Libstar – South African trademarks

Updated 8 November 2026

Libstar is a JSE-listed South African food group. Its brands include Lancewood cheese and dairy, Denny mushrooms, Cape Herb & Spice and Dickon Hall sauces and condiments.

How Libstar 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.

#157
largest trademark owner in South Africa (of 121,626)

364
trademarks filed

18
different logos published since 2020

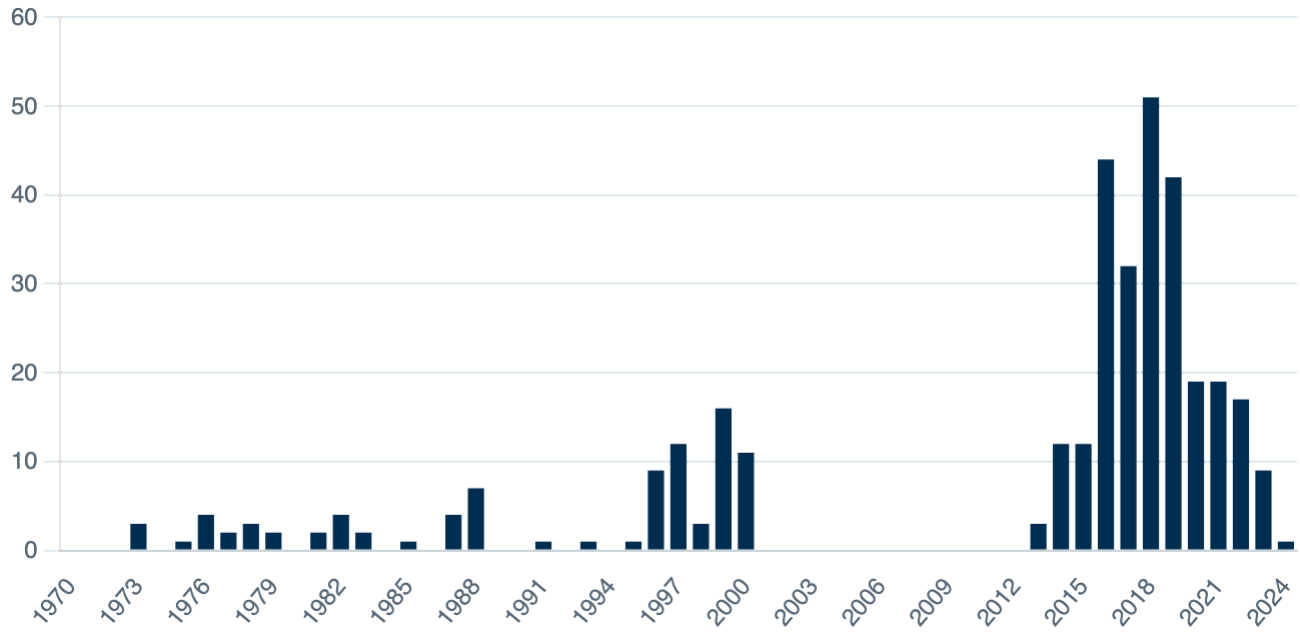
18
of 45 classes used

1931
first trademark filed

234
filed in the last 10 years

A portfolio built over time

Libstar filed its first South African trademark in 1931 and has filed 364 since; its busiest year was 2018, with 51 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

