JTI – South African trademarks

Updated 8 November 2026

JTI (Japan Tobacco International) is the international tobacco business of Japan Tobacco. Its brands include Camel, Winston and Mevius.

How JTI 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.

#160
largest trademark owner in South Africa (of 121,626)

357
trademarks filed

11
different logos published since 2020

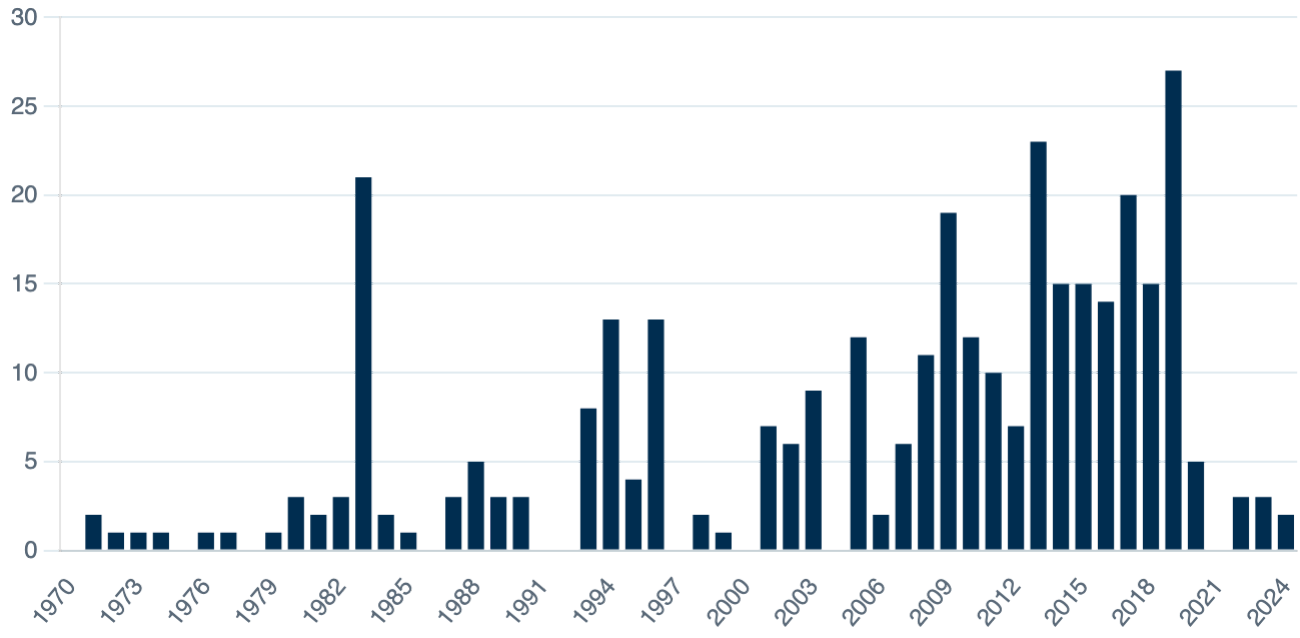
26
of 45 classes used

1926
first trademark filed

89
filed in the last 10 years

A portfolio built over time

JTI filed its first South African trademark in 1926 and has filed 357 since; its busiest year was 2019, with 27 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

