Nedbank – South African trademarks

Updated 8 November 2026

Nedbank is one of South Africa's four largest banks and is listed on the JSE. It provides retail, business, corporate and investment banking and wealth management.

How Nedbank 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.

#18
largest trademark owner in South Africa (of 121,626)

1,708
trademarks filed

12
different logos published since 2020

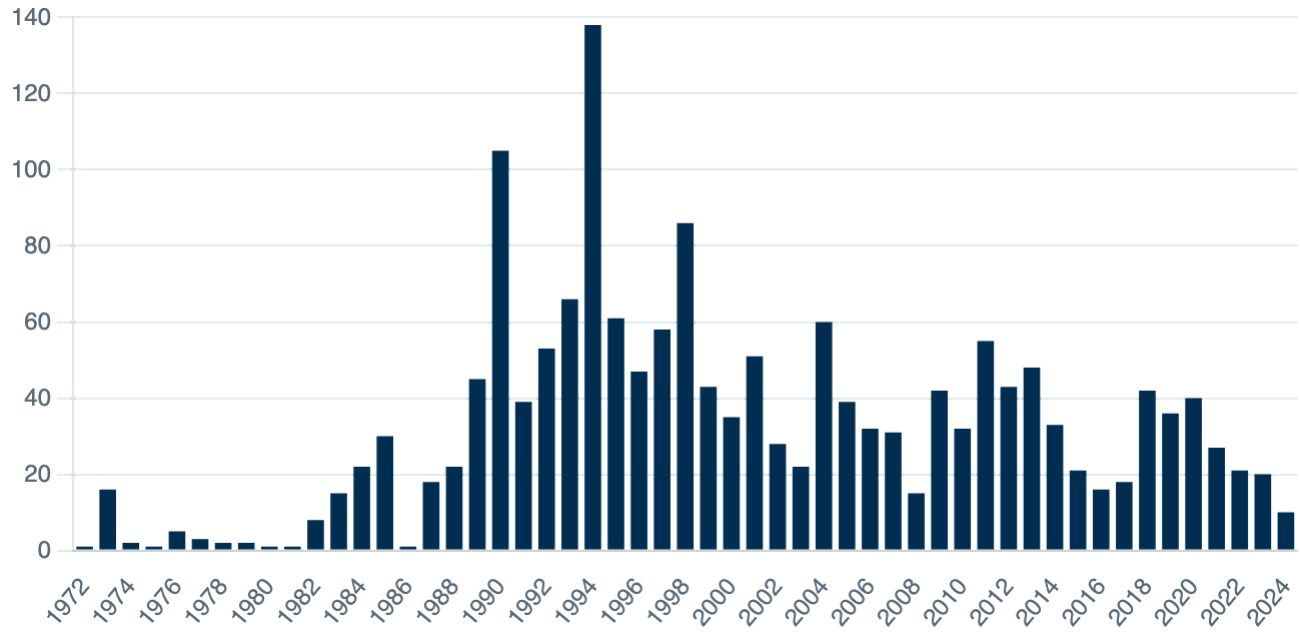
16
of 45 classes used

1972
first trademark filed

230
filed in the last 10 years

A portfolio built over time

Nedbank filed its first South African trademark in 1972 and has filed 1,708 since; its busiest year was 1994, with 138 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

