Motorola – South African trademarks

Updated 8 November 2026

Motorola is an American communications brand, used on mobile phones and on radios and communications equipment for businesses and emergency services.

How Motorola 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.

#270
largest trademark owner in South Africa (of 121,626)

219
trademarks filed

1
different logos published since 2020

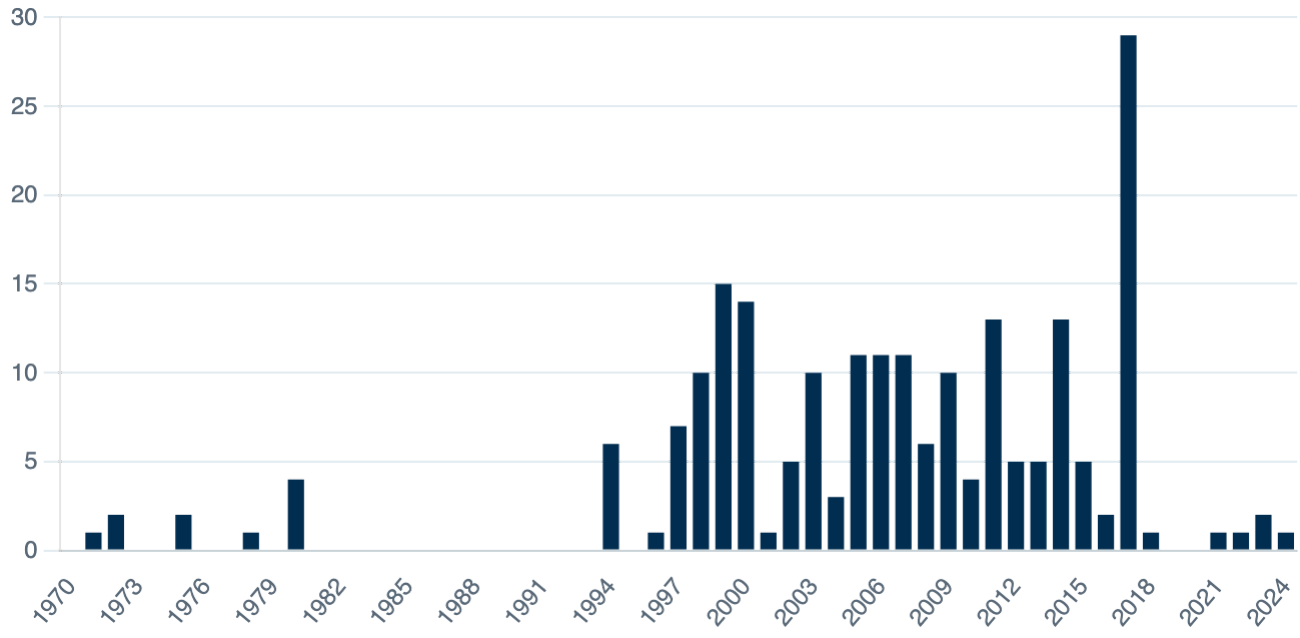
19
of 45 classes used

1941
first trademark filed

37
filed in the last 10 years

A portfolio built over time

Motorola filed its first South African trademark in 1941 and has filed 219 since; its busiest year was 2017, with 29 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

