Liquid Telecom – South African trademarks

Updated 8 November 2026

Liquid is a pan-African telecommunications and technology company. It provides fibre, data centre, cloud and connectivity services.

How Liquid Telecom 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.

#95
largest trademark owner in South Africa (of 121,626)

620
trademarks filed

3
different logos published since 2020

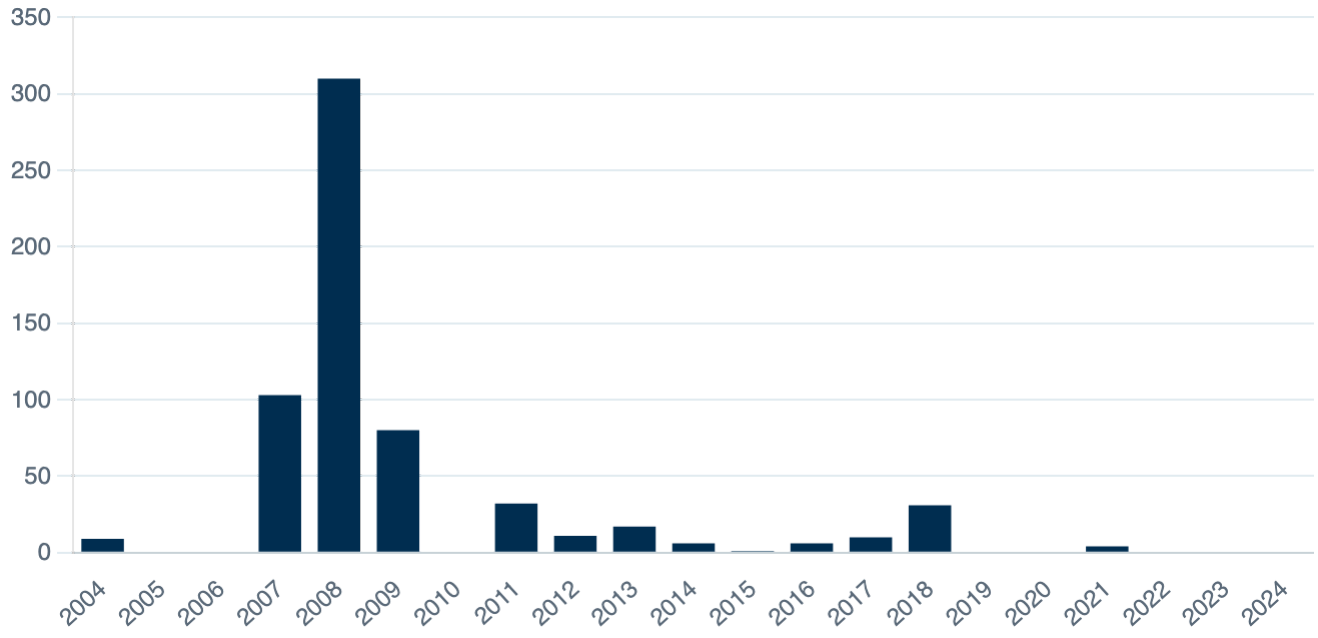
8
of 45 classes used

2004
first trademark filed

51
filed in the last 10 years

A portfolio built over time

Liquid Telecom filed its first South African trademark in 2004 and has filed 620 since; its busiest year was 2008, with 310 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

