Melbro – South African trademarks

Updated 8 November 2026

Melbro is a South African importer and wholesaler of general merchandise, including toys, gifts, homeware, travel and pet products.

How Melbro 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.

#239
largest trademark owner in South Africa (of 121,626)

245
trademarks filed

15
different logos published since 2020

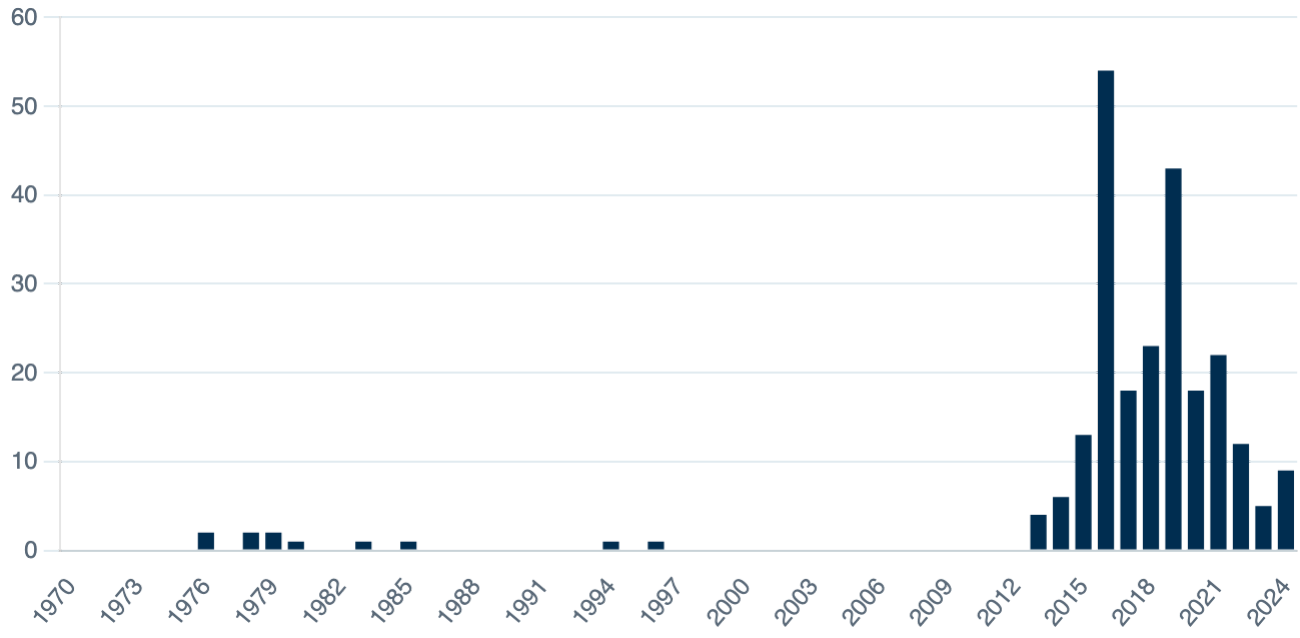
30
of 45 classes used

1926
first trademark filed

207
filed in the last 10 years

A portfolio built over time

Melbro filed its first South African trademark in 1926 and has filed 245 since; its busiest year was 2016, with 54 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