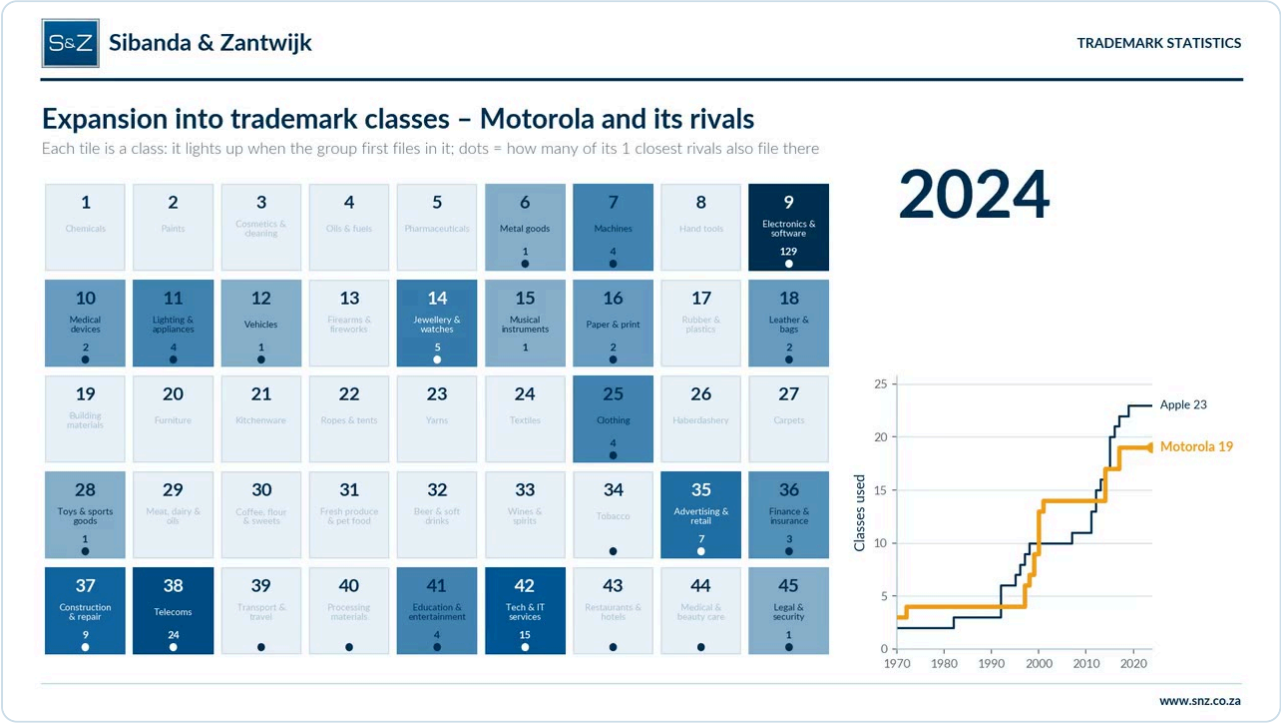
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Motorola	269	1941–2024
Motorola Solutions	15	1998–2014

Where Motorola expanded its business

Trademark classes show what a business sells. Motorola's portfolio is concentrated in electronics & software (class 9), telecoms (class 38), tech & it services (class 42). Its most recent moves were into medical devices (2017), finance & insurance (2017), legal & security (2014).

Motorola trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/motorola-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	129	58.9%	1941
38 Telecoms	24	11.0%	1999
42 Tech & IT services	15	6.8%	2000
37 Construction & repair	9	4.1%	1972
35 Advertising & retail	7	3.2%	2000
14 Jewellery & watches	5	2.3%	2000
11 Lighting & appliances	4	1.8%	1997
41 Education & entertainment	4	1.8%	2014

The brands Motorola protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MOTOROLA	16	12	1941–2017
2	INTELLIGENCE EVERYWHERE	13	13	2000–2001
3	MOTO	13	8	2002–2017
4	AVIGILON	8	8	2014–2014
5	DIGITALDNA	5	2	1998–1998
6	BLUR	4	2	2009–2009
7	DIGITAL DNA	3	3	1997–1997
8	HELLOMOTO	3	3	2002–2002
9	ROKR	3	2	2005–2007
10	4 MOTOWI	2	2	2005–2005
11	4 WI	2	2	2005–2005
12	ACCESS	2	2	1994–1994
13	ACCOMPLI	2	2	1999–2000
14	GETVIAMOTO	2	2	2003–2003
15	MOTO MOO	2	2	2023–2023

Logos filed most often (since 2020)



