Nike – South African trademarks

Updated 8 November 2026

Nike is an American sportswear company that designs and sells footwear, clothing and equipment under the Nike, Jordan and Converse brands.

How Nike 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.

#752
largest trademark owner in South Africa (of 121,626)

93
trademarks filed

5
different logos published since 2020

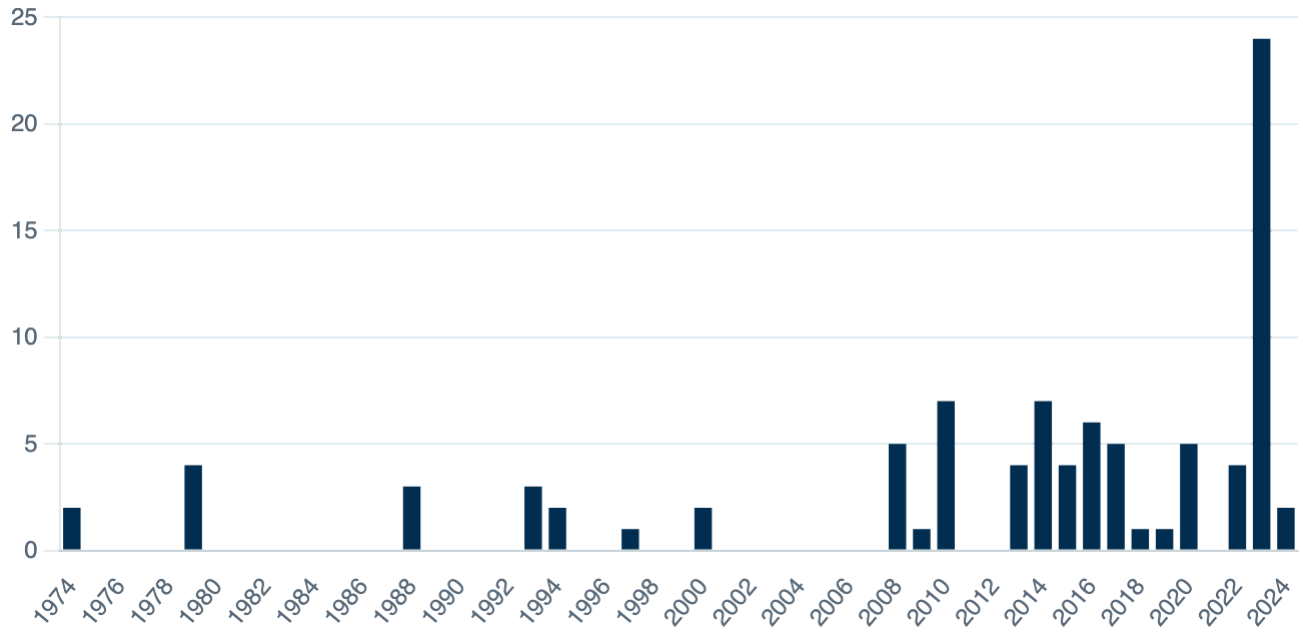
18
of 45 classes used

1974
first trademark filed

48
filed in the last 10 years

A portfolio built over time

Nike filed its first South African trademark in 1974 and has filed 93 since; its busiest year was 2023, with 24 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

