MSD – South African trademarks

Updated 8 November 2026

MSD – known as Merck & Co. in the United States and Canada – is a global healthcare company. It makes prescription medicines and vaccines, and its animal health business serves farm animals and pets.

How MSD 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.

#72
largest trademark owner in South Africa (of 121,626)

781
trademarks filed

19
different logos published since 2020

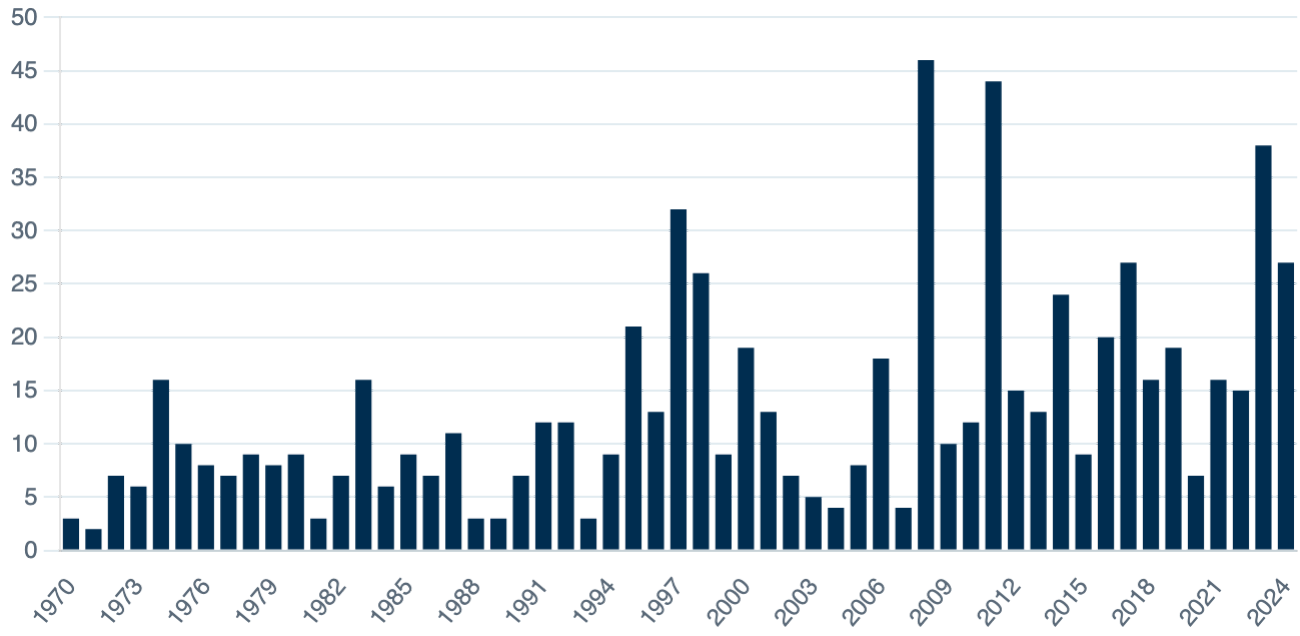
17
of 45 classes used

1919
first trademark filed

185
filed in the last 10 years

A portfolio built over time

MSD filed its first South African trademark in 1919 and has filed 781 since; its busiest year was 2008, with 46 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

