Microsoft – South African trademarks

Updated 8 November 2026

Microsoft is the US technology company behind Windows, Office, Azure cloud services, Xbox and LinkedIn.

How Microsoft 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.

#55
largest trademark owner in South Africa (of 121,626)

885
trademarks filed

27
different logos published since 2020

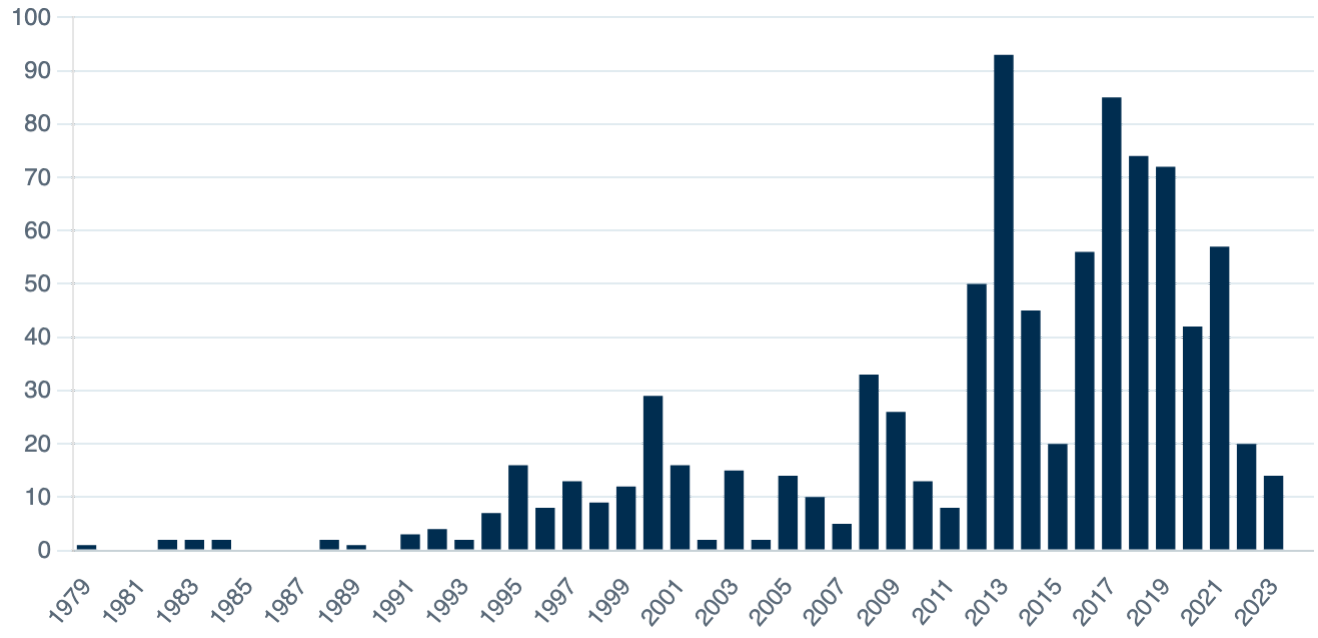
17
of 45 classes used

1979
first trademark filed

420
filed in the last 10 years

A portfolio built over time

Microsoft filed its first South African trademark in 1979 and has filed 885 since; its busiest year was 2013, with 93 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

