# LA Group – South African trademarks

Updated 8 November 2026

LA Group is a South African clothing company. Its brands include Polo and Skye, sold through its own stores and retailers.

How LA Group 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.

**#211**
largest trademark owner in South Africa (of 121,626)

**286**
trademarks filed

**10**
different logos published since 2020

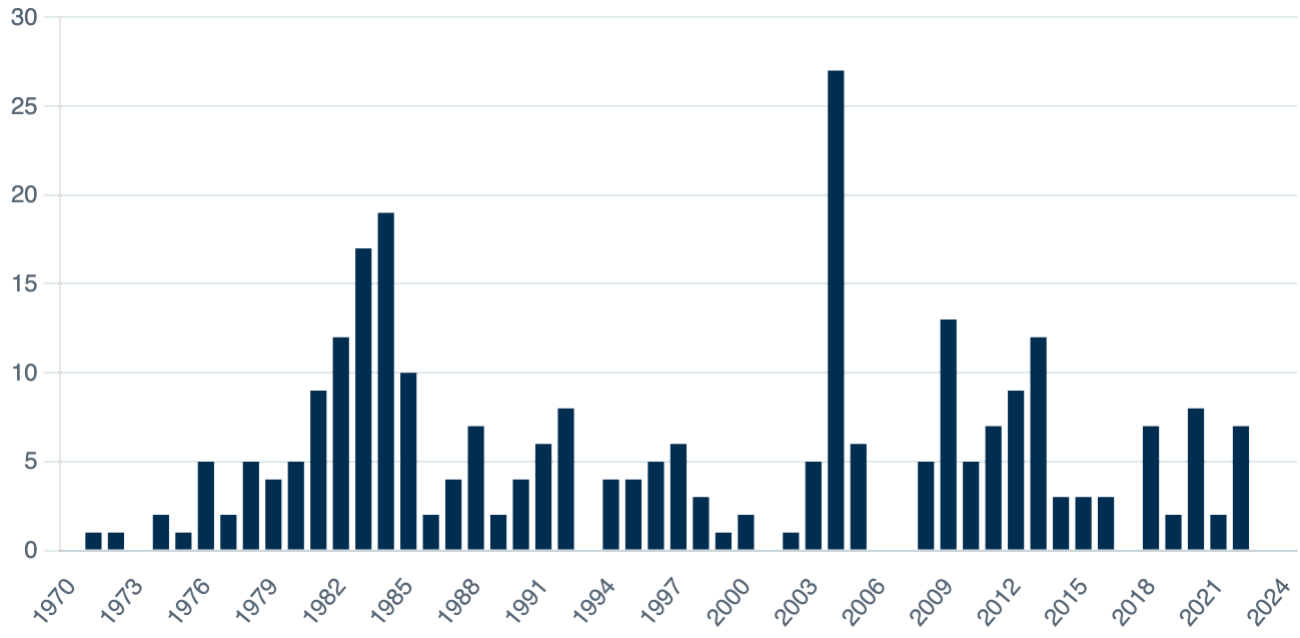
**28**
of 45 classes used

**1933**
first trademark filed

**29**
filed in the last 10 years

## A portfolio built over time

LA Group filed its first South African trademark in 1933 and has filed 286 since; its busiest year was 2004, 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