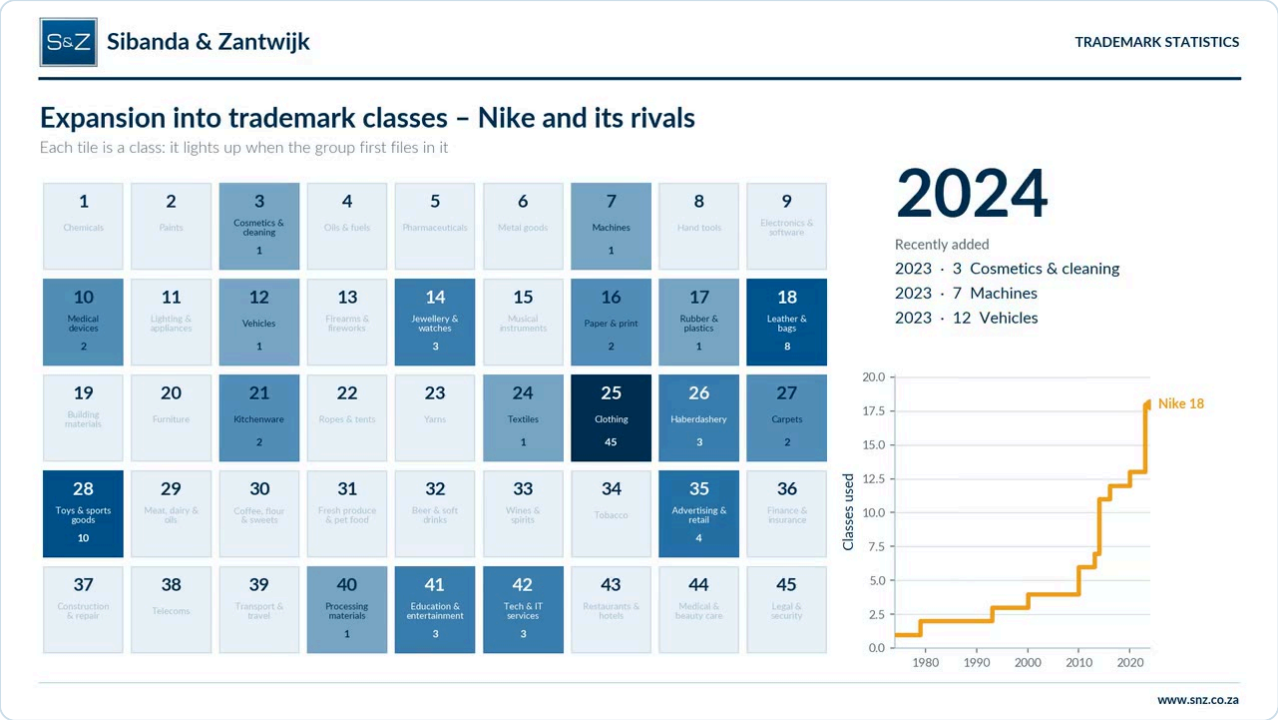
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Nike	279	1974–2024

Where Nike expanded its business

Trademark classes show what a business sells. Nike's portfolio is concentrated in clothing (class 25), toys & sports goods (class 28), leather & bags (class 18). Its most recent moves were into machines (2023), vehicles (2023), kitchenware (2023).

Nike trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nike-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
25 Clothing	45	48.4%	1974
28 Toys & sports goods	10	10.8%	1993
18 Leather & bags	8	8.6%	1979
35 Advertising & retail	4	4.3%	2010
42 Tech & IT services	3	3.2%	2014
41 Education & entertainment	3	3.2%	2020
14 Jewellery & watches	3	3.2%	2014
26 Haberdashery	3	3.2%	2014

The brands Nike protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	NIKE	17	13	1974–2023
2	JUST DO IT	10	10	2000–2023
3	FLYLEATHER	3	3	2017–2017
4	REVOLUTIONARY TO ITS CORE	3	3	2010–2010
5	AIR MAX	2	2	2023–2023
6	COLORDRY	2	2	2013–2013
7	FLYEASE	2	2	2016–2016
8	NIKE AIR	2	2	1988–1994
9	AEROGAMI	1	1	2023–2023
10	AEROPLY	1	1	2010–2010
11	AF1	1	1	2016–2016
12	AIR FORCE 1	1	1	2014–2014
13	AIR270	1	1	2020–2020
14	CANARINHO	1	1	2008–2008
15	CRUSH	1	1	2009–2009

Logos filed most often (since 2020)



