Martin & Martin – South African trademarks

Updated 8 November 2026

Martin & Martin is a South African pet care company. Its brands include Bob Martin and Lopis – remedies, supplements and care products for dogs and cats.

How Martin & Martin 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.

#190
largest trademark owner in South Africa (of 121,626)

315
trademarks filed

6
different logos published since 2020

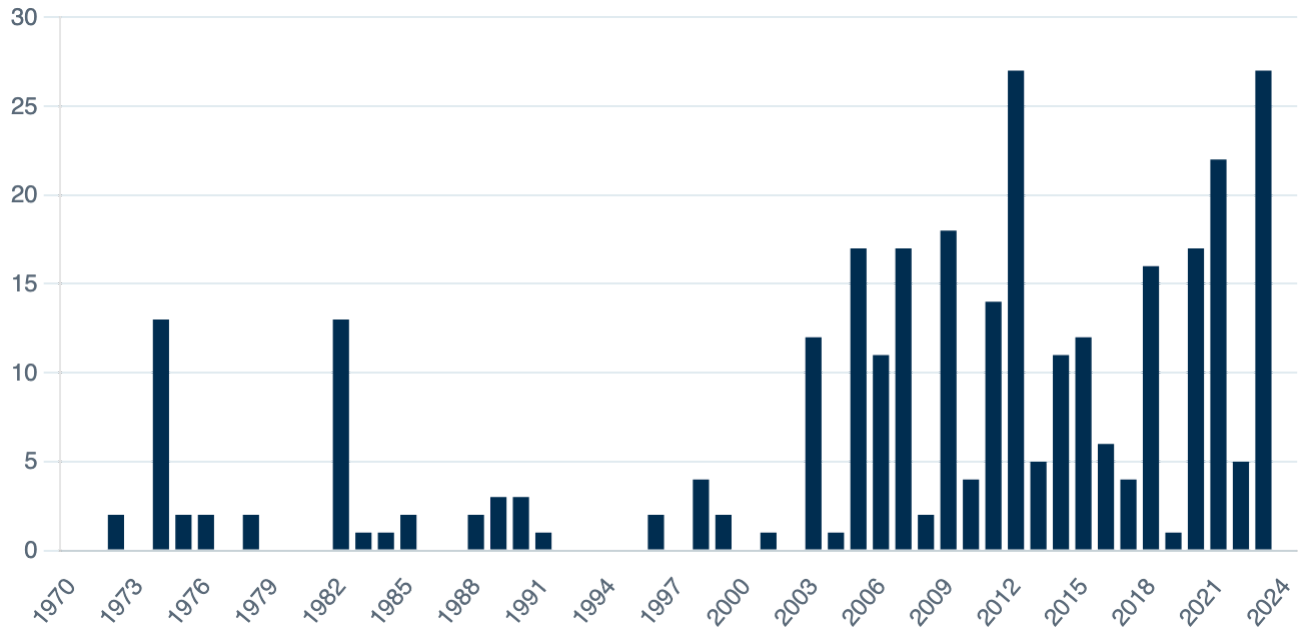
20
of 45 classes used

1947
first trademark filed

98
filed in the last 10 years

A portfolio built over time

Martin & Martin filed its first South African trademark in 1947 and has filed 315 since; its busiest year was 2012, 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

