1%	1952
9 Electronics & software	139	6.8%	1970
21 Kitchenware	63	3.1%	1946
44 Medical & beauty care	55	2.7%	1975
41 Education & entertainment	54	2.6%	1975
42 Tech & IT services	45	2.2%	1975

The brands Johnson & Johnson protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	JOHNSON & JOHNSON	37	18	1956–2021
2	JOHNSON'S	27	12	1959–2022
3	J & J	14	10	1956–2021
4	JOHNSON & JOHNSON PHARMACEUTICAL RESEARCH & DEVELOPMENT	14	7	2002–2003
5	JOHNSON'S BABY	13	5	1994–1994
6	VISION CARE INSTITUTE (THE)	10	5	2006–2006
7	ACUVUE	9	7	1987–2009
8	JOHNSON'S KIDS	9	6	1995–2002
9	VISTAKON	8	7	1985–2004
10	ETHICON	7	5	1933–1975
11	ACUVUE THE DIFFERENCE IS REAL	6	6	2006–2006
12	INTROSPECT	6	6	1993–2016
13	SEE WHAT COULD BE	6	6	2008–2008
14	DEFINITY 2	6	4	2000–2000
15	HEXINOME	6	3	2011–2011

Logos filed most often (since 2020)



5 filings · 5 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



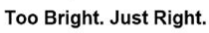
2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class

Johnson & Johnson's logos

The 21 different logos Johnson & Johnson 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



2 classes



2 classes



2 classes



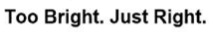
2 classes



2 classes



2 classes



1 class



1 class



1 class

1 class

1 class

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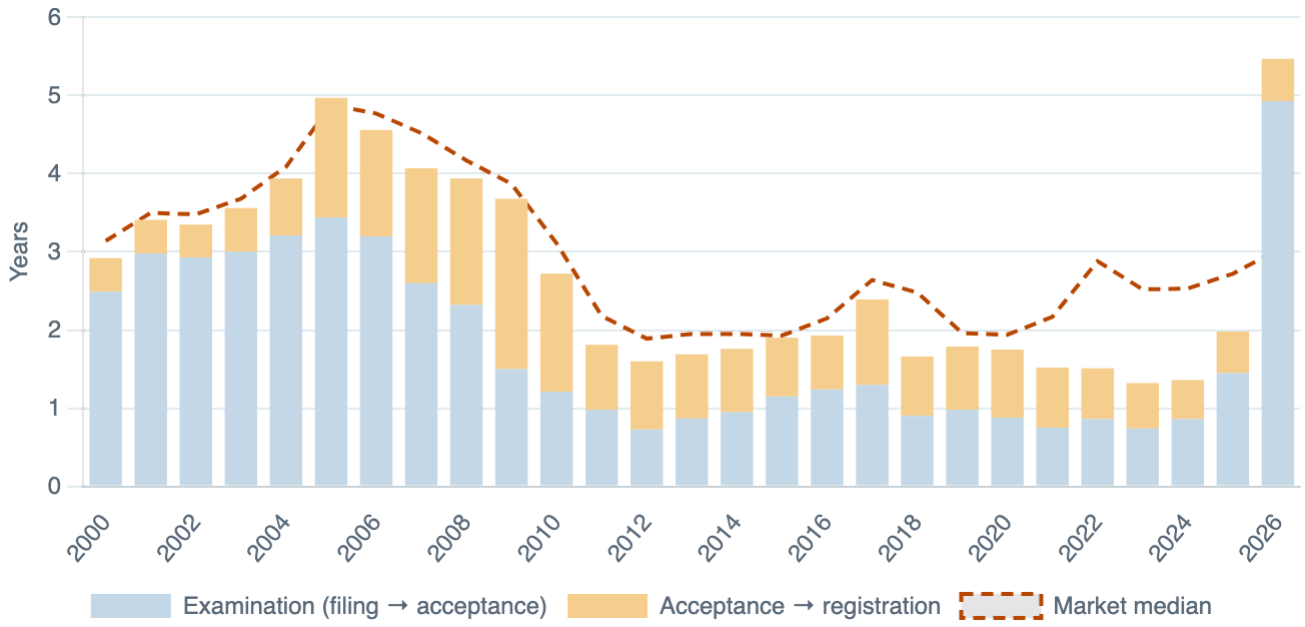
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Johnson & Johnson's marks took a median of **1.6 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.5 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