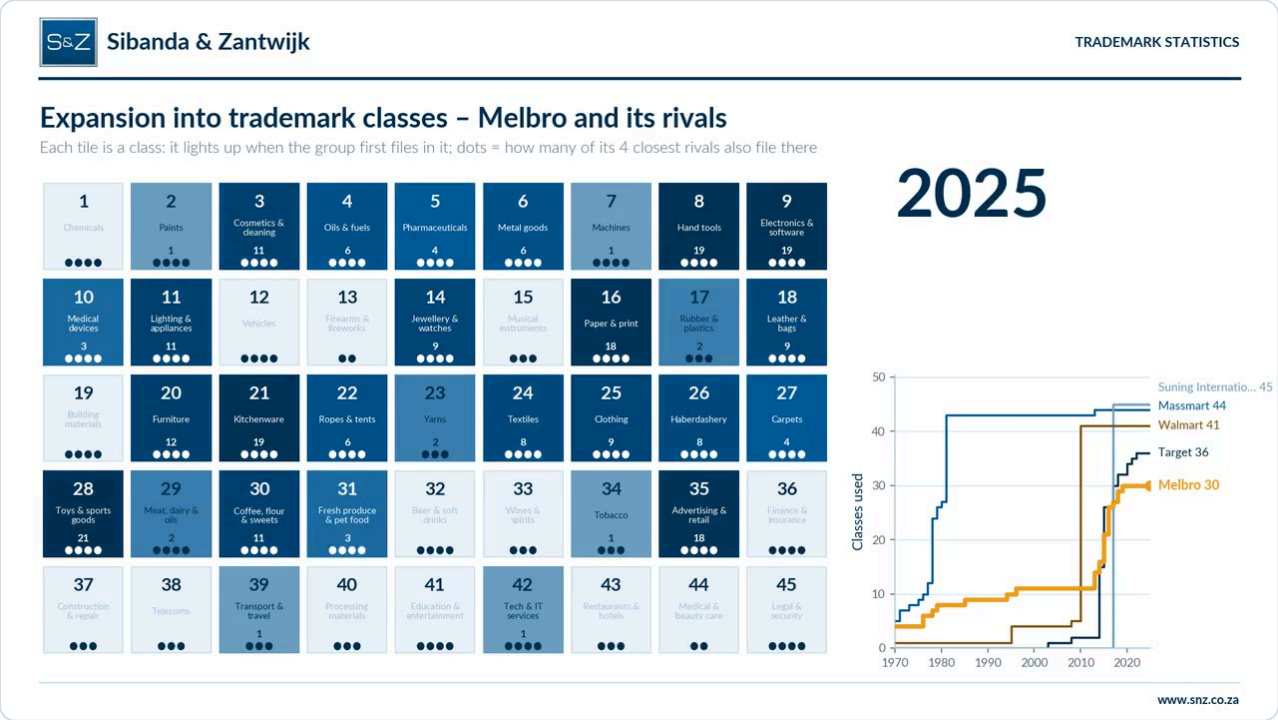
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Melbro	272	1926–2025

Where Melbro expanded its business

Trademark classes show what a business sells. Melbro's portfolio is concentrated in toys & sports goods (class 28), kitchenware (class 21), hand tools (class 8). Its most recent moves were into yarns (2019), carpets (2018), rubber & plastics (2018).

Melbro trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/melbro-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
28 Toys & sports goods	21	8.6%	1994
21 Kitchenware	19	7.8%	1978
8 Hand tools	19	7.8%	1976
9 Electronics & software	19	7.8%	1969
16 Paper & print	18	7.3%	1996
35 Advertising & retail	18	7.3%	2013
20 Furniture	12	4.9%	2015
30 Coffee, flour & sweets	11	4.5%	1926

The brands Melbro protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	THINGS THAT MAKE LIFE FUN	14	14	2016–2016
2	THINGS THAT MAKE THINGS FUN	14	14	2016–2016
3	THINGAMAJIG	13	13	2015–2015
4	GET CONNECTED	13	4	2017–2022
5	ZENITH	10	10	1979–2018
6	TRAVEL SMART	9	9	2016–2016
7	PET MALL	8	8	2019–2020
8	DISA	8	4	1978–2017
9	PA	7	7	2018–2021
10	PA PULSE ACTIVE	7	7	2018–2021
11	PULSE ACTIVE	7	7	2018–2021
12	THE PET MALL	7	7	2016–2016
13	COOEY	6	6	2019–2019
14	STITCH WORX	6	6	2019–2019
15	VASTRAP	6	6	1951–2020

Logos filed most often (since 2020)



10 filings · 9 classes



8 filings · 8 classes



7 filings · 7 classes



6 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes

Melbro's logos

The 15 different logos Melbro 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.