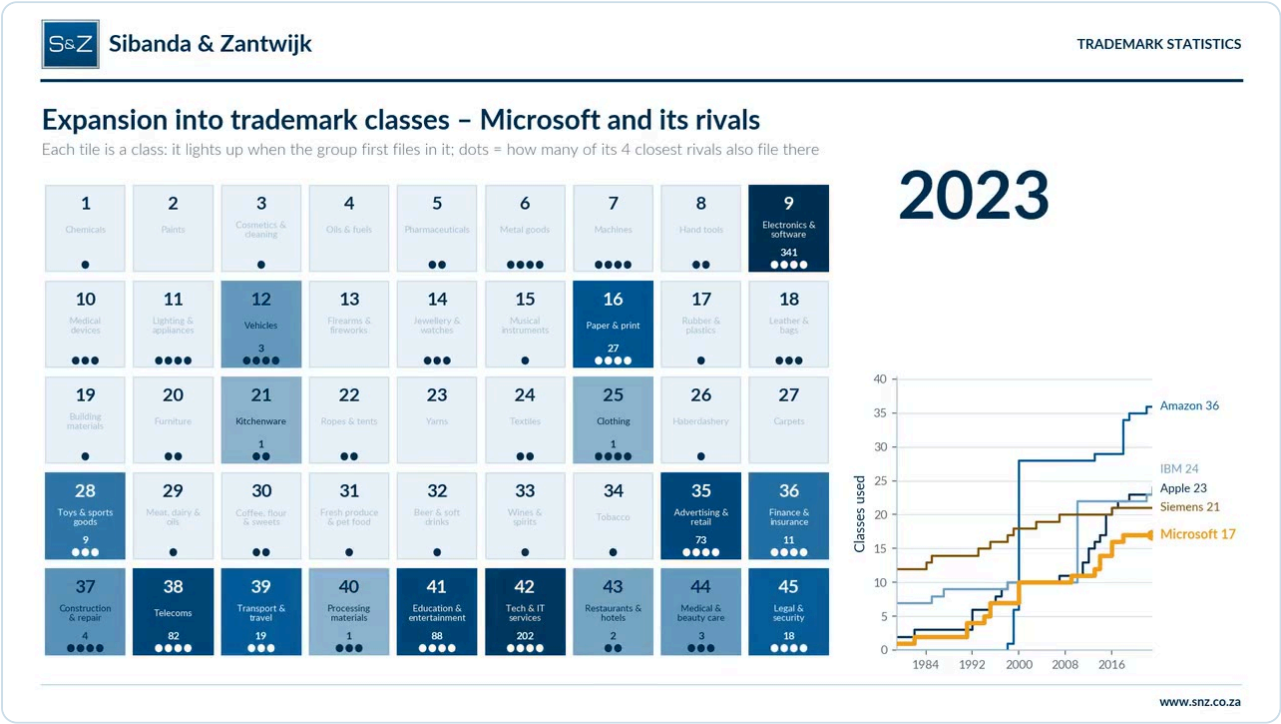
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Microsoft	901	1979–2023

Where Microsoft expanded its business

Trademark classes show what a business sells. Microsoft's portfolio is concentrated in electronics & software (class 9), tech & it services (class 42), education & entertainment (class 41). Its most recent moves were into medical & beauty care (2018), kitchenware (2016), vehicles (2016).

Microsoft trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/microsoft-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	341	38.5%	1982
42	Tech & IT services	202	22.8%	1991
41	Education & entertainment	88	9.9%	1995
38	Telecoms	82	9.3%	1995
35	Advertising & retail	73	8.2%	1991
16	Paper & print	27	3.1%	1979
39	Transport & travel	19	2.1%	2000
45	Legal & security	18	2.0%	2009

The brands Microsoft protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MICROSOFT	17	10	1982–2021
2	WINDOWS	17	8	1992–2021
3	SKYPE	14	9	2012–2012
4	MIXER	12	6	2017–2017
5	EMPOWERING US ALL	9	9	2018–2018
6	CORTANA	8	8	2014–2014
7	WINDOWS 365	8	8	2014–2014
8	MSN	8	7	1995–2000
9	FARMBEATS	7	7	2018–2018
10	MICROSOFT FARMBEATS	7	7	2018–2018
11	BING	7	6	2008–2013
12	AZURE	7	5	2008–2019
13	B BING	6	6	2013–2013
14	DYNAMICS 365	6	6	2016–2016
15	MICROSOFT DYNAMICS 365	6	6	2016–2016

Logos filed most often (since 2020)



14 filings · 9 classes



9 filings · 3 classes



8 filings · 8 classes



7 filings · 5 classes



7 filings · 3 classes



7 filings · 2 classes



6 filings · 6 classes



5 filings · 5 classes



5 filings · 5 classes



4 filings · 4 classes

Microsoft's logos

The 27 different logos Microsoft 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