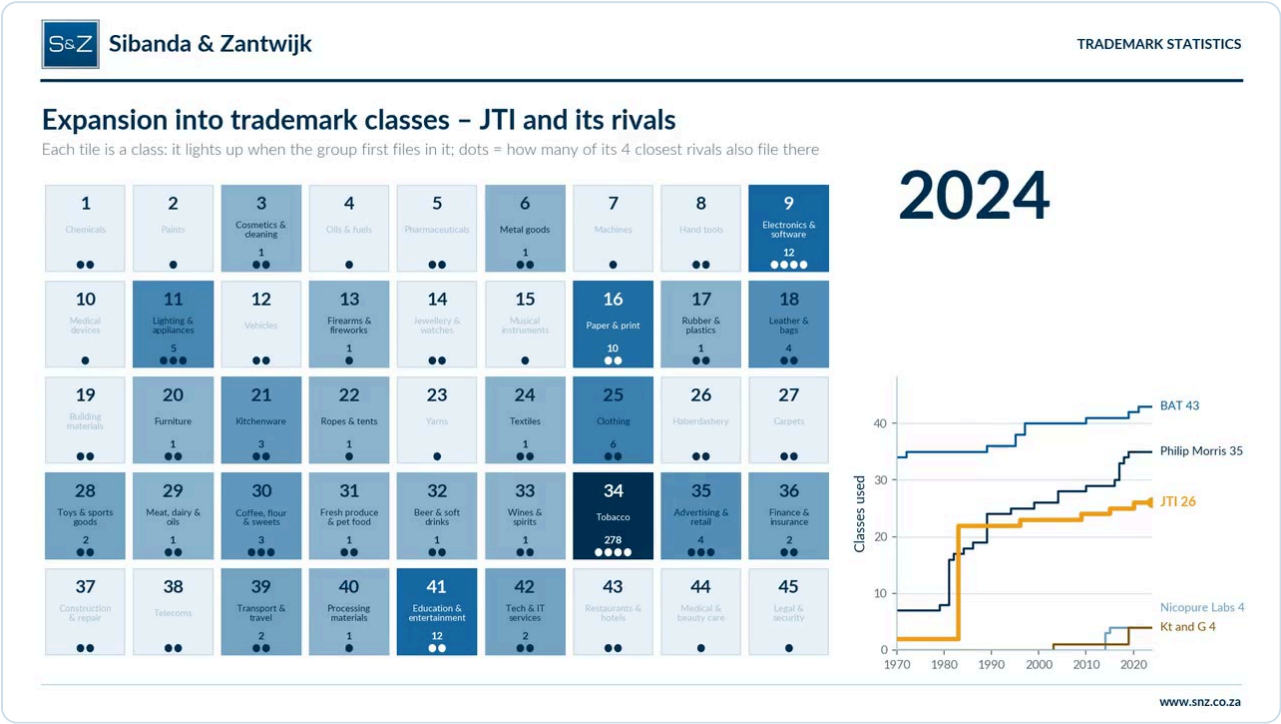
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
JTI	405	1926–2024

Where JTI expanded its business

Trademark classes show what a business sells. JTI's portfolio is concentrated in tobacco (class 34), electronics & software (class 9), education & entertainment (class 41). Its most recent moves were into processing materials (2020), lighting & appliances (2015), finance & insurance (2009).

JTI trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/jti-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
34 Tobacco	278	77.9%	1926
9 Electronics & software	12	3.4%	1996
41 Education & entertainment	12	3.4%	1983
16 Paper & print	10	2.8%	1983
25 Clothing	6	1.7%	1983
11 Lighting & appliances	5	1.4%	2015
18 Leather & bags	4	1.1%	1983
35 Advertising & retail	4	1.1%	1983

The brands JTI protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	WINSTON	30	22	1973–2019
2	CAMEL	16	2	1926–2020
3	MILD SEVEN	12	4	1994–2007
4	LOGIC COMPACT	8	2	2019–2019
5	CAMEL PARTY ZONE	7	7	1996–1996
6	URBAN WAVE	6	3	2009–2010
7	HI-LITE	6	1	1993–2005
8	PYRAMID OF LIGHT	5	5	1988–1988
9	JTI	4	3	2001–2020
10	ASPEN	4	1	1979–2012
11	SALEM	4	1	1980–2003
12	WAVE	4	1	1990–2005
13	E-LITES	3	3	2014–2014
14	GOLD COAST	3	1	1981–2005
15	CAMEL ACCESS	2	2	2009–2009

Logos filed most often (since 2020)



7 filings · 2 classes


5 filings · 1 class



2 filings · 1 class



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class


1 filing · 1 class


1 filing · 1 class

JTI's logos

The 11 different logos JTI 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.