9 classes



8 classes



7 classes



6 classes



5 classes



4 classes



3 classes



3 classes



3 classes



3 classes



1 class



1 class



1 class



1 class

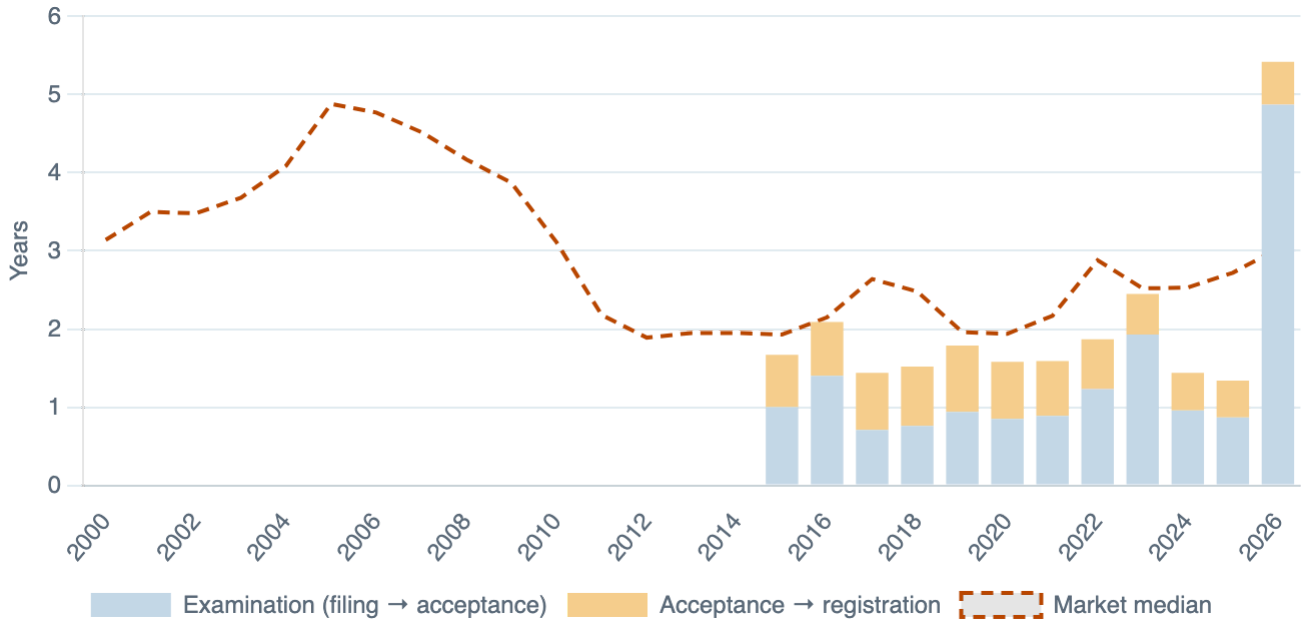


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Melbro's marks took a median of **2.7 years** from filing to registration, slower 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. In 2026 the median jumped to 5.4 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

