Nintendo – South African trademarks

Updated 8 November 2026

Nintendo is the Japanese video game company behind the Nintendo Switch console and franchises such as Mario, Zelda and Pokémon.

How Nintendo 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.

#85
largest trademark owner in South Africa (of 121,626)

670
trademarks filed

7
different logos published since 2020

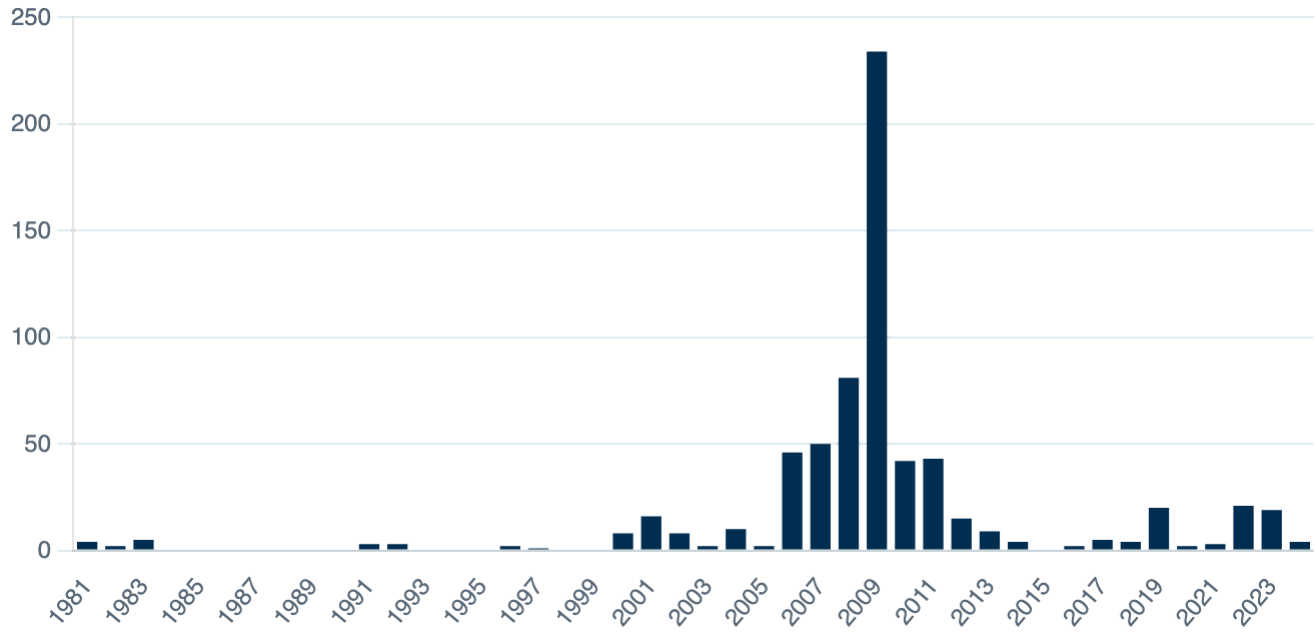
28
of 45 classes used

1981
first trademark filed

80
filed in the last 10 years

A portfolio built over time

Nintendo filed its first South African trademark in 1981 and has filed 670 since; its busiest year was 2009, with 234 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