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Nike's logos

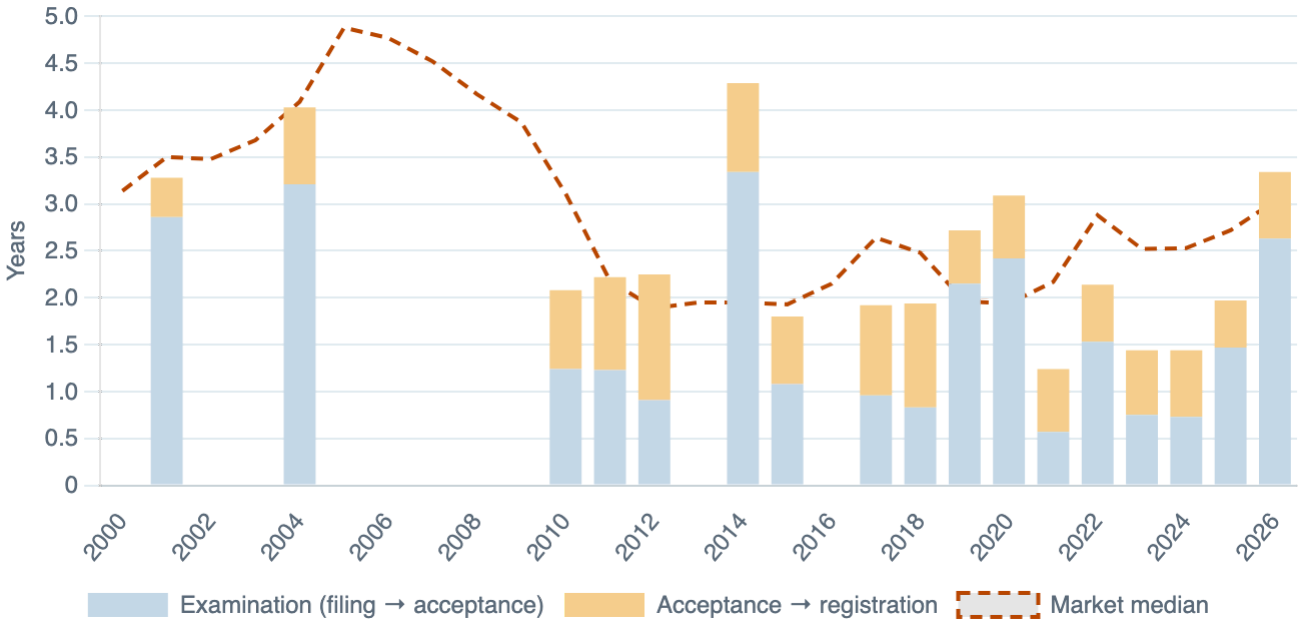
The 5 different logos Nike has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

2 classes	2 classes	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, Nike's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 3.3 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

