Momentum Metropolitan – South African trademarks

Updated 8 November 2026

Momentum Metropolitan is a JSE-listed South African financial services group. It provides life insurance, investments, health and short-term insurance under the Momentum and Metropolitan brands.

How Momentum Metropolitan 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.

#74
largest trademark owner in South Africa (of 121,626)

768
trademarks filed

10
different logos published since 2020

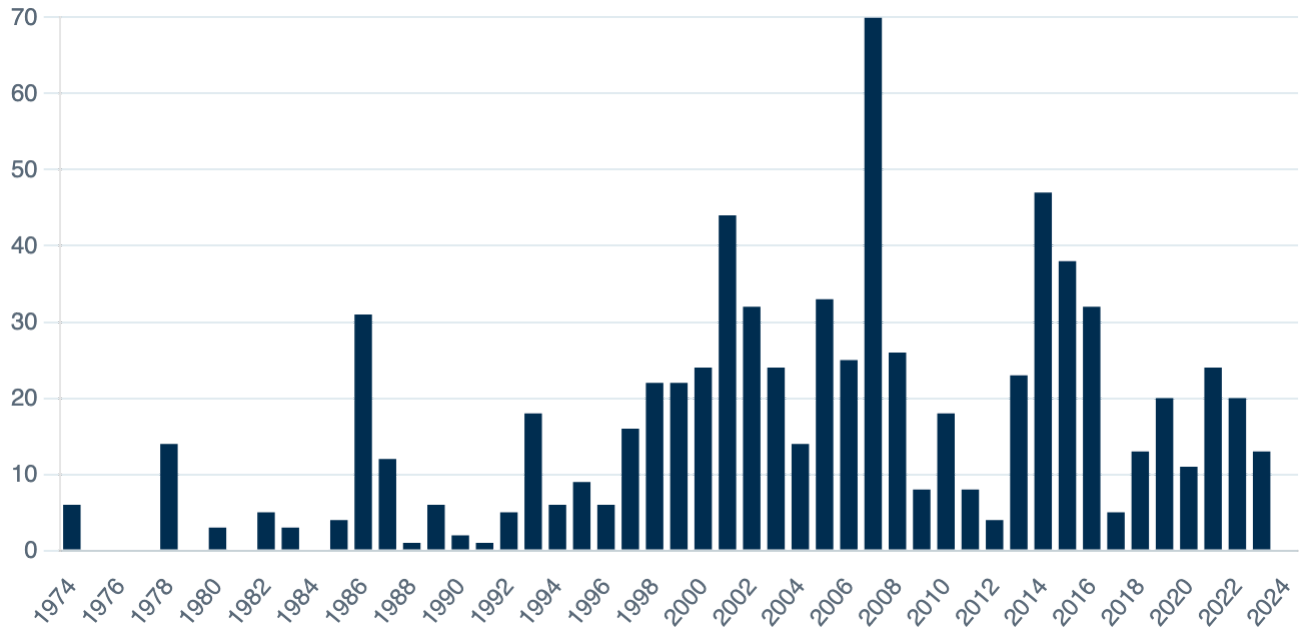
16
of 45 classes used

1974
first trademark filed

138
filed in the last 10 years

A portfolio built over time

Momentum Metropolitan filed its first South African trademark in 1974 and has filed 768 since; its busiest year was 2007, with 70 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