6 classes


5 classes



5 classes


5 classes


4 classes

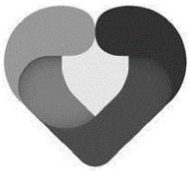


3 classes


3 classes



3 classes


3 classes


3 classes


3 classes



2 classes



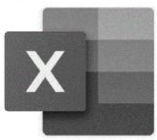
2 classes



2 classes



2 classes



2 classes


2 classes



2 classes



2 classes


2 classes


2 classes



2 classes


2 classes



1 class

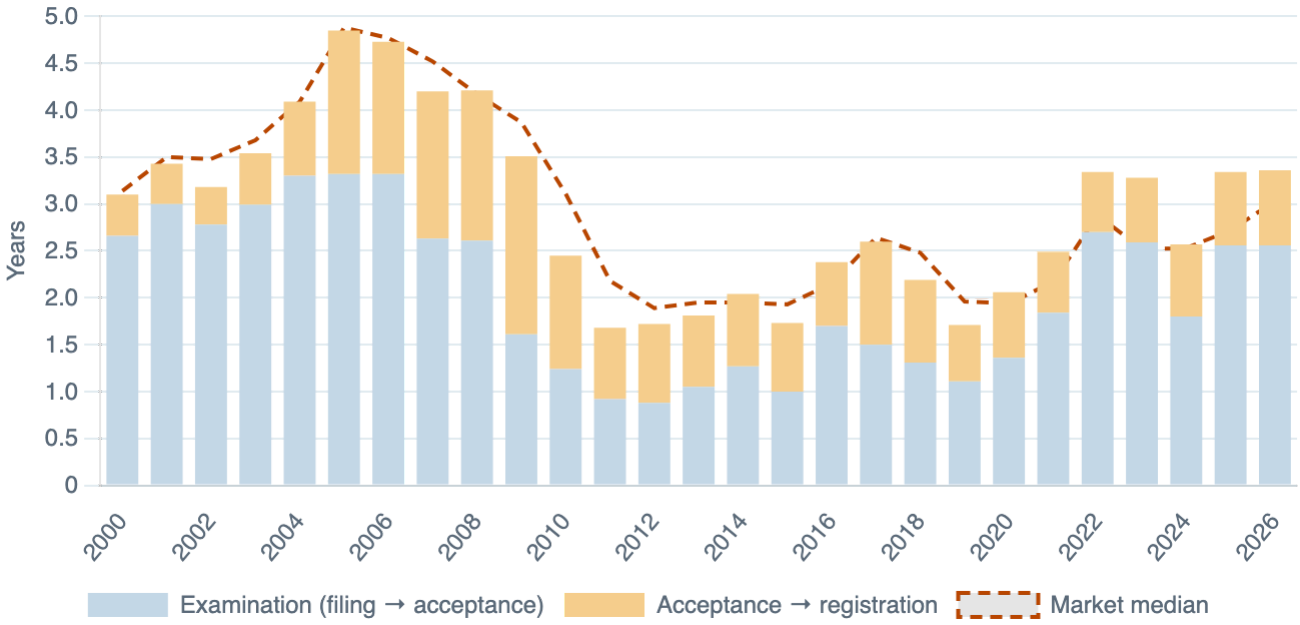


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Microsoft's marks took a median of **3.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