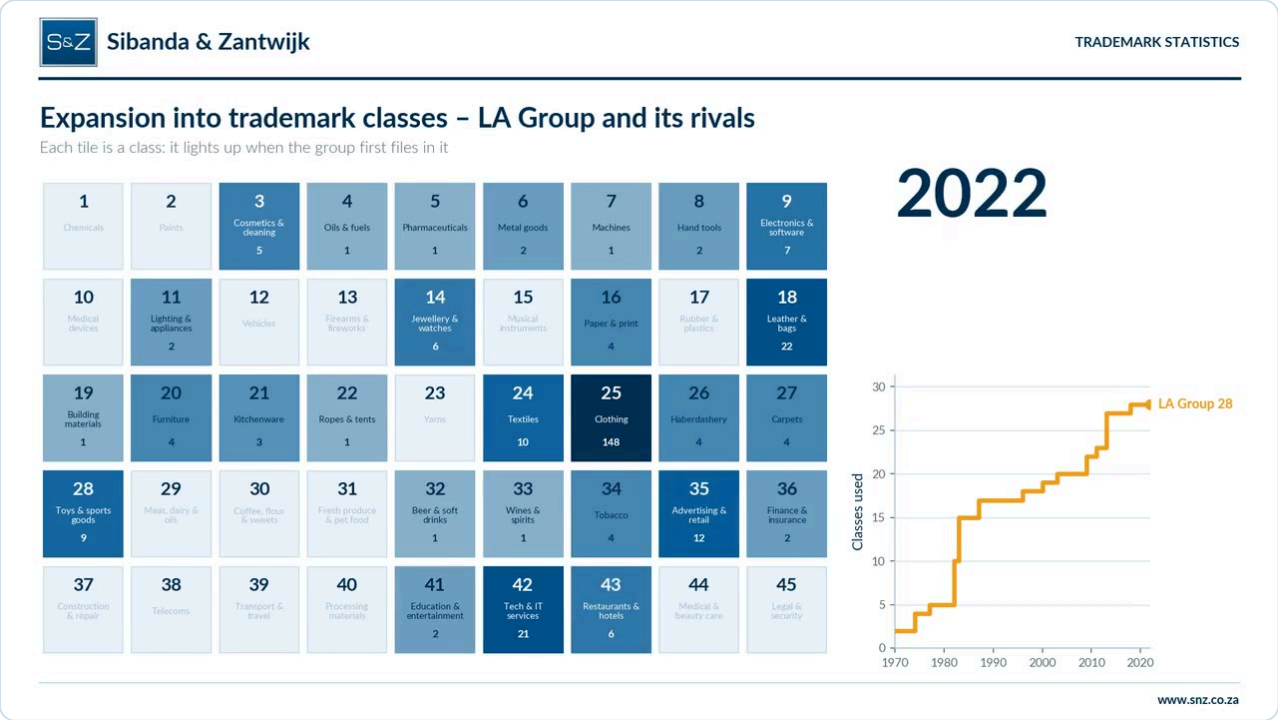
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

| NAME | MARKS | FILING YEARS |
|---|---|---|
| LA Group | 300 | 1933–2022 |

## Where LA Group expanded its business

Trademark classes show what a business sells. LA Group's portfolio is concentrated in clothing (class 25), leather & bags (class 18), tech & it services (class 42). Its most recent moves were into oils & fuels (2018), building materials (2013), beer & soft drinks (2013).

### LA Group trademarks: expansion into trademark classes, 1970–2022




Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/la-group-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 |
|---|---|---|---|
| 25 Clothing | 148 | 51.7% | 1933 |
| 18 Leather & bags | 22 | 7.7% | 1982 |
| 42 Tech & IT services | 21 | 7.3% | 1977 |
| 35 Advertising & retail | 12 | 4.2% | 2000 |
| 24 Textiles | 10 | 3.5% | 1987 |
| 28 Toys & sports goods | 9 | 3.1% | 1982 |
| 9 Electronics & software | 7 | 2.4% | 1974 |
| 43 Restaurants & hotels | 6 | 2.1% | 2003 |

## The brands LA Group protects most

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

| # | BRAND | TRADEMARKS | CLASSES | FILED |
|---|---|---|---|---|
| 1 | POLO | 42 | 21 | 1976–2021 |
| 2 | SKYE | 16 | 14 | 1974–2010 |
| 3 | IT'S ALL IN THE DETAIL | 13 | 13 | 2004–2004 |
| 4 | JUMP | 8 | 7 | 1982–2012 |
| 5 | BRENTWOOD | 6 | 2 | 1975–2022 |
| 6 | MARCO POLO | 5 | 3 | 1984–1991 |
| 7 | MILLE | 5 | 3 | 1983–2022 |
| 8 | L'UOMO | 4 | 3 | 1976–1985 |
| 9 | BLACKINC. | 4 | 2 | 1997–1997 |
| 10 | LOOK ALIVE | 4 | 2 | 1981–1981 |
| 11 | PS | 4 | 2 | 1998–2004 |
| 12 | SAMSON | 4 | 2 | 1933–2022 |
| 13 | POLO BLUE LABEL | 3 | 3 | 2009–2009 |
| 14 | POLO HOME | 3 | 3 | 2009–2009 |
| 15 | POLO JEANS | 3 | 2 | 2004–2004 |

**Logos filed most often (since 2020)**



7 filings · 7 classes




5 filings · 3 classes




3 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




1 filing · 1 class

## LA Group's logos

The 10 different logos LA Group 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.