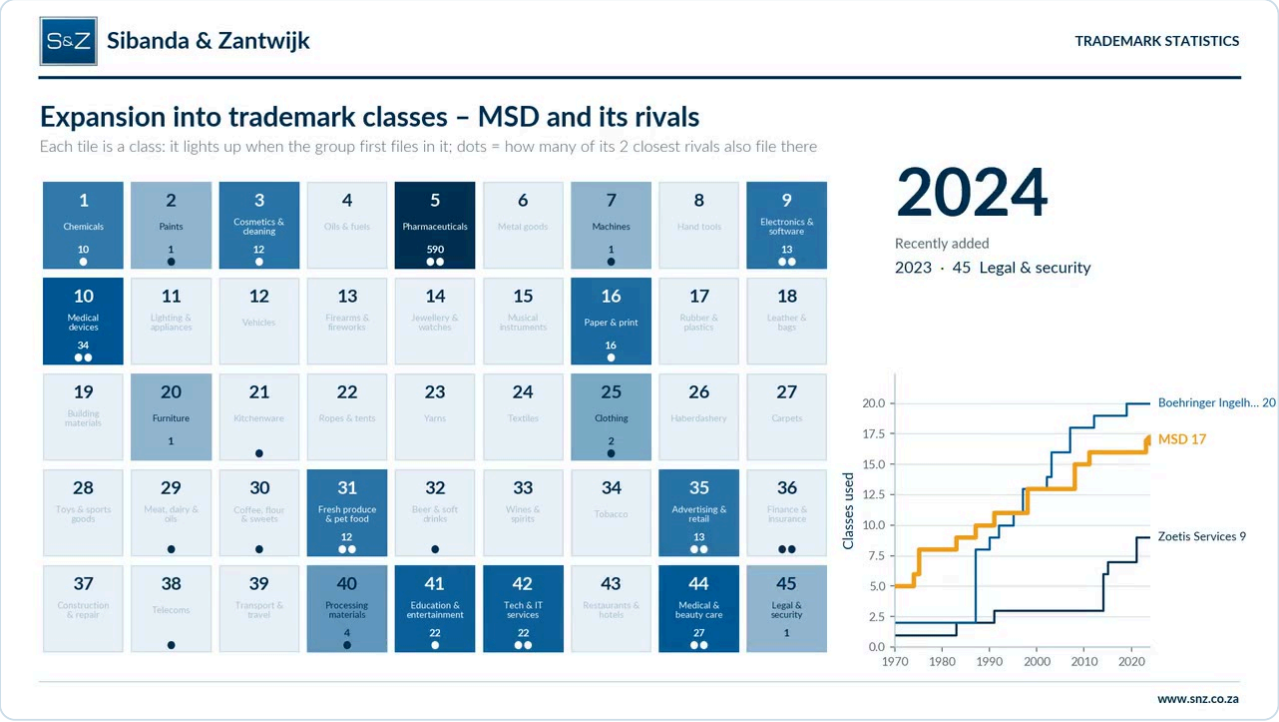
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
MSD	736	1937–2024
Schering	144	1942–2012
Intervet	74	1919–2006
Intervet South Africa	39	1994–2022

Where MSD expanded its business

Trademark classes show what a business sells. MSD's portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), medical & beauty care (class 44). Its most recent moves were into legal & security (2023), processing materials (2011), medical & beauty care (2008).

MSD trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/msd-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
5	Pharmaceuticals	590	75.5%	1919
10	Medical devices	34	4.4%	1975
44	Medical & beauty care	27	3.5%	2008
41	Education & entertainment	22	2.8%	1991
42	Tech & IT services	22	2.8%	1975
16	Paper & print	16	2.0%	1987
9	Electronics & software	13	1.7%	1998
35	Advertising & retail	13	1.7%	1998

The brands MSD protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SP SCHERING-PLOUGH	24	12	2008–2008
2	SP INTERVET	18	9	2008–2008
3	MERCK SHARP & DOHME	10	9	1992–2024
4	PETHEALTHVIEW	7	7	2023–2023
5	MAPP365	6	4	2020–2022
6	SCHERAG	6	4	1956–1983
7	HEALTHY AGEING INITIATIVE [THE]	5	5	1998–1998
8	PARTNERS FOR HEALTHY AGEING	5	5	1998–1998
9	PARTNERS IN SUSTAINABLE BEEF	4	4	2011–2011
10	PARTNERS IN SUSTAINABLE MILK	4	4	2011–2011
11	VETSTREAM	4	4	2001–2001
12	PULVEX	4	3	1930–1977
13	SCHERING	4	3	1958–1958
14	M.S.D.	4	2	1975–1975
15	MSD INVENTING FOR LIFE	4	2	2017–2017

Logos filed most often (since 2020)



7 filings · 7 classes



6 filings · 4 classes



3 filings · 1 class



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

MSD's logos

The 19 different logos MSD 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.



