Novartis – South African trademarks

Updated 8 November 2026

Novartis is a Swiss multinational pharmaceutical company. It develops and markets innovative prescription medicines across areas such as cardiology, oncology, immunology and neuroscience.

How Novartis 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.

#11
largest trademark owner in South Africa (of 121,626)

2,225
trademarks filed

47
different logos published since 2020

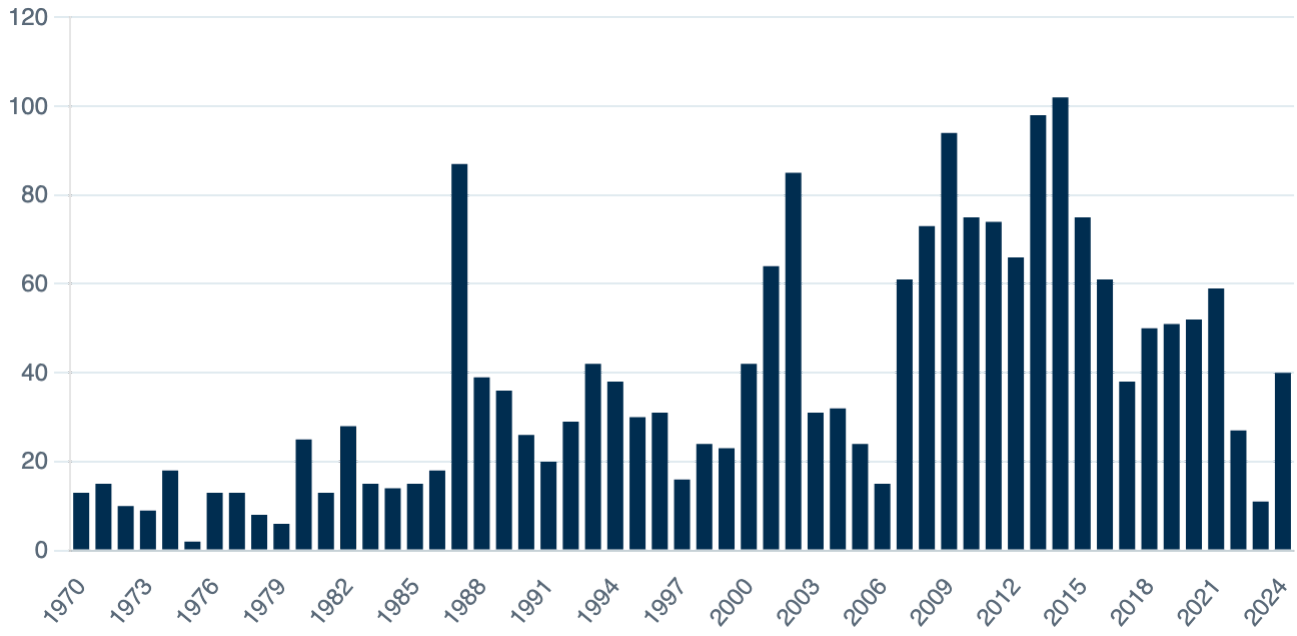
27
of 45 classes used

1930
first trademark filed

394
filed in the last 10 years

A portfolio built over time

Novartis filed its first South African trademark in 1930 and has filed 2,225 since; its busiest year was 2014, with 102 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