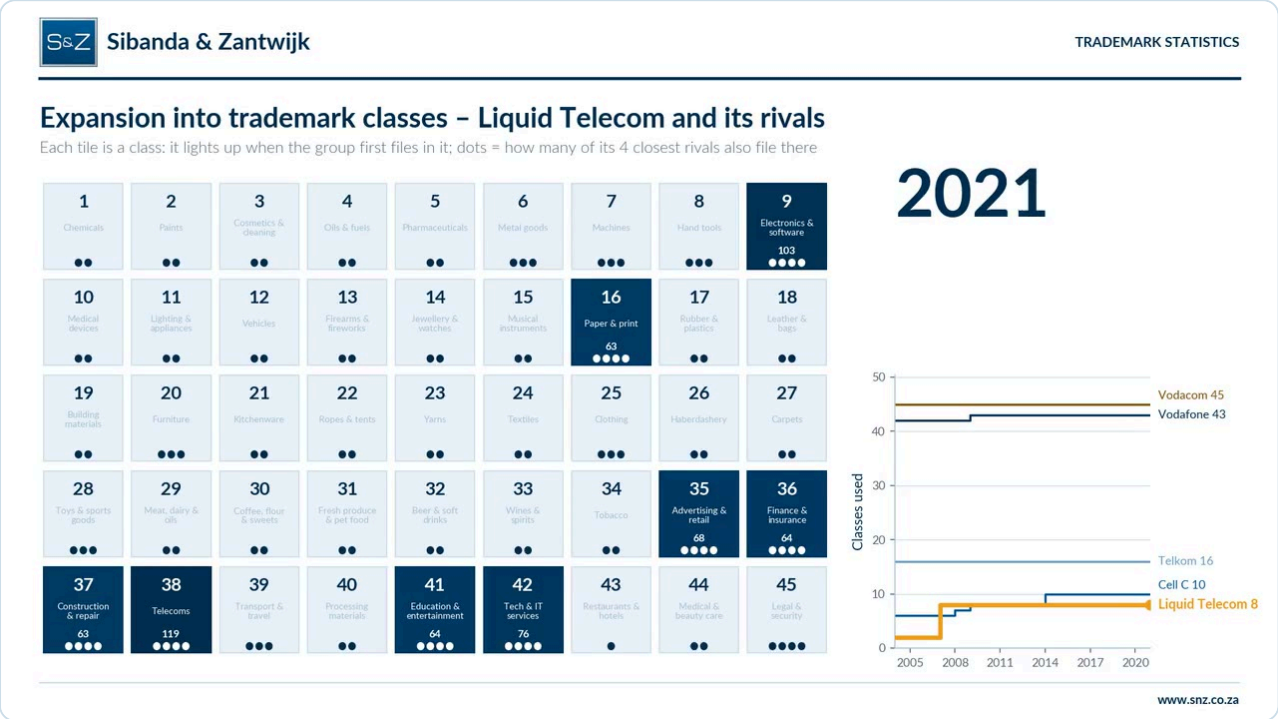
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Neotel	552	2007–2013
Liquid Telecom	506	2006–2017
Liquid Telecommunications South Africa Proprietary Limited Formerly N...	55	2011–2013
Liquid Telecommunications	50	2012–2021
Liquid Telecommunication	10	2004–2016

Where Liquid Telecom expanded its business

Trademark classes show what a business sells. Liquid Telecom's portfolio is concentrated in telecoms (class 38), electronics & software (class 9), tech & it services (class 42). Its most recent moves were into electronics & software (2007), tech & it services (2007), advertising & retail (2007).

Liquid Telecom trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/liquid-telecom-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
38 Telecoms	119	19.2%	2004
9 Electronics & software	103	16.6%	2007
42 Tech & IT services	76	12.3%	2007
35 Advertising & retail	68	11.0%	2007
36 Finance & insurance	64	10.3%	2004
41 Education & entertainment	64	10.3%	2007
16 Paper & print	63	10.2%	2007
37 Construction & repair	63	10.2%	2007

The brands Liquid Telecom protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AFRICA DATA CENTRES	10	4	2018–2018
2	NEOACCESS	9	8	2008–2008
3	NEOBROADBAND	8	8	2007–2008
4	NEOCONNECT	8	8	2007–2007
5	NEOCONNECT LITE	8	8	2008–2008
6	NEOCONNECT LITE 199	8	8	2008–2008
7	NEOCONNECT LITE 299	8	8	2008–2008
8	NEOCONNECT LITE 469	8	8	2008–2008
9	NEOCONNECT LITE 99	8	8	2008–2008
10	NEOCONNECT MAX	8	8	2008–2008
11	NEOCONNECT MEGA	8	8	2008–2008
12	NEOCONNECT PRIME 1G	8	8	2008–2008
13	NEOCONNECT PRIME 2,5G	8	8	2008–2008
14	NEOCONNECT PRIME UNLIMITED	8	8	2008–2008
15	NEOCONNECT ULTRA	8	8	2008–2008

Logos filed most often (since 2020)



10 filings · 4 classes



6 filings · 4 classes



2 filings · 2 classes

Liquid Telecom's logos

The 3 different logos Liquid Telecom 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.