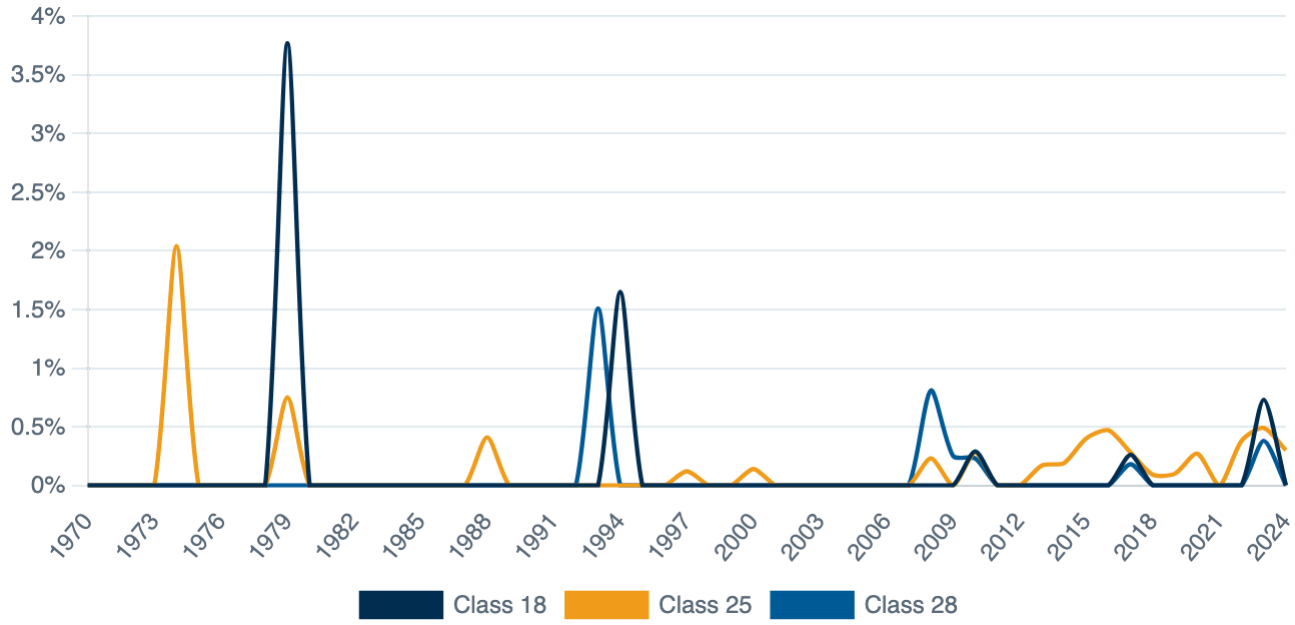


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Nike's classes

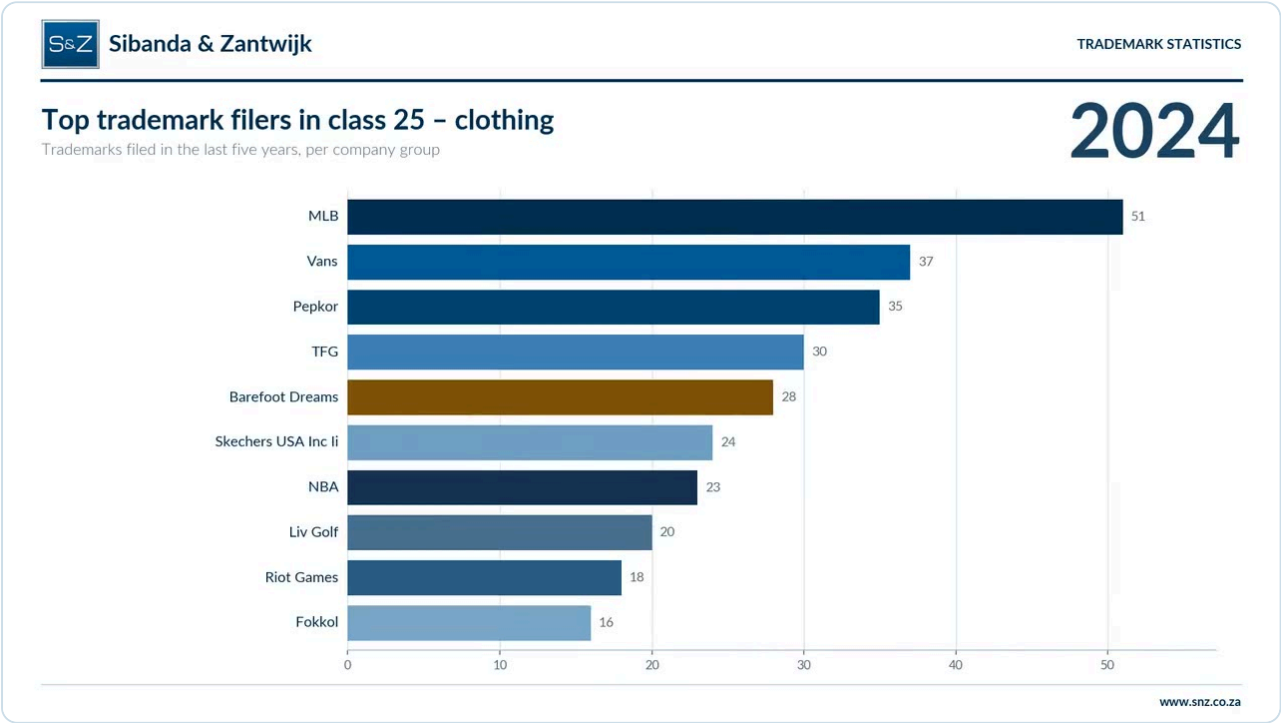
> Ranked by **number of trademarks filed in Nike's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Nike's market position, not who is most like it.