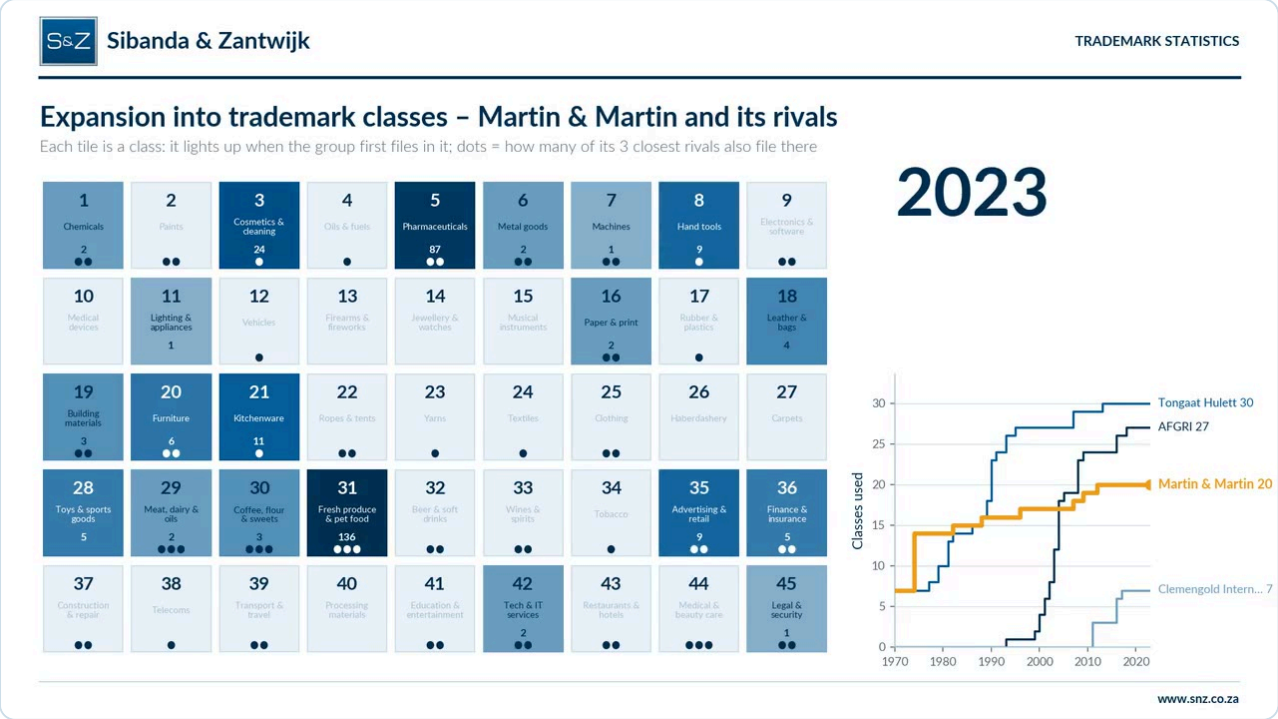
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Martin & Martin	318	1947–2023
Martin and Martin Holdings A	2	2017–2017

Where Martin & Martin expanded its business

Trademark classes show what a business sells. Martin & Martin's portfolio is concentrated in fresh produce & pet food (class 31), pharmaceuticals (class 5), cosmetics & cleaning (class 3). Its most recent moves were into legal & security (2012), advertising & retail (2009), hand tools (2007).

Martin & Martin trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/martin-and-martin-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
31 Fresh produce & pet food	136	43.2%	1959
5 Pharmaceuticals	87	27.6%	1947
3 Cosmetics & cleaning	24	7.6%	1974
21 Kitchenware	11	3.5%	1962
8 Hand tools	9	2.9%	2007
35 Advertising & retail	9	2.9%	2009
20 Furniture	6	1.9%	1962
36 Finance & insurance	5	1.6%	1996

The brands Martin & Martin protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LOPIS	35	15	1962–2006
2	BOB MARTIN HELPING PETS LIVE LONGER SINCE 1892	10	5	2022–2023
3	MARTIN & MARTIN	9	9	2009–2009
4	BOB MARTIN	9	4	1947–2015
5	CARE	6	3	2023–2023
6	FLUFF & SPRUCE	6	3	2016–2016
7	SUPERFOOD BOOST	6	3	2018–2018
8	VETCARE	6	3	1996–2023
9	ARTHRICARE	6	2	2020–2023
10	JOINTCARE	6	2	2020–2023
11	BOB MARTIN EST. 1892	5	5	2021–2021
12	BOB MARTIN SOUTHERN AFRICA	5	5	2021–2021
13	BOB MARTIN SINCE 1892	5	3	2017–2021
14	BOB MARTIN VETCARE	5	3	1996–2012
15	HINDES	4	4	2007–2007

Logos filed most often (since 2020)



47 filings · 5 classes



5 filings · 3 classes



4 filings · 2 classes



4 filings · 2 classes



4 filings · 1 class



1 filing · 1 class

Martin & Martin's logos

The 6 different logos Martin & Martin 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.