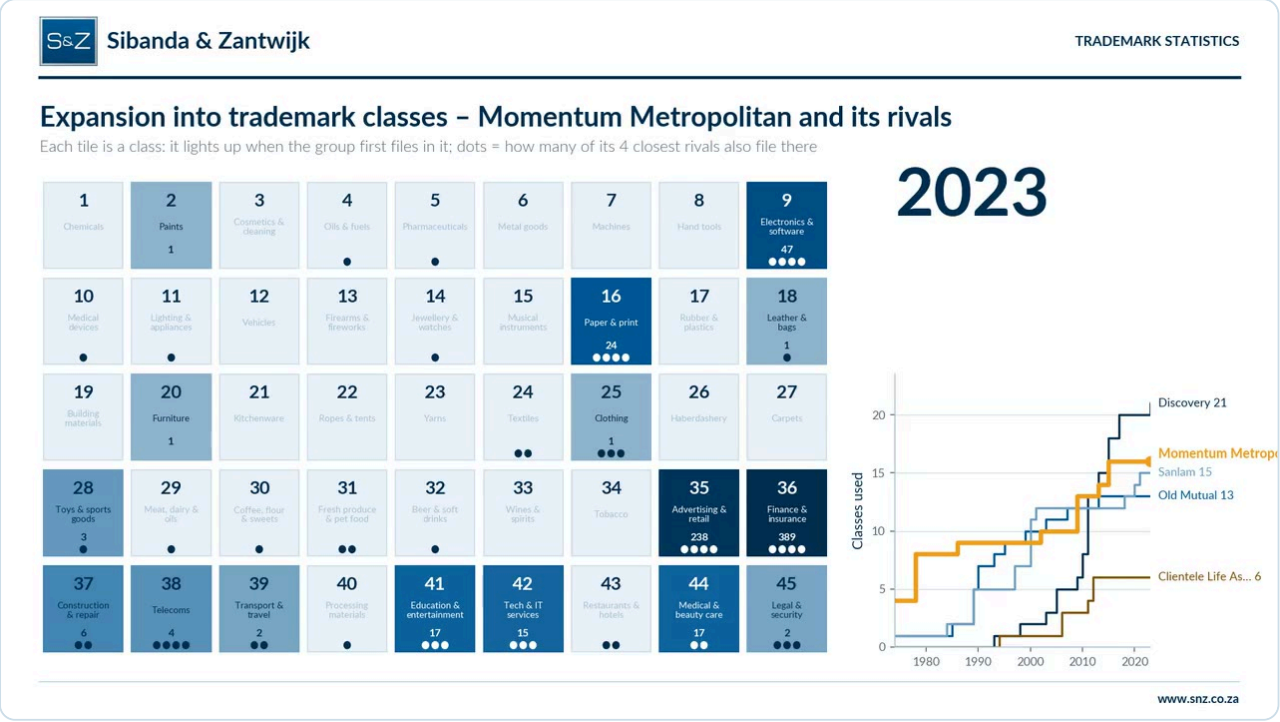
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Momentum Metropolitan	603	1974–2023
Metropolitan Life	371	1987–2012
Momentum Metropolitan Strategic Investments	19	1980–2003
Metropolitan Health Corporate	14	1999–2002

Where Momentum Metropolitan expanded its business

Trademark classes show what a business sells. Momentum Metropolitan's portfolio is concentrated in finance & insurance (class 36), advertising & retail (class 35), electronics & software (class 9). Its most recent moves were into toys & sports goods (2015), legal & security (2015), paints (2013).

Momentum Metropolitan trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/momentum-metropolitan-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
36 Finance & insurance	389	50.7%	1974
35 Advertising & retail	238	31.0%	1978
9 Electronics & software	47	6.1%	1986
16 Paper & print	24	3.1%	1974
41 Education & entertainment	17	2.2%	1978
44 Medical & beauty care	17	2.2%	2002
42 Tech & IT services	15	2.0%	1974
37 Construction & repair	6	0.8%	1974

The brands Momentum Metropolitan protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	METROPOLITAN	11	5	1982–1998
2	MMI	10	5	2010–2011
3	LINK OF CLAREMONT (THE)	7	7	1978–1978
4	LINK (THE)	7	7	1978–1978
5	TOGETHER WE CAN METROPOLITAN	6	6	2009–2009
6	KIDSRETURNS	6	3	2018–2018
7	M-TRADER	6	2	2016–2016
8	GOAL MED	5	5	2007–2007
9	KIMI	5	5	2022–2022
10	METROPOLITAN ADVISORY & RETAIL	5	5	2001–2001
11	MOMENTUM MAKING MONEY MATTER	5	5	2015–2015
12	SAGE	5	5	1986–1986
13	TOGETHER WE CAN DO MORE SAAM BEREIK ONS MEER	5	5	1986–1986
14	METROPOLITAN ADVISORY & RETAIL SERVICES	5	4	2001–2001
15	MOMENTUM	5	4	2013–2015

Logos filed most often (since 2020)



4 filings · 2 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Momentum Metropolitan's logos

The 10 different logos Momentum Metropolitan 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.