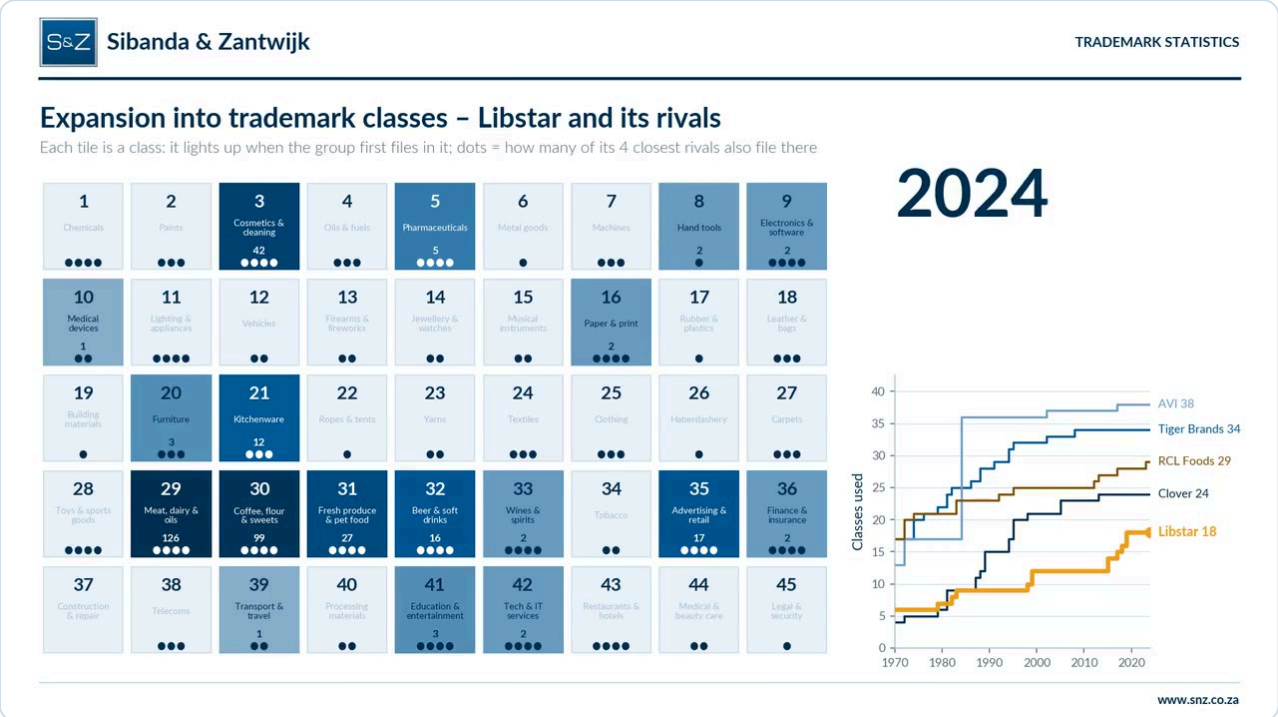
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Libstar	489	1931–2024

Where Libstar expanded its business

Trademark classes show what a business sells. Libstar's portfolio is concentrated in meat, dairy & oils (class 29), coffee, flour & sweets (class 30), cosmetics & cleaning (class 3). Its most recent moves were into paper & print (2019), hand tools (2019), wines & spirits (2018).

Libstar trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/libstar-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
29 Meat, dairy & oils	126	34.6%	1931
30 Coffee, flour & sweets	99	27.2%	1931
3 Cosmetics & cleaning	42	11.5%	1954
31 Fresh produce & pet food	27	7.4%	1959
35 Advertising & retail	17	4.7%	1999
32 Beer & soft drinks	16	4.4%	1966
21 Kitchenware	12	3.3%	1962
5 Pharmaceuticals	5	1.4%	1982

The brands Libstar protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DENNY	13	3	1973–2016
2	PATLEYS	10	5	2000–2000
3	AMBASSADOR FOODS	8	4	2017–2019
4	LANCEWOOD	8	4	2016–2018
5	FROM OUR HOME TO YOURS	7	7	2019–2019
6	LIBSTAR FROM OUR HOME TO YOURS	7	7	2019–2019
7	RED MATCHA	7	7	2018–2018
8	RM RED MATCHA	7	7	2018–2018
9	LIBSTAR	5	5	2015–2015
10	PRECIOUS PLANET	5	5	2019–2021
11	FLAVOUR GAMES	4	4	2021–2021
12	GOLD CREST	4	4	1983–1996
13	PRECIOUS PLANET EARTH-LOVING PACKAGING	4	4	2019–2019
14	SNACK'OLOGY	4	4	2017–2021
15	GROSS	4	3	1997–2020

Logos filed most often (since 2020)



7 filings · 7 classes



5 filings · 4 classes



5 filings · 2 classes



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Libstar's logos

The 18 different logos Libstar 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