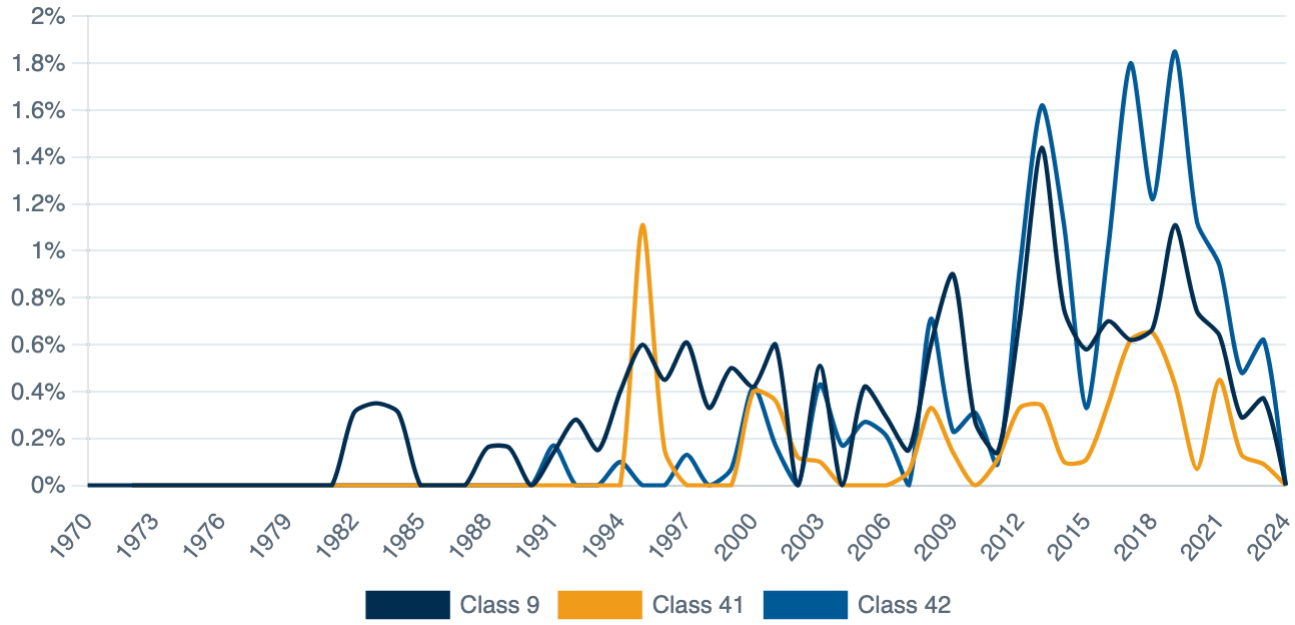


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Microsoft's classes

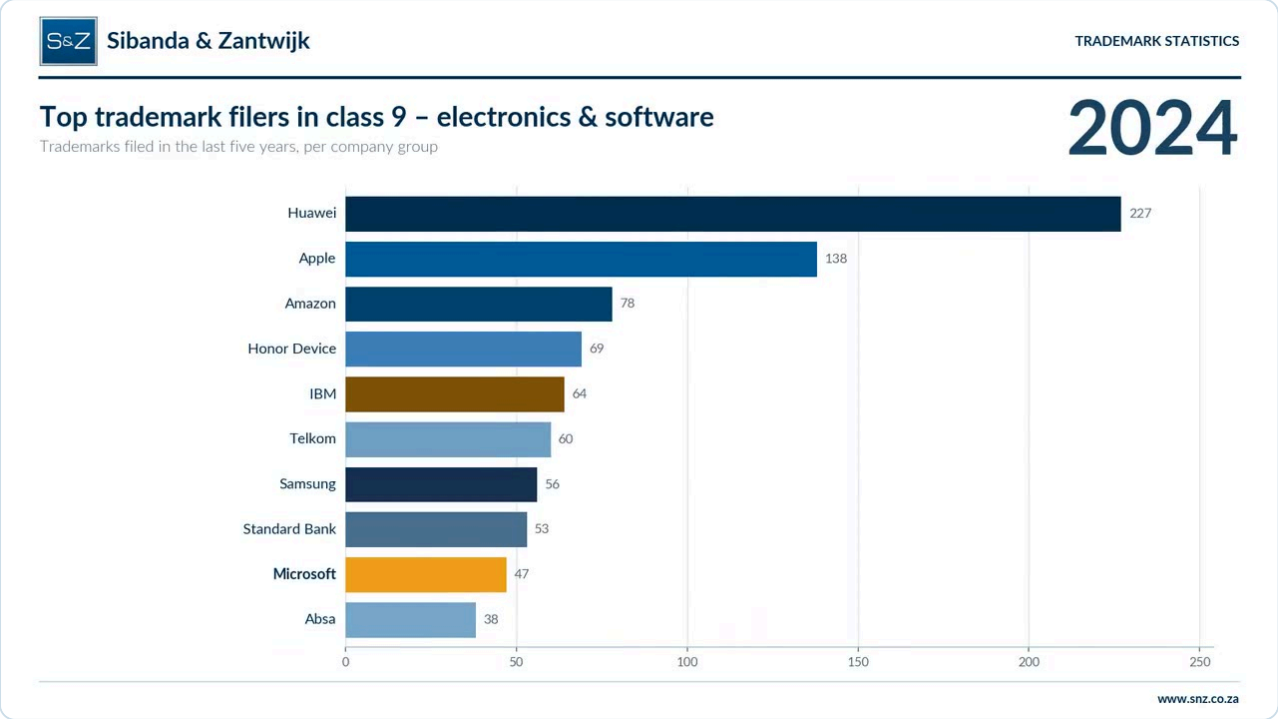
> Ranked by **number of trademarks filed in Microsoft's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Microsoft's market position, not who is most like it.