5 classes



3 classes



2 classes



2 classes



1 class

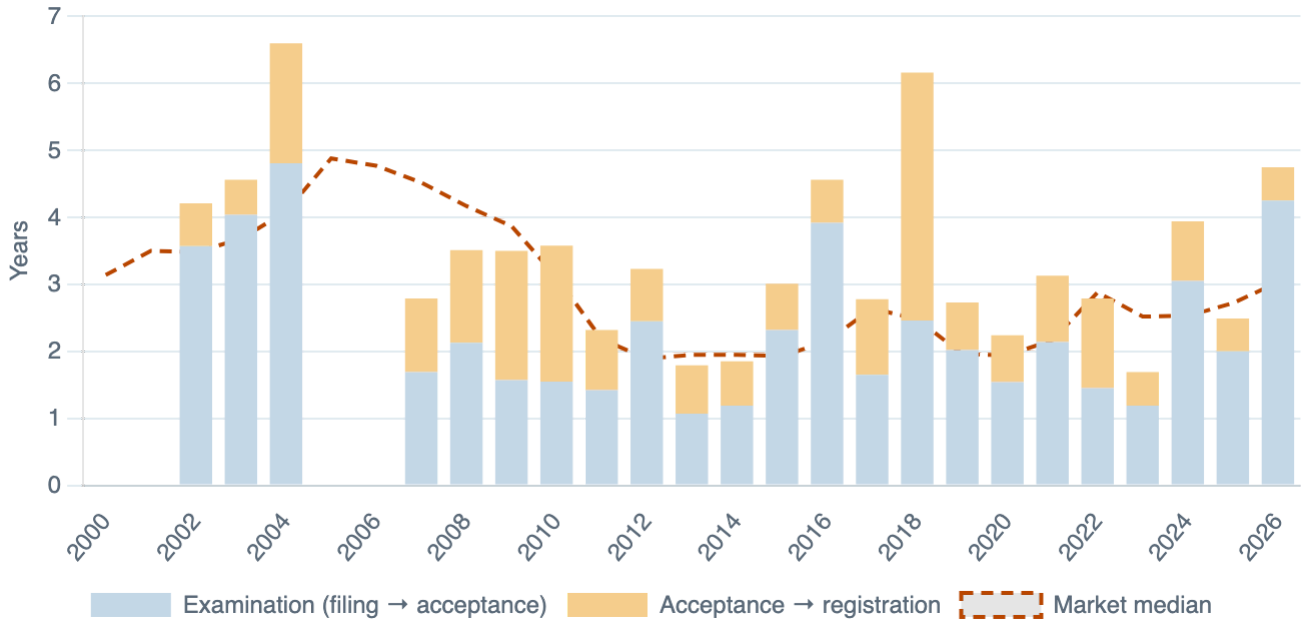


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Martin & Martin's marks took a median of **3.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.8 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