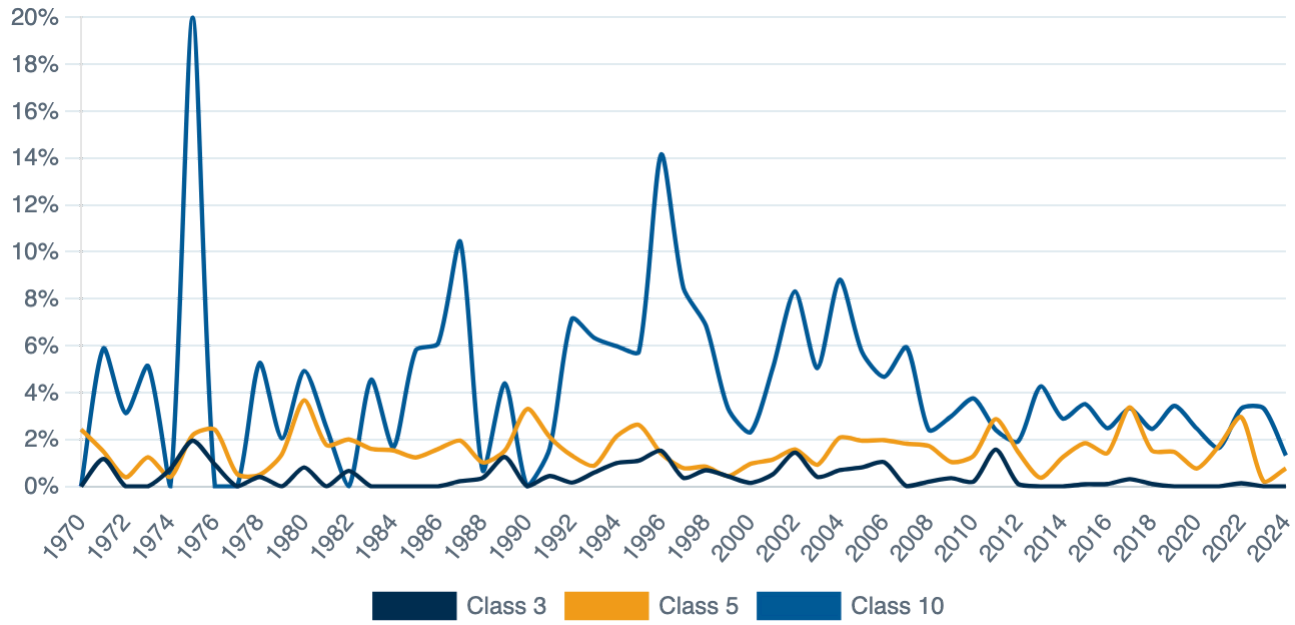


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Johnson & Johnson's classes

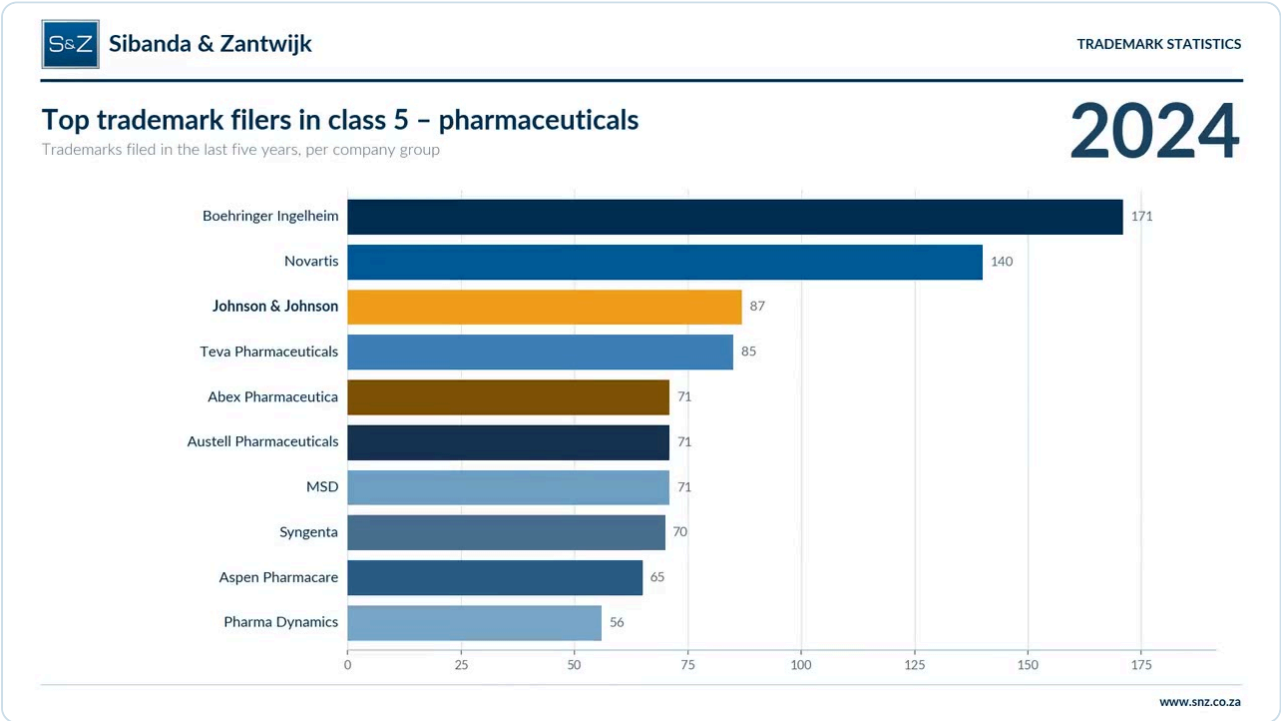
> Ranked by **number of trademarks filed in Johnson & Johnson's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Johnson & Johnson's market position, not who is most like it.

In the last five years, Johnson & Johnson was #3 of 2,050 filers in class 5 (pharmaceuticals), with 87 of 6,111 trademarks; #1 of 814 filers in class 10 (medical devices), with 39 of 1,561 trademarks; #1800 of 1,836 filers in class 3 (cosmetics & cleaning), with 1 of 3,958 trademarks.



Johnson & Johnson'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: Johnson & Johnson