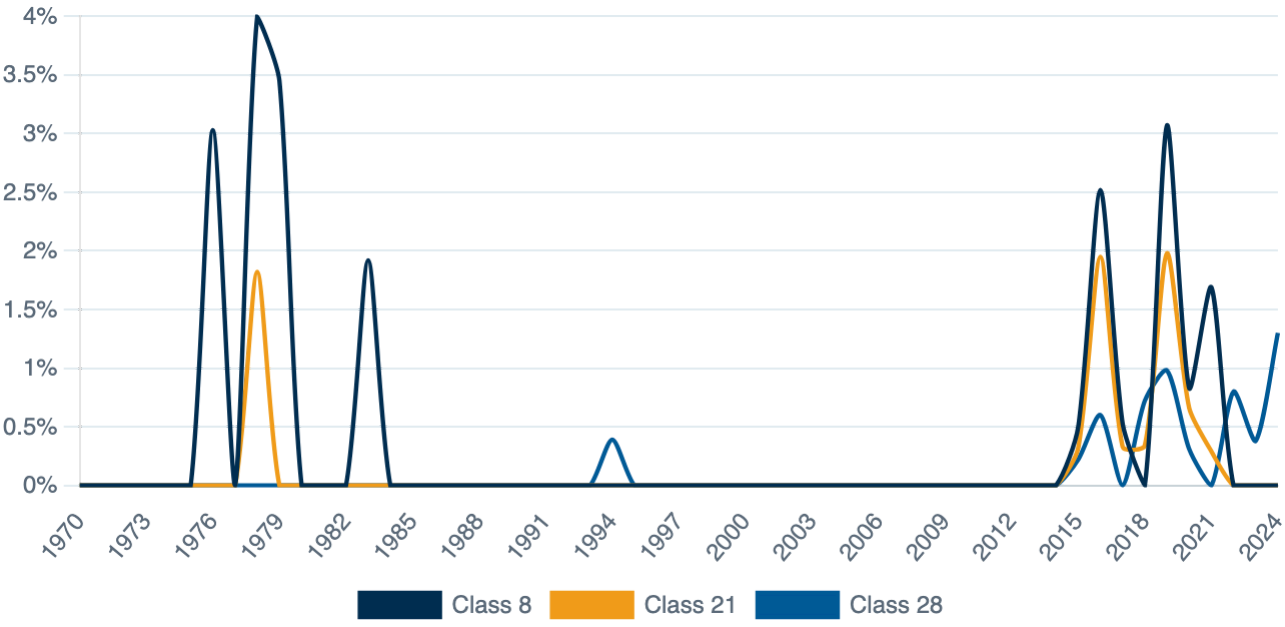


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Melbro's classes

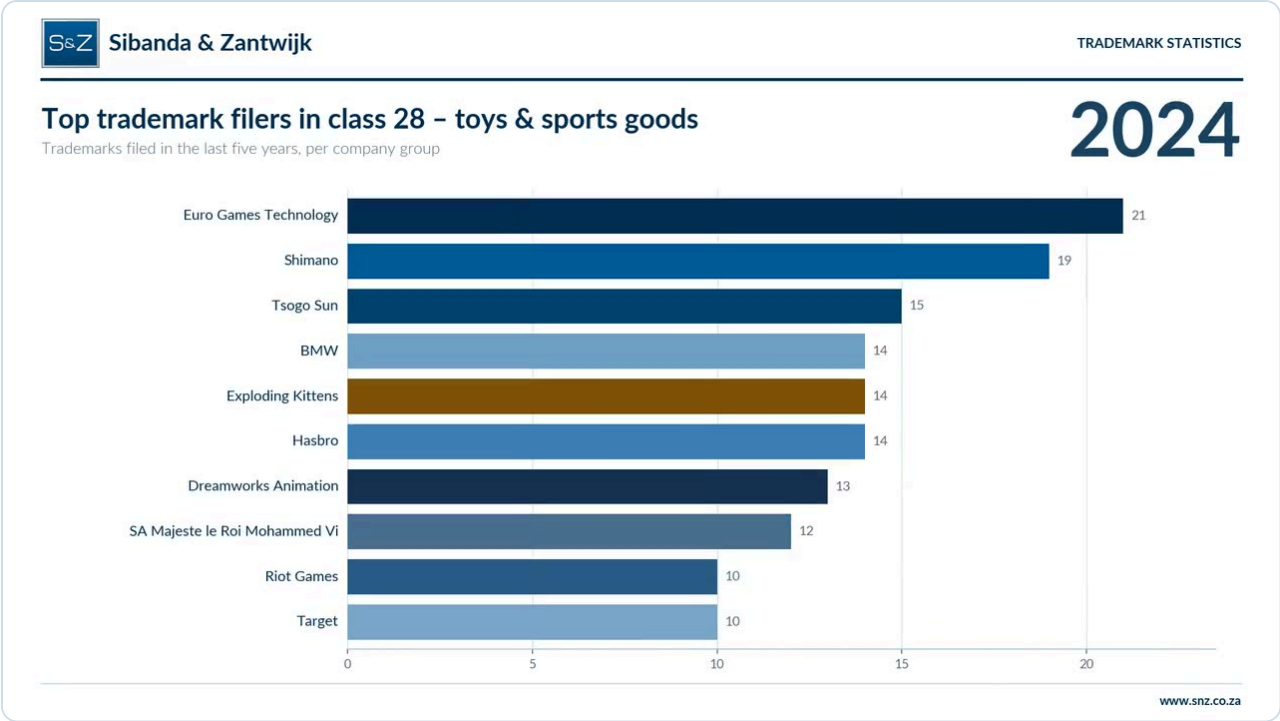
> Ranked by **number of trademarks filed in Melbro's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Melbro's market position, not who is most like it.