1 filing · 1 class

Motorola's logos

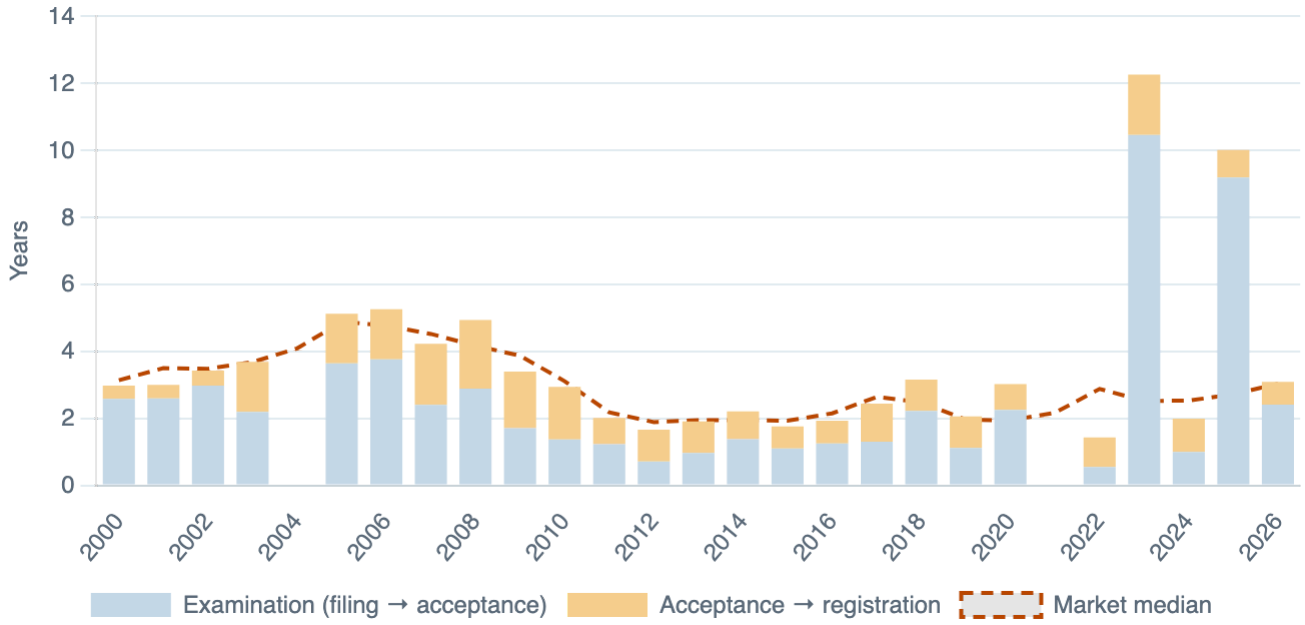
The 1 different logos Motorola has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Motorola's marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