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class

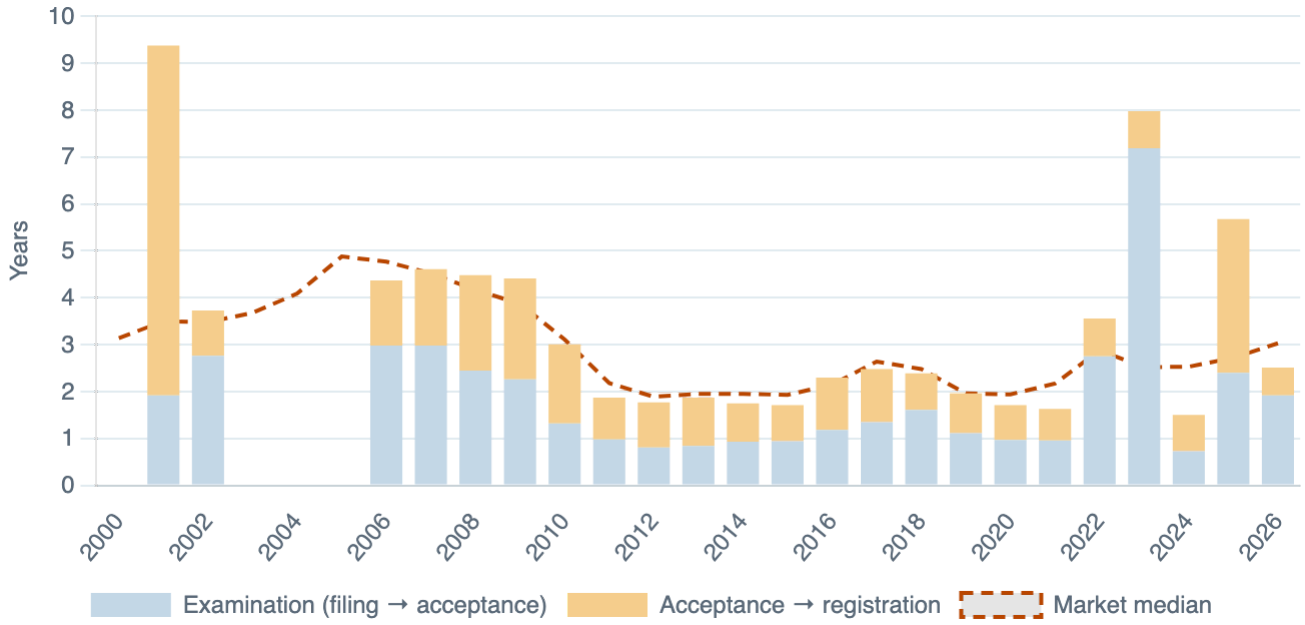


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, JTI's marks took a median of **4.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