7 classes




3 classes




1 class




1 class



1 class




1 class



1 class




1 class




1 class

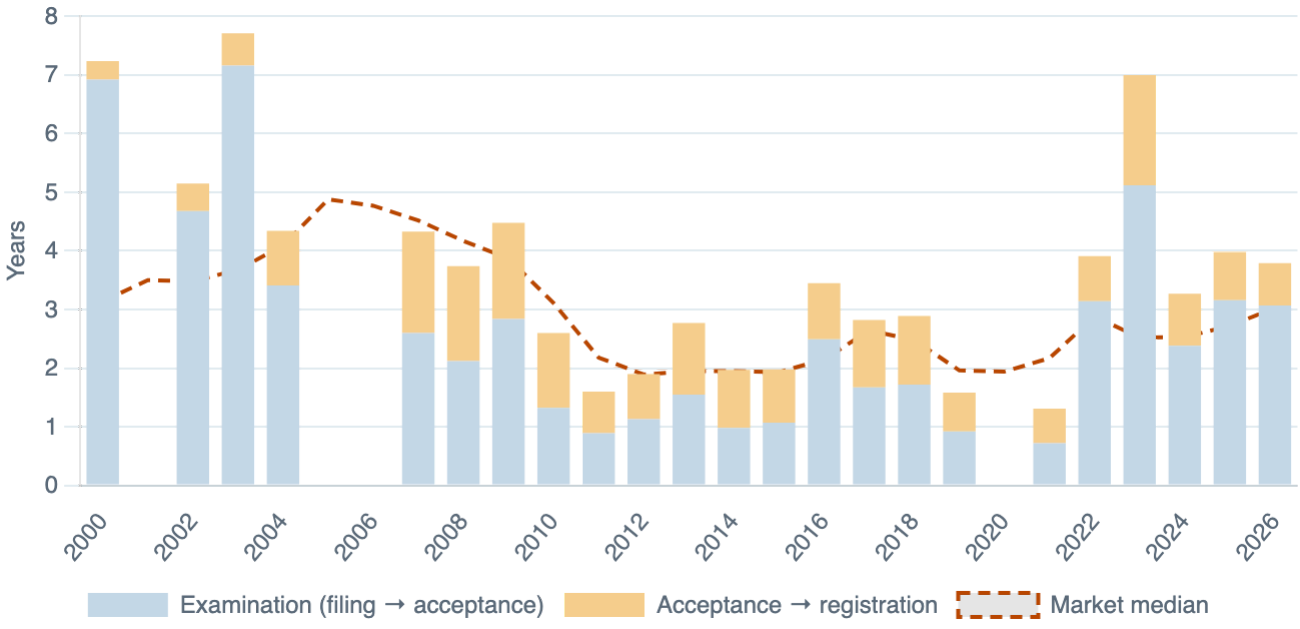



1 class

Full logo list on the online version of this page.

## How quickly its trademarks are registered

Over the last five years, LA Group's marks took a median of **3.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

