KFC – South African trademarks

Updated 8 November 2026

KFC is one of the world's largest fried chicken restaurant chains, owned by Yum! Brands. It is among South Africa's biggest fast-food brands, with restaurants across the country.

How KFC 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.

#174
largest trademark owner in South Africa (of 121,626)

334
trademarks filed

14
different logos published since 2020

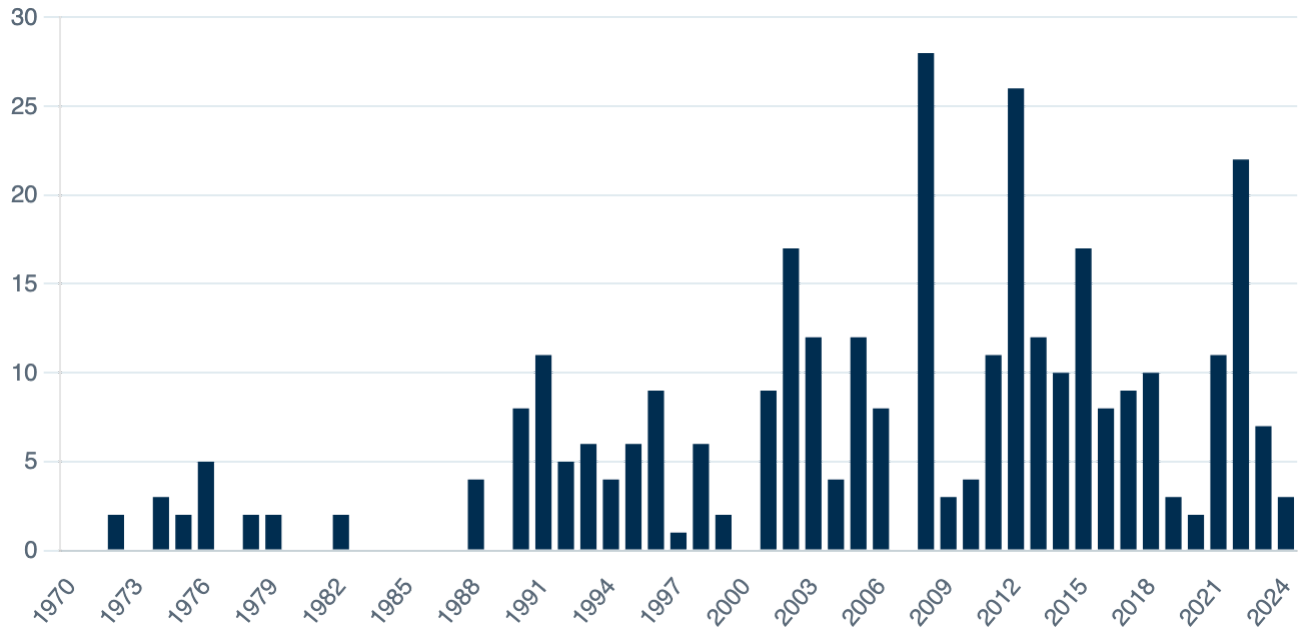
14
of 45 classes used

1966
first trademark filed

75
filed in the last 10 years

A portfolio built over time

KFC filed its first South African trademark in 1966 and has filed 334 since; its busiest year was 2008, with 28 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