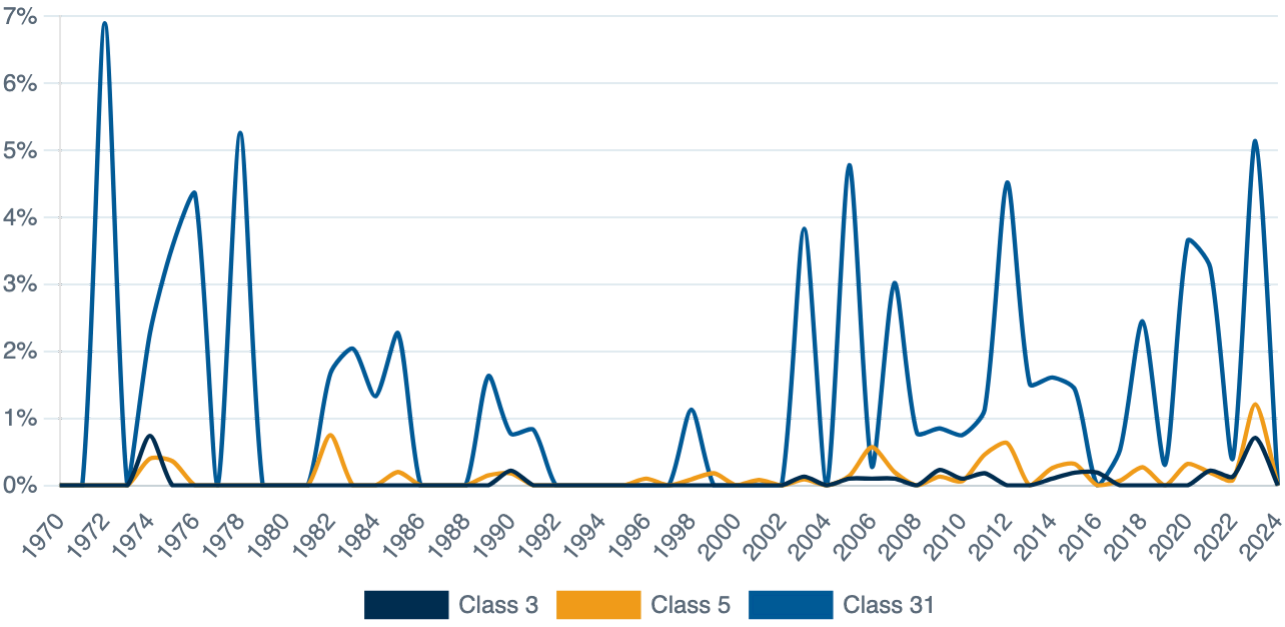


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Martin & Martin's classes

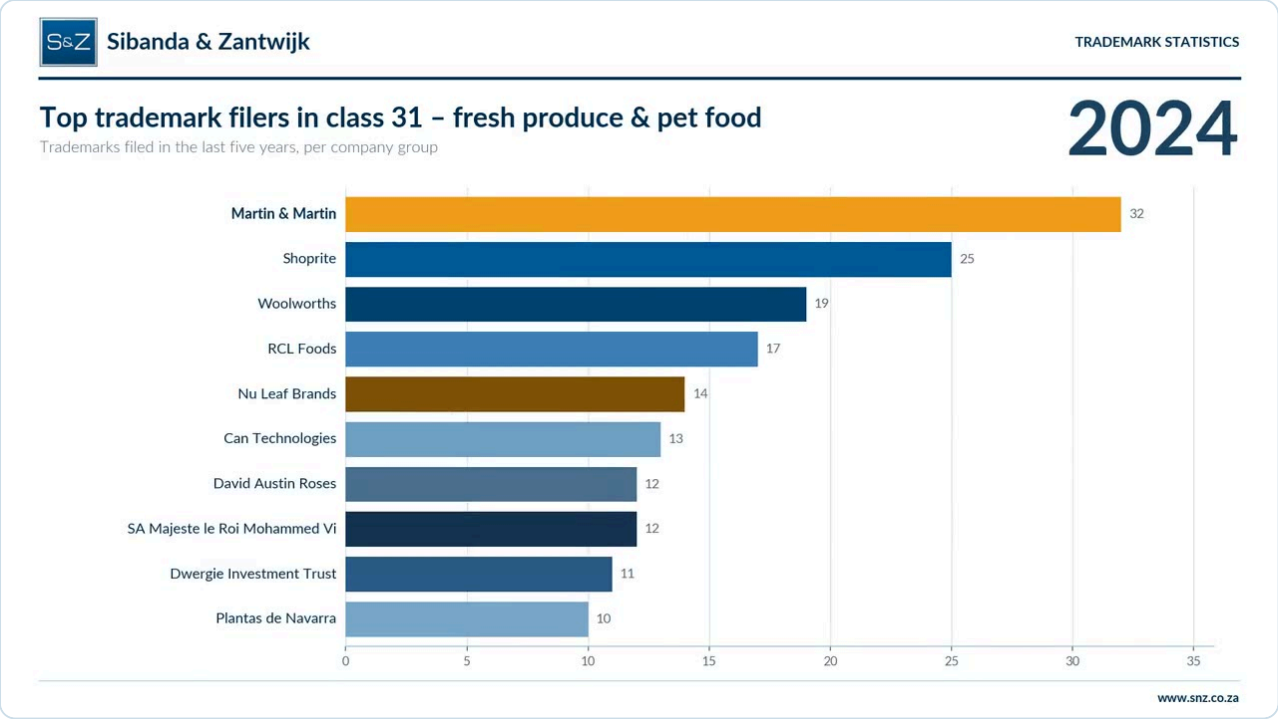
> Ranked by **number of trademarks filed in Martin & Martin's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Martin & Martin's market position, not who is most like it.