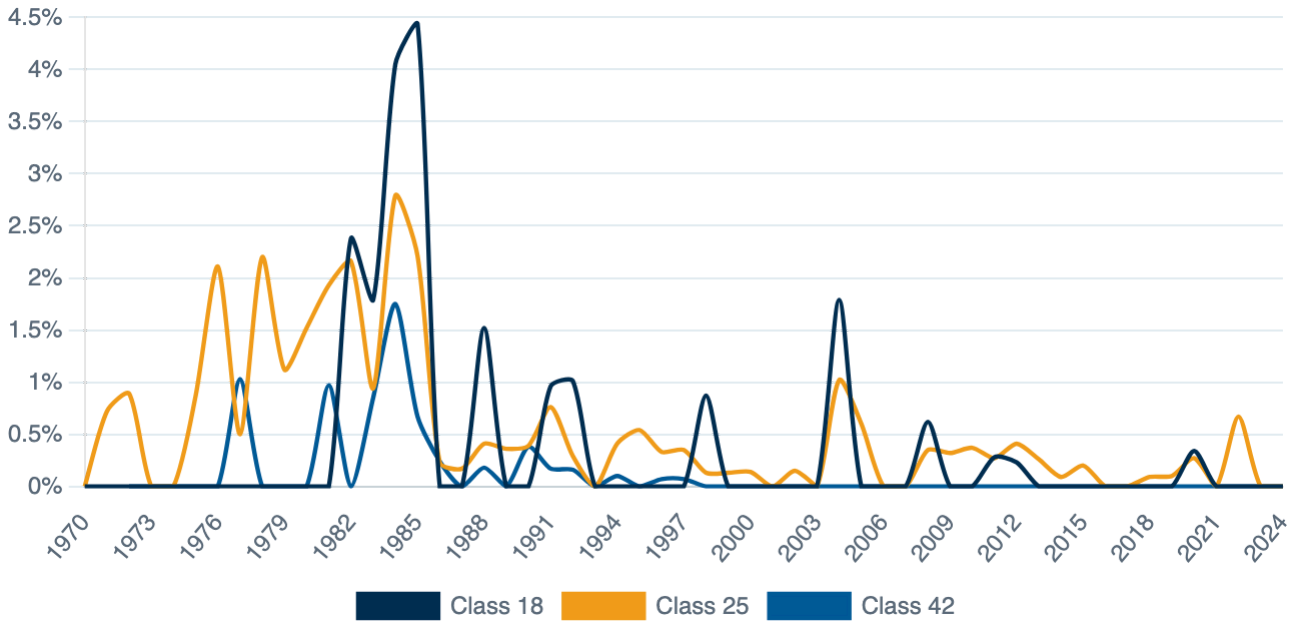



Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

## Who files the most in LA Group's classes

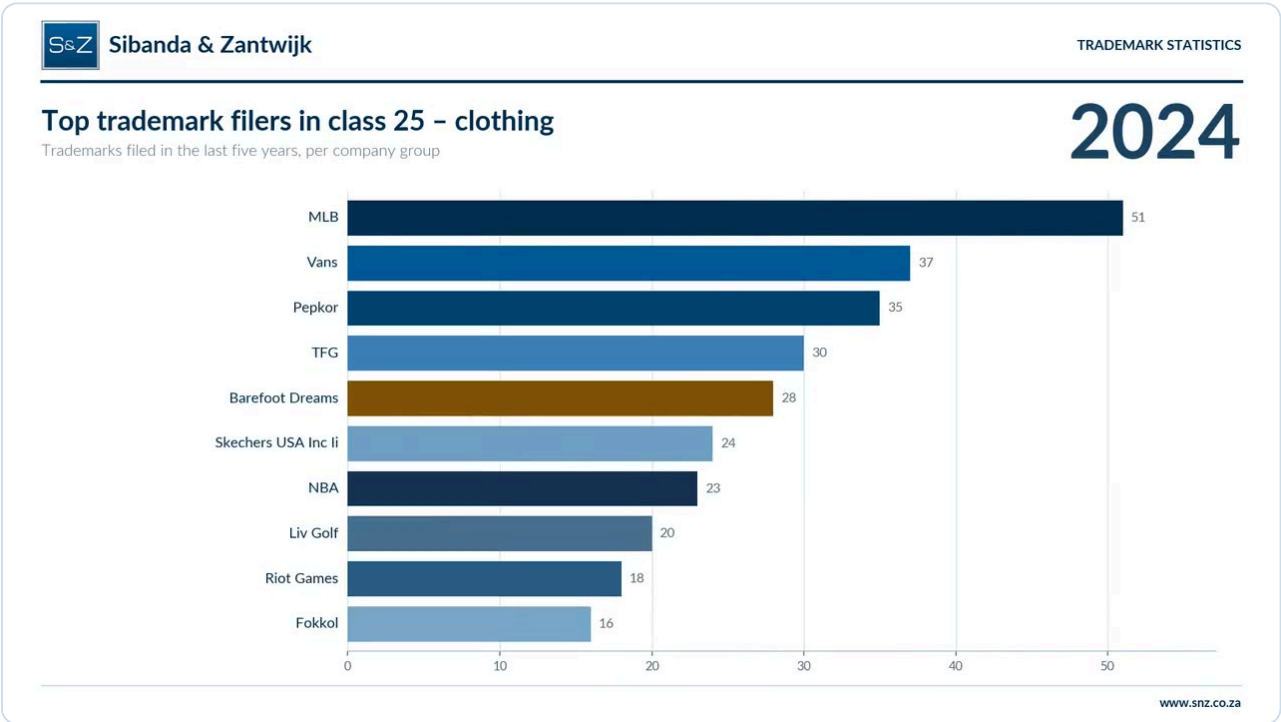
> Ranked by **number of trademarks filed in LA Group's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows LA Group's market position, not who is most like it.