In the last five years, Nike was **#21** of 2,715 filers in class 25 (clothing), with 13 of 4,647 trademarks; **#731** of 842 filers in class 28 (toys & sports goods), with 1 of 1,560 trademarks; **#159** of 758 filers in class 18 (leather & bags), with 2 of 1,383 trademarks.



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

Top trademark filers in class 25 (clothing), South Africa 1975–2024: Nike

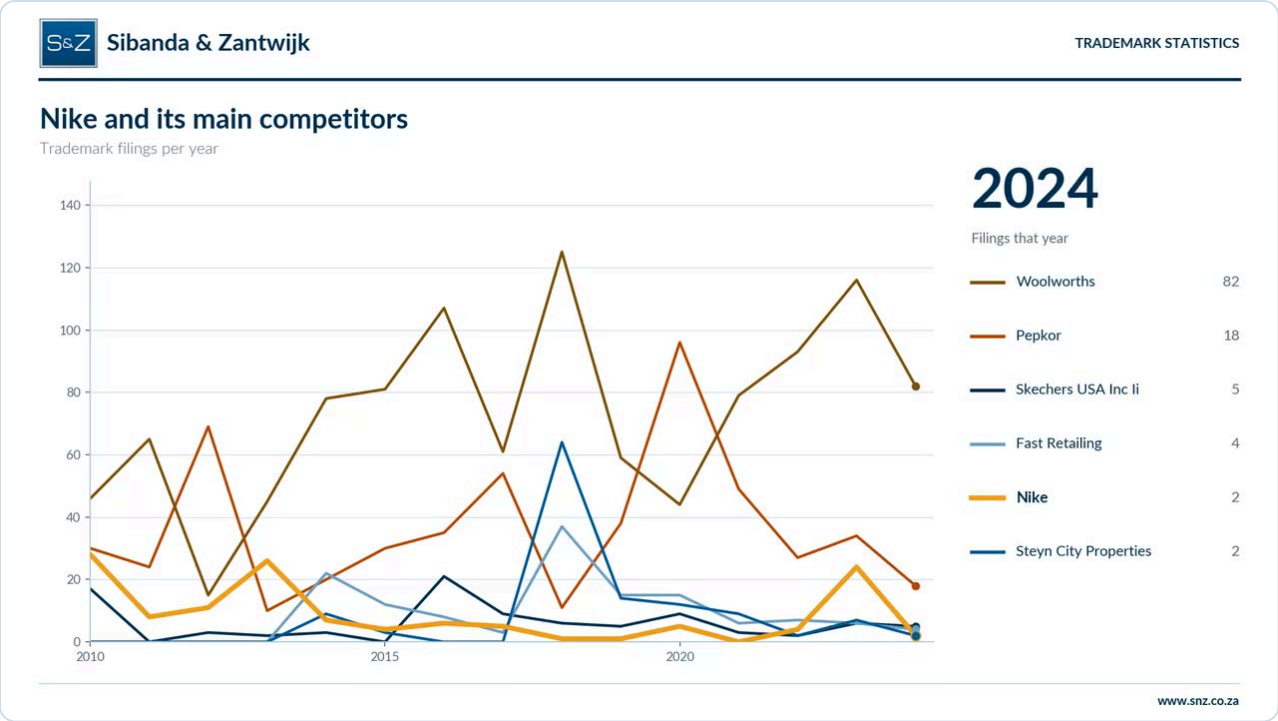


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nike-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like Nike

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

Nike 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/nike-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Skechers USA Inc Ii	–	87%
2	Pepkor	–	79%
3	Fast Retailing	–	78%
4	Woolworths	–	74%
5	Steyn City Properties	–	71%
6	LA Group	–	69%
7	Cape Union Mart	–	67%
8	Avitas	–	67%
9	Barefoot Dreams	–	67%
10	Bbf Safety Group	–	67%