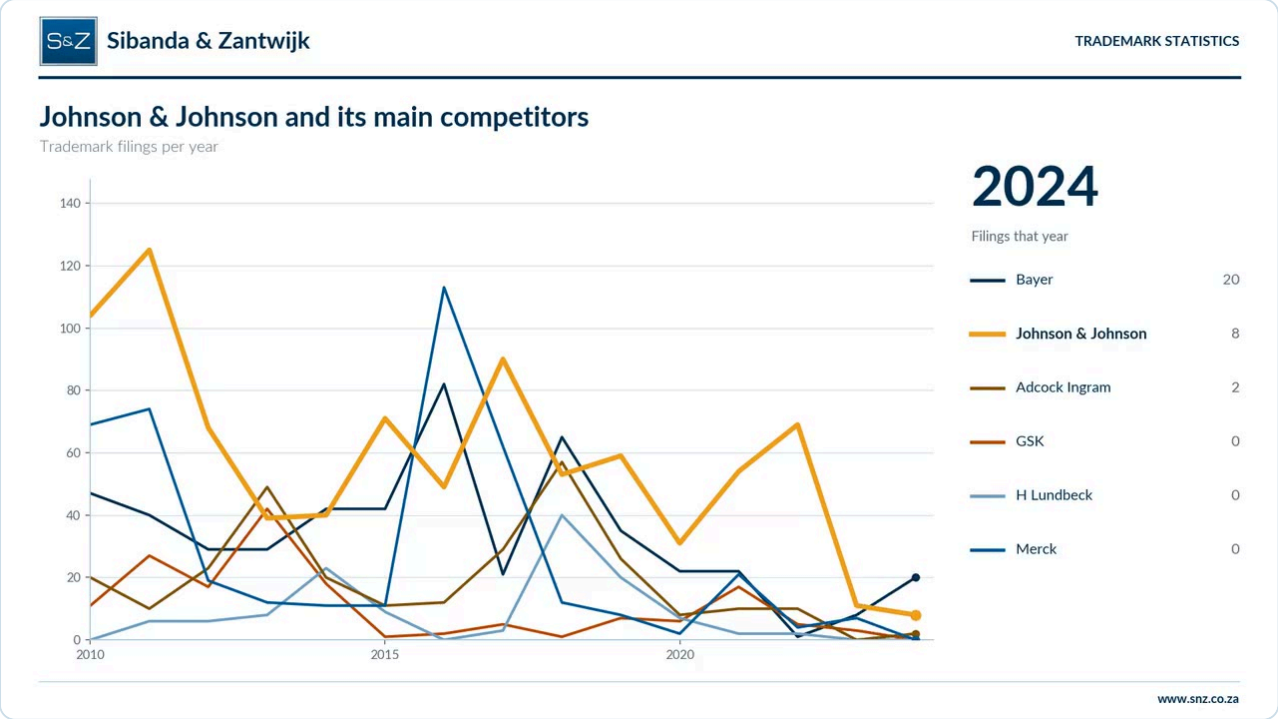
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/johnson-and-johnson-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Johnson & Johnson

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

Johnson & Johnson's closest competitors in South Africa are Bayer, GSK, H Lundbeck and Adcock Ingram.

Johnson & Johnson 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/johnson-and-johnson-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Bayer	Direct competitor	75%
2	GSK	Direct competitor	71%
3	H Lundbeck	Direct competitor	71%
4	Adcock Ingram	Direct competitor	71%
5	Merck	Direct competitor	70%
6	Nativa	Related field	75%
7	Essity	Related field	73%
8	Procter & Gamble	Related field	70%
9	Illumina	Related field	69%
10	Dis-Chem	Retailer's own brands	72%

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

Johnson & Johnson – relevant export countries

South Africa exported **US$1.3 billion** of the goods Johnson & Johnson's main classes cover in the last year – pharmaceutical preparations; vaccines; diseases; central nervous system (class 5); surgical; instruments; implants; devices (class 10); dentifrices; creams; cologne; non-medicated preparations (class 3); computer software; computer hardware; computers; lenses (class 9); mugs; cups; drinking glasses (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Johnson & Johnson's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	77	US$129 m	+3%	National	US$2,388
2	United States of America	74	US$67 m	+6%	National	US$3,425
3	United Kingdom	67	US$34 m	-2%	National	US$1,371
4	Japan	62	US$11 m	-4%	National	US$1,774
5	Australia	60	US$35 m	-4%	National	US$2,380
6	Canada	59	US$9.0 m	-3%	National	US$2,192
7	Hong Kong SAR	57	US$3.6 m	+11%	National	US$1,715
8	Türkiye	56	US$4.1 m	+8%	National	US$1,258
9	Namibia	56	US$202 m	+9%	ARIPO	US$450
10	Russian Federation	55	US$1.2 m	-2%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	56	US$202 m	+9%	ARIPO	US$450 S&Z
2	Botswana	52	US$170 m	-10%	ARIPO	US$450 S&Z
3	Zimbabwe	49	US$96 m	+5%	ARIPO	US$450 S&Z
4	OAPI (17 states)	47	US$8.3 m	-0%	National	US$1,563 S&Z
5	Nigeria	46	US$7.4 m	-20%	National	US$1,015 S&Z
6	Egypt	46	US$423 k	-1%	National	US$2,278
7	Morocco	46	US$577 k	+12%	National	US$1,408
8	Algeria	45	US$964 k	+15%	National	US$1,445
9	Mozambique	44	US$61 m	-9%	ARIPO	US$450 S&Z
10	Lesotho	44	US$37 m	+5%	National	US$326

