LG Electronics – South African trademarks

Updated 8 November 2026

LG Electronics is the South Korean maker of televisions, home appliances, air conditioners and other consumer electronics.

How LG Electronics 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.

#94
largest trademark owner in South Africa (of 121,626)

623
trademarks filed

56
different logos published since 2020

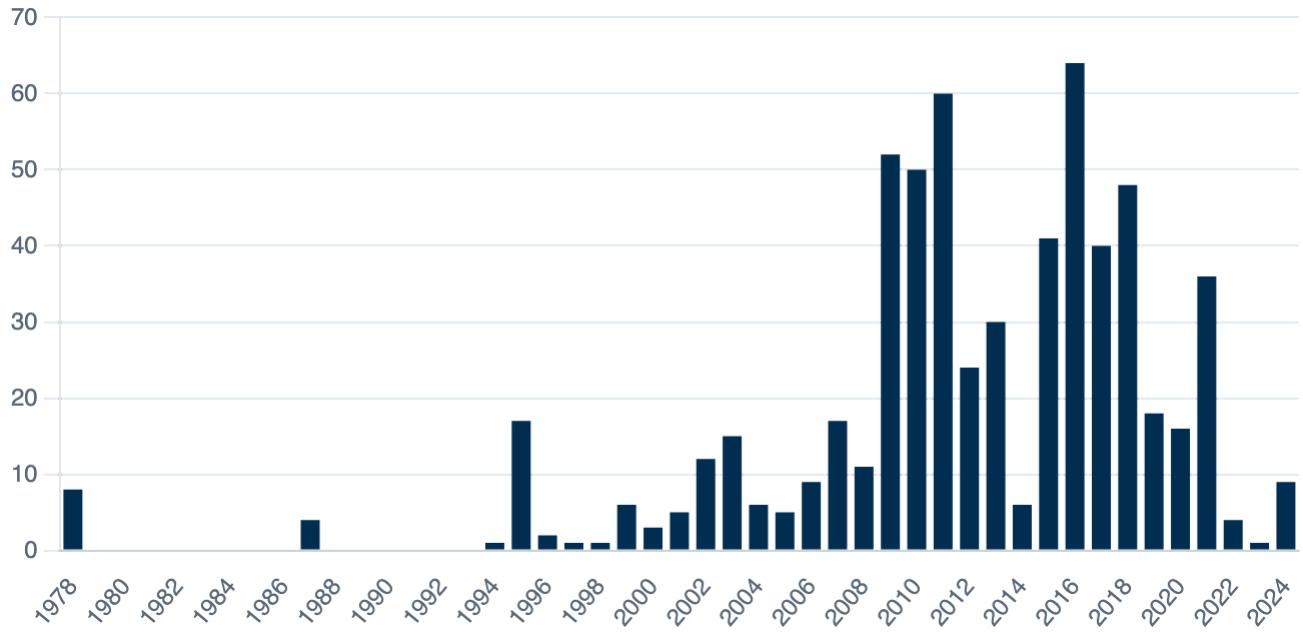
30
of 45 classes used

1978
first trademark filed

237
filed in the last 10 years

A portfolio built over time

LG Electronics filed its first South African trademark in 1978 and has filed 623 since; its busiest year was 2016, with 64 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