In the last five years, LA Group was **#36** of 2,715 filers in class 25 (clothing), with 10 of 4,647 trademarks; **#636** of 758 filers in class 18 (leather & bags), with 1 of 1,383 trademarks.




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

## Top trademark filers in class 25 (clothing), South Africa 1975–2024: LA Group

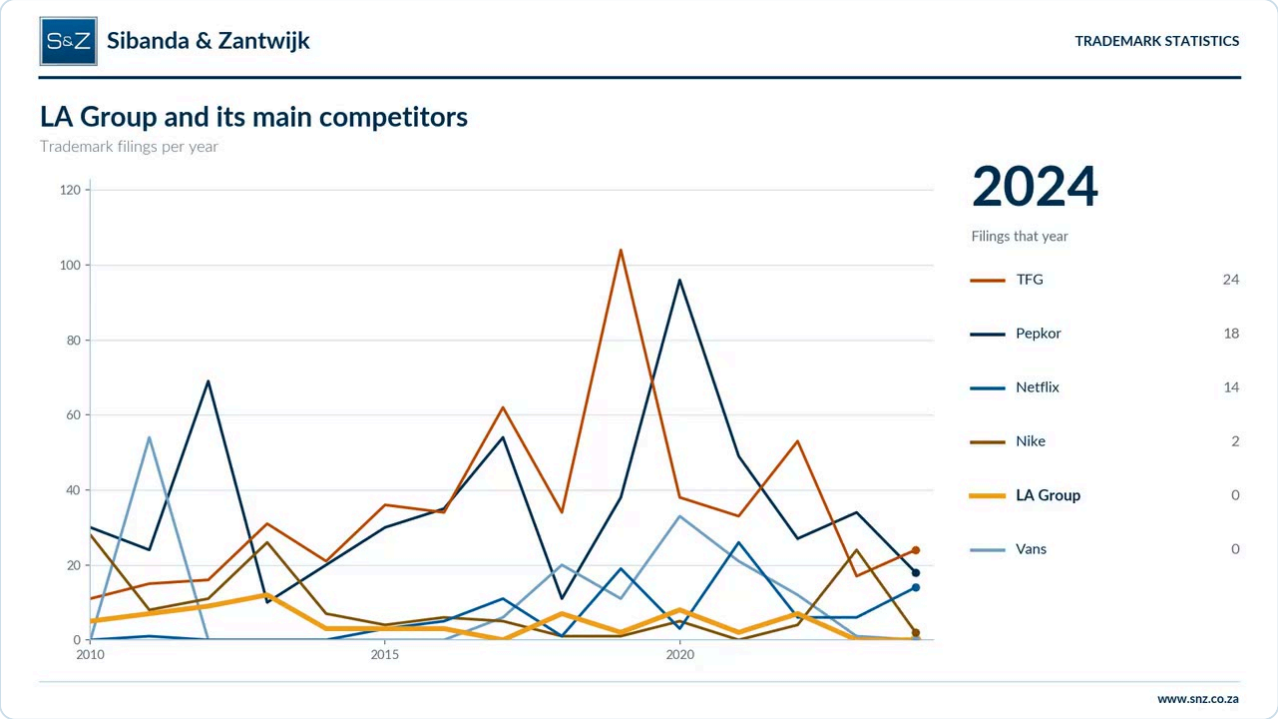


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/la-group-south-african-trademarks/class-25-race-video.html