In the last five years, Microsoft was **#9** of 4,926 filers in class 9 (electronics & software), with 47 of 10,252 trademarks; **#6** of 3,000 filers in class 42 (tech & IT services), with 41 of 5,783 trademarks; **#44** of 3,121 filers in class 41 (education & entertainment), with 11 of 6,243 trademarks.



Microsoft's 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: Microsoft



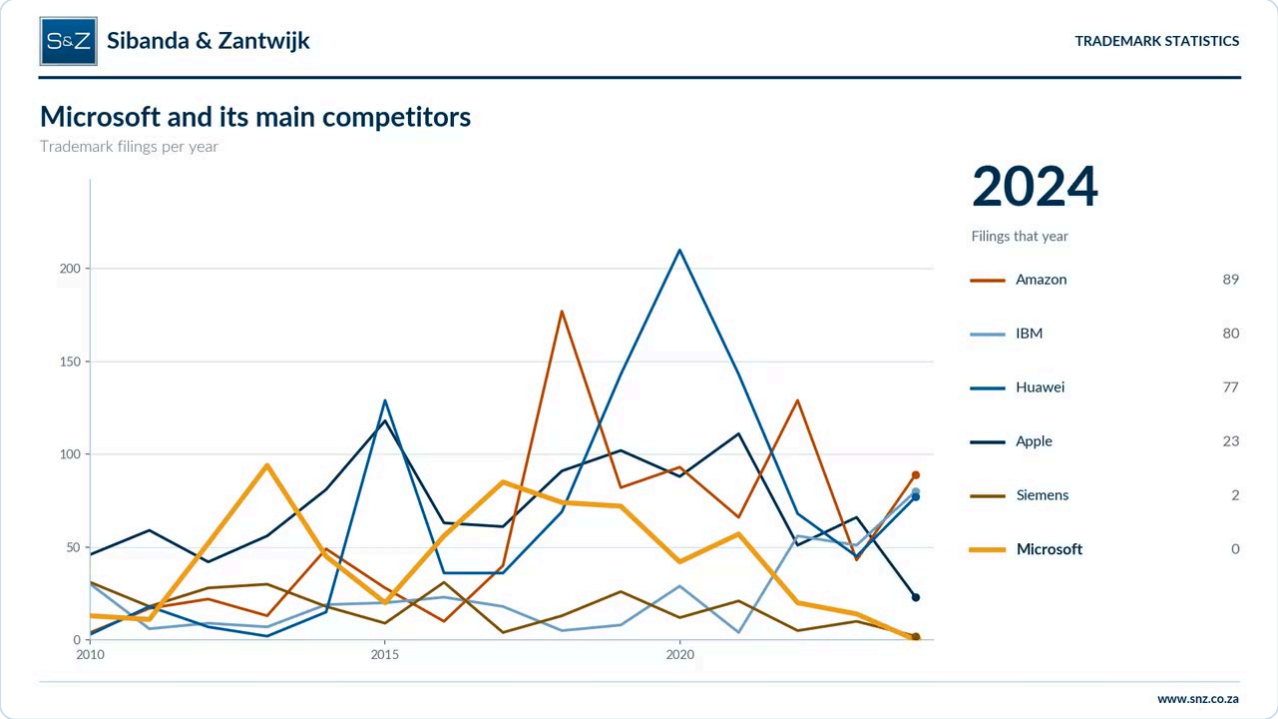
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/microsoft-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Microsoft

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

Microsoft's closest competitors in South Africa are Apple, Amazon, IBM and Siemens.