4 classes

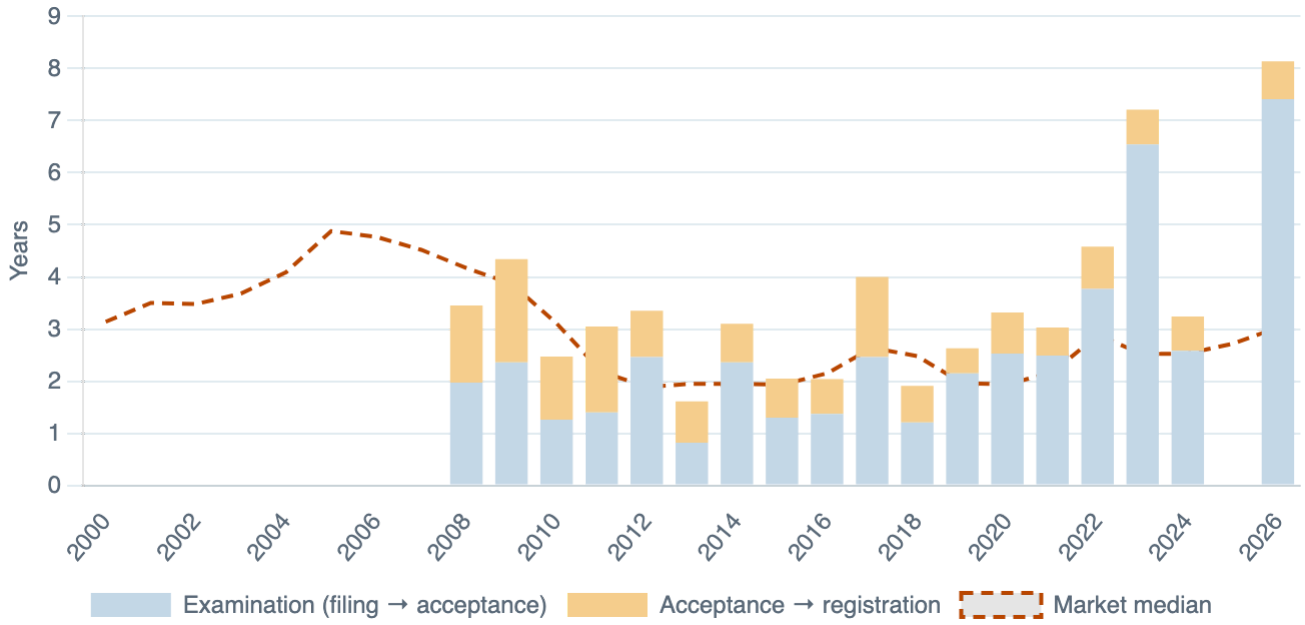
4 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Liquid Telecom's marks took a median of **4.5 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