In the last five years, Melbro was **#22** of 842 filers in class 28 (toys & sports goods), with 8 of 1,560 trademarks; **#104** of 817 filers in class 21 (kitchenware), with 3 of 1,364 trademarks; **#29** of 395 filers in class 8 (hand tools), with 4 of 691 trademarks.



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

Top trademark filers in class 28 (toys & sports goods), South Africa 1975–2024: Melbro



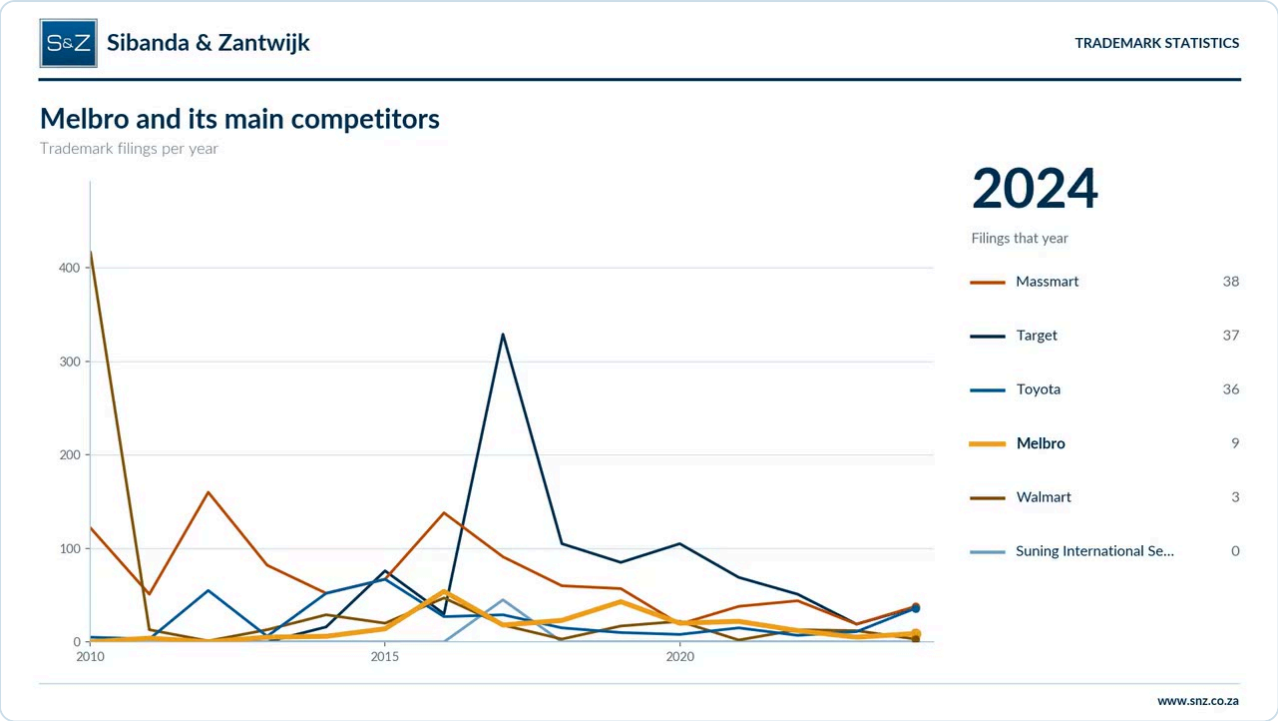
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/melbro-south-african-trademarks/class-28-race-video.html

Main competitors – the companies most like Melbro

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

Melbro's closest competitors in South Africa are Target, Massmart, Suning International Services and Walmart.