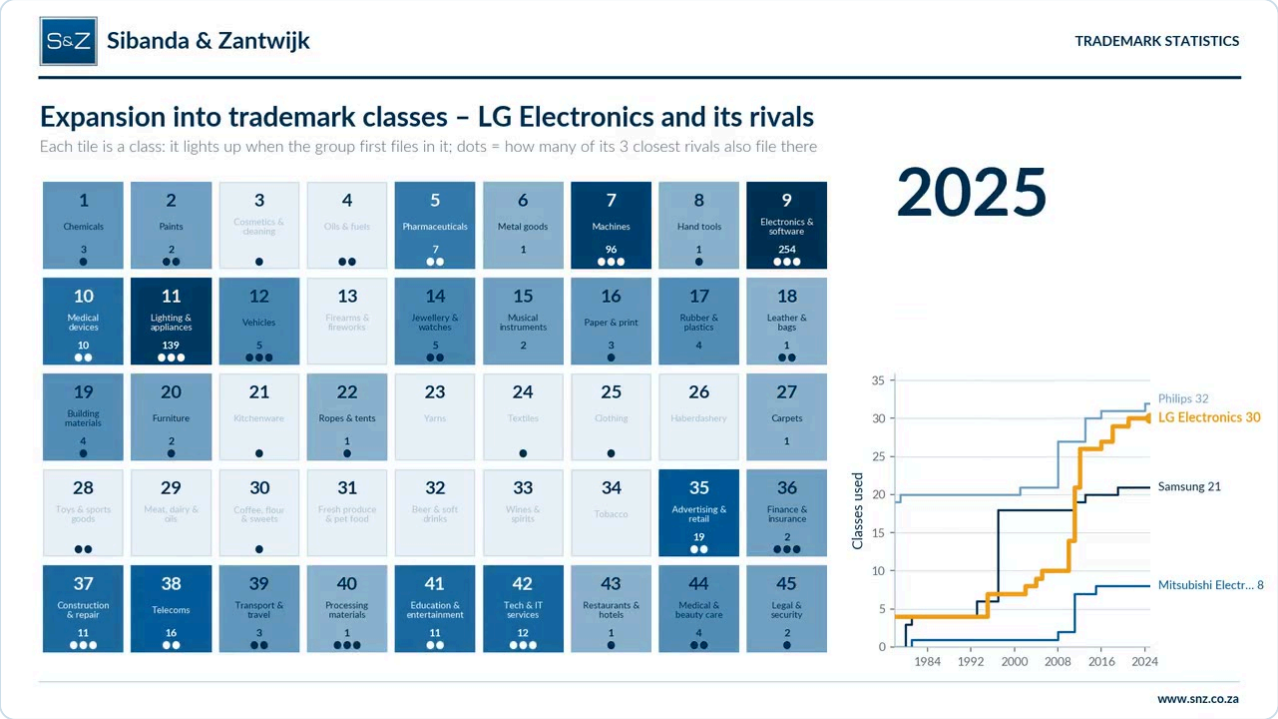
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
LG Electronics	461	1978–2024
LG	163	1987–2025

Where LG Electronics expanded its business

Trademark classes show what a business sells. LG Electronics' portfolio is concentrated in electronics & software (class 9), lighting & appliances (class 11), machines (class 7). Its most recent moves were into restaurants & hotels (2021), hand tools (2018), processing materials (2018).

LG Electronics trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lg-electronics-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	254	40.8%	1978
11 Lighting & appliances	139	22.3%	1978
7 Machines	96	15.4%	1978
35 Advertising & retail	19	3.0%	2004
38 Telecoms	16	2.6%	2002
42 Tech & IT services	12	1.9%	2010
41 Education & entertainment	11	1.8%	2010
37 Construction & repair	11	1.8%	2010

The brands LG Electronics protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LG	73	22	1995–2017
2	THINQ	15	15	2018–2018
3	LG HAUSYS	12	12	2012–2012
4	GOLDSTAR	12	3	1987–2021
5	WEBOS	9	9	2013–2013
6	LG Energy Solution	8	4	2020–2020
7	LIVE GREEN	6	6	2010–2010
8	ECO LIFE'S GOOD,WHEN IT'S GREEN	5	5	2010–2010
9	LG LIVE GREEN	5	5	2010–2010
10	LIFE'S GOOD KITCHEN	5	5	2021–2021
11	CARE & DELIGHT	4	4	2010–2010
12	EVERCARE	4	4	2010–2010
13	GOLD STAR	4	4	1978–1978
14	GS	4	4	1978–1978
15	IT'S ALL POSSIBLE	4	4	2013–2013

Logos filed most often (since 2020)



28 filings · 3 classes



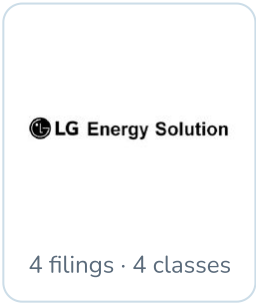
8 filings · 7 classes



7 filings · 5 classes



6 filings · 3 classes



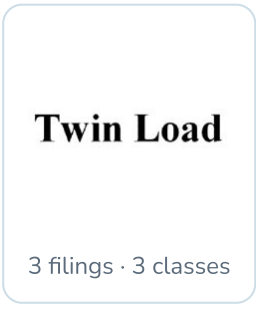
4 filings · 4 classes



4 filings · 1 class



3 filings · 3 classes



3 filings · 3 classes



3 filings · 2 classes



2 filings · 2 classes

LG Electronics' logos

The 56 different logos LG Electronics 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.