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

Nike – relevant export countries

South Africa exported **US$961 m** of the goods Nike's main classes cover in the last year – hats; shirts; clothing; jackets (class 25); balls; games; gymnastic and sporting articles; gloves (class 28); backpacks; handbags; umbrellas; wallets (class 18); jewelry; watches; key chains; charms (class 14); lace; ribbons; buckles; bows (class 26). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Nike's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	81	US$210 m	-10%	National	US$3,425
2	European Union	72	US$36 m	-1%	National	US$2,388
3	United Kingdom	68	US$17 m	-6%	National	US$1,371
4	Japan	66	US$31 m	-0%	National	US$1,774
5	Hong Kong SAR	61	US$8.3 m	+2%	National	US$1,715
6	Namibia	60	US$156 m	+6%	ARIPO	US$450
7	Canada	60	US$2.0 m	-7%	National	US$2,192
8	Australia	59	US$6.7 m	-3%	National	US$2,380
9	Botswana	57	US$134 m	+6%	ARIPO	US$450
10	Singapore	56	US$2.2 m	-1%	National	US$2,144

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	60	US$156 m	+6%	ARIPO	US$450 S&Z
2	Botswana	57	US$134 m	+6%	ARIPO	US$450 S&Z
3	Nigeria	52	US$1.6 m	-12%	National	US$1,015 S&Z
4	OAPI (17 states)	51	US$14 m	+1%	National	US$1,563 S&Z
5	Tanzania	51	US$9.6 m	-5%	ARIPO	US$450 S&Z
6	Malawi	50	US$4.9 m	+36%	ARIPO	US$450 S&Z
7	Zimbabwe	49	US$21 m	-6%	ARIPO	US$450 S&Z
8	Mozambique	47	US$26 m	-26%	ARIPO	US$450 S&Z
9	Uganda	46	US$1.6 m	-1%	ARIPO	US$450 S&Z
10	Lesotho	44	US$59 m	+6%	National	US$326

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 5 classes; ARIPO costs are per country, plus US$301 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)
NIKE	13	US$2,639	US$3,041
JUST DO IT	10	US$2,030	US$2,487
FLYLEATHER	3	US$609	US$1,194
REVOLUTIONARY TO ITS CORE	3	US$609	US$1,194
AIR MAX	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 Nike's five most-filed brands: word marks of **other companies** (not Nike'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 NIKE (classes 18, 25, 28, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to JUST DO IT (classes 25, 28, 35, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to FLYLEATHER (classes 18, 25, 28; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to REVOLUTIONARY TO ITS CORE (classes 18, 28, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to AIR MAX (classes 18, 25; searched 2018-09-26 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

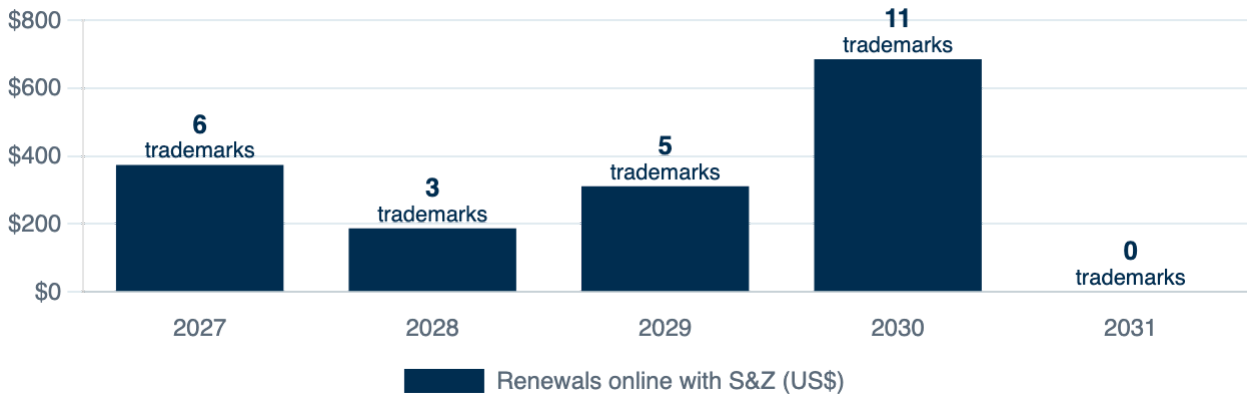
S&Z prices – South African trademarks

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$.

Nike's next five years of renewals

25 of Nike's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$1,557 over the five years.



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