## Main competitors – the companies most like LA Group

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

### LA Group 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/la-group-south-african-trademarks/competitors-video.html

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

| # | COMPANY | RELATIONSHIP | SIMILARITY |
|---|---|---|---|
| 1 | Pepkor | – | 74% |
| 2 | TFG | – | 71% |
| 3 | Vans | – | 70% |
| 4 | Nike | – | 66% |
| 5 | Netflix | – | 66% |
| 6 | Puma | – | 66% |
| 7 | Universal City Studios | – | 64% |
| 8 | Pick n Pay | – | 64% |
| 9 | Regent Business School | – | 63% |
| 10 | Kevro Trading | – | 63% |

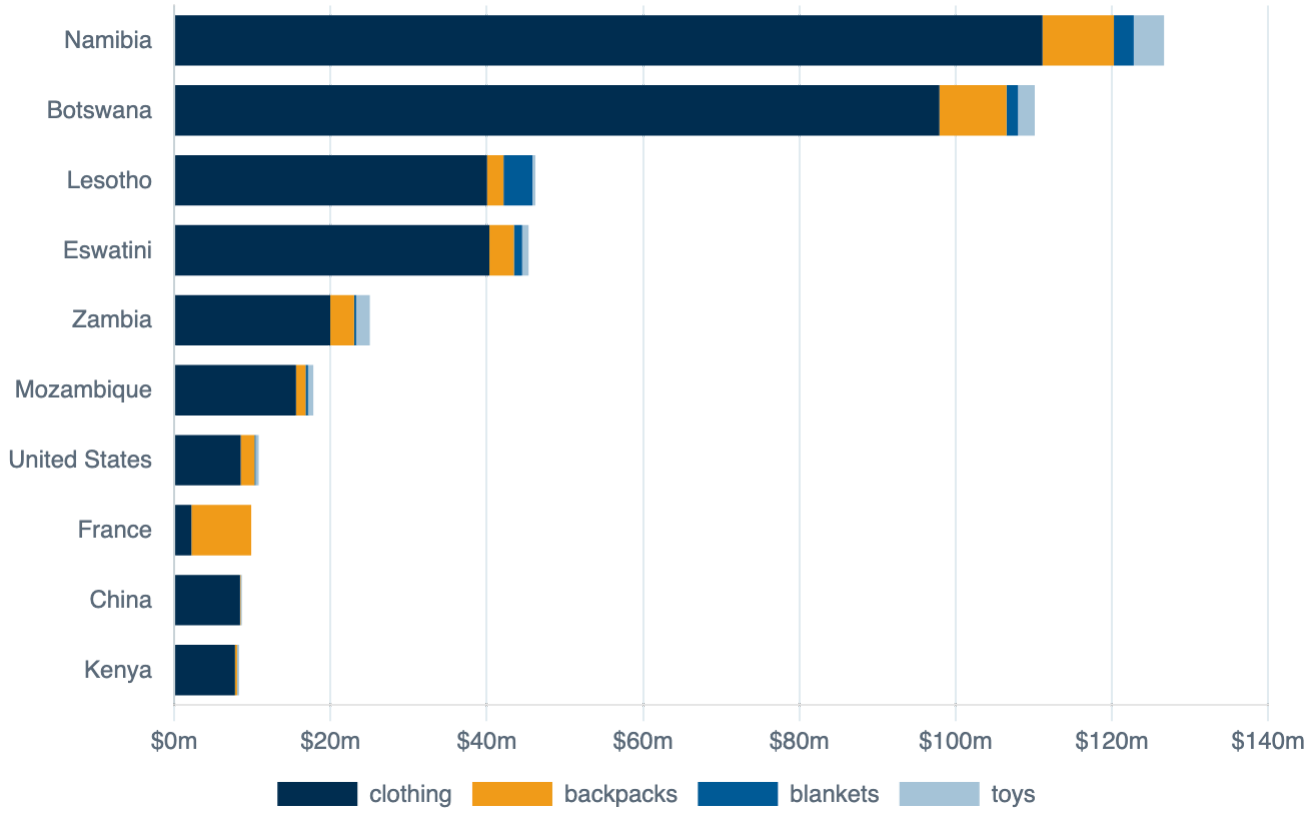
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