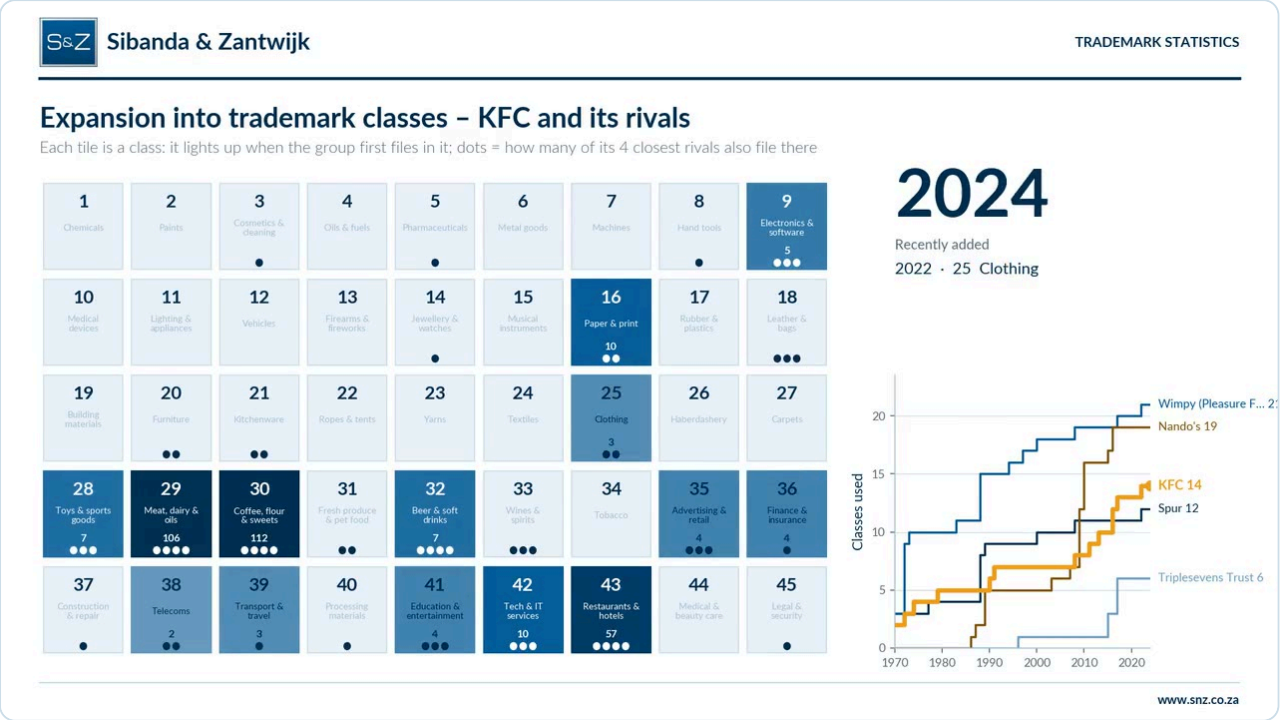
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
KFC	334	1966–2024

Where KFC expanded its business

Trademark classes show what a business sells. KFC's portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), restaurants & hotels (class 43). Its most recent moves were into clothing (2022), transport & travel (2017), electronics & software (2016).

KFC trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kfc-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
30 Coffee, flour & sweets	112	33.5%	1966
29 Meat, dairy & oils	106	31.7%	1966
43 Restaurants & hotels	57	17.1%	1974
16 Paper & print	10	3.0%	1990
42 Tech & IT services	10	3.0%	1972
28 Toys & sports goods	7	2.1%	1979
32 Beer & soft drinks	7	2.1%	2008
9 Electronics & software	5	1.5%	2016

The brands KFC protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	KFC	26	7	1991–2022
2	K POINT	8	4	2012–2012
3	KFC KRUSHERS	8	4	2008–2008
4	IT'S FINGER LICKIN' GOOD	7	5	1966–2015
5	STREETWISE	6	3	1994–2005
6	STREETWISE MAIN COURSE	6	3	2005–2005
7	CHICKY KFC	5	5	2008–2008
8	KENTUCKY FRIED CHICKEN	5	5	1972–2006
9	BUCKETS AND BEATS	4	4	2023–2023
10	CHARLIE THE HAWK CHARLIE VALK	4	4	1990–1990
11	CHICKY	4	4	1996–1998
12	FREDERICK THE FOX FREDERICK VOS	4	4	1990–1990
13	QSKIP KFC+	4	4	2022–2022
14	SOGOOD	4	4	2010–2013
15	COLONEL'S (THE)	4	3	1976–1978

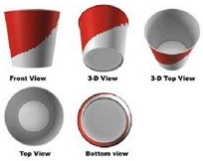
Logos filed most often (since 2020)



23 filings · 10 classes



4 filings · 4 classes



4 filings · 2 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class

KFC's logos

The 14 different logos KFC 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.