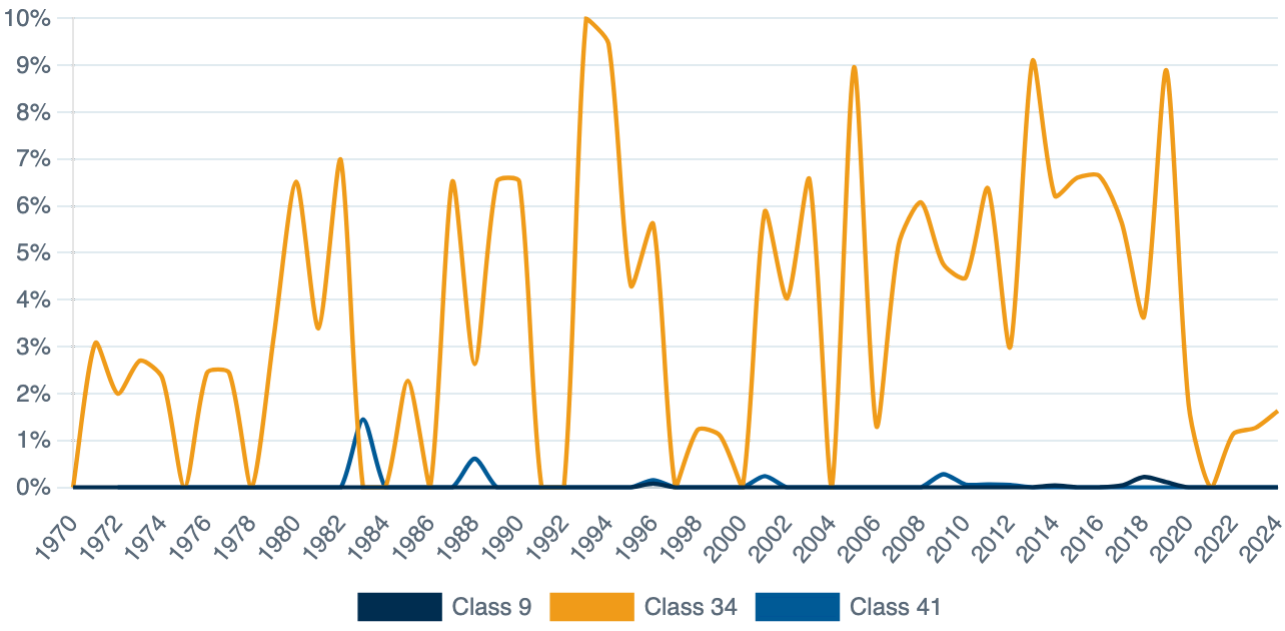


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in JTI's classes

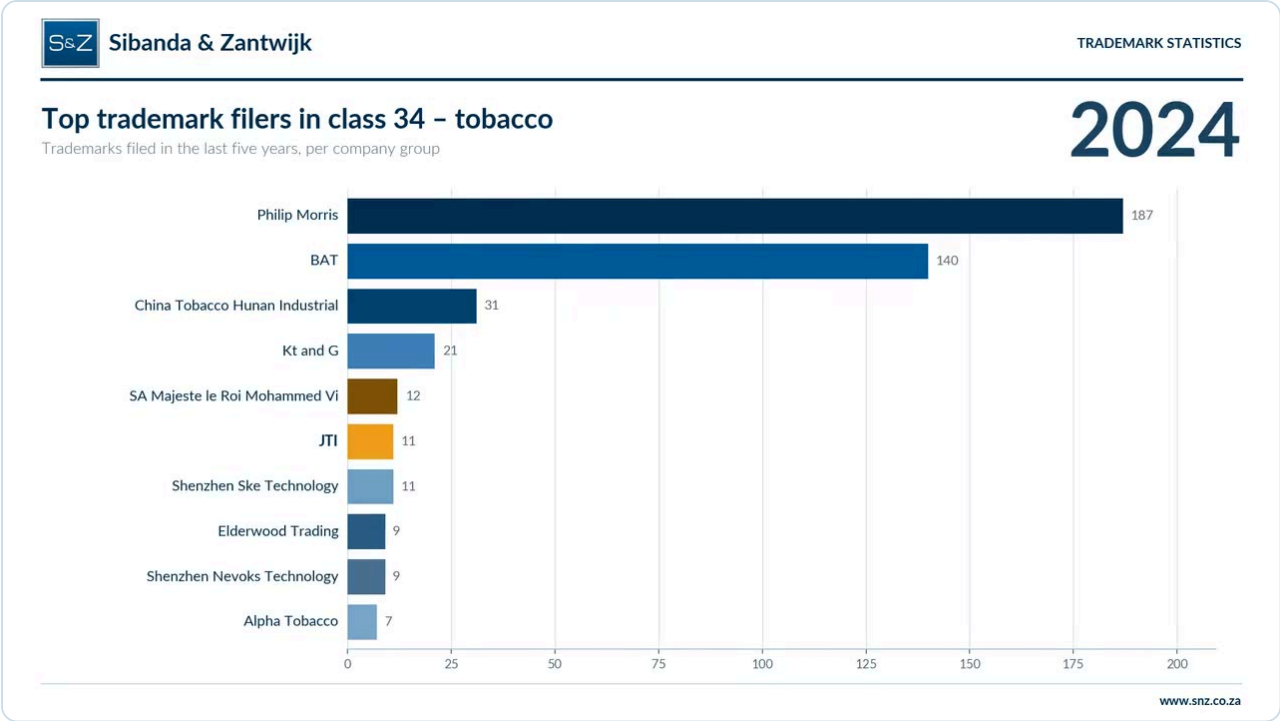
> Ranked by **number of trademarks filed in JTI's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows JTI's market position, not who is most like it.

In the last five years, JTI was #6 of 336 filers in class 34 (tobacco), with 11 of 961 trademarks.