3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class

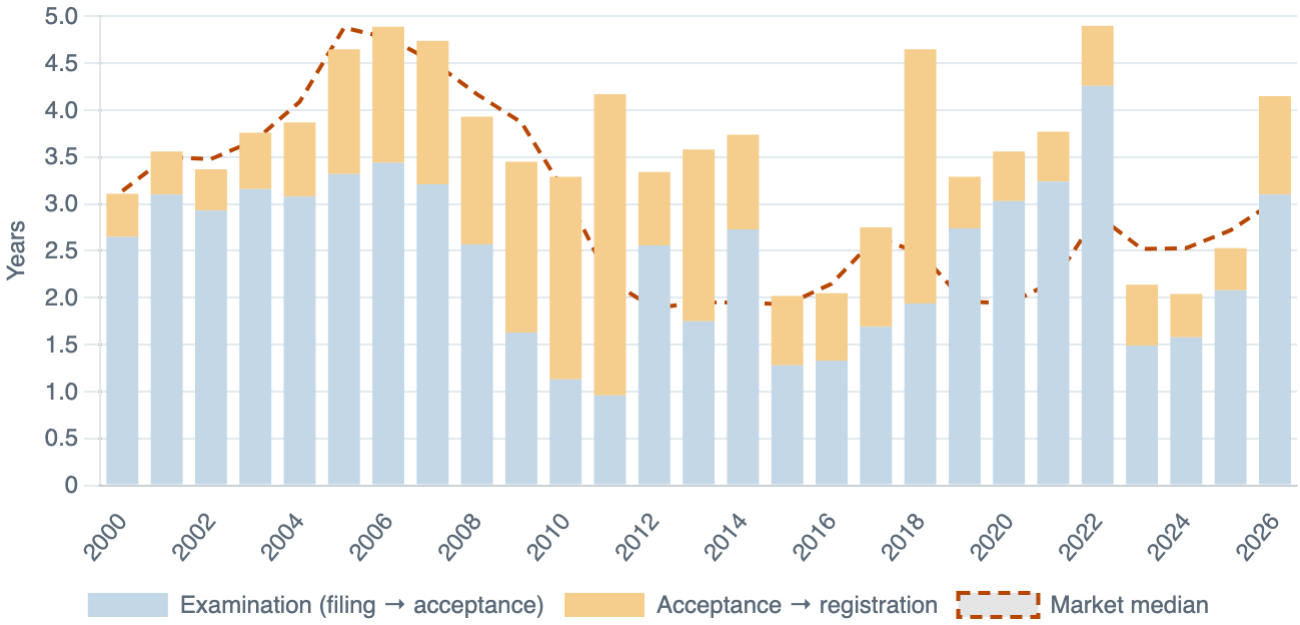


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Momentum Metropolitan's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