10 classes



4 classes



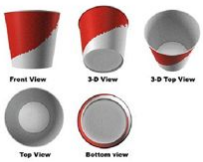
3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class

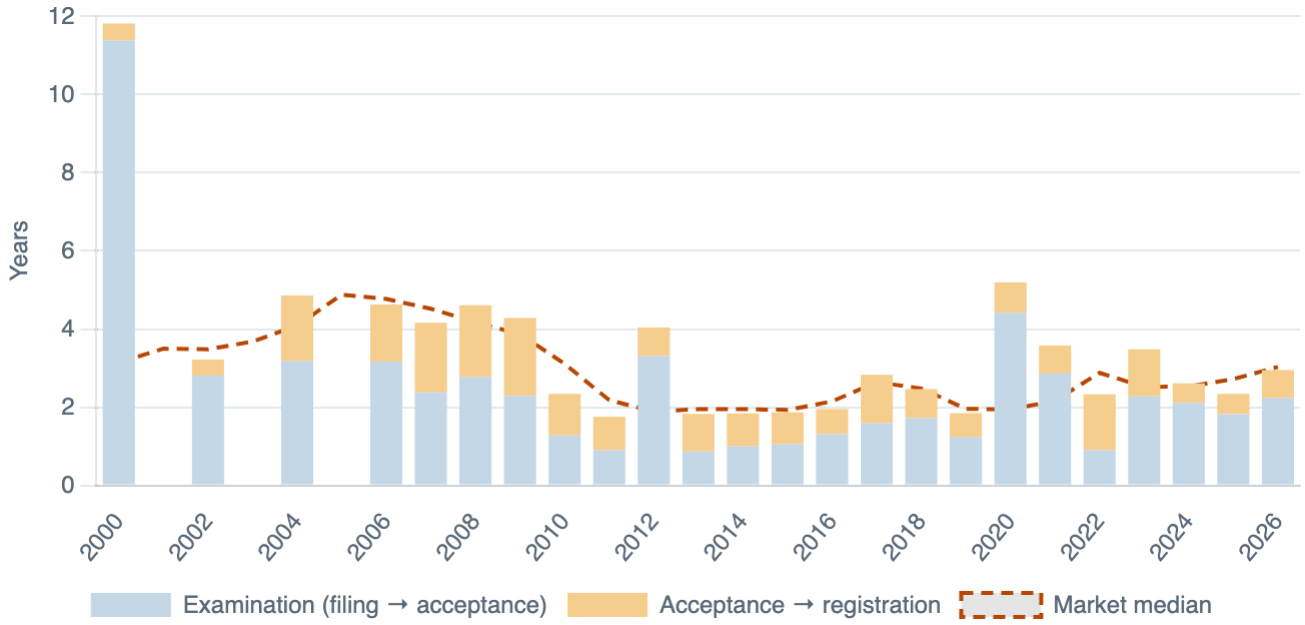


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, KFC's marks took a median of **3.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