4 classes



4 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class

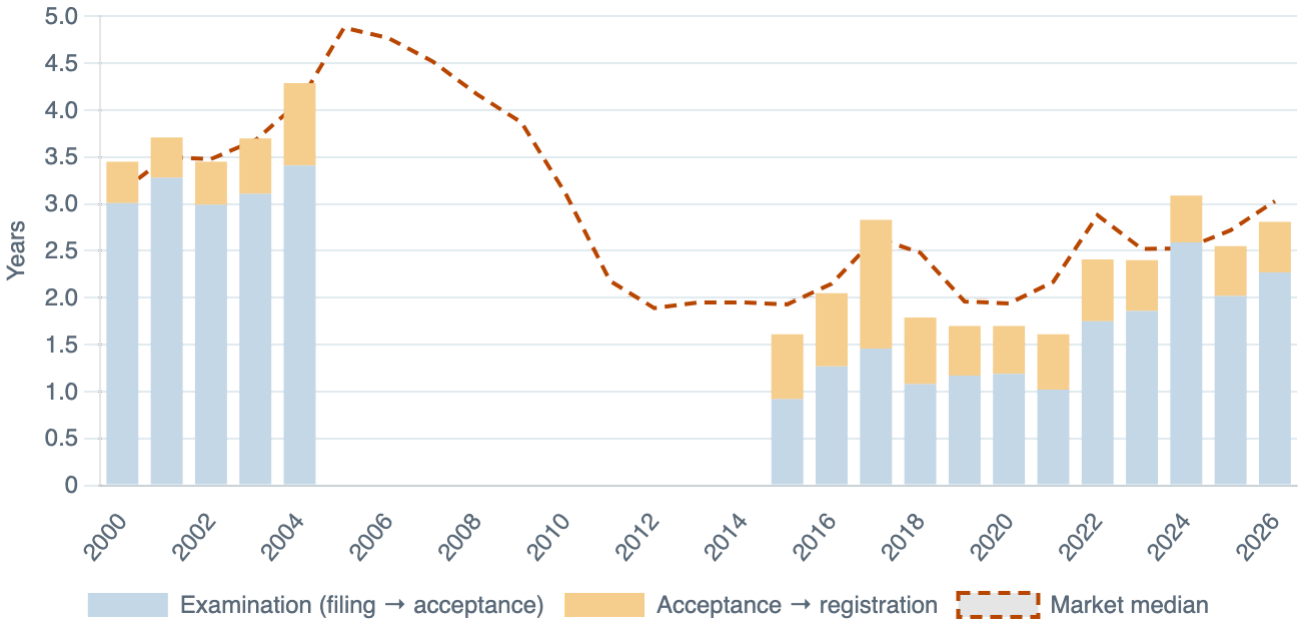


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Libstar's marks took a median of **2.6 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