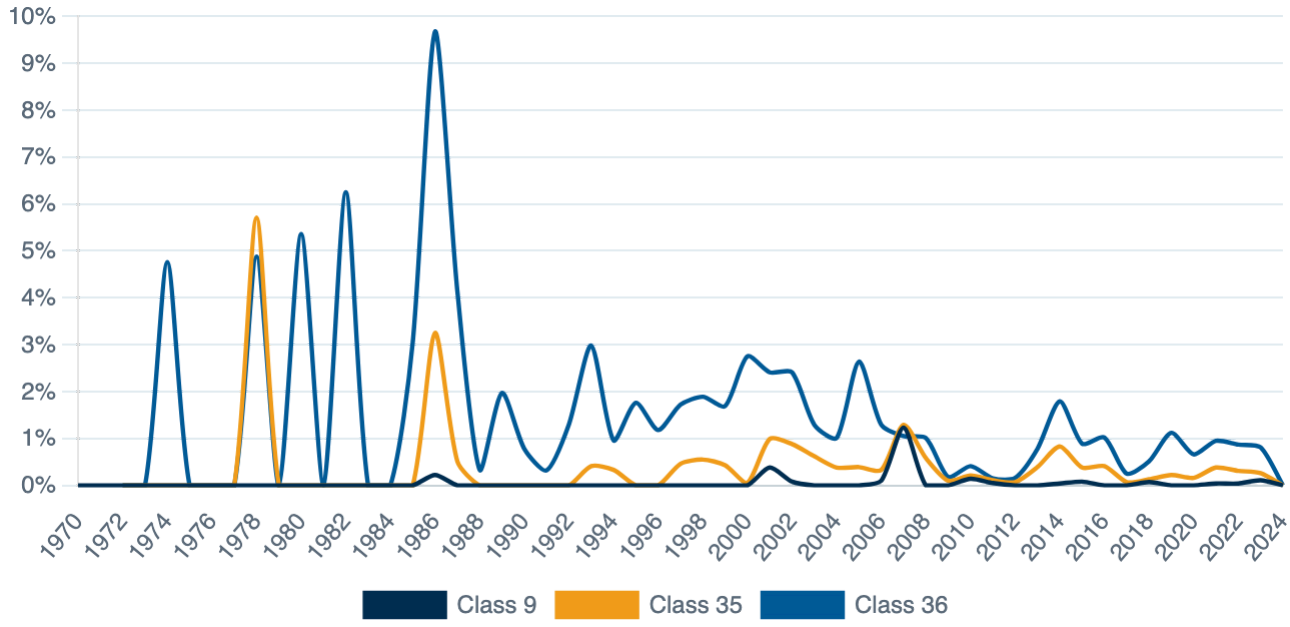


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Momentum Metropolitan's classes

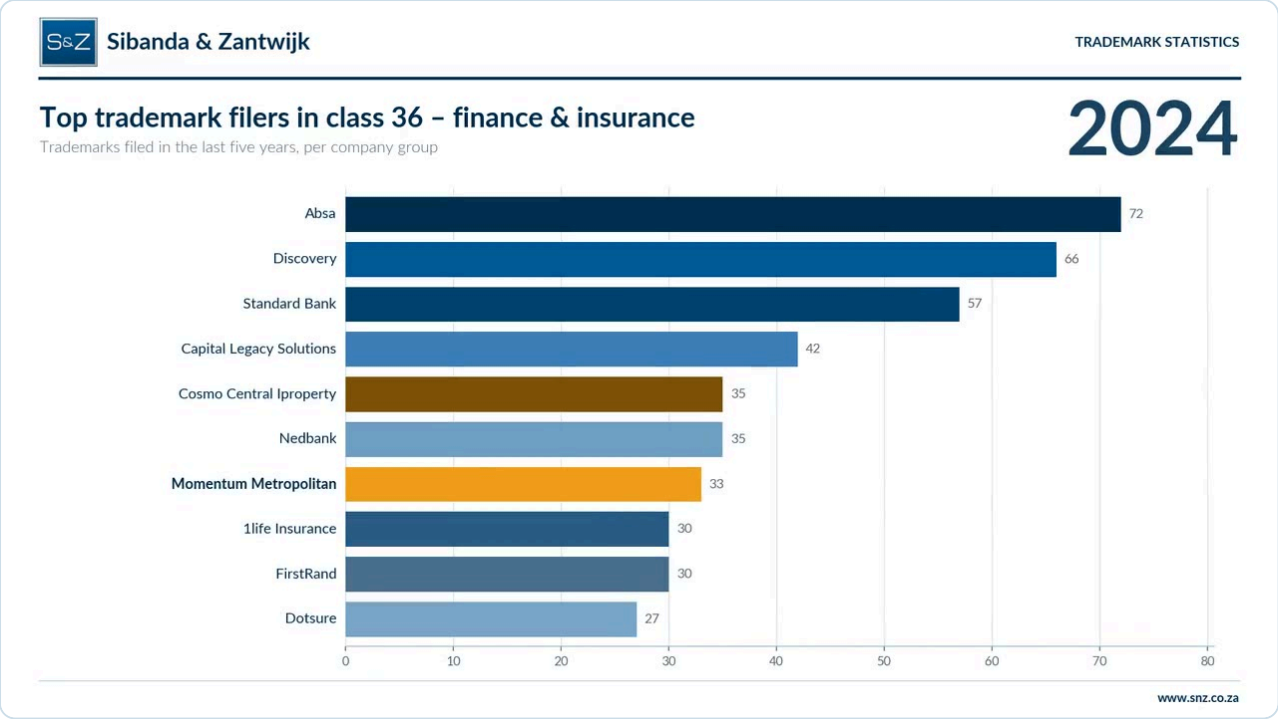
> Ranked by **number of trademarks filed in Momentum Metropolitan's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Momentum Metropolitan's market position, not who is most like it.