7 classes



4 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class

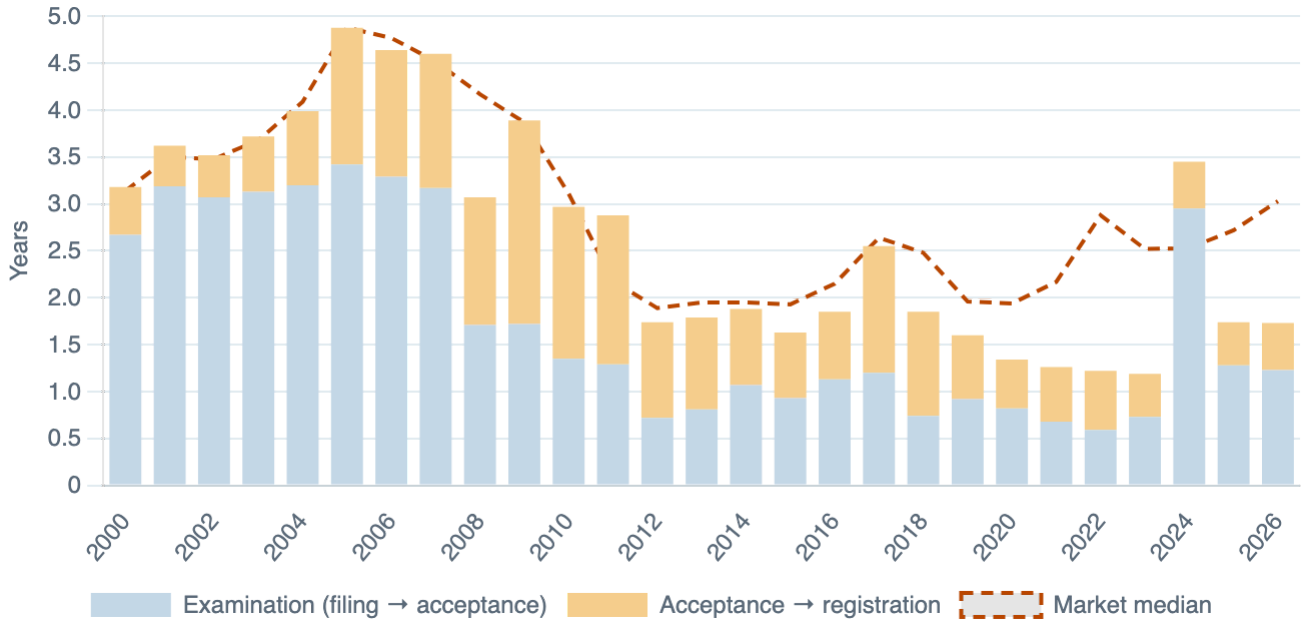


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, MSD's marks took a median of **1.7 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