LG 7 classes	Life's Good Kitchen 5 classes	LG Energy Solution 4 classes	Gentle Care 3 classes	Objet 3 classes
GoldStar 3 classes	Twin Load 3 classes	Dual Inverter COMPRESSOR 2 classes	Wind Jet Dry 2 classes	TurboWash 3D 2 classes
Intello DD 2 classes	6 Motion 2 classes	NeoChef 2 classes	Smart Inverter 2 classes	Side Waterfall 2 classes
Scent+ 2 classes	AI Wash 2 classes	QuadWash 2 classes	AI DD 2 classes	Steam Closet 2 classes
Punch 3 2 classes	powered by webOS TV 1 class	OLED FullVision 1 class	LG V90 1 class	Triple Preview 1 class

α3 AI Processor

1 class

K40

1 class

LG V40

1 class

AI Composition

1 class

K50

1 class

Q60

1 class

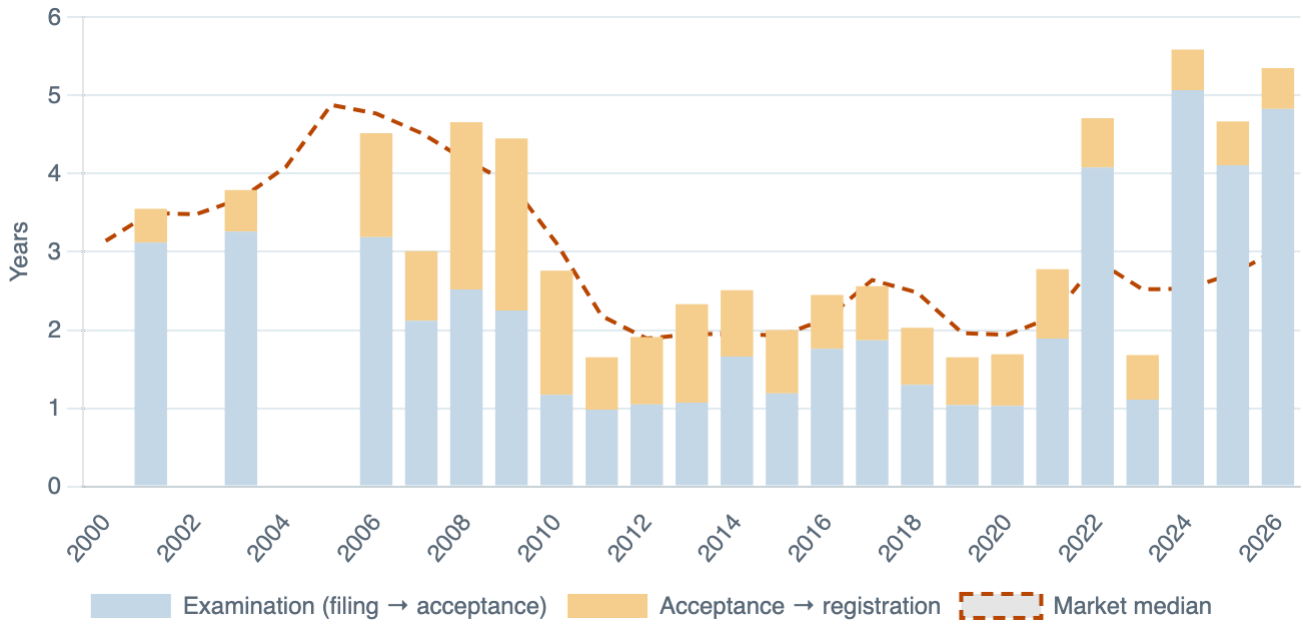
LG V60

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, LG Electronics' marks took a median of **4.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