In the last five years, Momentum Metropolitan was **#8** of 1,944 filers in class 36 (finance & insurance), with 33 of 4,422 trademarks; **#15** of 5,866 filers in class 35 (advertising & retail), with 28 of 11,124 trademarks; **#423** of 4,926 filers in class 9 (electronics & software), with 4 of 10,252 trademarks.



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

Top trademark filers in class 36 (finance & insurance), South Africa 1975–2024: Momentum Metropolitan



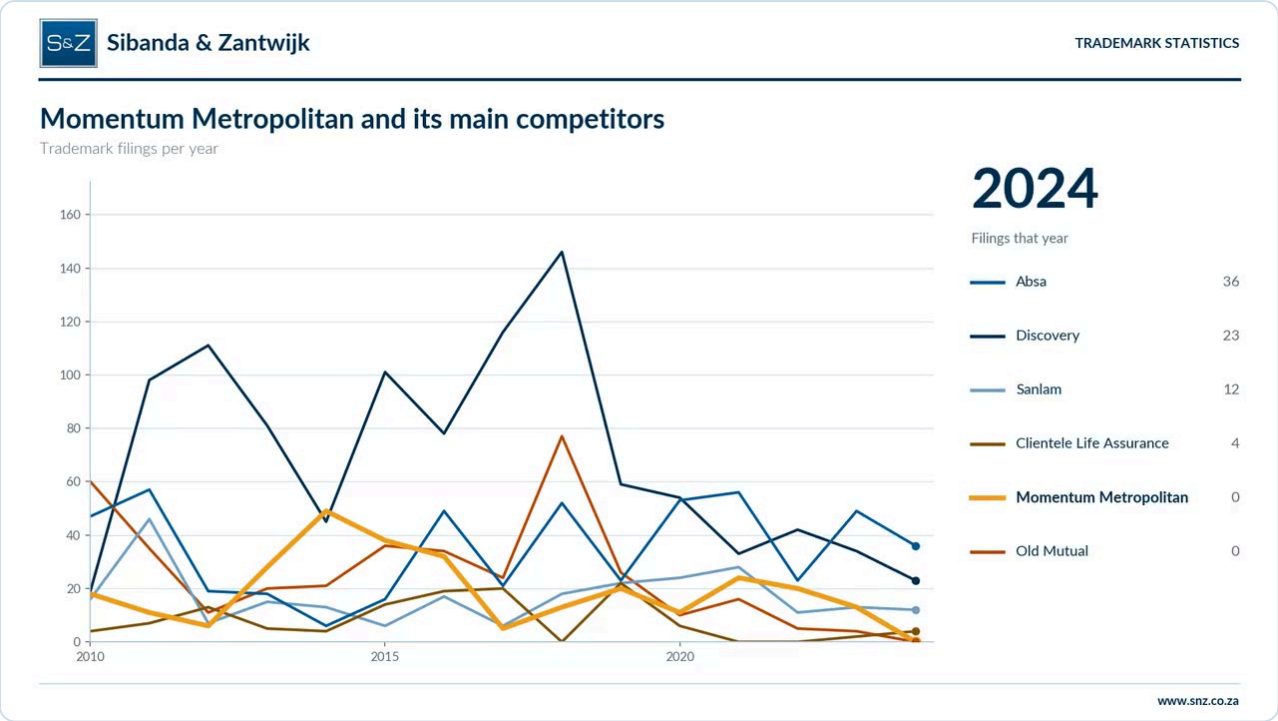
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/momentum-metropolitan-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Momentum Metropolitan

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

Momentum Metropolitan's closest competitors in South Africa are Discovery, Old Mutual, Sanlam and Clientele Life Assurance.

Momentum Metropolitan 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/momentum-metropolitan-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Discovery	Direct competitor	100%
2	Old Mutual	Direct competitor	88%
3	Sanlam	Direct competitor	83%
4	Clientele Life Assurance	Direct competitor	77%
5	Absa	Related field	95%
6	FirstRand	Related field	86%
7	Naledi Mongoato	Related field	81%
8	Standard Bank	Related field	81%
9	Nedbank	Related field	78%
10	Investec Bank	Related field	76%