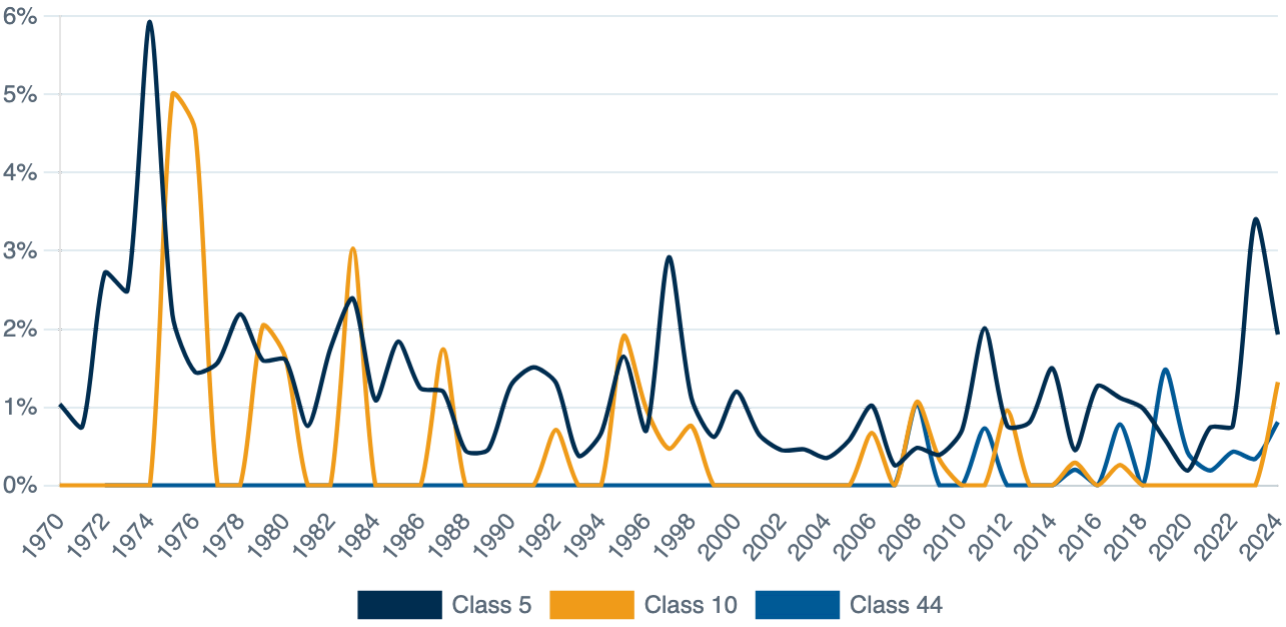


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in MSD's classes

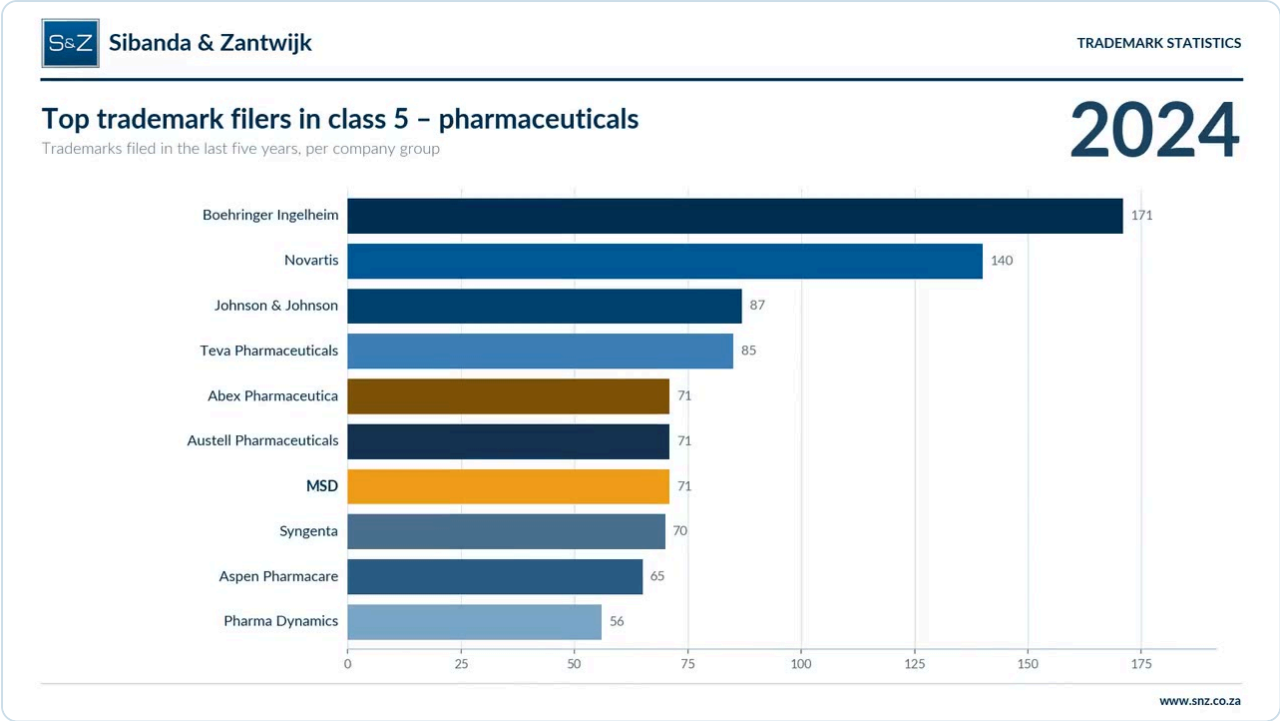
> Ranked by **number of trademarks filed in MSD's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows MSD's market position, not who is most like it.