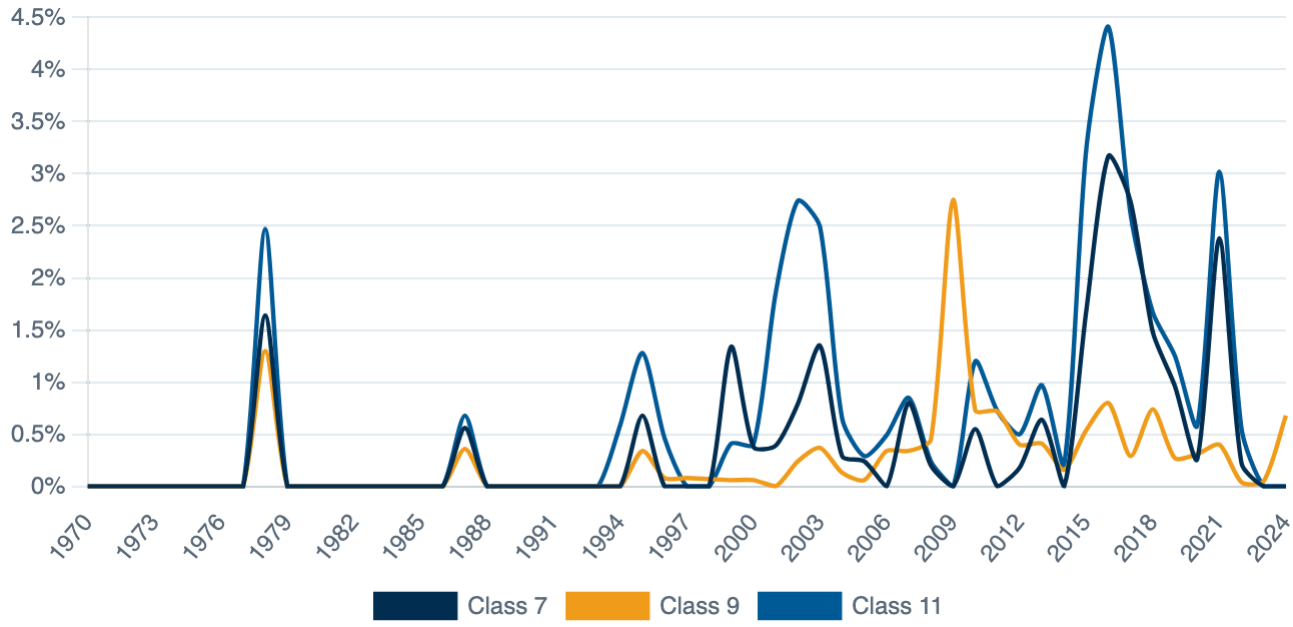
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in LG Electronics' classes

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

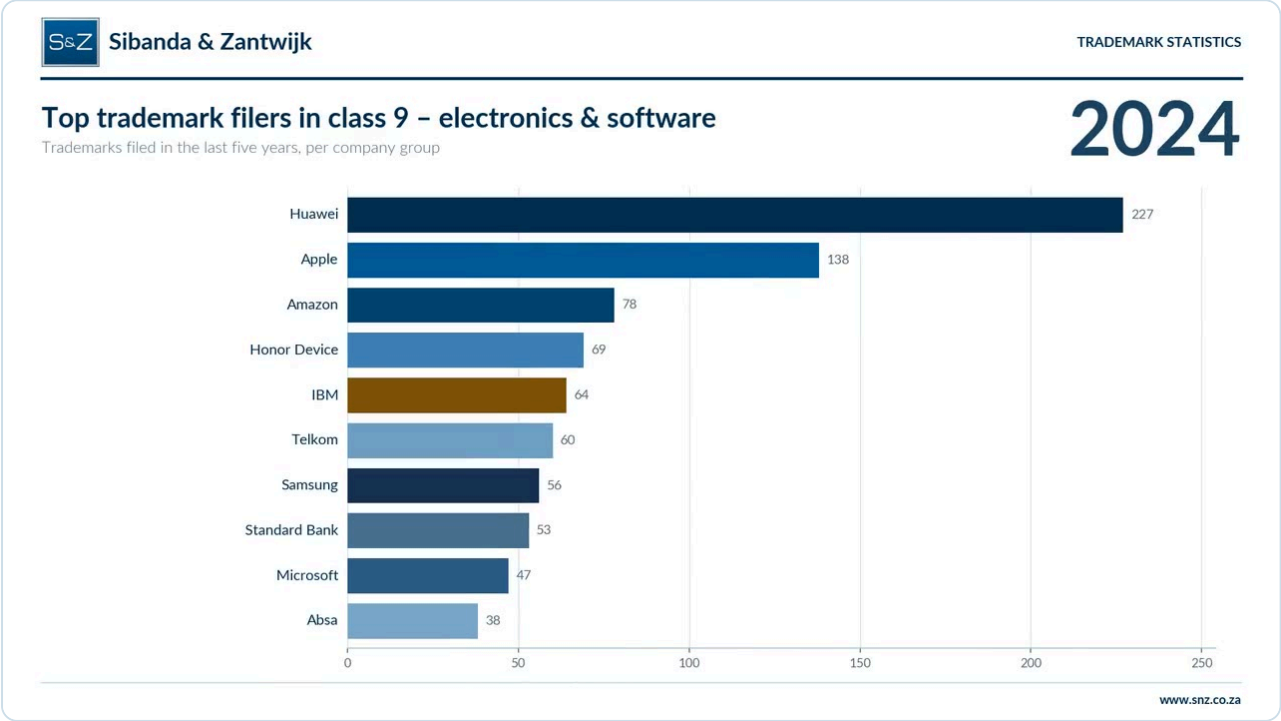
> position, not who is most like it.