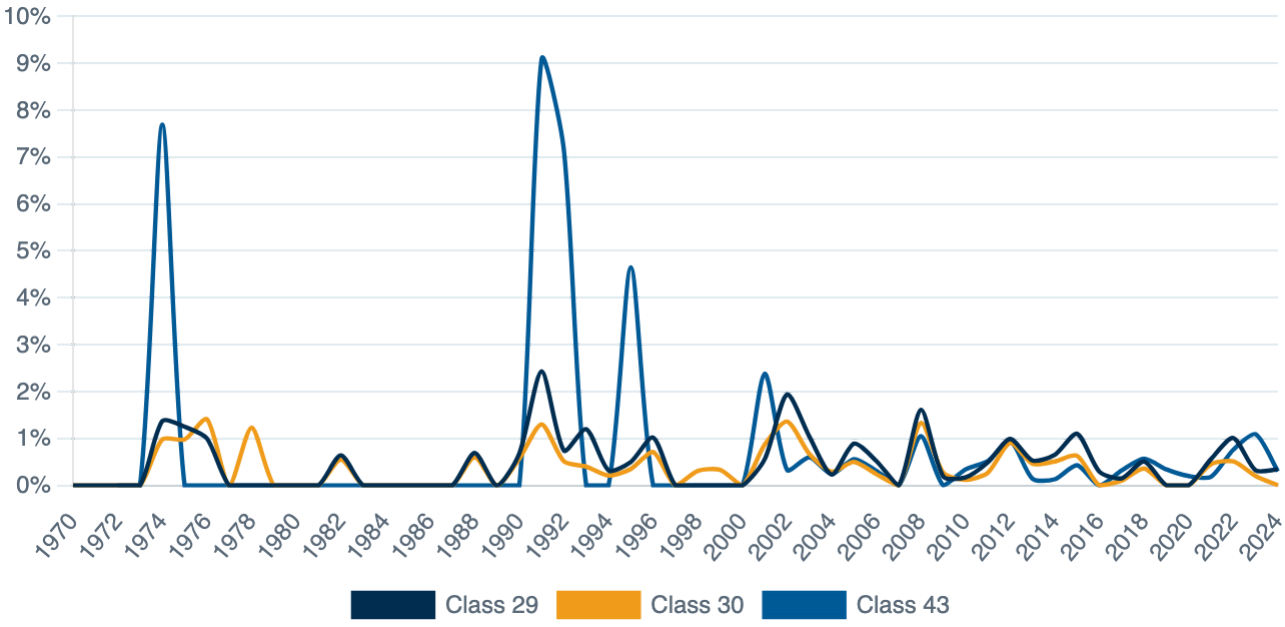


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in KFC's classes

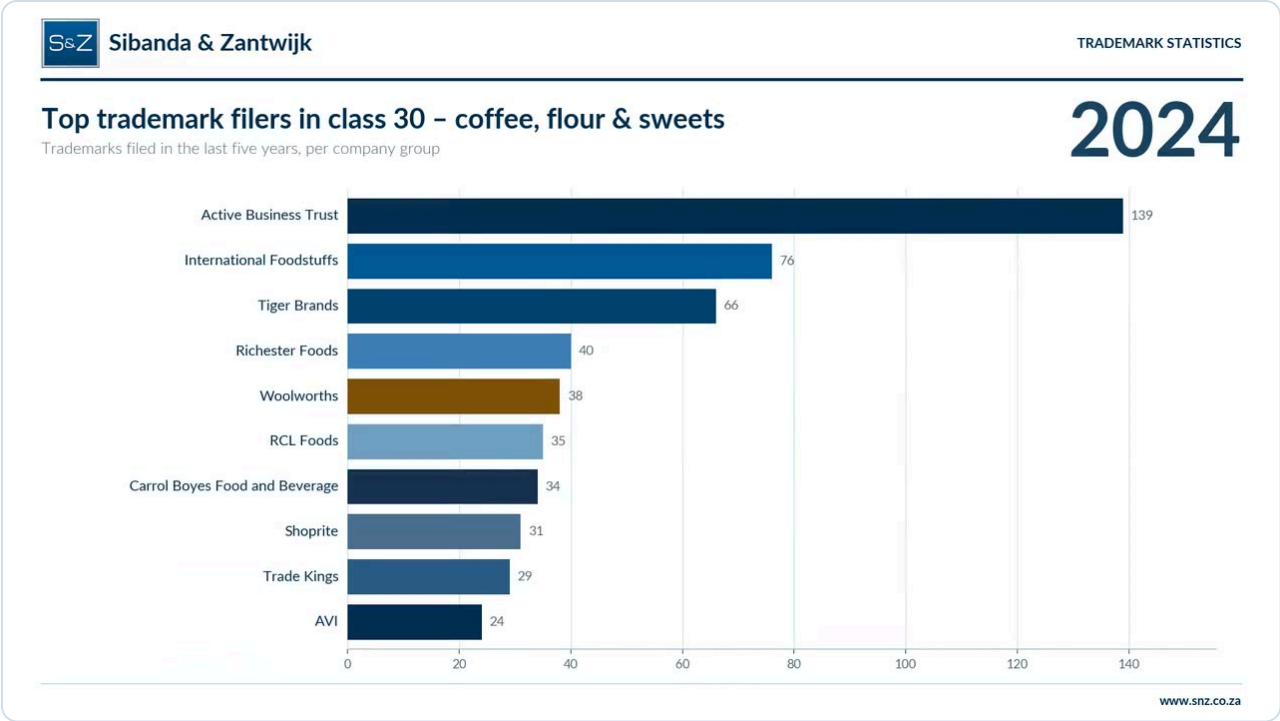
> Ranked by **number of trademarks filed in KFC's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows KFC's market position, not who is most like it.