In the last five years, MSD was **#6** of 2,050 filers in class 5 (pharmaceuticals), with 71 of 6,111 trademarks; **#214** of 814 filers in class 10 (medical devices), with 2 of 1,561 trademarks; **#15** of 1,101 filers in class 44 (medical & beauty care), with 8 of 1,960 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: MSD



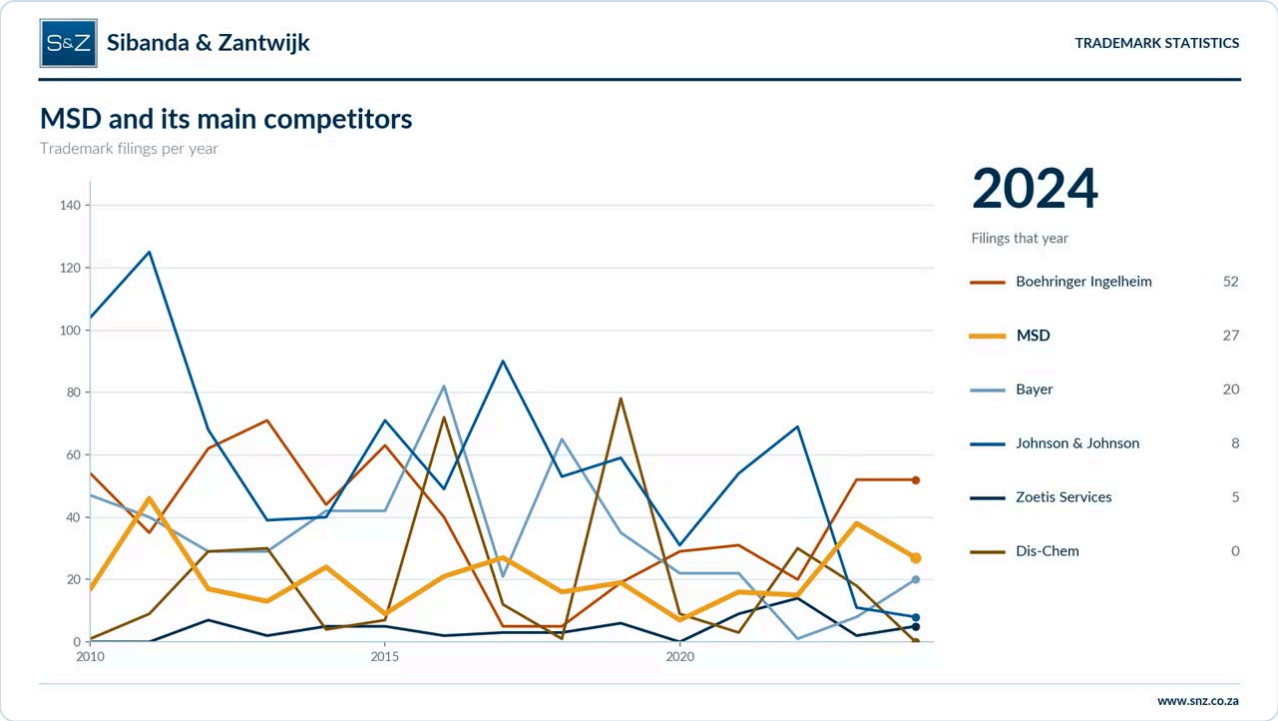
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/msd-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like MSD

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

MSD's closest competitors in South Africa are Zoetis Services and Boehringer Ingelheim.

MSD 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/msd-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Zoetis Services	Direct competitor	80%
2	Boehringer Ingelheim	Direct competitor	80%
3	Bayer	Related field	80%
4	Dis-Chem	Retailer's own brands	79%
5	Johnson & Johnson	Other field	100%
6	SC Johnson	Other field	99%
7	Nestlé	Other field	90%
8	Future Life Health Products	Other field	90%
9	Pharma Dynamics	Other field	90%
10	Adcock Ingram	Other field	89%

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

MSD – relevant export countries

South Africa exported **US$1.1 billion** of the goods MSD's main classes cover in the last year – pharmaceutical preparations; preparations and substances; veterinary preparations; vaccines (class 5); medical instruments; surgical; devices; inhalers (class 10); brochures; pamphlets; reports; promotional materials (class 16); computer software; computer hardware; downloadable software; downloadable mobile applications (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where MSD's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	72	US$65 m	+1%	National	US$2,123
2	United States of America	72	US$28 m	+6%	National	US$2,750
3	United Kingdom	64	US$12 m	-3%	National	US$1,192
4	Japan	60	US$690 k	-5%	National	US$1,481
5	Australia	58	US$23 m	-5%	National	US$2,020
6	Canada	58	US$2.0 m	-3%	National	US$1,907
7	Hong Kong SAR	57	US$2.9 m	+11%	National	US$1,412
8	Namibia	56	US$194 m	+9%	ARIPO	US$397
9	Türkiye	55	US$2.5 m	+6%	National	US$1,119
10	China	52	US$2.5 m	+4%	National	US$984