In the last five years, LG Electronics was #14 of 4,926 filers in class 9 (electronics & software), with 28 of 10,252 trademarks; #3 of 983 filers in class 11 (lighting & appliances), with 16 of 1,630 trademarks; #5 of 1,185 filers in class 7 (machines), with 12 of 1,880 trademarks.



LG Electronics' 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: LG Electronics



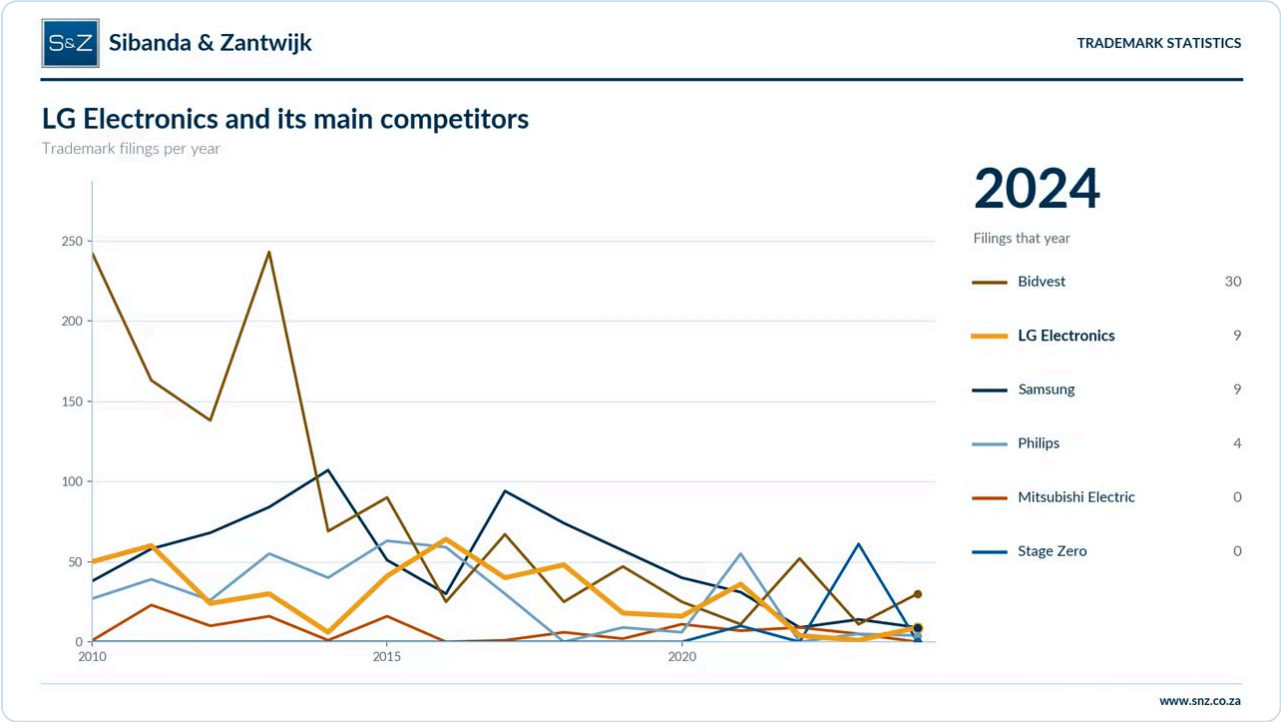
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lg-electronics-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like LG Electronics

> Ranked by **how similar their whole trademark portfolio is to LG Electronics'** – 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.

LG Electronics' closest competitors in South Africa are Samsung, Mitsubishi Electric and Panasonic.