In the last five years, KFC was **#52** of 1,368 filers in class 30 (coffee, flour & sweets), with 8 of 3,209 trademarks; **#31** of 919 filers in class 29 (meat, dairy & oils), with 9 of 2,013 trademarks; **#11** of 1,259 filers in class 43 (restaurants & hotels), with 11 of 2,216 trademarks.



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

Top trademark filers in class 30 (coffee, flour & sweets), South Africa 1975–2024: KFC



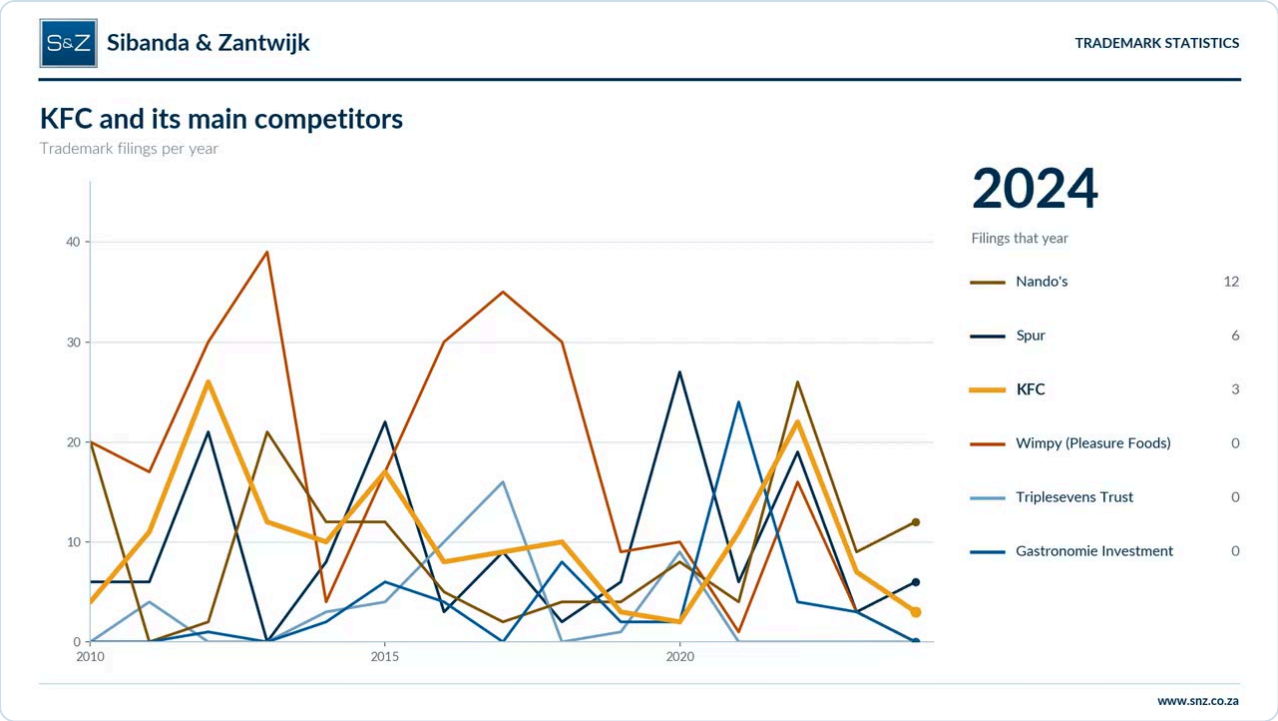
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kfc-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like KFC

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

KFC's closest competitors in South Africa are Spur, Wimpy (Pleasure Foods), Triplesevens Trust and Nando's.