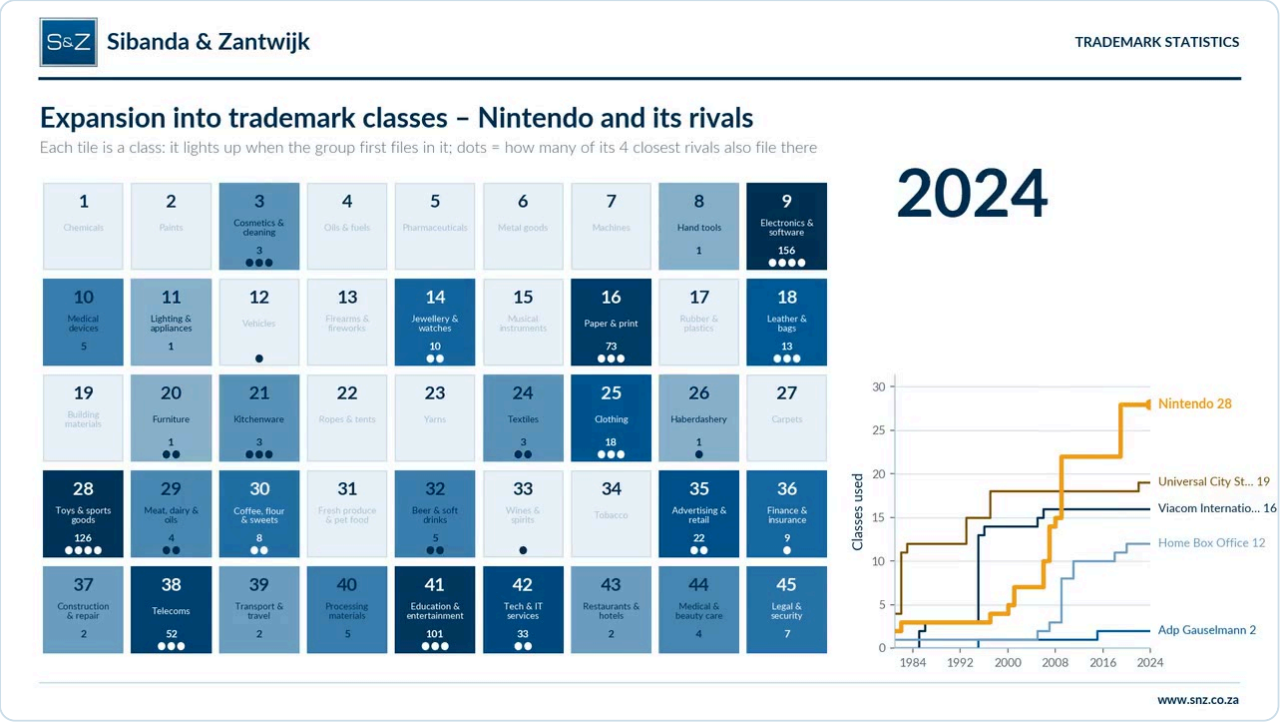
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Nintendo	670	1981–2024

Where Nintendo expanded its business

Trademark classes show what a business sells. Nintendo's portfolio is concentrated in electronics & software (class 9), toys & sports goods (class 28), education & entertainment (class 41). Its most recent moves were into lighting & appliances (2019), furniture (2019), haberdashery (2019).

Nintendo trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nintendo-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	156	23.3%	1982
28	Toys & sports goods	126	18.8%	1981
41	Education & entertainment	101	15.1%	2001
16	Paper & print	73	10.9%	2000
38	Telecoms	52	7.8%	2006
42	Tech & IT services	33	4.9%	1997
35	Advertising & retail	22	3.3%	2006
25	Clothing	18	2.7%	2001

The brands Nintendo protects most

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

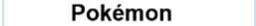
#	BRAND	TRADEMARKS	CLASSES	FILED
1	WII	33	18	2006–2009
2	NINTENDODSI	23	14	2009–2009
3	NINTENDO ZONE	22	11	2009–2009
4	Detective Pikachu	15	15	2019–2019
5	WII U	15	8	2011–2012
6	WII NO MA	14	14	2009–2009
7	POKEMON	12	12	2000–2019
8	POKEPALS	10	10	2023–2023
9	NINTENDO	10	6	1981–2006
10	NINTENDODSISHOP	8	8	2009–2009
11	NINTENDOPOINTS	8	8	2009–2009
12	PIKACHU	8	6	2000–2022
13	DSIWARE	7	7	2009–2009
14	GAME & WATCH NINTENDO	7	7	2009–2009
15	MIIVERSE	7	7	2012–2012

Logos filed most often (since 2020)

15 filings · 15 classes



10 filings · 10 classes



5 filings · 5 classes



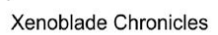
5 filings · 5 classes



4 filings · 4 classes



2 filings · 2 classes



2 filings · 2 classes

Nintendo's logos

The 7 different logos Nintendo 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.