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

Top trademark filers in class 34 (tobacco), South Africa 1975–2024: JTI



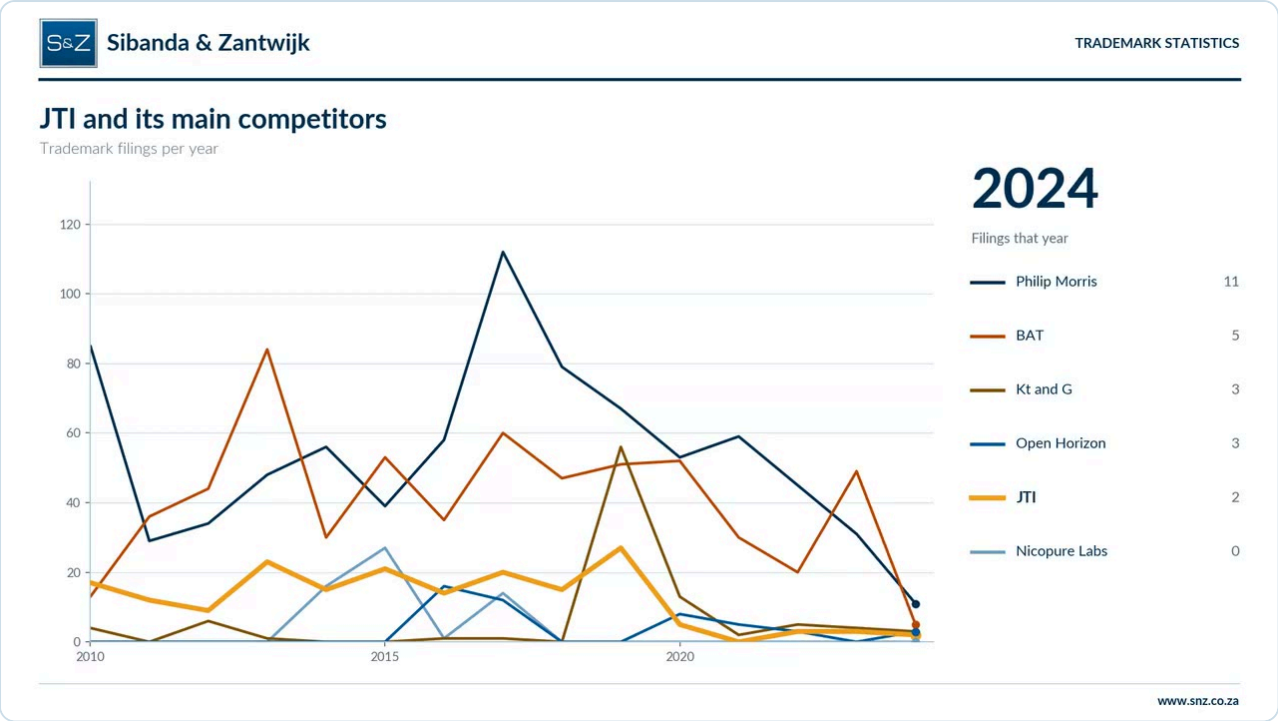
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/jti-south-african-trademarks/class-34-race-video.html

Main competitors – the companies most like JTI

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

JTI's closest competitors in South Africa are Philip Morris, BAT, Nicopure Labs and Kt and G.

JTI 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/jti-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Philip Morris	Direct competitor	100%
2	BAT	Direct competitor	100%
3	Nicopure Labs	Direct competitor	87%
4	Kt and G	Direct competitor	80%
5	Open Horizon	Direct competitor	77%
6	China Tobacco Hunan Industrial	Direct competitor	73%
7	Tweed	Other field	70%
8	Apple	Other field	30%
9	Samsung	Other field	14%
10	Huawei	Other field	14%