Melbro 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/melbro-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Target	Direct competitor	70%
2	Massmart	Direct competitor	66%
3	Suning International Services	Direct competitor	65%
4	Walmart	Direct competitor	63%
5	Toyota	Supplier / brand owner	68%
6	Kganya Brands	Supplier / brand owner	65%
7	Ryno de Villiers	Supplier / brand owner	65%
8	Michelin	Supplier / brand owner	63%
9	Goodwill Trade and Investments	Supplier / brand owner	63%
10	Brother Industries	Supplier / brand owner	63%

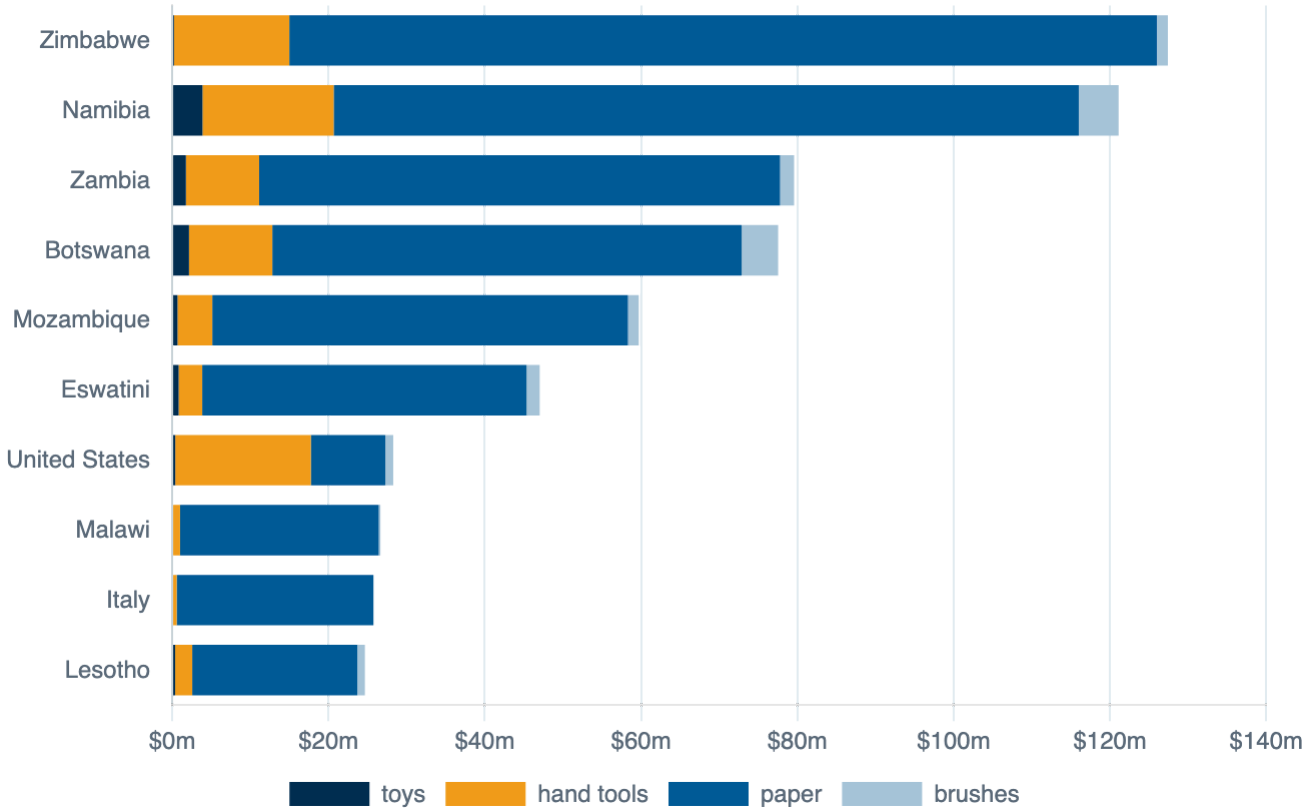
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Melbro – relevant export countries

South Africa exported **US$1.2 billion** of the goods Melbro's main classes cover in the last year – toys; games; gymnastic and sporting articles; playthings (class 28); brushes; containers; combs; glassware (class 21); hand tools; cutlery; scissors; razors (class 8); computer software; sunglasses; cases; headphones (class 9); paper; stationery; printed matter; photographs (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Melbro's trademarks matter most.