15 classes



10 classes



5 classes



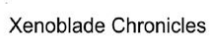
5 classes



4 classes



2 classes

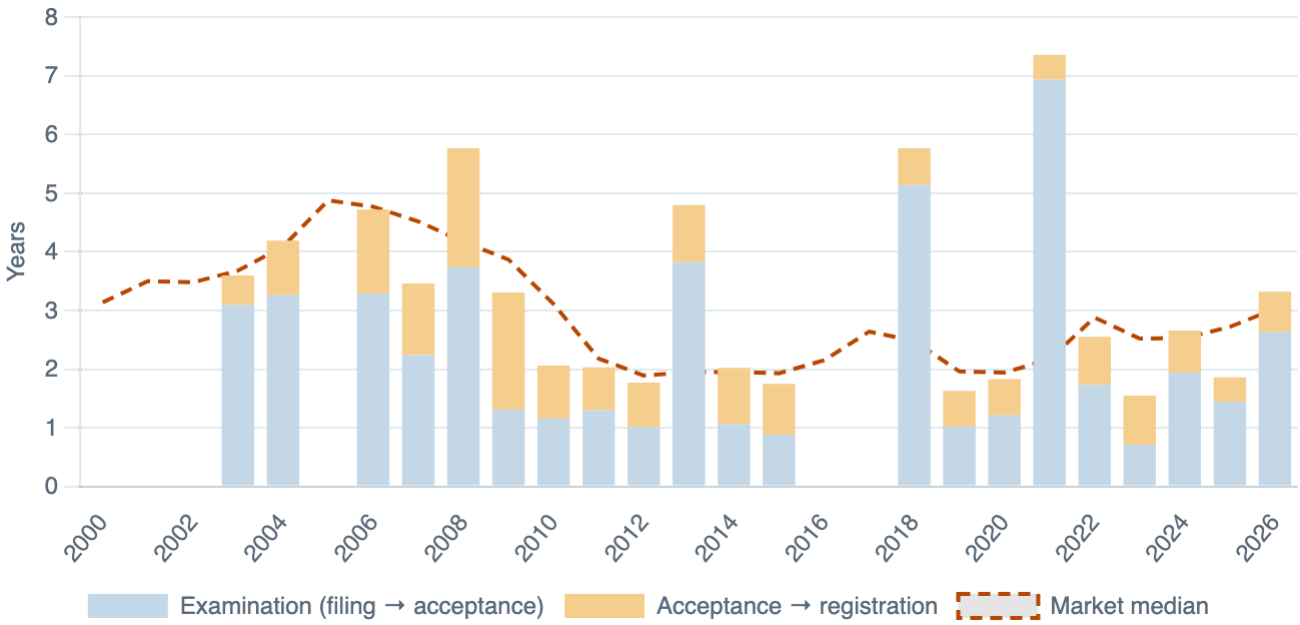


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Nintendo's marks took a median of **2.7 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.8 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.