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	56	US$194 m	+9%	ARIPO	US$397 S&Z
2	Botswana	51	US$159 m	-10%	ARIPO	US$397 S&Z
3	Zimbabwe	50	US$105 m	+5%	ARIPO	US$397 S&Z
4	Mozambique	49	US$101 m	-3%	ARIPO	US$397 S&Z
5	OAPI (17 states)	47	US$12 m	-1%	National	US$1,378 S&Z
6	Eswatini	46	US$70 m	-6%	ARIPO	US$397 S&Z
7	Nigeria	46	US$5.5 m	-17%	National	US$812 S&Z
8	Malawi	46	US$28 m	+8%	ARIPO	US$397 S&Z
9	Egypt	46	US$584 k	-3%	National	US$1,835
10	Morocco	46	US$465 k	+11%	National	US$1,224

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 4 classes; ARIPO costs are per country, plus US$290 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)
SP SCHERING-PLOUGH	12	US$2,436	US$2,856
SP INTERVET	9	US$1,827	US$2,302
MERCK SHARP & DOHME	9	US$1,827	US$2,302
PETHEALTHVIEW	7	US$1,421	US$1,932
MAPP365	4	US$812	US$1,378

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 MSD's five most-filed brands: word marks of **other companies** (not MSD'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 SP SCHERING-PLOUGH (classes 5, 10, 41, 42, 44; searched 2018-01-31 to 2026-11-08)

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

Similar to SP INTERVET (classes 5, 10, 41, 42, 44; searched 2018-01-31 to 2026-11-08)

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

Similar to MERCK SHARP & DOHME (classes 5, 10, 41, 42, 44; searched 2018-04-25 to 2026-11-08)

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

Similar to PETHEALTHVIEW (classes 9, 16, 35, 41, 42, 44, 45; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MAPP365 (classes 9, 35, 42, 44; 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

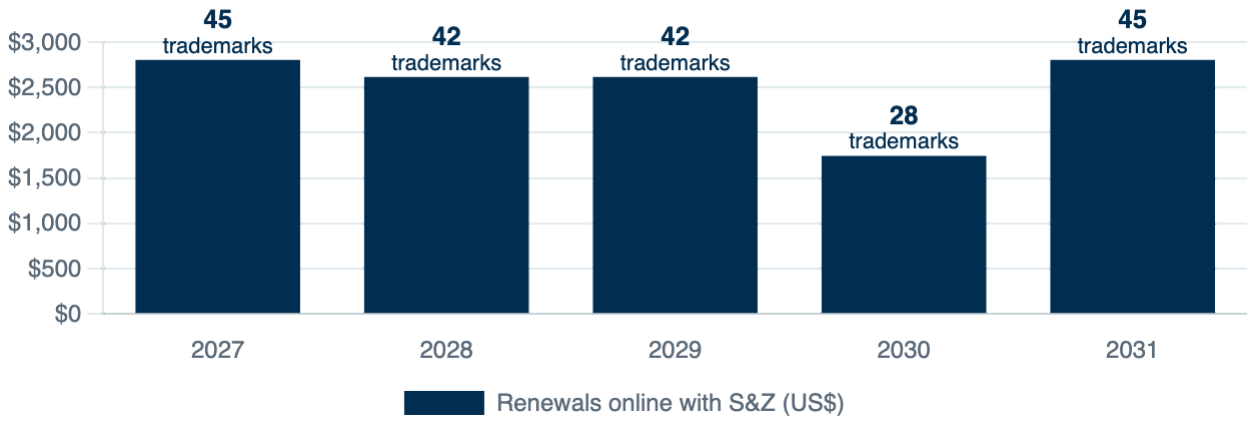
S&Z prices – South African trademarks

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$.

MSD's next five years of renewals

202 of MSD's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,582 over the five years.



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