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

Momentum Metropolitan – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	73	US$20 m	+2%	National	US$1,594
2	United States of America	73	US$7.1 m	+6%	National	US$1,400
3	United Kingdom	66	US$6.8 m	-3%	National	US$833
4	Hong Kong SAR	61	US$1.6 m	+14%	National	US$807
5	Singapore	60	US$815 k	+34%	National	US$888
6	India	59	US$102 k	-4%	National	US$563
7	Canada	57	US$682 k	-5%	National	US$1,338
8	Namibia	56	US$46 m	+14%	ARIPO	US$290
9	Australia	56	US$1.9 m	-4%	National	US$1,300
10	China	55	US$267 k	+2%	National	US$505

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	56	US$46 m	+14%	ARIPO	US$290 S&Z
2	Mozambique	52	US$30 m	+21%	ARIPO	US$290 S&Z
3	Zimbabwe	50	US$25 m	+11%	ARIPO	US$290 S&Z
4	Botswana	48	US$40 m	-24%	ARIPO	US$290 S&Z
5	Nigeria	47	US$1.5 m	-15%	National	US$406 S&Z
6	Eswatini	47	US$20 m	-1%	ARIPO	US$290 S&Z
7	Malawi	46	US$8.1 m	+28%	ARIPO	US$290 S&Z
8	Uganda	44	US$2.5 m	+23%	ARIPO	US$290 S&Z
9	OAPI (17 states)	44	US$3.8 m	+2%	National	US$1,009 S&Z
10	Lesotho	43	US$13 m	+6%	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)
METROPOLITAN	5	US$1,015	US$1,563
MMI	5	US$1,015	US$1,563
LINK OF CLAREMONT (THE)	7	US$1,421	US$1,932
LINK (THE)	7	US$1,421	US$1,932
TOGETHER WE CAN METROPOLITAN	6	US$1,218	US$1,748

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 Momentum Metropolitan's five most-filed brands: word marks of **other companies** (not Momentum Metropolitan'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 METROPOLITAN (classes 16, 35, 36, 37, 42; searched 2024-07-31 to 2026-11-07)

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

Similar to MMI (classes 9, 16, 35, 36, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to LINK OF CLAREMONT (THE) (classes 35, 36, 37, 38, 39, 41, 42; searched 2018-08-29 to 2026-11-07)

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

Similar to LINK (THE) (classes 35, 36, 37, 38, 39, 41, 42; searched 2018-08-29 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
LINK	2022-02-23	37	OTIS ELEVATOR COMPANY
LINK	2019-11-27	35	NEW CLICKS SOUTH AFRICA PROPRIETARY Ltd

Similar to TOGETHER WE CAN METROPOLITAN (classes 16, 18, 20, 25, 35, 36; searched 2018-03-28 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

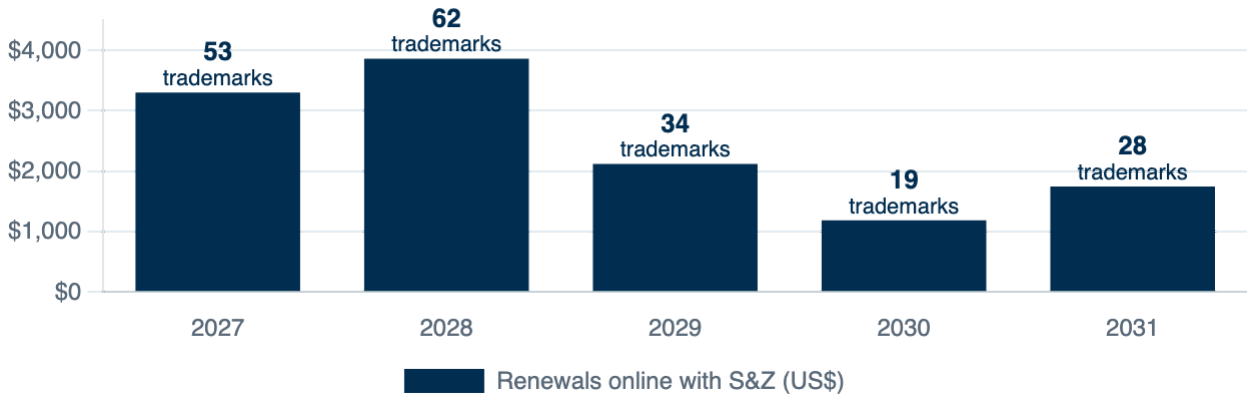
S&Z prices – South African trademarks

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$.

Momentum Metropolitan's next five years of renewals

196 of Momentum Metropolitan's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$12,209** over the five years.



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