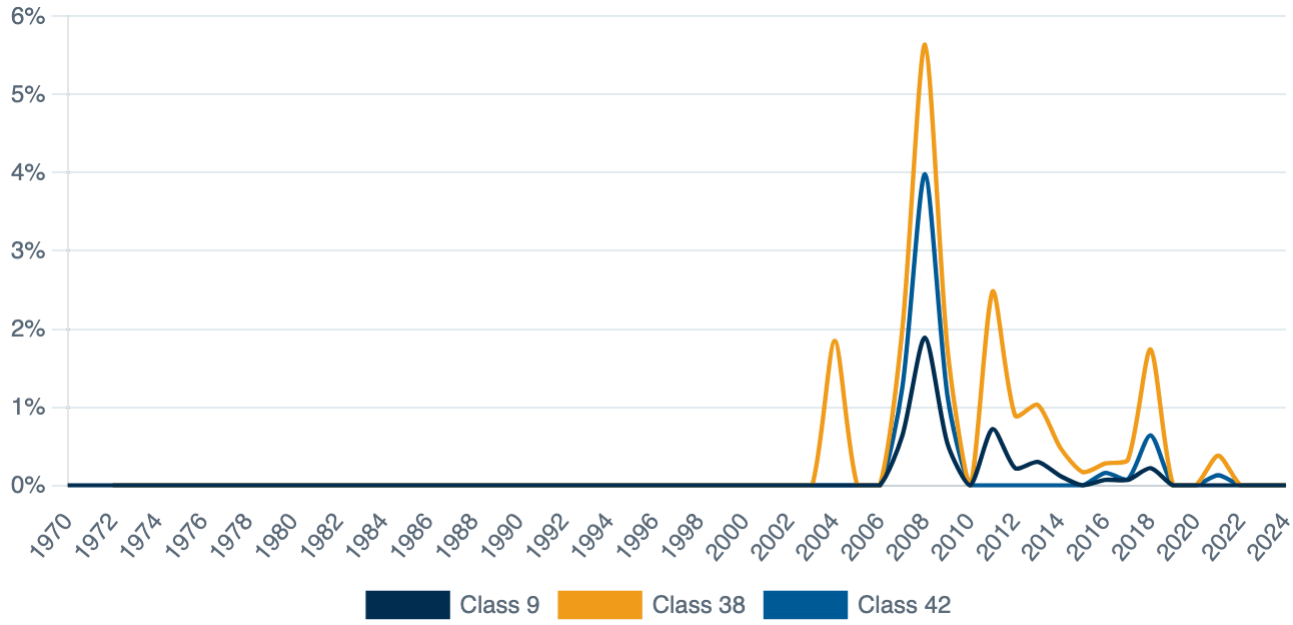


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Liquid Telecom's classes

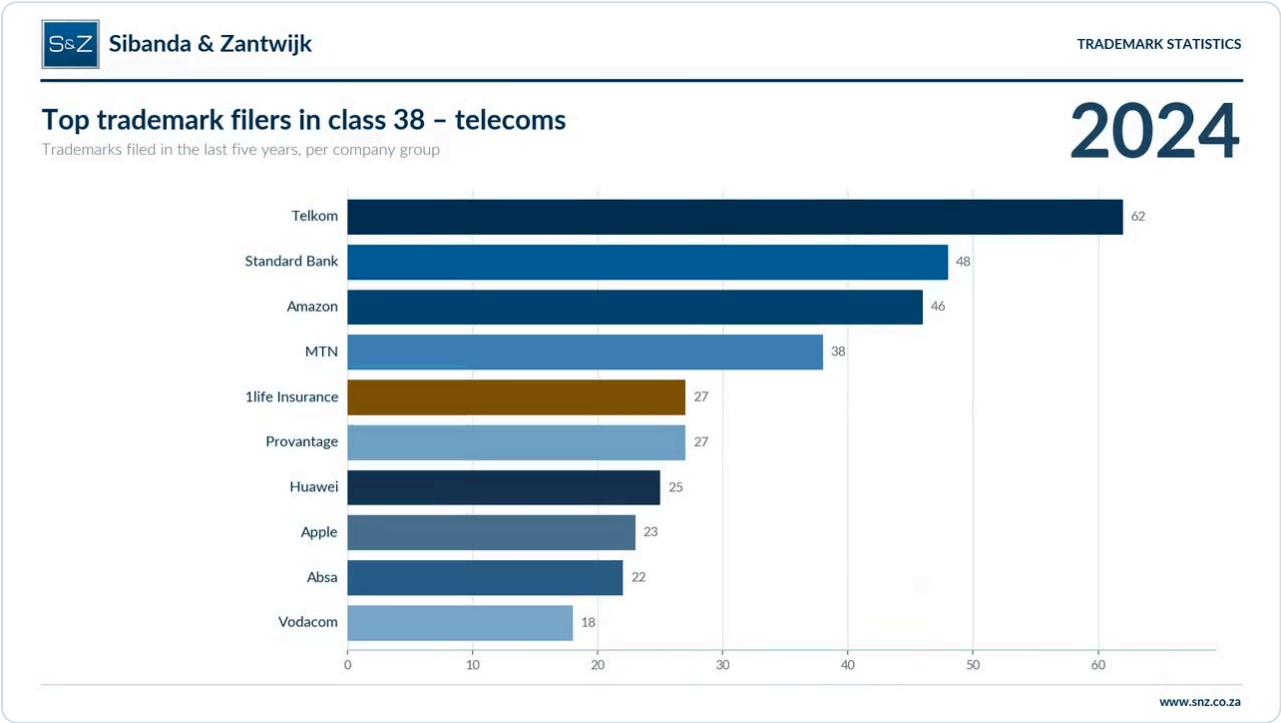
> Ranked by **number of trademarks filed in Liquid Telecom's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Liquid Telecom's market position, not who is most like it.