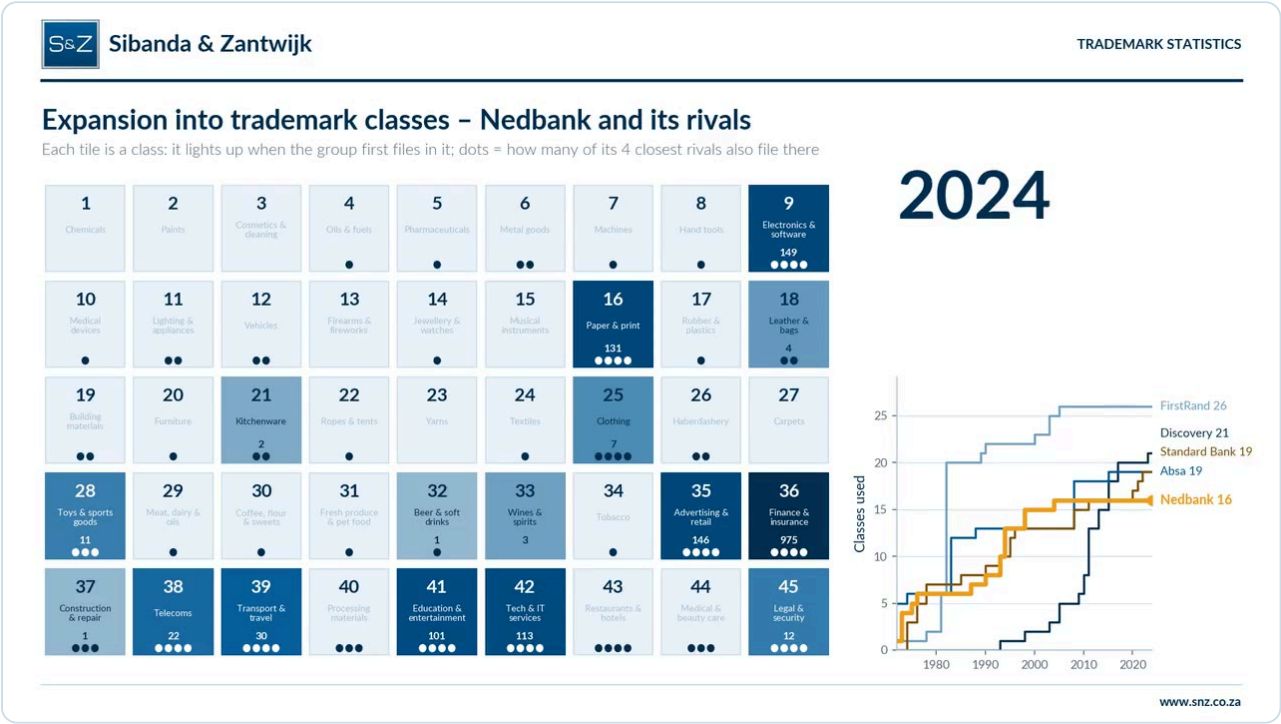
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Nedbank	1,752	1972–2024

Where Nedbank expanded its business

Trademark classes show what a business sells. Nedbank's portfolio is concentrated in finance & insurance (class 36), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into legal & security (2004), wines & spirits (1998), beer & soft drinks (1998).

Nedbank trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nedbank-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	975	57.1%	1972
9	Electronics & software	149	8.7%	1990
35	Advertising & retail	146	8.5%	1973
16	Paper & print	131	7.7%	1976
42	Tech & IT services	113	6.6%	1973
41	Education & entertainment	101	5.9%	1987
39	Transport & travel	30	1.8%	1973
38	Telecoms	22	1.3%	1994

The brands Nedbank protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	N NAMIBIAN BANKING CORPORATION	21	7	1990–1990
2	N NEDBANK	16	7	1990–2017
3	MAKE THINGS HAPPEN	14	7	2005–2006
4	COACH	12	8	1994–1994
5	AVO	12	6	2019–2021
6	SPORTS TRUST (THE)	12	6	1994–1994
7	NEDBANK	11	7	1973–2021
8	AVO BUSINESS	10	6	2020–2020
9	NEDBANK UNCOVERED	10	5	2024–2024
10	AFRIKYN	9	9	1994–1994
11	AFRIQUIN	8	8	1994–1994
12	APPROACH LIFE DIFFERENTLY	8	8	2001–2001
13	BENADER DIE LEWE ANDERS	8	8	2002–2002
14	DEEP GREEN	8	8	2001–2001
15	DIEP GROEN	8	8	2002–2002

Logos filed most often (since 2020)



11 filings · 6 classes



10 filings · 5 classes



6 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes



4 filings · 4 classes



4 filings · 4 classes



3 filings · 3 classes



2 filings · 1 class



1 filing · 1 class

Nedbank's logos

The 12 different logos Nedbank 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.