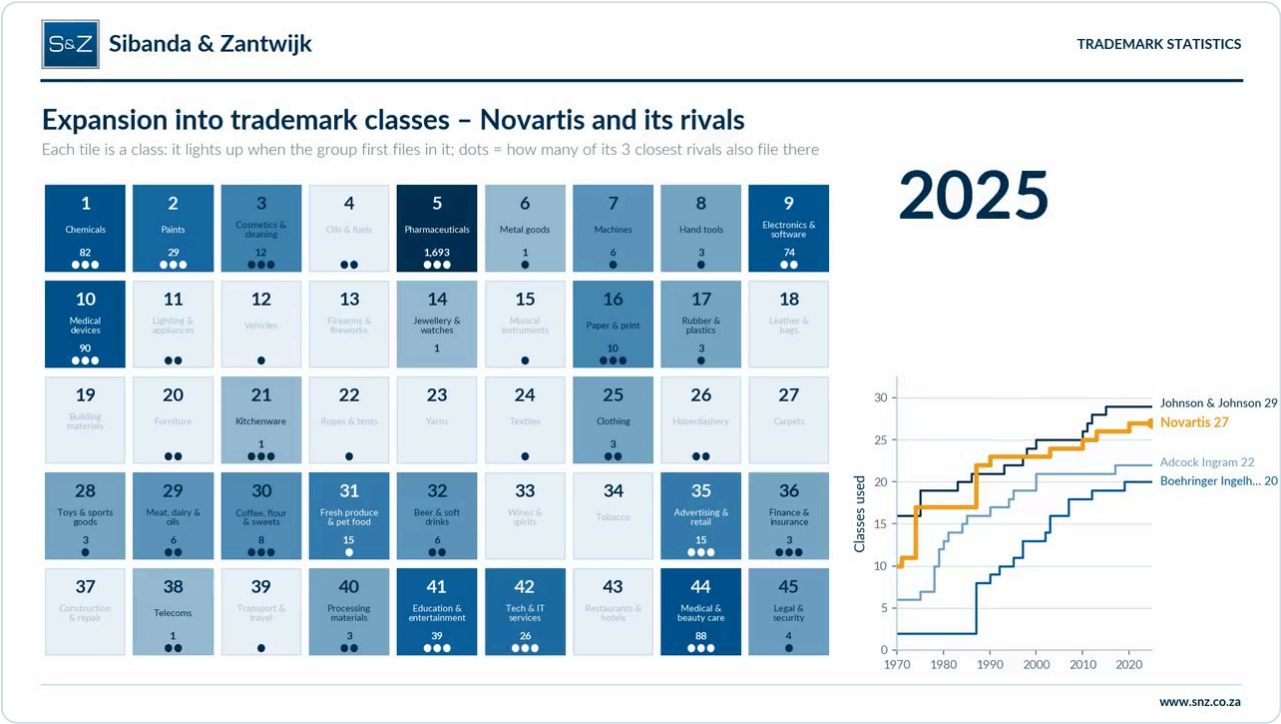
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Novartis	2,499	1930–2025
Novartis South Africa	39	1936–1989

Where Novartis expanded its business

Trademark classes show what a business sells. Novartis' portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), medical & beauty care (class 44). Its most recent moves were into telecoms (2020), legal & security (2013), finance & insurance (2010).

Novartis trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/novartis-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	1,693	76.1%	1930
10	Medical devices	90	4.0%	1970
44	Medical & beauty care	88	4.0%	2003
1	Chemicals	82	3.7%	1930
9	Electronics & software	74	3.3%	1971
41	Education & entertainment	39	1.8%	1974
2	Paints	29	1.3%	1930
42	Tech & IT services	26	1.2%	1974

The brands Novartis protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ULTRA MAN	23	12	1987–1987
2	CIBA	19	15	1930–1992
3	NOVARTIS	18	14	1996–2020
4	S SANDOZ	12	7	1939–2003
5	SANDOZ	11	7	1970–2003
6	MS AND: OUR STORY	6	3	2013–2013
7	VIAOPTA	6	3	2012–2022
8	XOVA	6	3	2010–2010
9	ACCURACE	5	5	2011–2012
10	ALIA	5	5	2018–2019
11	BEOVU YOUR WAY	5	5	2019–2019
12	CIBA-GEIGY	5	5	1971–1976
13	BIG DROP (THE)	4	4	2007–2007
14	CALISET	4	4	1990–1990
15	CIBA VISION	4	4	2007–2007

Logos filed most often (since 2020)



5 filings · 5 classes



5 filings · 3 classes



4 filings · 4 classes



3 filings · 3 classes



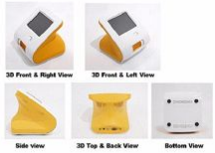
3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Novartis' logos

The 47 different logos Novartis 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.



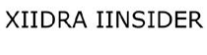
5 classes



4 classes



3 classes



3 classes



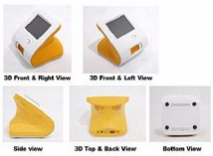
3 classes



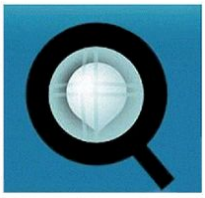
3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