In the last five years, Liquid Telecom was **#172** of 893 filers in class 38 (telecoms), with 2 of 1,971 trademarks; **#799** of 3,000 filers in class 42 (tech & IT services), with 2 of 5,783 trademarks.



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

Top trademark filers in class 38 (telecoms), South Africa 1975–2024: Liquid Telecom



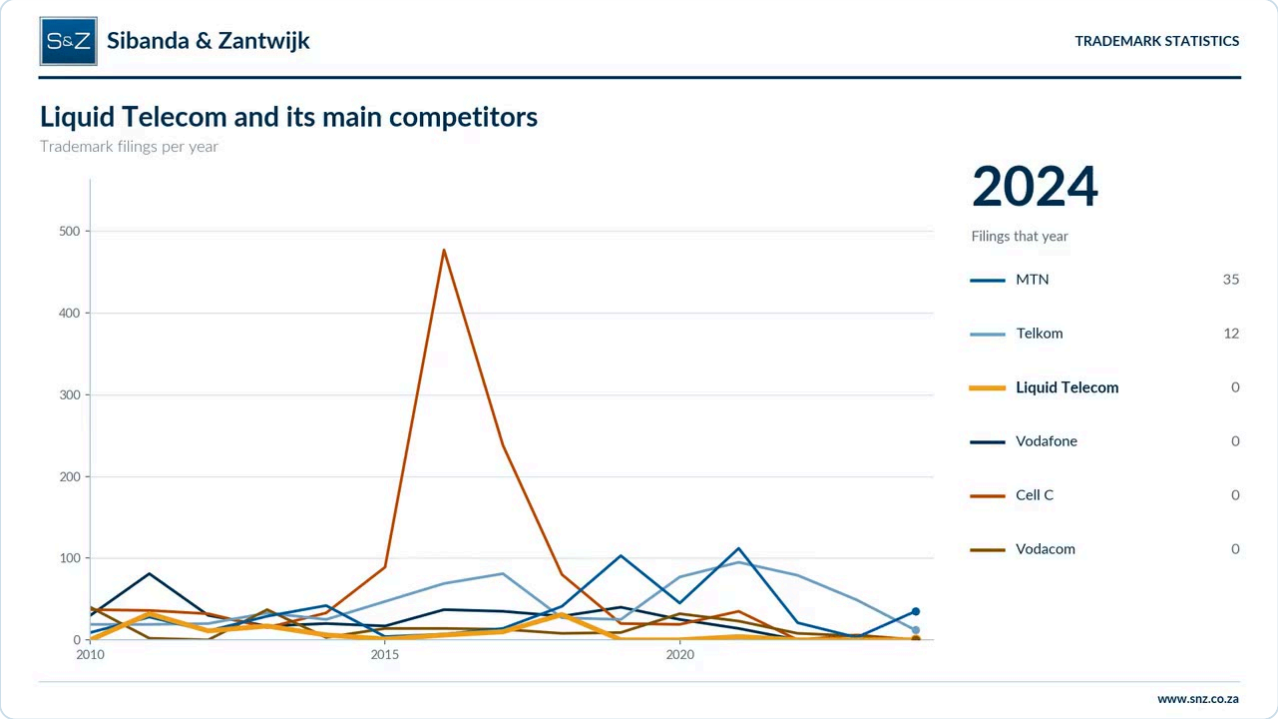
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/liquid-telecom-south-african-trademarks/class-38-race-video.html

Main competitors – the companies most like Liquid Telecom

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

Liquid Telecom's closest competitors in South Africa are Vodafone, Cell C, Telkom and Vodacom.

Liquid Telecom 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/liquid-telecom-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Vodafone	Direct competitor	98%
2	Cell C	Direct competitor	93%
3	Telkom	Direct competitor	91%
4	Vodacom	Direct competitor	90%
5	MTN	Direct competitor	83%
6	Blue Label Distribution	Direct competitor	77%
7	Vox Telecommunications	Direct competitor	77%
8	Teraco Data Environments	Related field	84%
9	SABC	Related field	78%
10	Pattern Matched Technologies	Related field	77%