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

JTI – relevant export countries

South Africa exported **US$3.0 billion** of the goods JTI's main classes cover in the last year – cigarettes; tobacco; cigars; matches (class 34); batteries; chargers; electronic (class 9); books; posters; stickers (class 16); hats; t-shirts; shirts (class 25); lighting fixtures; electric lamps; ceiling lights (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where JTI's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$303 m	-1%	National	US$2,388
2	United States of America	76	US$172 m	+2%	National	US$3,425
3	United Kingdom	68	US$51 m	-3%	National	US$1,371
4	India	65	US$25 m	+9%	National	US$1,295
5	Namibia	64	US$336 m	+13%	ARIPO	US$450
6	Canada	63	US$34 m	-4%	National	US$2,192
7	Hong Kong SAR	62	US$21 m	-0%	National	US$1,715
8	Botswana	62	US$323 m	-5%	ARIPO	US$450
9	Japan	62	US$6.9 m	-5%	National	US$1,774
10	Australia	61	US$56 m	+0%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$336 m	+13%	ARIPO	US$450 S&Z
2	Botswana	62	US$323 m	-5%	ARIPO	US$450 S&Z
3	Mozambique	57	US$172 m	+4%	ARIPO	US$450 S&Z
4	Nigeria	56	US$41 m	-11%	National	US$1,015 S&Z
5	Lesotho	56	US$115 m	+2%	National	US$326
6	OAPI (17 states)	55	US$80 m	+7%	National	US$1,563 S&Z
7	Eswatini	55	US$118 m	-1%	National	US$446
8	Tanzania	54	US$41 m	+7%	ARIPO	US$450 S&Z
9	Zambia	54	US$259 m	+26%	National	US$2,610
10	Egypt	52	US$5.5 m	-2%	National	US$2,278

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)
WINSTON	22	US$4,466	US$4,703
CAMEL	2	US$406	US$1,009
MILD SEVEN	4	US$812	US$1,378
LOGIC COMPACT	2	US$406	US$1,009
CAMEL PARTY ZONE	7	US$1,421	US$1,932

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 JTI's five most-filed brands: word marks of **other companies** (not JTI'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 WINSTON (classes 16, 25, 34, 41; searched 2022-10-26 to 2026-11-08)

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

Similar to CAMEL (classes 16, 34; searched 2025-08-27 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
CAMEL	2025-08-27	16	Stixo Signage Supplies (Pty) Ltd

Similar to MILD SEVEN (classes 16, 18, 25, 34; searched 2020-10-28 to 2026-11-08)

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

Similar to LOGIC COMPACT (classes 9, 34; searched 2018-05-30 to 2026-11-08)

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

Similar to CAMEL PARTY ZONE (classes 9, 16, 18, 21, 25, 28, 41; searched 2018-04-25 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

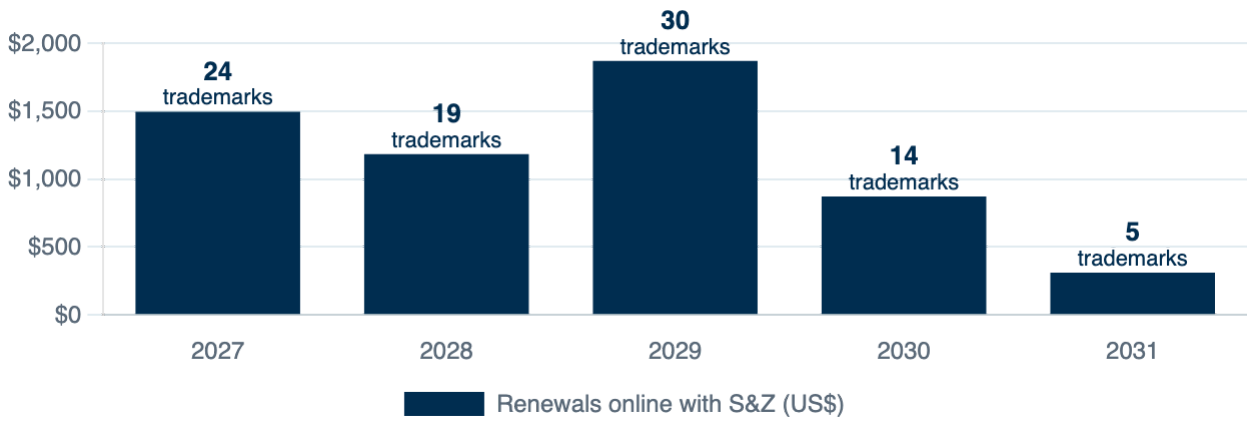
S&Z prices – South African trademarks

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$.

JTI's next five years of renewals

92 of JTI's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,731 over the five years.



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