6 classes



6 classes



5 classes



5 classes



4 classes



4 classes



4 classes



3 classes



1 class



1 class



1 class

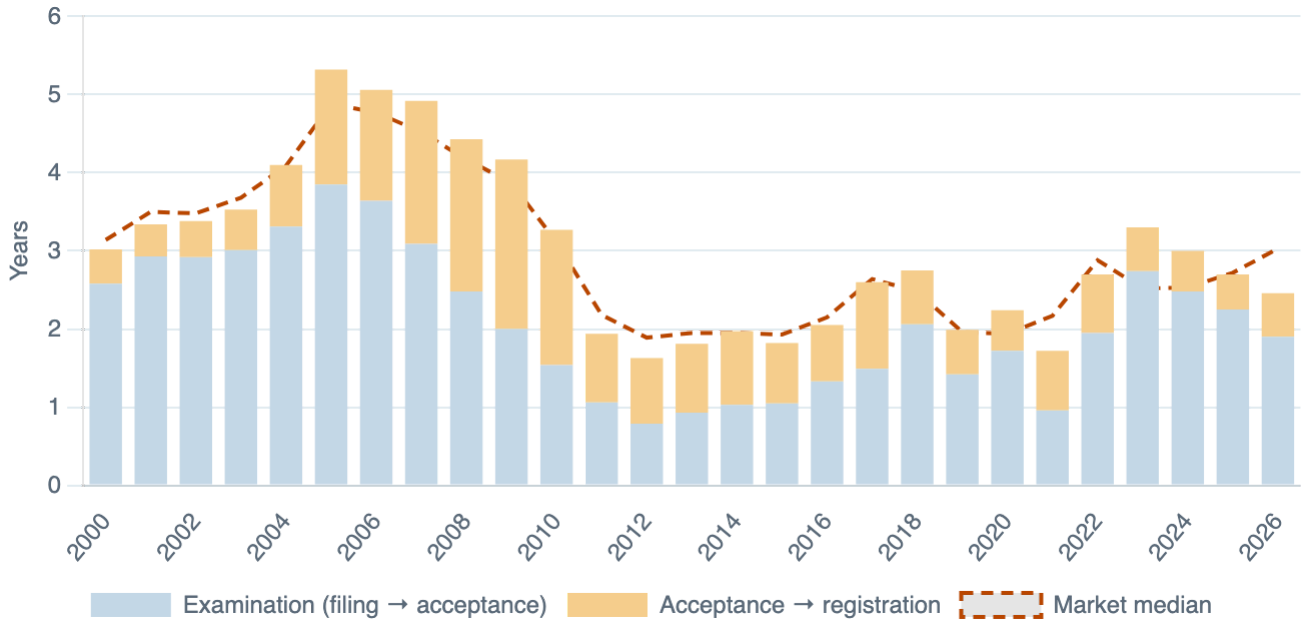


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Nedbank'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.