KFC 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/kfc-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Spur	Direct competitor	78%
2	Wimpy (Pleasure Foods)	Direct competitor	74%
3	Triplesevens Trust	Direct competitor	72%
4	Nando's	Direct competitor	72%
5	Gastronomie Investment	Direct competitor	70%
6	Athanasios Cavallineas A South African ...	Direct competitor	69%
7	Oatly	Related field	69%
8	Woolworths	Retailer's own brands	90%
9	Shoprite	Retailer's own brands	83%
10	Pick n Pay	Retailer's own brands	78%

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

KFC – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$465 m	+0%	National	US$2,388
2	United States of America	74	US$166 m	-4%	National	US$3,425
3	United Kingdom	69	US$59 m	+1%	National	US$1,371
4	Japan	63	US$19 m	-5%	National	US$1,774
5	Switzerland	59	US$6.9 m	+0%	National	US$1,660
6	Hong Kong SAR	58	US$17 m	-2%	National	US$1,715
7	Mozambique	58	US$250 m	+10%	ARIPO	US$450
8	Zimbabwe	57	US$235 m	+6%	ARIPO	US$450
9	Mexico	57	US$4.5 m	+4%	National	US$3,050
10	Botswana	56	US$264 m	-2%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	58	US$250 m	+10%	ARIPO	US$450 S&Z
2	Zimbabwe	57	US$235 m	+6%	ARIPO	US$450 S&Z
3	Botswana	56	US$264 m	-2%	ARIPO	US$450 S&Z
4	Nigeria	56	US$27 m	-6%	National	US$1,015 S&Z
5	Eswatini	55	US$132 m	+2%	National	US$446
6	Lesotho	55	US$126 m	+3%	National	US$326
7	OAPI (17 states)	54	US$35 m	+6%	National	US$1,563 S&Z
8	Malawi	54	US$53 m	+19%	ARIPO	US$450 S&Z
9	Egypt	52	US$16 m	-5%	National	US$2,278
10	Morocco	51	US$2.4 m	+8%	National	US$1,408

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)
KFC	7	US$1,421	US$1,932
K POINT	4	US$812	US$1,378
KFC KRUSHERS	4	US$812	US$1,378
IT'S FINGER LICKIN' GOOD	5	US$1,015	US$1,563
STREETWISE	3	US$609	US$1,194

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 KFC's five most-filed brands: word marks of **other companies** (not KFC'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 KFC (classes 16, 25, 28, 29, 30, 35, 43; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to K POINT (classes 29, 30, 32, 43; searched 2018-01-31 to 2026-11-08)

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

Similar to KFC KRUSHERS (classes 29, 30, 32, 43; searched 2018-09-26 to 2026-11-08)

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

Similar to IT'S FINGER LICKIN' GOOD (classes 28, 29, 30, 42, 43; searched 2018-05-30 to 2026-11-08)

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

Similar to STREETWISE (classes 29, 30, 43; searched 2018-03-28 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

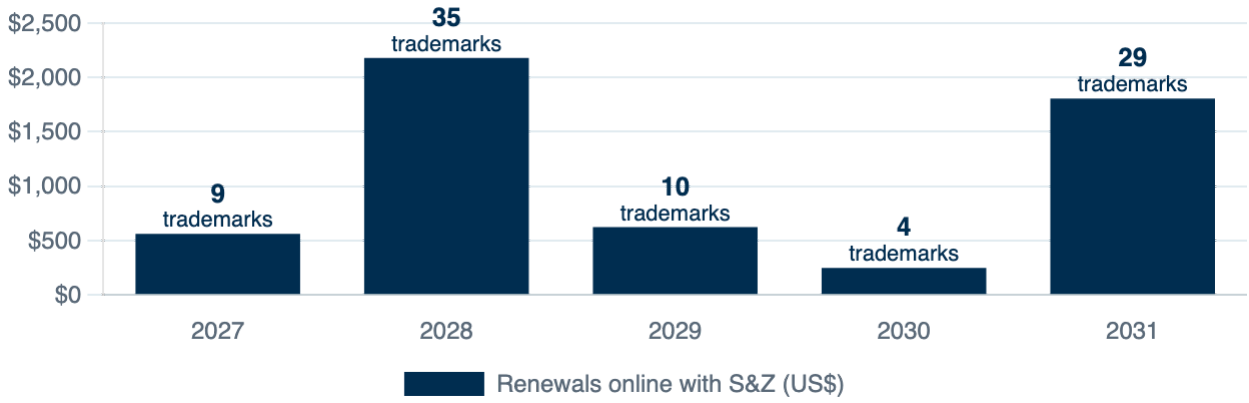
S&Z prices – South African trademarks

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$.

KFC's next five years of renewals

87 of KFC's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,419 over the five years.



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