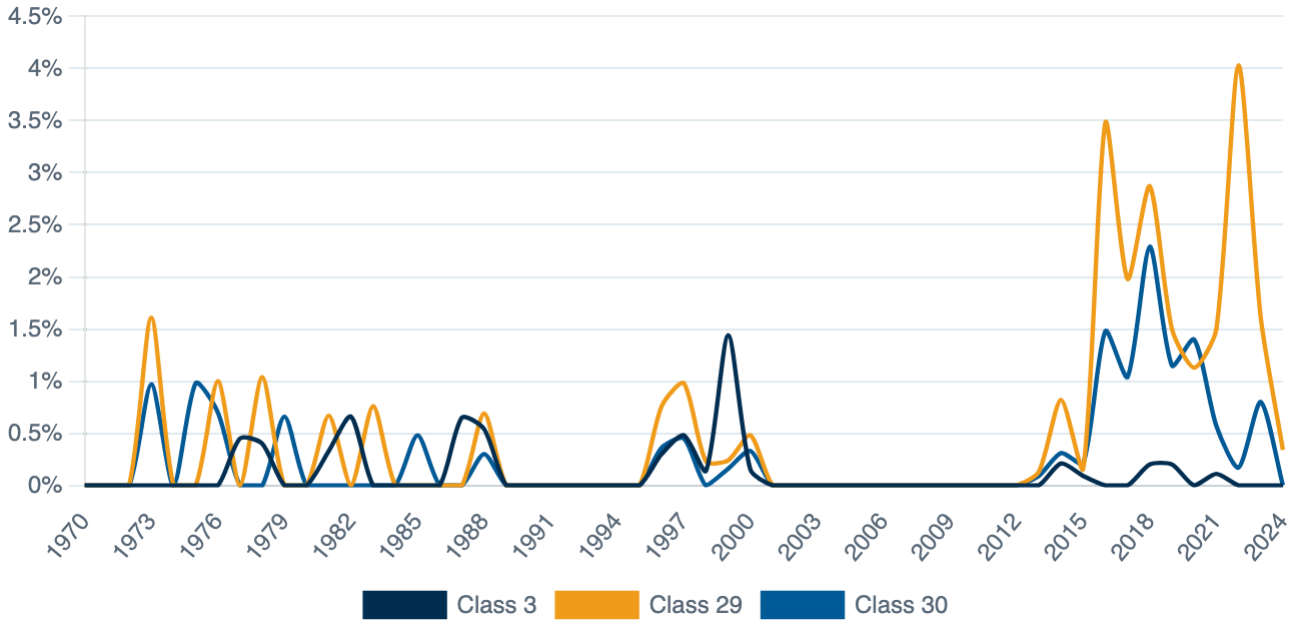


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Libstar's classes

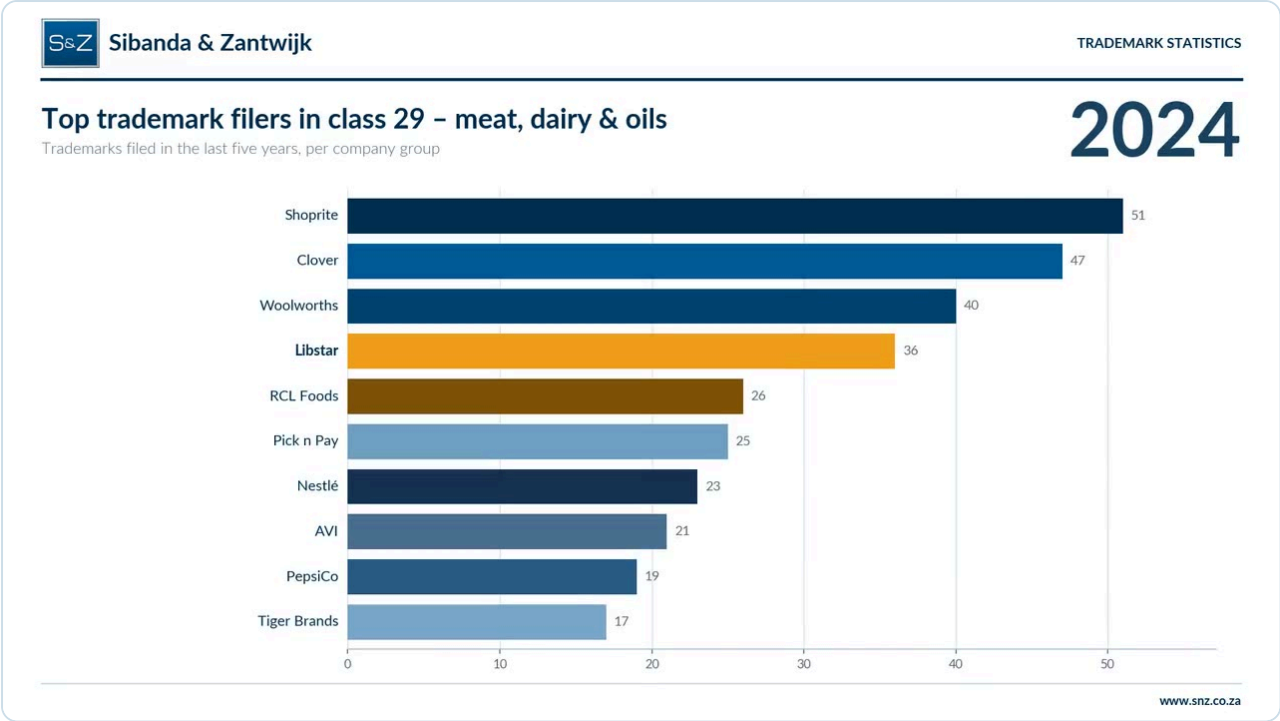
> Ranked by **number of trademarks filed in Libstar's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Libstar's market position, not who is most like it.