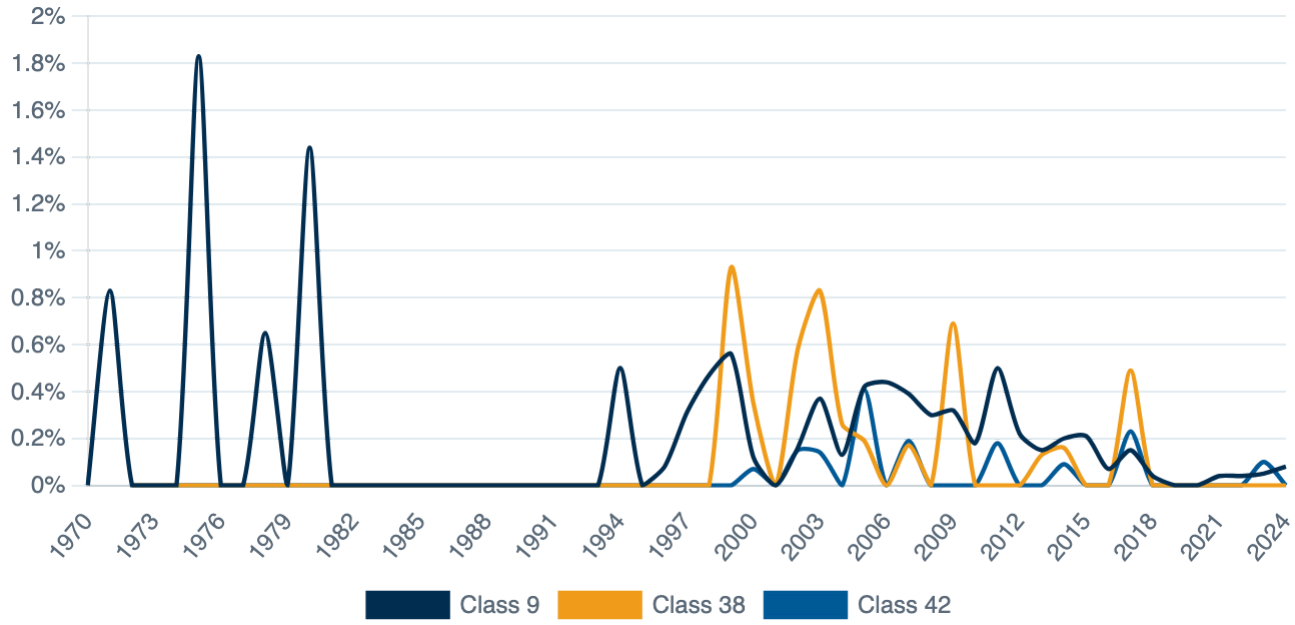


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Motorola's classes

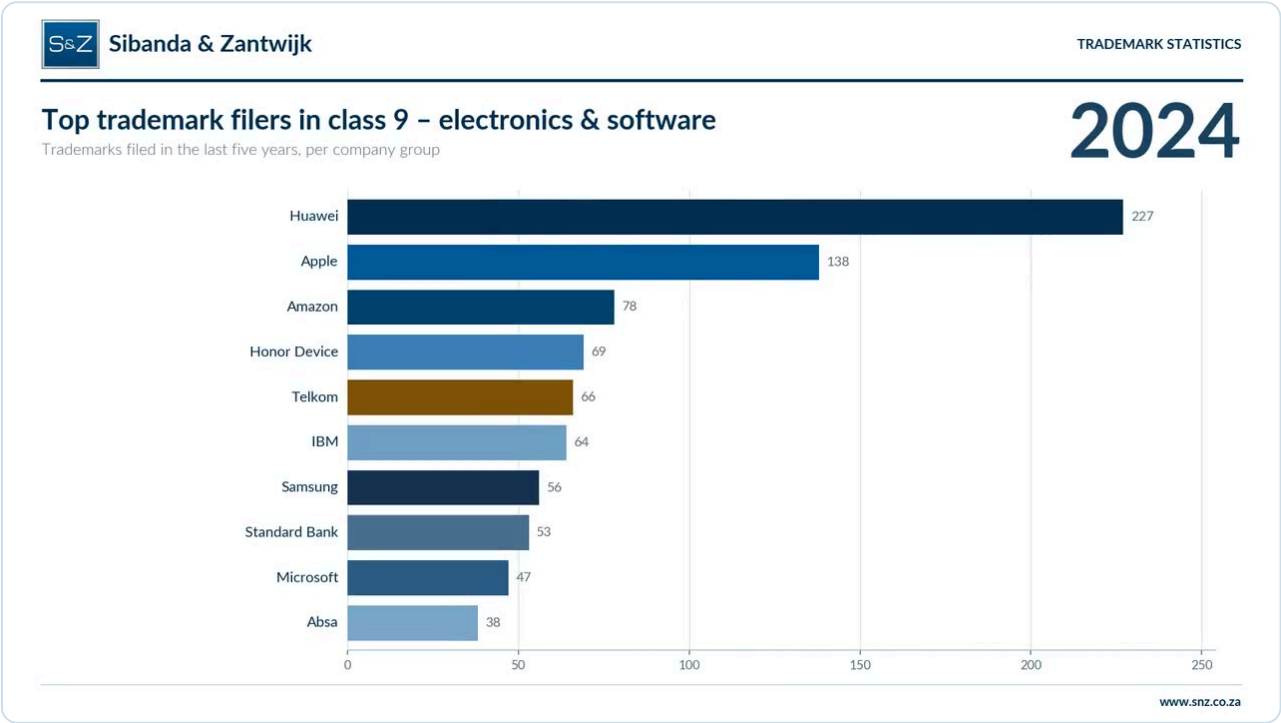
> Ranked by **number of trademarks filed in Motorola's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Motorola's market position, not who is most like it.

In the last five years, Motorola was **#447** of 4,926 filers in class 9 (electronics & software), with 4 of 10,252 trademarks; **#2598** of 3,000 filers in class 42 (tech & IT services), with 1 of 5,783 trademarks.