In the last five years, Martin & Martin was **#1** of 608 filers in class 31 (fresh produce & pet food), with 32 of 1,155 trademarks; **#33** of 2,050 filers in class 5 (pharmaceuticals), with 20 of 6,111 trademarks; **#57** of 1,836 filers in class 3 (cosmetics & cleaning), with 8 of 3,958 trademarks.



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

Top trademark filers in class 31 (fresh produce & pet food), South Africa 1975–2024: Martin & Martin



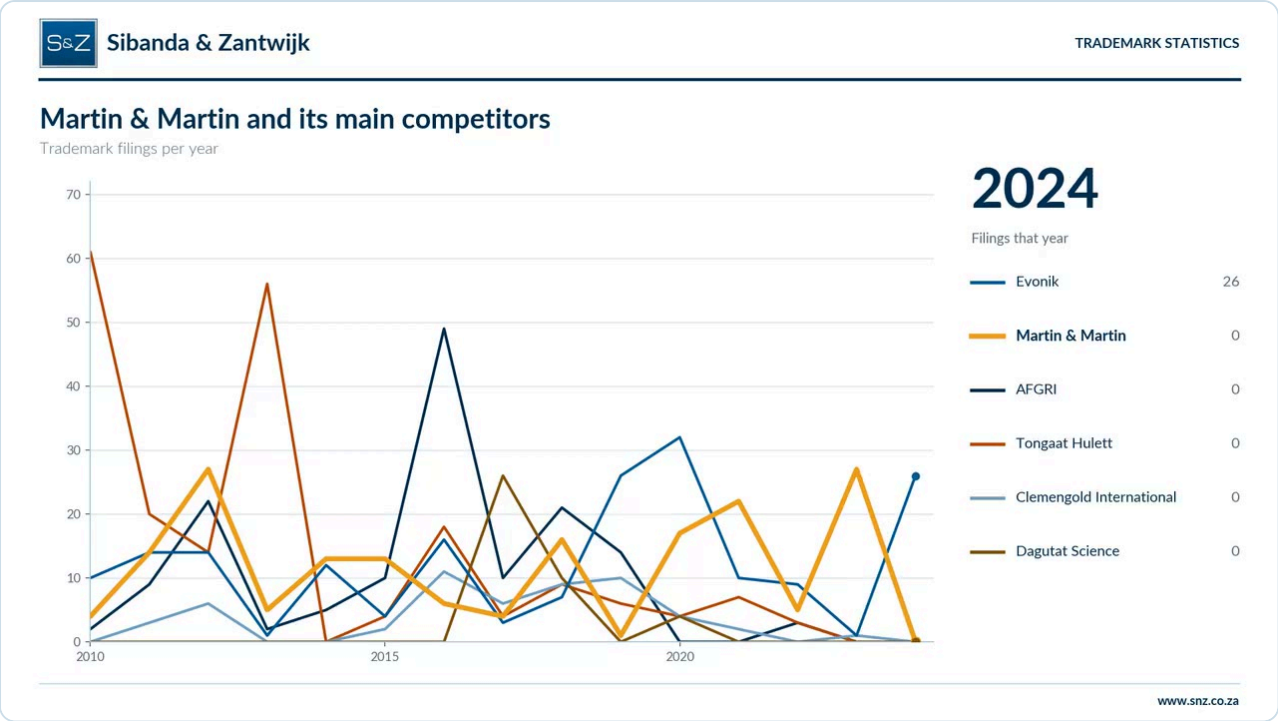
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/martin-and-martin-south-african-trademarks/class-31-race-video.html

Main competitors – the companies most like Martin & Martin

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

Martin & Martin's closest competitors in South Africa are AFGRI, Tongaat Hulett and Clemengold International.