In the last five years, Libstar was **#4** of 919 filers in class 29 (meat, dairy & oils), with 36 of 2,013 trademarks; **#14** of 1,368 filers in class 30 (coffee, flour & sweets), with 22 of 3,209 trademarks; **#1569** of 1,836 filers in class 3 (cosmetics & cleaning), with 1 of 3,958 trademarks.



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

Top trademark filers in class 29 (meat, dairy & oils), South Africa 1975–2024: Libstar



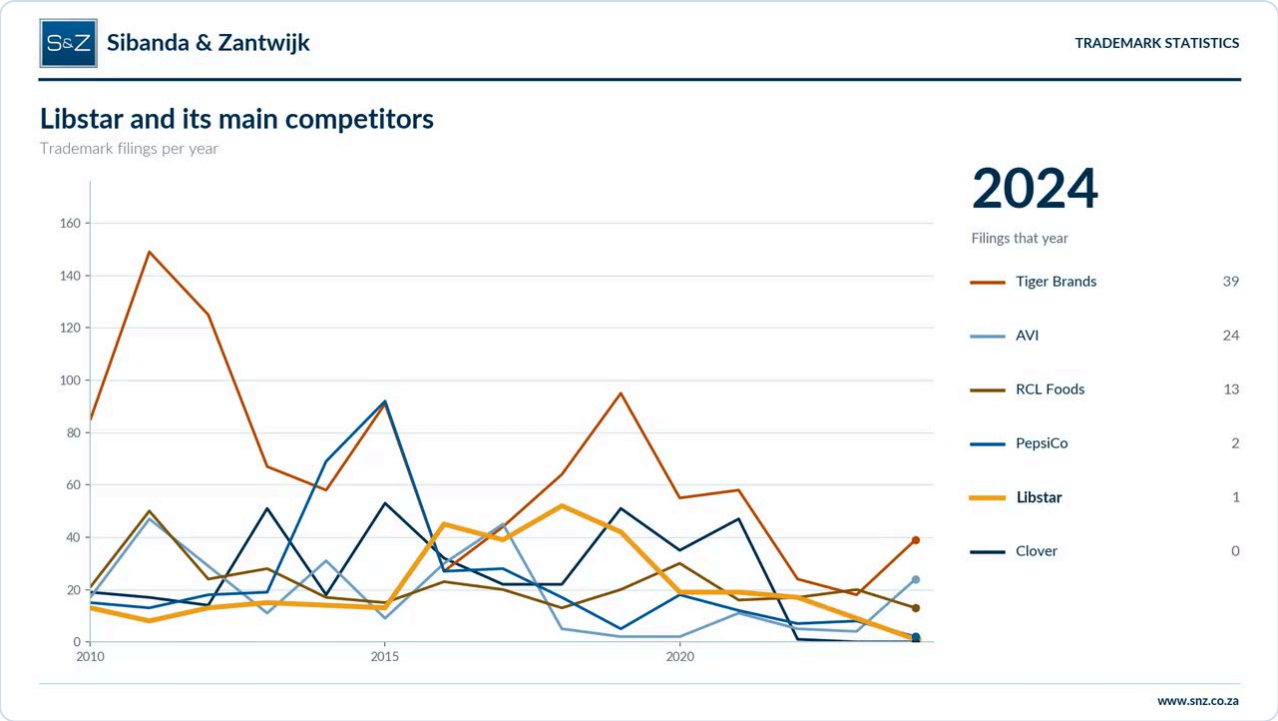
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/libstar-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Libstar

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

Libstar's closest competitors in South Africa are Clover, Tiger Brands, AVI and RCL Foods.