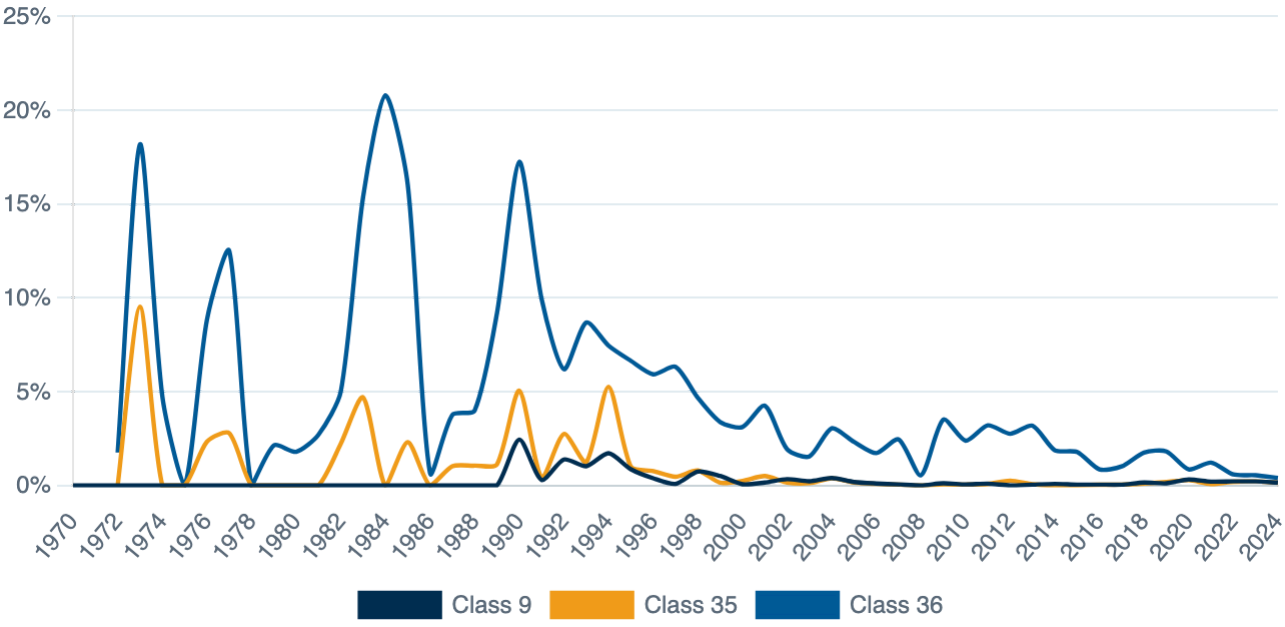


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Nedbank's classes

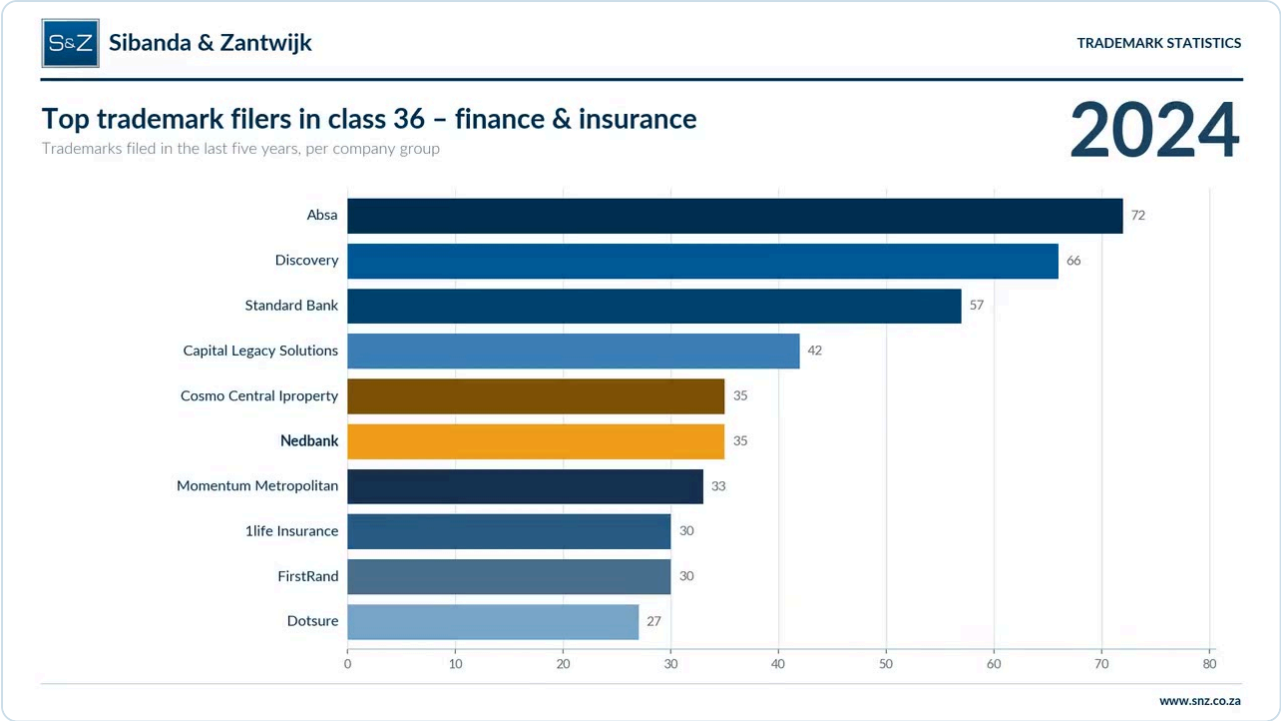
> Ranked by **number of trademarks filed in Nedbank's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Nedbank's market position, not who is most like it.