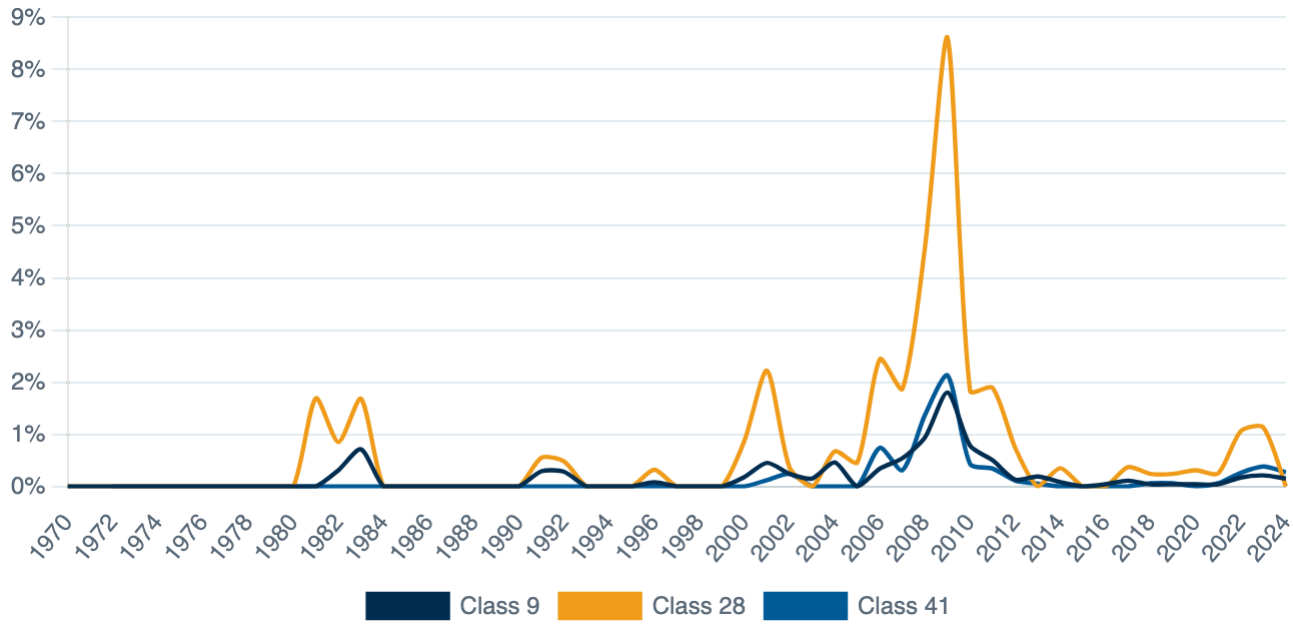


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Nintendo's classes

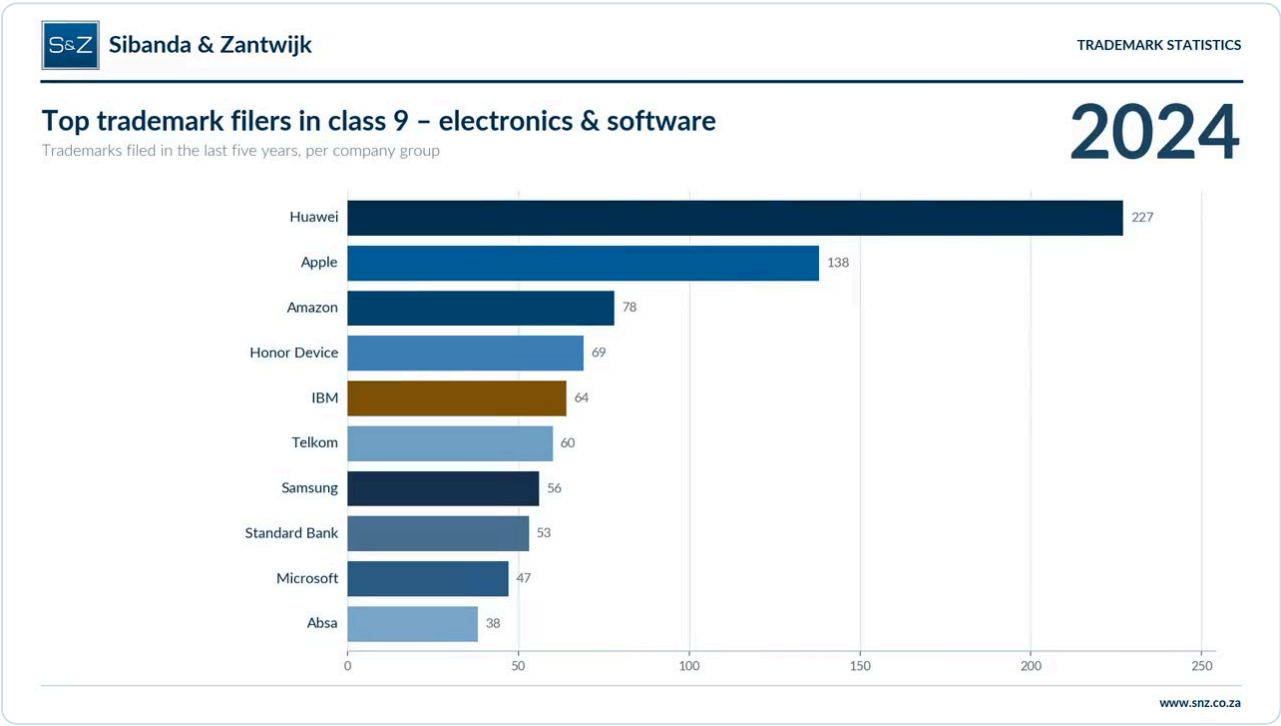
> Ranked by **number of trademarks filed in Nintendo's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Nintendo's market position, not who is most like it.