Martin & Martin 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/martin-and-martin-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	AFGRI	Direct competitor	70%
2	Tongaat Hulett	Direct competitor	66%
3	Clemengold International	Direct competitor	65%
4	Dagutat Science	Related field	67%
5	Evonik	Related field	59%
6	Pick n Pay	Retailer's own brands	78%
7	Wellness Warehouse	Retailer's own brands	67%
8	Hills Pet Nutrition	Other field	76%
9	Mars	Other field	67%
10	Tweed	Other field	65%

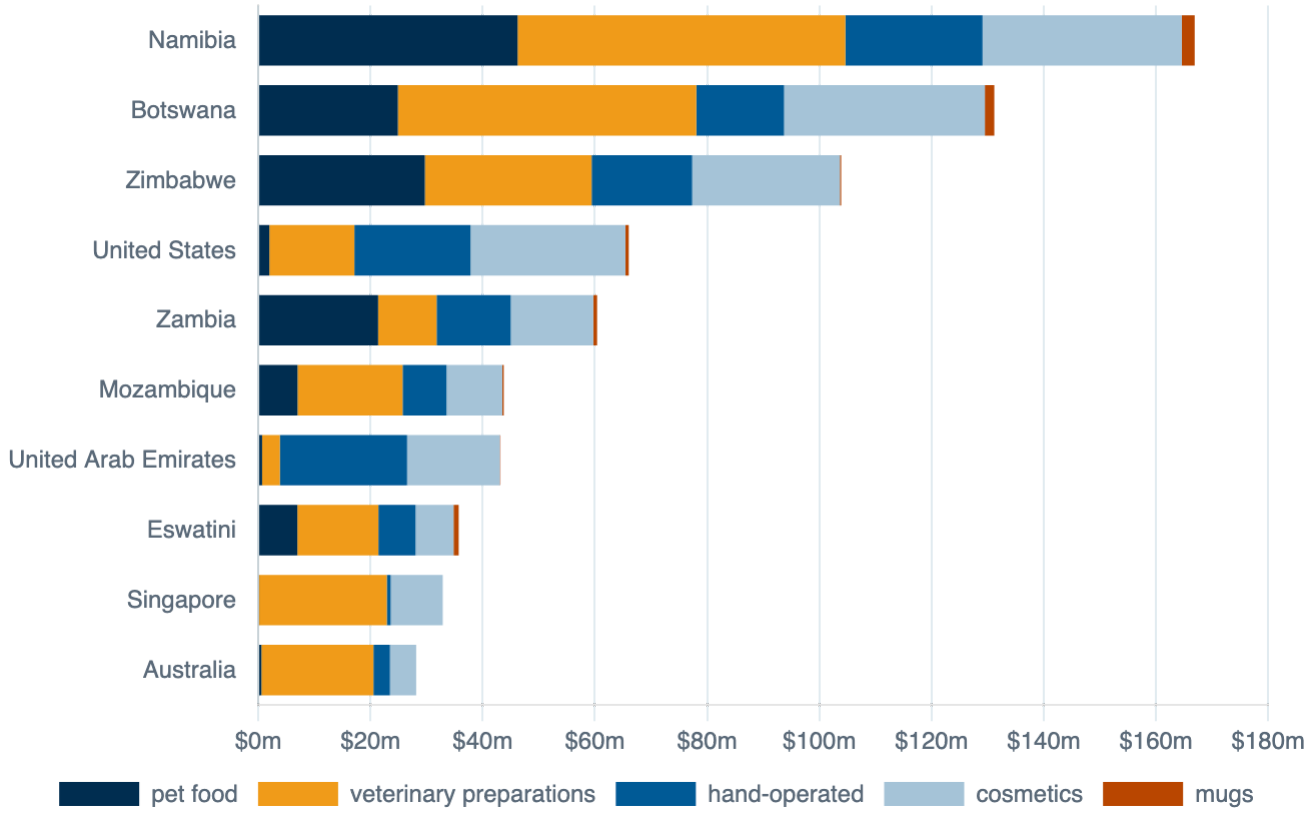
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Martin & Martin – relevant export countries

South Africa exported **US$2.2 billion** of the goods Martin & Martin's main classes cover in the last year – pet food; animals; foodstuffs; litter (class 31); veterinary preparations; preparations and substances; vitamins; pharmaceutical preparations (class 5); cosmetics; shampoos; lotions; cleaning (class 3); mugs; cups; drinking glasses (class 21); hand-operated; clippers; scoops; implements (class 8). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Martin & Martin's trademarks matter most.