In the last five years, Nedbank was **#6** of 1,944 filers in class 36 (finance & insurance), with 35 of 4,422 trademarks; **#17** of 4,926 filers in class 9 (electronics & software), with 23 of 10,252 trademarks; **#26** of 5,866 filers in class 35 (advertising & retail), with 20 of 11,124 trademarks.



Nedbank'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: Nedbank



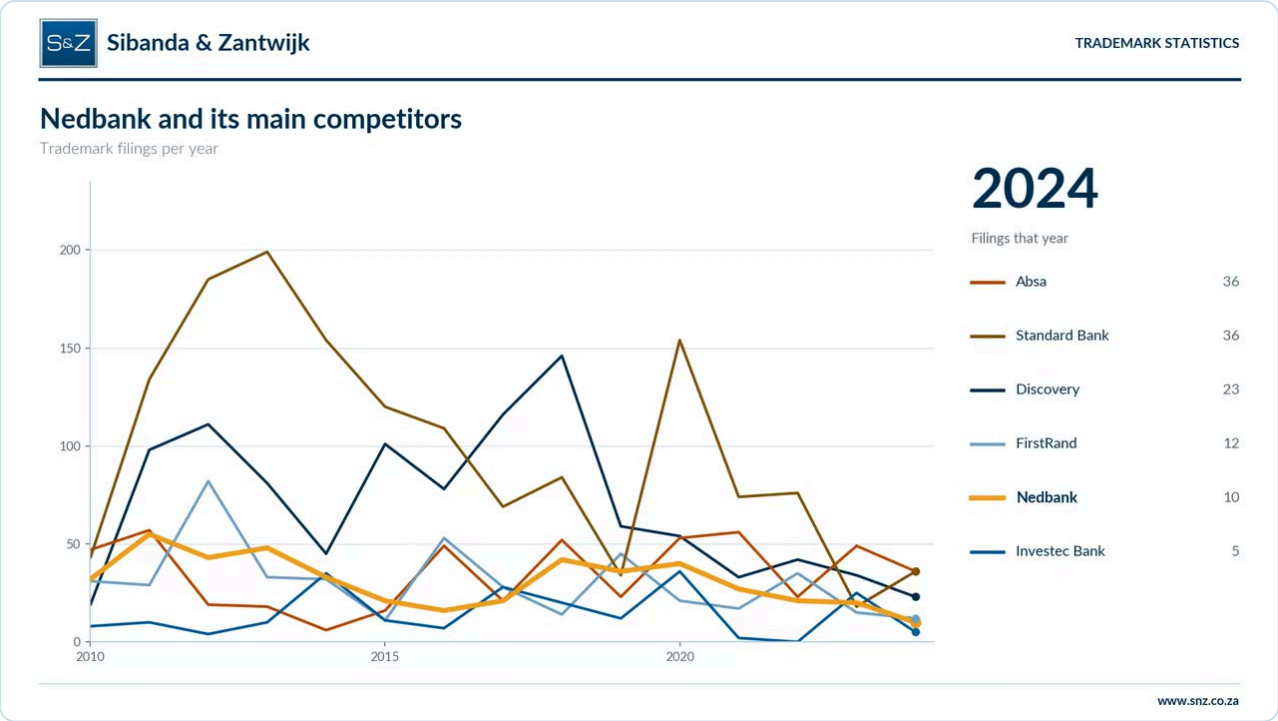
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nedbank-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Nedbank

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

Nedbank's closest competitors in South Africa are Discovery, Absa, FirstRand and Standard Bank.