## LA Group – relevant export countries

South Africa exported **US$721 m** of the goods LA Group's main classes cover in the last year – clothing; hats; t-shirts; jackets (class 25); backpacks; handbags; umbrellas; wallets (class 18); blankets; bed linen; curtains (class 24); toys; board games; plush toys (class 28); computer software; software; computer hardware (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where LA Group's trademarks matter most.

### Where South Africa exports LA Group's top goods

LA Group's trademarks most often cover clothing, backpacks, blankets and toys. South Africa's ten largest export markets for these goods took **86%** of its exports of them in 2024.




South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones LA Group's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

**Worldwide**

| # | MARKET | SCORE | SA EXPORTS | IMPORT GROWTH / YR | ROUTE | COST, 5 CLASSES |
|---|---|---|---|---|---|---|
| 1 | European Union | 72 | US$39 m | -1% | National | US$2,388 |
| 2 | United States of America | 69 | US$16 m | -4% | National | US$3,425 |
| 3 | United Kingdom | 67 | US$12 m | -6% | National | US$1,371 |
| 4 | Namibia | 62 | US$169 m | +6% | ARIPO | US$450 |
| 5 | Botswana | 60 | US$153 m | -4% | ARIPO | US$450 |
| 6 | Hong Kong SAR | 60 | US$2.1 m | +12% | National | US$1,715 |
| 7 | Japan | 60 | US$62 k | -0% | National | US$1,774 |
| 8 | Canada | 59 | US$832 k | -7% | National | US$2,192 |
| 9 | Switzerland | 59 | US$1.4 m | -3% | National | US$1,660 |
| 10 | Singapore | 58 | US$1.2 m | +23% | National | US$2,144 |

### Africa

| # | MARKET | SCORE | SA EXPORTS | IMPORT GROWTH / YR | ROUTE | COST, 5 CLASSES |
|---|---|---|---|---|---|---|
| 1 | Namibia | 62 | US$169 m | +6% | ARIPO | US$450 S&Z |
| 2 | Botswana | 60 | US$153 m | -4% | ARIPO | US$450 S&Z |
| 3 | Nigeria | 52 | US$2.4 m | -11% | National | US$1,015 S&Z |
| 4 | Malawi | 51 | US$6.6 m | +38% | ARIPO | US$450 S&Z |
| 5 | Zimbabwe | 51 | US$28 m | -1% | ARIPO | US$450 S&Z |
| 6 | Tanzania | 51 | US$5.8 m | -6% | ARIPO | US$450 S&Z |
| 7 | OAPI (17 states) | 50 | US$6.9 m | +4% | National | US$1,563 S&Z |
| 8 | Mozambique | 49 | US$34 m | -17% | ARIPO | US$450 S&Z |
| 9 | Uganda | 48 | US$2.7 m | +15% | ARIPO | US$450 S&Z |
| 10 | Lesotho | 45 | US$58 m | -1% | 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) |
|---|---|---|---|
| POLO | 21 | US$4,263 | US$4,518 |
| SKYE | 14 | US$2,842 | US$3,225 |
| IT'S ALL IN THE DETAIL | 13 | US$2,639 | US$3,041 |
| JUMP | 7 | US$1,421 | US$1,932 |
| BRENTWOOD | 2 | US$406 | US$1,009 |