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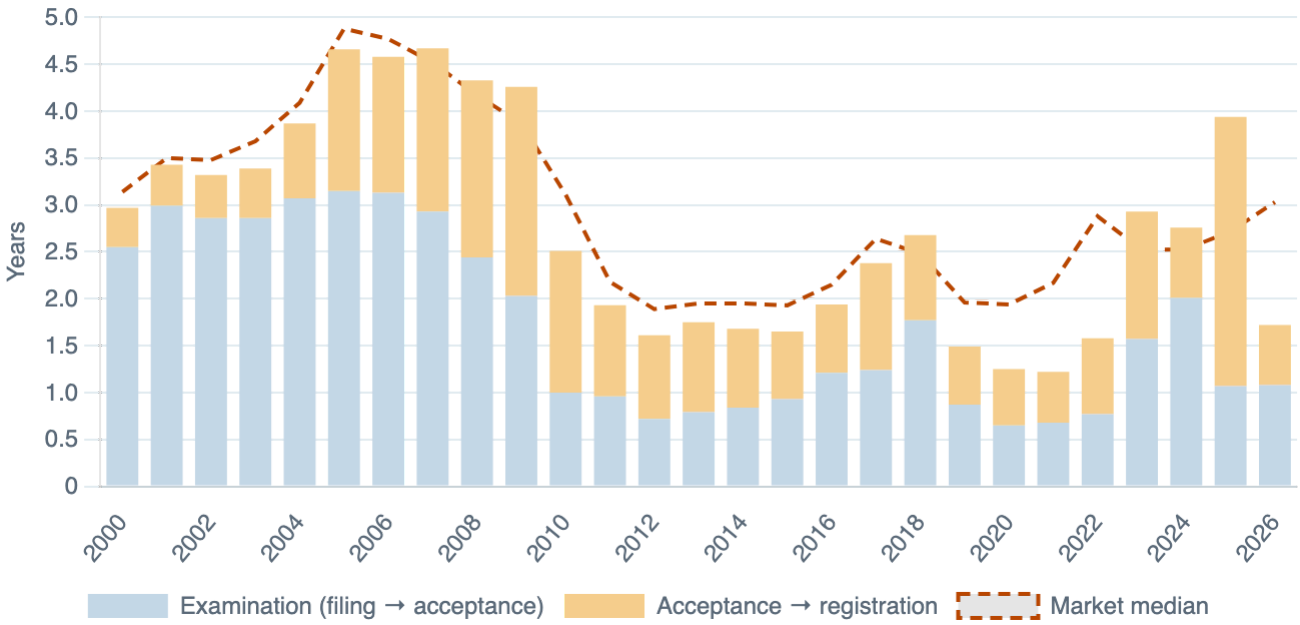
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Novartis' marks took a median of **2.1 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



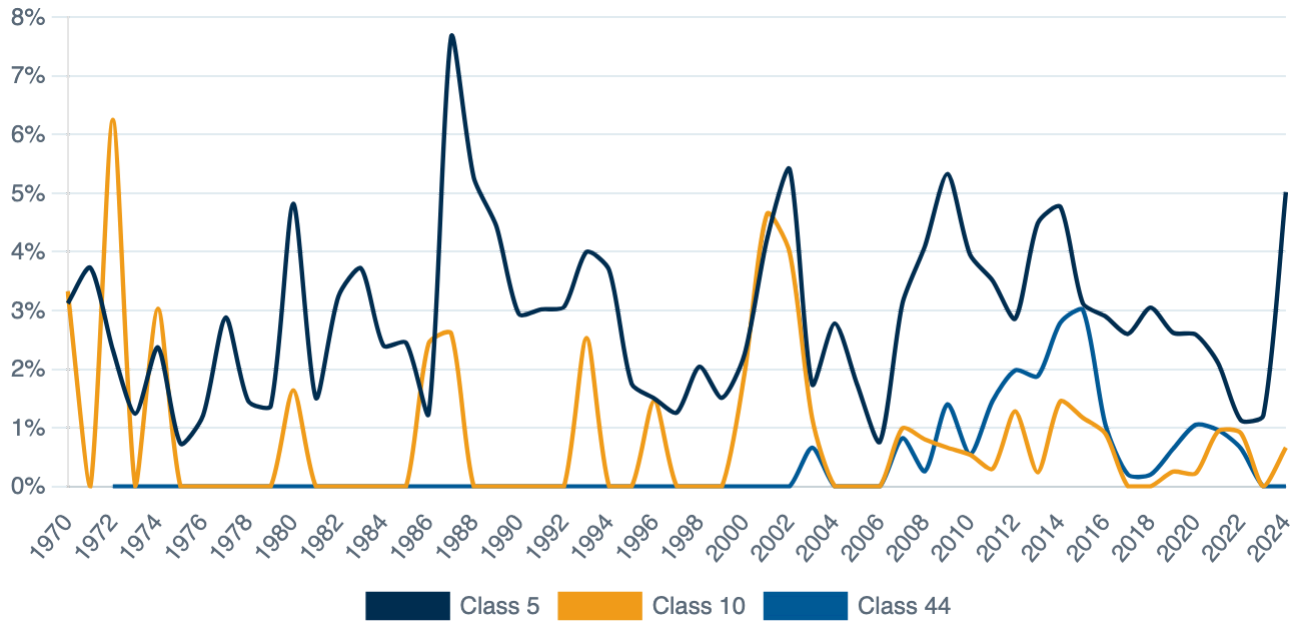
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Novartis' classes