Motorola'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: Motorola



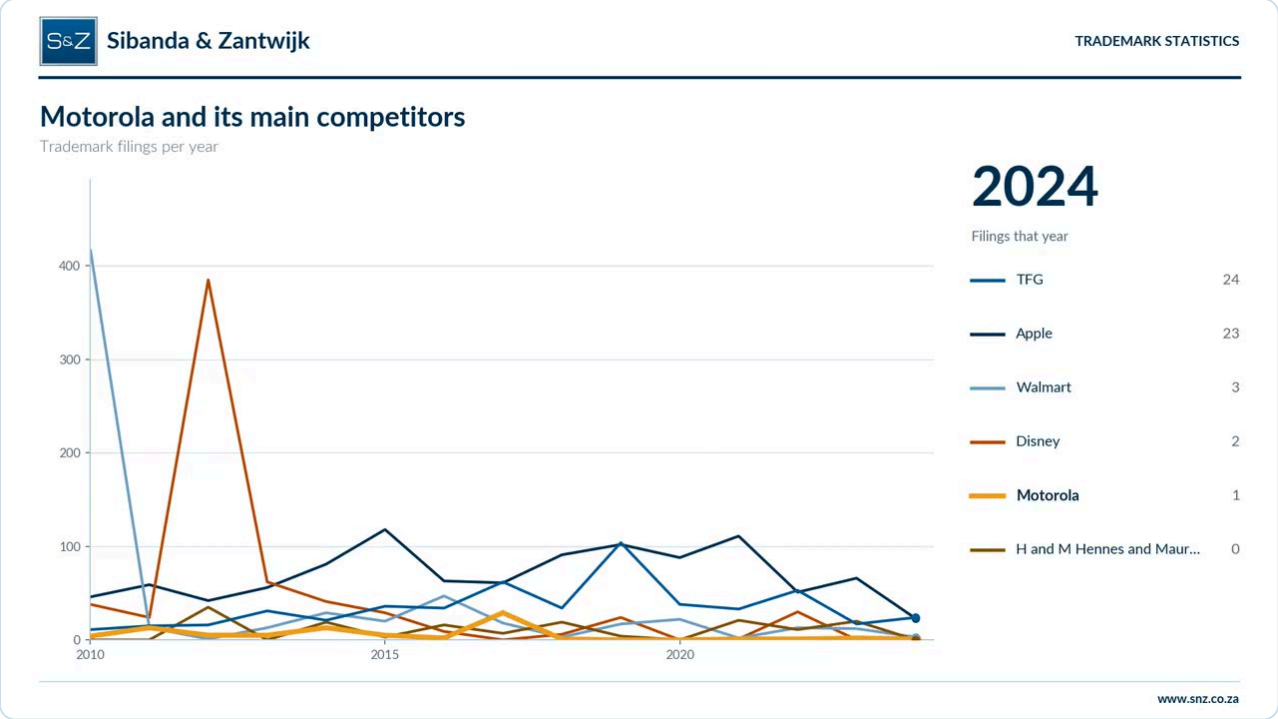
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/motorola-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Motorola

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

Motorola's closest competitors in South Africa are Apple.

Motorola 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/motorola-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Apple	Direct competitor	91%
2	Disney	Related field	85%
3	Walmart	Retailer's own brands	89%
4	H and M Hennes and Mauritz	Retailer's own brands	81%
5	TFG	Retailer's own brands	77%
6	Shoprite	Retailer's own brands	71%
7	Woolworths	Retailer's own brands	70%
8	Red Bull	Other field	90%
9	Bidvest	Other field	79%
10	Coca-Cola	Other field	73%