Libstar 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/libstar-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Clover	Direct competitor	86%
2	Tiger Brands	Direct competitor	82%
3	AVI	Direct competitor	79%
4	RCL Foods	Direct competitor	78%
5	PepsiCo	Direct competitor	78%
6	Pioneer Foods	Direct competitor	76%
7	Unilever	Direct competitor	75%
8	Shoprite	Retailer's own brands	96%
9	Woolworths	Retailer's own brands	90%
10	Pick n Pay	Retailer's own brands	88%

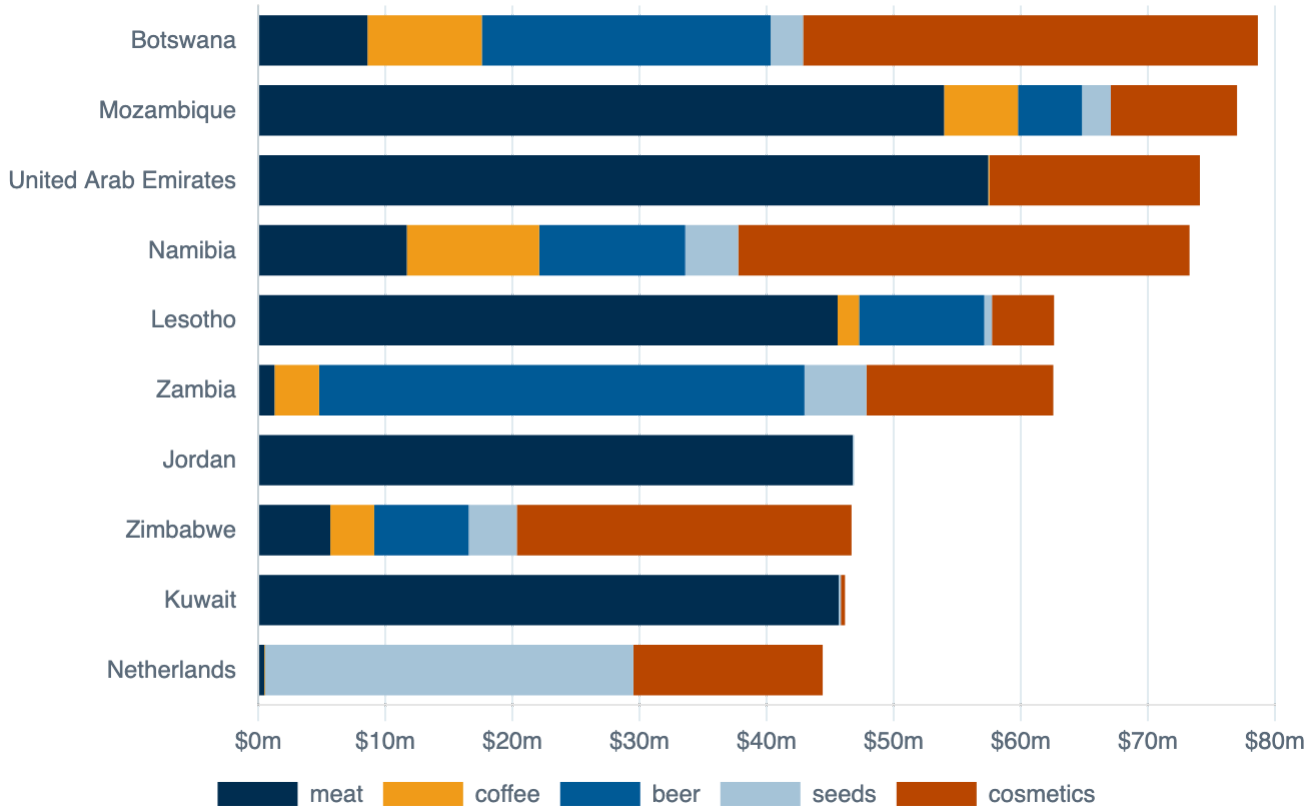
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Libstar – relevant export countries

South Africa exported **US$8.8 billion** of the goods Libstar's main classes cover in the last year – meat; preserved; vegetables; fruit (class 29); coffee; honey; sauces; bread (class 30); cosmetics; essential oils; soaps; lotions (class 3); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31); beer; fruit juices; syrups; mineral and aerated waters (class 32). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Libstar's trademarks matter most.