In the last five years, Nintendo was **#58** of 4,926 filers in class 9 (electronics & software), with 12 of 10,252 trademarks; **#12** of 842 filers in class 28 (toys & sports goods), with 9 of 1,560 trademarks; **#48** of 3,121 filers in class 41 (education & entertainment), with 11 of 6,243 trademarks.



Nintendo'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: Nintendo



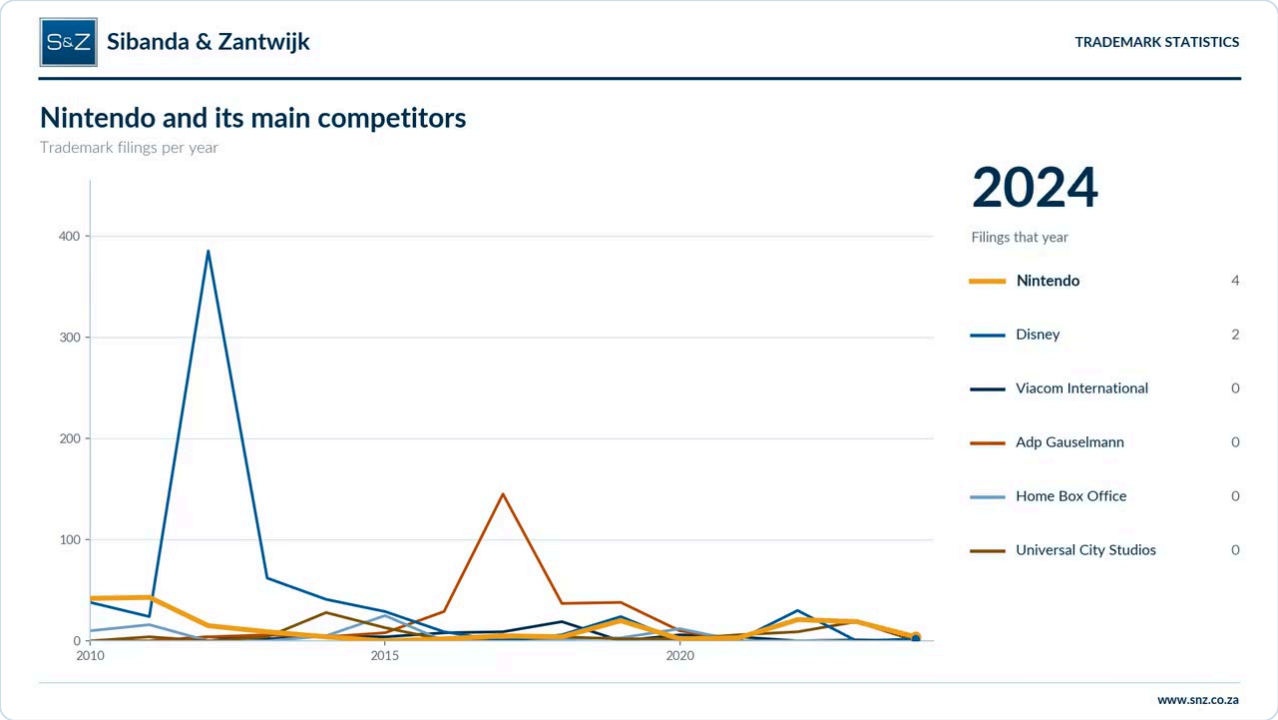
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nintendo-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Nintendo

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

Nintendo's closest competitors in South Africa are Viacom International, Adp Gauselmann, Home Box Office and Universal City Studios.

Nintendo 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/nintendo-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Viacom International	Direct competitor	85%
2	Adp Gauselmann	Direct competitor	82%
3	Home Box Office	Direct competitor	78%
4	Universal City Studios	Direct competitor	67%
5	Disney	Direct competitor	66%
6	Amazon	Related field	71%
7	Walmart	Retailer's own brands	67%
8	Volkswagen	Other field	70%
9	Sumitomo Rubber Industries	Other field	67%
10	Porsche	Other field	67%