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

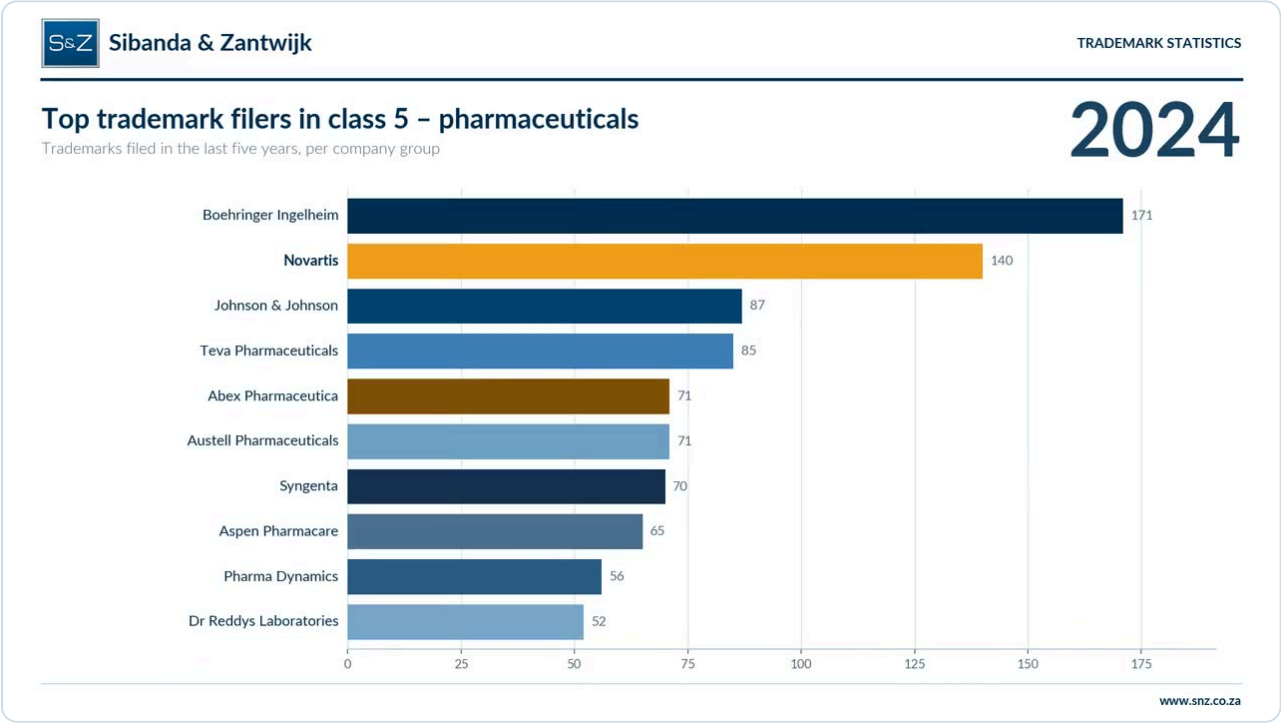
> who is most like it.

In the last five years, Novartis was #2 of 2,050 filers in class 5 (pharmaceuticals), with 140 of 6,111 trademarks; #19 of 814 filers in class 10 (medical devices), with 9 of 1,561 trademarks; #7 of 1,101 filers in class 44 (medical & beauty care), with 13 of 1,960 trademarks.