Microsoft 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/microsoft-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Apple	Direct competitor	88%
2	Amazon	Direct competitor	81%
3	IBM	Direct competitor	79%
4	Siemens	Direct competitor	76%
5	Huawei	Related field	83%
6	Standard Bank	Other field	85%
7	Absa	Other field	81%
8	BMW	Other field	80%
9	Nedbank	Other field	80%
10	Mastercard International	Other field	76%

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

Microsoft – relevant export countries

South Africa exported **US$3.3 billion** of the goods Microsoft's main classes cover in the last year – software; computers; data; computer hardware (class 9); books; printed publications; paper; printed matter (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Microsoft's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	80	US$334 m	-1%	National	US$1,594
2	United States of America	78	US$177 m	+3%	National	US$1,400
3	United Kingdom	67	US$55 m	-3%	National	US$833
4	India	66	US$29 m	+9%	National	US$563
5	Hong Kong SAR	64	US$20 m	-0%	National	US$807
6	Canada	60	US$35 m	-3%	National	US$1,338
7	Australia	59	US$60 m	+1%	National	US$1,300
8	Namibia	59	US$353 m	+14%	ARIPO	US$290
9	Singapore	58	US$8.4 m	-3%	National	US$888
10	Türkiye	57	US$5.4 m	+6%	National	US$841

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	59	US$353 m	+14%	ARIPO	US$290 S&Z
2	Zimbabwe	56	US$285 m	+11%	ARIPO	US$290 S&Z
3	Botswana	55	US$331 m	-6%	ARIPO	US$290 S&Z
4	Nigeria	54	US$47 m	-12%	National	US$406 S&Z
5	Mozambique	51	US$189 m	+2%	ARIPO	US$290 S&Z
6	OAPI (17 states)	50	US$71 m	+7%	National	US$1,009 S&Z
7	Egypt	50	US$9.2 m	-4%	National	US$950
8	Tanzania	49	US$54 m	+5%	ARIPO	US$290 S&Z
9	Zambia	49	US$306 m	+19%	National	US$1,110
10	Eswatini	48	US$135 m	-1%	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)
MICROSOFT	10	US$2,030	US$2,487
WINDOWS	8	US$1,624	US$2,117
SKYPE	9	US$1,827	US$2,302
MIXER	6	US$1,218	US$1,748
EMPOWERING US ALL	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 Microsoft's five most-filed brands: word marks of **other companies** (not Microsoft'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 MICROSOFT (classes 9, 35, 38, 41, 42; searched 2018-09-26 to 2026-11-07)

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

Similar to WINDOWS (classes 9, 16, 35, 38, 39, 41, 42, 45; searched 2018-10-31 to 2026-11-07)

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

Similar to SKYPE (classes 9, 35, 38, 41, 42; searched 2018-05-30 to 2026-11-07)

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

Similar to MIXER (classes 9, 35, 38, 41, 42, 45; searched 2018-05-30 to 2026-11-07)

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

Similar to EMPOWERING US ALL (classes 9, 35, 38, 41, 42; searched 2018-01-31 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

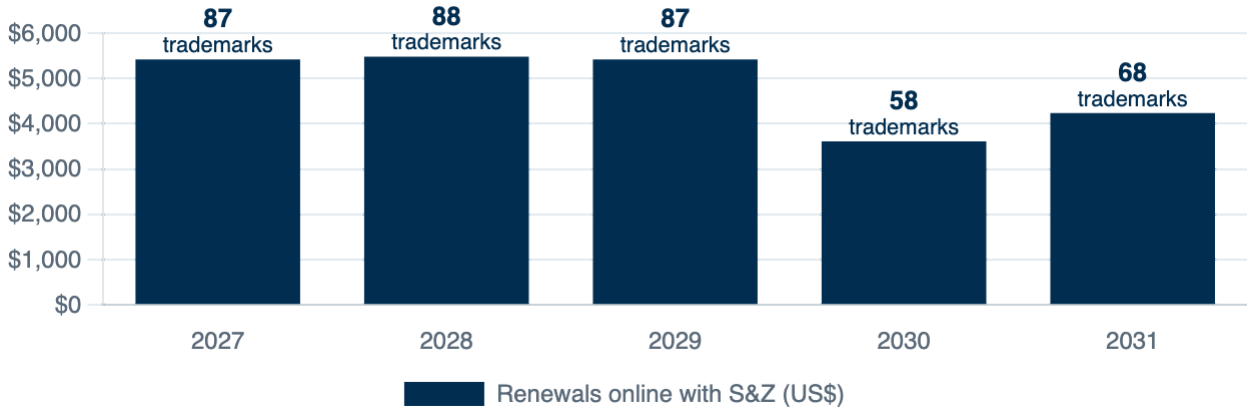
S&Z prices – South African trademarks

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$.

Microsoft's next five years of renewals

388 of Microsoft's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$24,169** over the five years.



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