Where South Africa exports Melbro's top goods

Melbro's trademarks most often cover toys, hand tools, paper and brushes. South Africa's ten largest export markets for these goods took **70%** 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 Melbro'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	75	US$98 m	-3%	National	US$2,388
2	United States of America	72	US$51 m	-6%	National	US$3,425
3	United Kingdom	64	US$15 m	-4%	National	US$1,371
4	Japan	58	US$965 k	-2%	National	US$1,774
5	Canada	57	US$3.4 m	-5%	National	US$2,192
6	Australia	56	US$11 m	-5%	National	US$2,380
7	India	55	US$4.5 m	+2%	National	US$1,295
8	Mexico	55	US$1.2 m	+3%	National	US$3,050
9	Switzerland	54	US$2.4 m	-3%	National	US$1,660
10	Namibia	54	US$184 m	+8%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	54	US$184 m	+8%	ARIPO	US$450 S&Z
2	Zimbabwe	51	US$142 m	+0%	ARIPO	US$450 S&Z
3	OAPI (17 states)	48	US$22 m	+4%	National	US$1,563 S&Z
4	Morocco	48	US$2.6 m	+11%	National	US$1,408
5	Nigeria	47	US$10 m	-15%	National	US$1,015 S&Z
6	Botswana	47	US$134 m	-6%	ARIPO	US$450 S&Z
7	Egypt	46	US$4.1 m	-7%	National	US$2,278
8	Eswatini	46	US$70 m	+2%	National	US$446
9	Mozambique	46	US$82 m	-5%	ARIPO	US$450 S&Z
10	Tanzania	45	US$26 m	-6%	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)
THINGS THAT MAKE LIFE FUN	14	US$2,842	US$3,225
THINGS THAT MAKE THINGS FUN	14	US$2,842	US$3,225
THINGAMAJIG	13	US$2,639	US$3,041
GET CONNECTED	4	US$812	US$1,378
ZENITH	10	US$2,030	US$2,487

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 Melbro's five most-filed brands: word marks of **other companies** (not Melbro'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 THINGS THAT MAKE LIFE FUN (classes 8, 9, 21, 28, 35; searched 2018-06-27 to 2026-11-08)

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

Similar to THINGS THAT MAKE THINGS FUN (classes 8, 9, 21, 28, 35; searched 2018-06-27 to 2026-11-08)

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

Similar to THINGAMAJIG (classes 8, 9, 21, 28, 35; searched 2018-02-28 to 2026-11-08)

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

Similar to GET CONNECTED (classes 6, 9, 11, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to ZENITH (classes 8, 9, 21, 28; no close matches in the search)

No confusingly similar marks of other companies found.

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

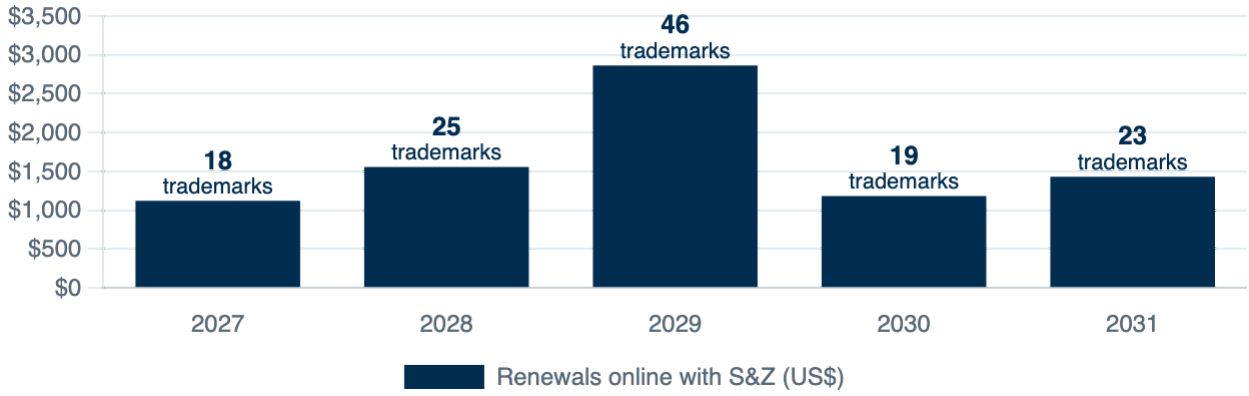
S&Z prices – South African trademarks

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$.

Melbro's next five years of renewals

131 of Melbro's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$8,160 over the five years.



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