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 LA Group's five most-filed brands: word marks of **other companies** (not LA Group'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 POLO** (classes 18, 24, 25, 35, 42; searched 2018-06-27 to 2026-11-08)

| MARK | PUBLISHED | CLASS | APPLICANT |
|---|---|---|---|
| SOUTH AFRICAN POLO ASSOCIATION | 2025-03-26 | 18 | South African Polo Association NPC |
| SOUTH AFRICAN POLO ASSOCIATION | 2025-03-26 | 25 | South African Polo Association NPC |
| RUARK POLO | 2022-11-30 | 18 | OUTDOOR INVESTMENTS Ltd |
| RUARK POLO | 2022-11-30 | 25 | OUTDOOR INVESTMENTS Ltd |
| U.S. POLO ASSN. | 2022-03-30 | 35 | UNITED STATES POLO ASSOCIATION |
| U.S. POLO ASSN. | 2022-03-30 | 18 | UNITED STATES POLO ASSOCIATION |
| U.S. POLO ASSN. | 2022-03-30 | 25 | UNITED STATES POLO ASSOCIATION |
| PEDRINO POLO DNA "Proceeds to registration | 2022-02-23 | 25 | Private individual |
| HURLINGHAM POLO | 2018-06-27 | 25 | THE HURLINGHAM POLO ASSOCIATION |
| HURLINGHAM POLO | 2018-06-27 | 35 | THE HURLINGHAM POLO ASSOCIATION |

**Similar to SKYE** (classes 18, 25, 35, 42; searched 2021-06-30 to 2026-11-08)

| MARK | PUBLISHED | CLASS | APPLICANT |
|---|---|---|---|
| SKYE | 2023-08-30 | 42 | Bowler Plastics Proprietary Ltd |
| HOUSE OF SKYE | 2021-06-30 | 18 | Dulce Bestia LLC |
| HOUSE OF SKYE | 2021-06-30 | 25 | Dulce Bestia LLC |
| HOUSE OF SKYE | 2021-06-30 | 35 | Dulce Bestia LLC |

**Similar to IT'S ALL IN THE DETAIL** (classes 18, 24, 25, 35; searched 2018-01-31 to 2026-11-08)

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

**Similar to JUMP** (classes 3, 14, 18, 24, 25, 28, 42; searched 2021-12-22 to 2026-11-08)

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

**Similar to BRENTWOOD** (classes 25, 42; searched 2018-02-28 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

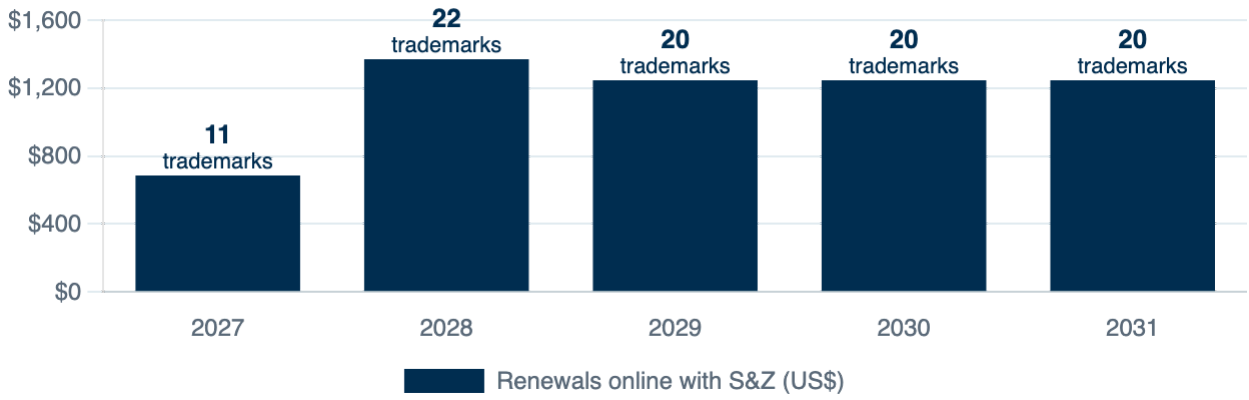
### S&Z prices – South African trademarks

| | |
|---|---|
| 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<br>≈ US$62.29 |

Renewal in rand; US$ at R16.49 per US$.

### LA Group's next five years of renewals

93 of LA Group's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,793** over the five years.




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