Nedbank 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/nedbank-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Discovery	Direct competitor	99%
2	Absa	Direct competitor	92%
3	FirstRand	Direct competitor	92%
4	Standard Bank	Direct competitor	83%
5	Investec Bank	Direct competitor	79%
6	Old Mutual	Related field	92%
7	Sanlam	Related field	83%
8	Professional Provident Society Insurance	Related field	79%
9	Naledi Mongoato	Related field	79%
10	1life Insurance	Related field	79%

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

Nedbank – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	80	US$335 m	-1%	National	US$1,594
2	United States of America	78	US$179 m	+3%	National	US$1,400
3	United Kingdom	67	US$56 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$61 m	+1%	National	US$1,300
8	Namibia	59	US$357 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$357 m	+14%	ARIPO	US$290 S&Z
2	Zimbabwe	56	US$286 m	+11%	ARIPO	US$290 S&Z
3	Botswana	55	US$334 m	-6%	ARIPO	US$290 S&Z
4	Nigeria	54	US$47 m	-12%	National	US$406 S&Z
5	Mozambique	51	US$190 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	-5%	National	US$950
8	Tanzania	49	US$54 m	+5%	ARIPO	US$290 S&Z
9	Zambia	49	US$308 m	+19%	National	US$1,110
10	Eswatini	48	US$136 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)
N NAMIBIAN BANKING CORPORATION	7	US$1,421	US$1,932
N NEDBANK	7	US$1,421	US$1,932
MAKE THINGS HAPPEN	7	US$1,421	US$1,932
COACH	8	US$1,624	US$2,117
AVO	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 Nedbank's five most-filed brands: word marks of **other companies** (not Nedbank'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 N NAMIBIAN BANKING CORPORATION (classes 9, 16, 35, 36, 39, 41, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to N NEDBANK (classes 9, 16, 35, 36, 39, 41, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to MAKE THINGS HAPPEN (classes 9, 16, 35, 36, 41, 42, 45; searched 2018-01-31 to 2026-11-07)

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

Similar to COACH (classes 9, 16, 18, 25, 28, 35, 36, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to AVO (classes 9, 16, 35, 36, 38, 42; searched 2023-05-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
AVO MASTERS	2025-10-29	35	AVO MASTERS INTERNATIONAL (PTY) LTD

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

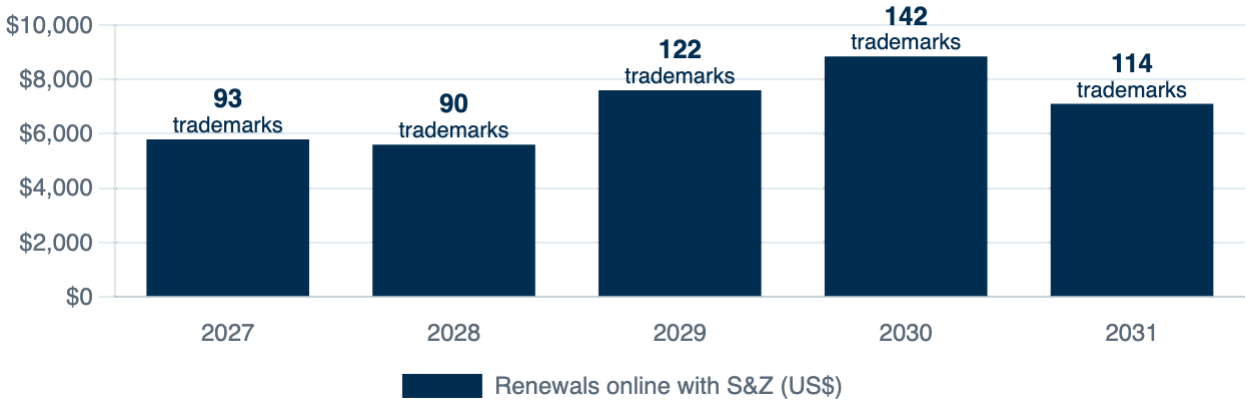
S&Z prices – South African trademarks

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$.

Nedbank's next five years of renewals

561 of Nedbank's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$34,944** over the five years.



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