LG Electronics 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/lg-electronics-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Samsung	Direct competitor	81%
2	Mitsubishi Electric	Direct competitor	72%
3	Panasonic	Direct competitor	71%
4	Bidvest	Other field	76%
5	Stage Zero	Other field	71%
6	Eneos	Other field	70%
7	Knorr Bremse	Other field	70%
8	Brita	Other field	70%
9	Efficient Engineering	Other field	69%
10	Ti Automotive	Other field	69%

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

LG Electronics – relevant export countries

South Africa exported **US$8.3 billion** of the goods LG Electronics' main classes cover in the last year – software; computers; phones; sound (class 9); air conditioners; humidifiers; refrigerators; electric (class 11); machines; vacuum cleaners; dishwashers; compressors (class 7). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where LG Electronics' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	80	US$1.4 billion	-1%	National	US$1,859
2	United States of America	74	US$502 m	+3%	National	US$2,075
3	India	63	US$51 m	+8%	National	US$807
4	United Kingdom	63	US$109 m	-2%	National	US$1,012
5	Türkiye	61	US$290 m	+8%	National	US$980
6	Hong Kong SAR	60	US$28 m	+0%	National	US$1,110
7	Canada	59	US$78 m	-1%	National	US$1,623
8	Australia	57	US$178 m	-0%	National	US$1,660
9	Singapore	55	US$18 m	-2%	National	US$1,306
10	China	55	US$60 m	-10%	National	US$745

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Nigeria	50	US$71 m	-8%	National	US$609 S&Z
2	Zimbabwe	50	US$624 m	+14%	ARIPO	US$343 S&Z
3	OAPI (17 states)	50	US$240 m	+10%	National	US$1,194 S&Z
4	Namibia	50	US$604 m	+17%	ARIPO	US$343 S&Z
5	Morocco	49	US$22 m	+23%	National	US$1,040
6	Egypt	47	US$17 m	-3%	National	US$1,392
7	Mozambique	46	US$426 m	+8%	ARIPO	US$343 S&Z
8	Tanzania	46	US$125 m	+4%	ARIPO	US$343 S&Z
9	Botswana	46	US$644 m	-6%	ARIPO	US$343 S&Z
10	Algeria	44	US$776 k	+32%	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)
LG	22	US$4,466	US$4,703
THINQ	15	US$3,045	US$3,410
LG HAUSYS	12	US$2,436	US$2,856
GOLDSTAR	3	US$609	US$1,194
WEBOS	9	US$1,827	US$2,302

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 LG Electronics' five most-filed brands: word marks of other companies (not LG Electronics' 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 THINQ (classes 7, 9, 11, 35, 38; searched 2018-02-28 to 2026-11-07)

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

Similar to LG HAUSYS (classes 11, 35; searched 2018-02-28 to 2026-11-07)

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

Similar to GOLDSTAR (classes 7, 9, 11; searched 2021-05-26 to 2026-11-07)

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

Similar to WEBOS (classes 7, 9, 11, 35, 38; searched 2022-02-23 to 2026-11-07)

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

Similar to LG Energy Solution (classes 9, 35, 37, 42; 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

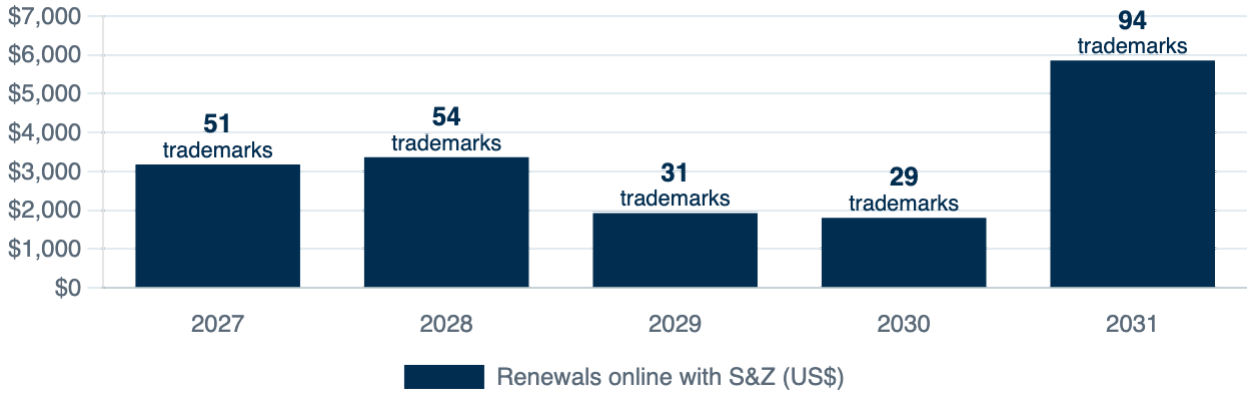
S&Z prices – South African trademarks

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$.

LG Electronics' next five years of renewals

259 of LG Electronics' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$16,133 over the five years.



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