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

Motorola – relevant export countries

South Africa exported **US$817 m** of the goods Motorola's main classes cover in the last year – computer software; computers; cases; battery chargers (class 9); jewellery; jewelry; watches (class 14); lighting fixtures; electric lamps; ceiling lights (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Motorola's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	United States of America	84	US$212 m	+4%	National	US$2,075
2	European Union	72	US$60 m	+2%	National	US$1,859
3	United Kingdom	66	US$16 m	-1%	National	US$1,012
4	Hong Kong SAR	61	US$9.0 m	+5%	National	US$1,110
5	Japan	61	US$438 k	+4%	National	US$1,187
6	Singapore	58	US$3.3 m	+16%	National	US$1,306
7	Canada	57	US$1.0 m	-4%	National	US$1,623
8	Australia	56	US$6.0 m	-2%	National	US$1,660
9	Türkiye	54	US$230 k	+35%	National	US$980
10	China	54	US$3.3 m	+0%	National	US$745

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	49	US$88 m	+12%	ARIPO	US$343 S&Z
2	Nigeria	49	US$5.4 m	-9%	National	US$609 S&Z
3	Morocco	47	US$448 k	+14%	National	US$1,040
4	Zimbabwe	46	US$50 m	+2%	ARIPO	US$343 S&Z
5	OAPI (17 states)	46	US$10 m	+3%	National	US$1,194 S&Z
6	Lesotho	45	US$26 m	+33%	National	US$314
7	Botswana	45	US$87 m	-15%	ARIPO	US$343 S&Z
8	Tanzania	45	US$6.6 m	+1%	ARIPO	US$343 S&Z
9	Egypt	44	US$304 k	-7%	National	US$1,392
10	Malawi	44	US$10 m	+26%	ARIPO	US$343 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 3 classes; ARIPO costs are per country, plus US$280 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)
MOTOROLA	12	US$2,436	US$2,856
INTELLIGENCE EVERYWHERE	13	US$2,639	US$3,041
MOTO	8	US$1,624	US$2,117
AVIGILON	8	US$1,624	US$2,117
DIGITALDNA	2	US$406	US$1,009

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 Motorola's five most-filed brands: word marks of **other companies** (not Motorola'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 MOTOROLA (classes 9, 35, 37, 38, 42; searched 2020-06-24 to 2026-11-08)

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

Similar to INTELLIGENCE EVERYWHERE (classes 9, 35, 37, 38, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to MOTO (classes 9, 14, 35, 36, 37, 38, 41, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to AVIGILON (classes 6, 9, 35, 37, 38, 41, 42, 45; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to DIGITALDNA (classes 9, 25; 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

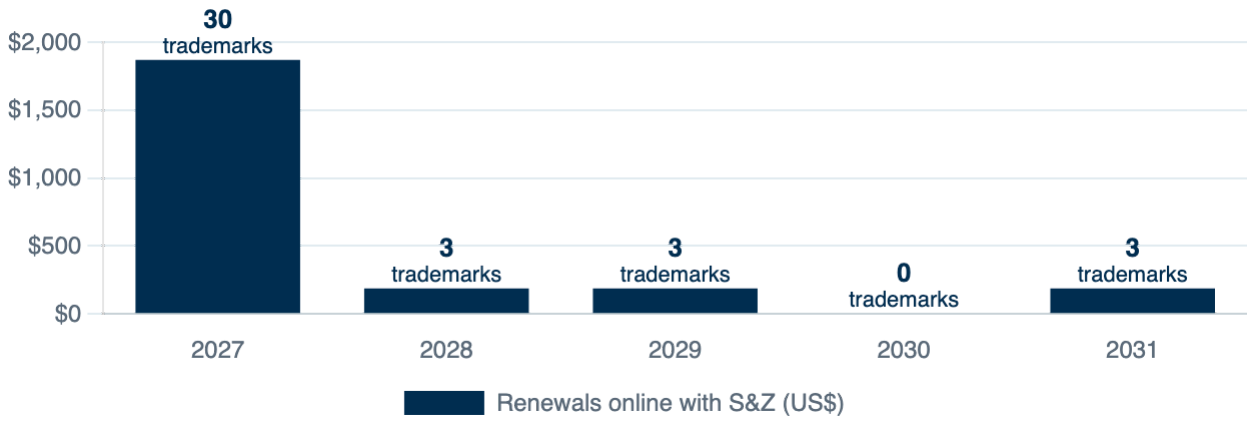
S&Z prices – South African trademarks

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$.

Motorola's next five years of renewals

39 of Motorola's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$2,430** over the five years.



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