Where South Africa exports Martin & Martin's top goods

Martin & Martin's trademarks most often cover pet food, veterinary preparations, hand-operated, cosmetics and mugs. South Africa's ten largest export markets for these goods took **65%** 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 Martin & Martin'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	73	US$132 m	+2%	National	US$2,388
2	United States of America	71	US$74 m	-0%	National	US$3,425
3	Japan	70	US$189 m	-2%	National	US$1,774
4	United Kingdom	64	US$36 m	+0%	National	US$1,371
5	Australia	56	US$32 m	-5%	National	US$2,380
6	Namibia	56	US$254 m	+12%	ARIPO	US$450
7	Türkiye	55	US$9.5 m	+10%	National	US$1,258
8	Canada	55	US$9.0 m	+0%	National	US$2,192
9	Zimbabwe	55	US$211 m	+10%	ARIPO	US$450
10	Russian Federation	54	US$537 k	-2%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	56	US$254 m	+12%	ARIPO	US$450 S&Z
2	Zimbabwe	55	US$211 m	+10%	ARIPO	US$450 S&Z
3	Botswana	52	US$215 m	+3%	ARIPO	US$450 S&Z
4	Mozambique	51	US$146 m	+2%	ARIPO	US$450 S&Z
5	Nigeria	50	US$20 m	-4%	National	US$1,015 S&Z
6	OAPI (17 states)	50	US$23 m	+6%	National	US$1,563 S&Z
7	Morocco	48	US$1.7 m	+24%	National	US$1,408
8	Egypt	46	US$688 k	-2%	National	US$2,278
9	Malawi	46	US$32 m	+10%	ARIPO	US$450 S&Z
10	Tanzania	45	US$24 m	-9%	ARIPO	US$450 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 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)
LOPIS	15	US$3,045	US$3,410
BOB MARTIN HELPING PETS LIVE LONGER SINCE 1892	5	US$1,015	US$1,563
MARTIN & MARTIN	9	US$1,827	US$2,302
BOB MARTIN	4	US$812	US$1,378
CARE	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 Martin & Martin's five most-filed brands: word marks of **other companies** (not Martin & Martin'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 LOPIS (classes 3, 5, 21, 31; searched 2023-08-30 to 2026-11-08)

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

Similar to BOB MARTIN HELPING PETS LIVE LONGER SINCE 1892 (classes 3, 5, 8, 31, 35; searched 2020-11-25 to 2026-11-08)

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

Similar to MARTIN & MARTIN (classes 3, 5, 21, 31, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to BOB MARTIN (classes 3, 5, 31, 36; searched 2018-01-31 to 2026-11-08)

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

Similar to CARE (classes 3, 5, 31; 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

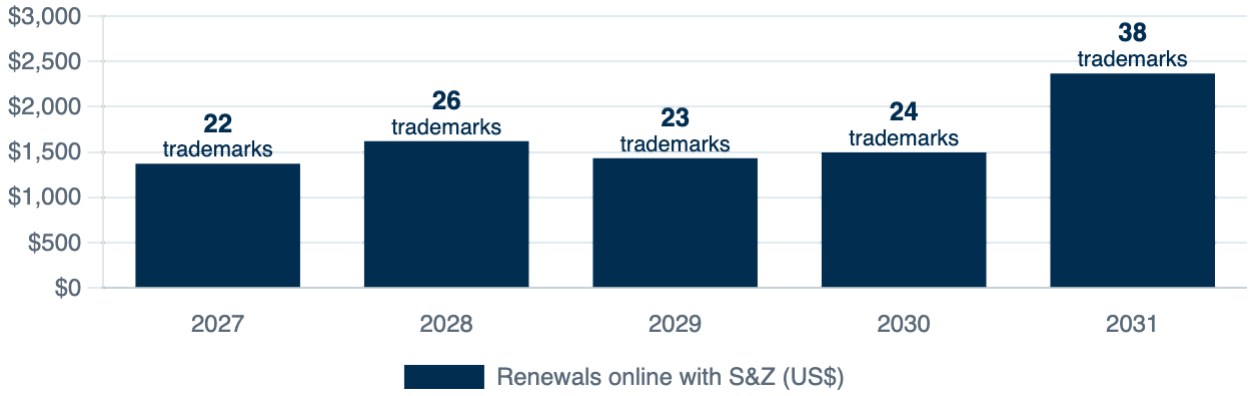
S&Z prices – South African trademarks

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$.

Martin & Martin's next five years of renewals

133 of Martin & Martin's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$8,285** over the five years.



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