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)
JOHNSON & JOHNSON	18	US$3,654	US$3,964
JOHNSON'S	12	US$2,436	US$2,856
J & J	10	US$2,030	US$2,487
JOHNSON & JOHNSON PHARMACEUTICAL RESEARCH & DEVELOPMENT	7	US$1,421	US$1,932
JOHNSON'S BABY	5	US$1,015	US$1,563

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 Johnson & Johnson's five most-filed brands: word marks of **other companies** (not Johnson & Johnson'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 JOHNSON & JOHNSON (classes 3, 5, 9, 10, 21; searched 2018-07-25 to 2026-11-07)

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

Similar to JOHNSON'S (classes 3, 5, 9, 10, 21; searched 2018-07-25 to 2026-11-07)

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

Similar to JOHNSON & JOHNSON PHARMACEUTICAL RESEARCH & DEVELOPMENT (classes 5, 9, 10, 16, 41, 42, 44; searched 2018-07-25 to 2026-11-07)

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

Similar to JOHNSON'S BABY (classes 3, 5, 10, 16, 25; searched 2018-05-30 to 2026-11-07)

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

Similar to VISION CARE INSTITUTE (THE) (classes 5, 9, 35, 41, 44; searched 2018-01-31 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

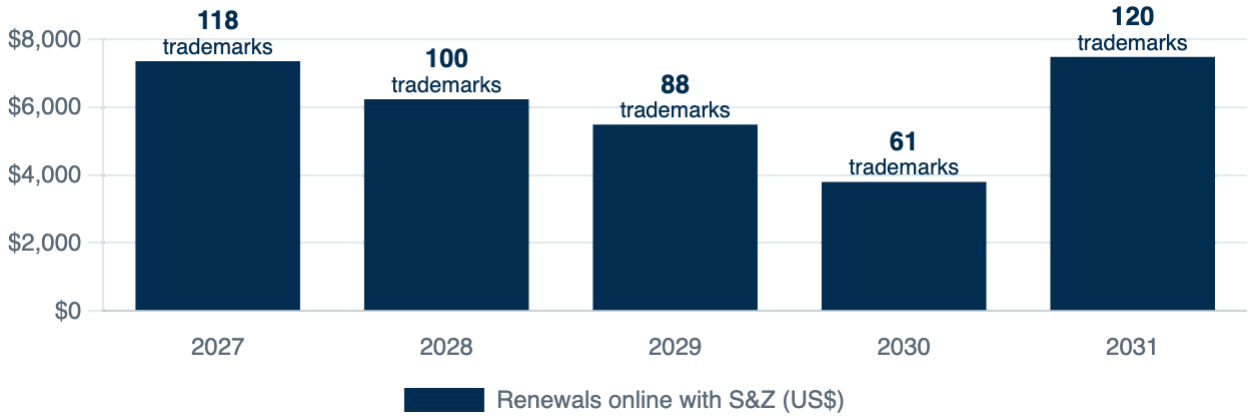
S&Z prices – South African trademarks

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$.

Johnson & Johnson's next five years of renewals

487 of Johnson & Johnson's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$30,336** over the five years.



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