Where South Africa exports Libstar's top goods

Libstar's trademarks most often cover meat, coffee, beer, seeds and cosmetics. South Africa's ten largest export markets for these goods took **59%** 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 Libstar'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	83	US$2.5 billion	+7%	National	US$2,388
2	United Kingdom	72	US$819 m	+9%	National	US$1,371
3	China	72	US$456 m	-6%	National	US$1,224
4	United States of America	71	US$416 m	+4%	National	US$3,425
5	Japan	63	US$90 m	-1%	National	US$1,774
6	Russian Federation	62	US$261 m	+7%	National	US$1,915
7	Hong Kong SAR	58	US$76 m	+1%	National	US$1,715
8	Switzerland	58	US$55 m	+5%	National	US$1,660
9	Philippines	57	US$54 m	+5%	National	US$1,526
10	Nigeria	56	US$64 m	-3%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$64 m	-3%	National	US$1,015 S&Z
2	OAPI (17 states)	55	US$101 m	+5%	National	US$1,563 S&Z
3	Lesotho	53	US$156 m	+0%	National	US$326
4	Algeria	53	US$3.7 m	+45%	National	US$1,445
5	Zimbabwe	52	US$219 m	-0%	ARIPO	US$450 S&Z
6	Eswatini	52	US$136 m	-1%	National	US$446
7	Namibia	51	US$301 m	+6%	ARIPO	US$450 S&Z
8	Botswana	51	US$354 m	-1%	ARIPO	US$450 S&Z
9	Dem. Rep. of the Congo	48	US$58 m	+4%	National	US$2,100
10	Mauritius	46	US$80 m	+9%	National	US$1,154

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)
DENNY	3	US$609	US$1,194
PATLEYS	5	US$1,015	US$1,563
AMBASSADOR FOODS	4	US$812	US$1,378
LANCEWOOD	4	US$812	US$1,378
FROM OUR HOME TO YOURS	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 Libstar's five most-filed brands: word marks of **other companies** (not Libstar'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 DENNY (classes 29, 30, 31; searched 2025-04-30 to 2026-11-08)

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

Similar to PATLEYS (classes 29, 30, 31, 32, 35; searched 2023-11-29 to 2026-11-08)

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

Similar to AMBASSADOR FOODS (classes 29, 30, 31, 35; searched 2018-06-27 to 2026-11-08)

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

Similar to LANCEWOOD (classes 29, 30, 31, 32; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to FROM OUR HOME TO YOURS (classes 3, 21, 29, 30, 31, 32, 35; 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

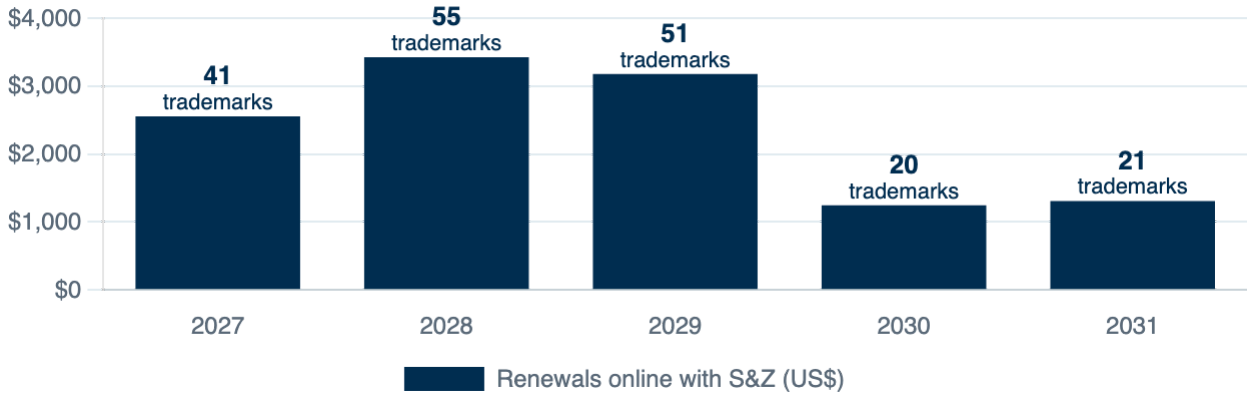
S&Z prices – South African trademarks

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 ≈ US$62.29

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

Libstar's next five years of renewals

188 of Libstar's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$11,711 over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za