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

Nintendo – relevant export countries

South Africa exported **US$914 m** of the goods Nintendo's main classes cover in the last year – software; cases; batteries; electronic publications (class 9); toys; dolls; playing cards; games (class 28); books; posters; stickers; pens (class 16); hats; shirts; clothing; jackets (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Nintendo's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	73	US$49 m	-1%	National	US$2,123
2	United States of America	70	US$30 m	-7%	National	US$2,750
3	United Kingdom	68	US$14 m	-5%	National	US$1,192
4	Namibia	64	US$188 m	+5%	ARIPO	US$397
5	Japan	61	US$118 k	-2%	National	US$1,481
6	Botswana	60	US$153 m	+1%	ARIPO	US$397
7	Switzerland	60	US$1.6 m	-2%	National	US$1,390
8	Canada	59	US$714 k	-4%	National	US$1,907
9	Australia	59	US$3.6 m	+3%	National	US$2,020
10	Hong Kong SAR	58	US$1.5 m	+1%	National	US$1,412

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	64	US$188 m	+5%	ARIPO	US$397 S&Z
2	Botswana	60	US$153 m	+1%	ARIPO	US$397 S&Z
3	Nigeria	56	US$20 m	-9%	National	US$812 S&Z
4	Tanzania	53	US$13 m	-4%	ARIPO	US$397 S&Z
5	Zimbabwe	53	US$38 m	-0%	ARIPO	US$397 S&Z
6	Malawi	52	US$14 m	+29%	ARIPO	US$397 S&Z
7	Mozambique	52	US$54 m	-14%	ARIPO	US$397 S&Z
8	OAPI (17 states)	51	US$7.8 m	+5%	National	US$1,378 S&Z
9	Uganda	49	US$3.8 m	+2%	ARIPO	US$397 S&Z
10	Zambia	46	US$85 m	+8%	National	US$2,110

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)
WII	18	US$3,654	US$3,964
NINTENDODSI	14	US$2,842	US$3,225
NINTENDO ZONE	11	US$2,233	US$2,671
Detective Pikachu	15	US$3,045	US$3,410
WII U	8	US$1,624	US$2,117

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 Nintendo's five most-filed brands: word marks of **other companies** (not Nintendo'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 WII (classes 9, 16, 28, 38, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NINTENDODSI (classes 9, 16, 28, 38, 41; searched 2018-10-31 to 2026-11-07)

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

Similar to NINTENDO ZONE (classes 9, 16, 28, 38, 41; searched 2018-03-28 to 2026-11-07)

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

Similar to Detective Pikachu (classes 9, 16, 28, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to WII U (classes 9, 16, 28, 35, 38, 41, 42, 45; searched 2018-01-31 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

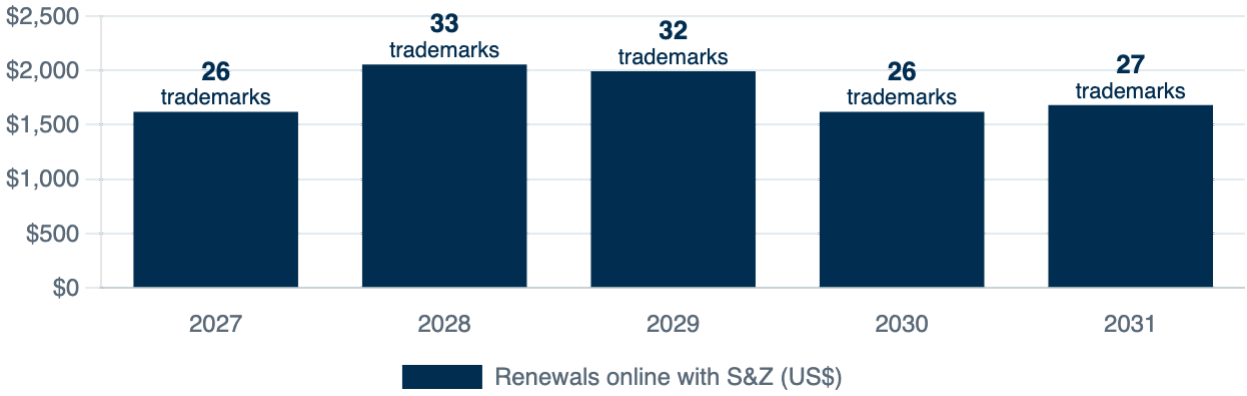
S&Z prices – South African trademarks

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$.

Nintendo's next five years of renewals

144 of Nintendo's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$8,971 over the five years.



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