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

Liquid Telecom – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	United States of America	77	US$29 m	+6%	National	US$1,400
2	European Union	75	US$39 m	+2%	National	US$1,594
3	United Kingdom	66	US$9.7 m	-1%	National	US$833
4	India	63	US$1.7 m	+1%	National	US$563
5	Hong Kong SAR	61	US$2.2 m	+9%	National	US$807
6	Japan	59	US$655 k	+2%	National	US$893
7	Singapore	59	US$2.2 m	+15%	National	US$888
8	Canada	58	US$3.6 m	-4%	National	US$1,338
9	Australia	58	US$9.4 m	-3%	National	US$1,300
10	Namibia	58	US$68 m	+22%	ARIPO	US$290

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	58	US$68 m	+22%	ARIPO	US$290 S&Z
2	Mozambique	52	US$45 m	+21%	ARIPO	US$290 S&Z
3	Nigeria	51	US$9.4 m	-13%	National	US$406 S&Z
4	Zimbabwe	50	US$41 m	+12%	ARIPO	US$290 S&Z
5	Botswana	50	US$61 m	-19%	ARIPO	US$290 S&Z
6	OAPI (17 states)	47	US$14 m	+4%	National	US$1,009 S&Z
7	Eswatini	46	US$25 m	-2%	ARIPO	US$290 S&Z
8	Tanzania	46	US$10 m	-1%	ARIPO	US$290 S&Z
9	Morocco	46	US$170 k	+13%	National	US$856
10	Malawi	46	US$11 m	+23%	ARIPO	US$290 S&Z

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 2 classes; ARIPO costs are per country, plus US$269 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)
AFRICA DATA CENTRES	4	US$812	US$1,378
NEOACCESS	8	US$1,624	US$2,117
NEOBROADBAND	8	US$1,624	US$2,117
NEOCONNECT	8	US$1,624	US$2,117
NEOCONNECT LITE	8	US$1,624	US$2,117

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 Liquid Telecom's five most-filed brands: word marks of **other companies** (not Liquid Telecom'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 AFRICA DATA CENTRES (classes 9, 35, 38, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to NEOACCESS (classes 9, 16, 35, 36, 37, 38, 41, 42; searched 2018-11-28 to 2026-11-07)

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

Similar to NEOBROADBAND (classes 9, 16, 35, 36, 37, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NEOCONNECT (classes 9, 16, 35, 36, 37, 38, 41, 42; searched 2022-02-23 to 2026-11-07)

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

Similar to NEOCONNECT LITE (classes 9, 16, 35, 36, 37, 38, 41, 42; searched 2022-02-23 to 2026-11-07)

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

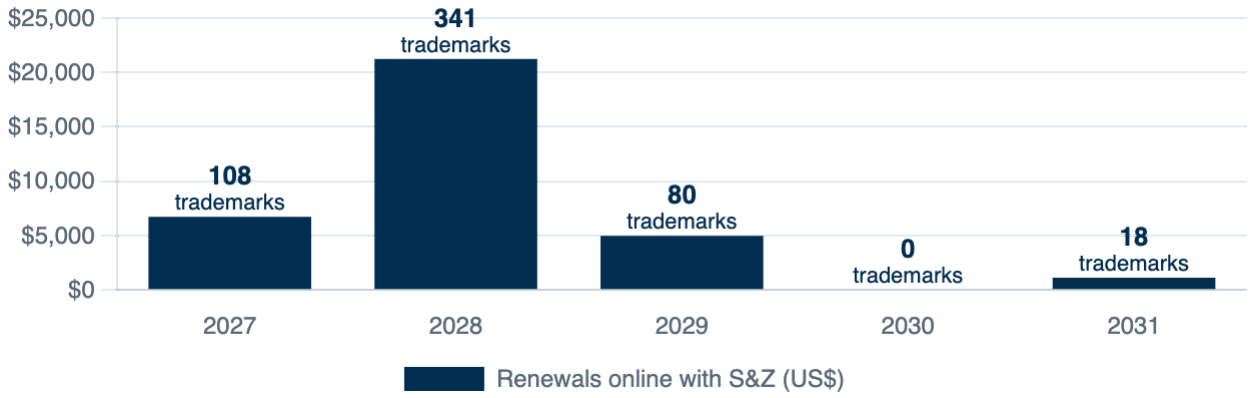
S&Z prices – South African trademarks

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$.

Liquid Telecom's next five years of renewals

547 of Liquid Telecom's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$34,072** over the five years.



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