Novartis' 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: Novartis



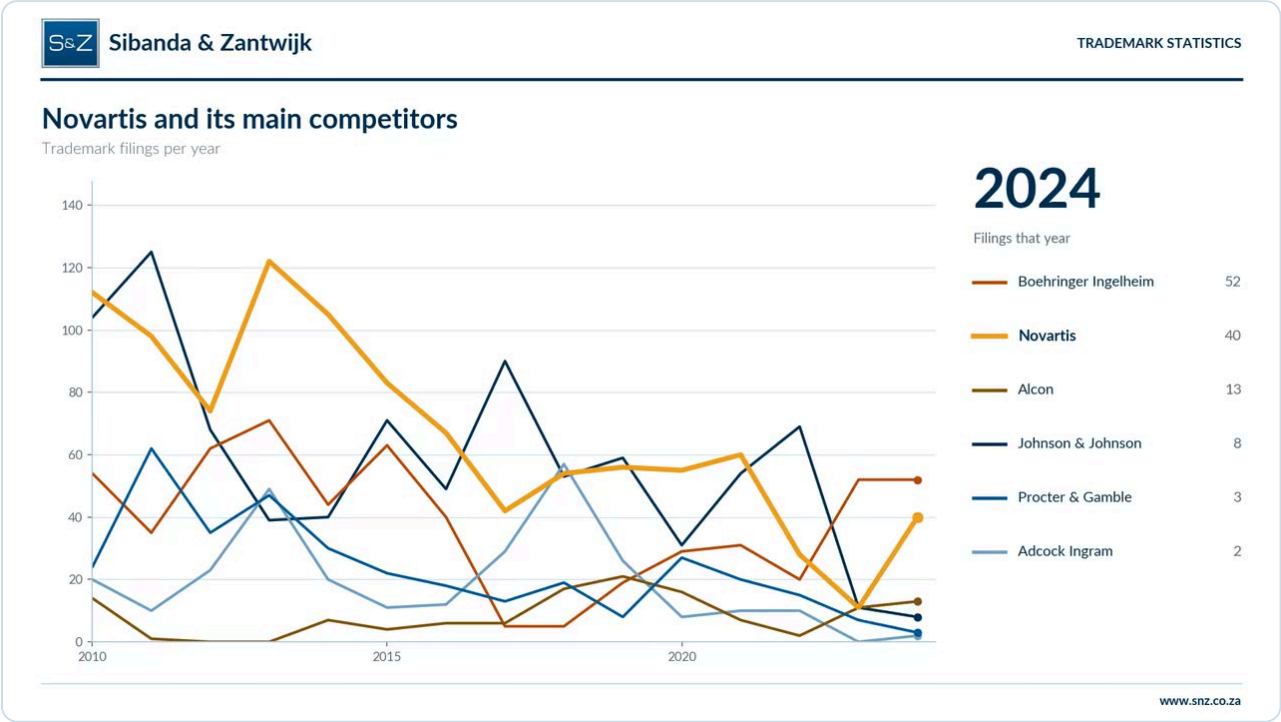
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/novartis-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Novartis

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

Novartis' closest competitors in South Africa are Johnson & Johnson, Boehringer Ingelheim and Adcock Ingram.

Novartis 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/novartis-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	Direct competitor	83%
2	Boehringer Ingelheim	Direct competitor	74%
3	Adcock Ingram	Direct competitor	74%
4	Alcon	Related field	92%
5	Procter & Gamble	Related field	82%
6	Reckitt	Related field	78%
7	Lrc Products	Related field	78%
8	Innovative Water Care	Related field	74%
9	AECI	Other field	78%
10	UPL	Other field	78%

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

Novartis – relevant export countries

South Africa exported **US$4.2 billion** of the goods Novartis' main classes cover in the last year – pharmaceutical preparations; pharmaceuticals; diseases; cancer (class 5); instruments; medical apparatus; surgical; devices (class 10); chemicals; fertilizers; chemical preparations (class 1); computer software; downloadable; devices; computers (class 9); paints; varnishes; oil paints (class 2). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Novartis' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$485 m	-1%	National	US$2,388
2	United States of America	74	US$265 m	+2%	National	US$3,425
3	United Kingdom	67	US$68 m	-4%	National	US$1,371
4	India	64	US$32 m	+3%	National	US$1,295
5	Namibia	62	US$419 m	+22%	ARIPO	US$450
6	Canada	61	US$39 m	-4%	National	US$2,192
7	Japan	61	US$11 m	-5%	National	US$1,774
8	Türkiye	61	US$20 m	+6%	National	US$1,258
9	Zimbabwe	60	US$349 m	+23%	ARIPO	US$450
10	Australia	60	US$80 m	-2%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	62	US$419 m	+22%	ARIPO	US$450 S&Z
2	Zimbabwe	60	US$349 m	+23%	ARIPO	US$450 S&Z
3	Botswana	58	US$397 m	-8%	ARIPO	US$450 S&Z
4	Zambia	57	US$563 m	+11%	National	US$2,610
5	Lesotho	56	US$131 m	+10%	National	US$326
6	Nigeria	56	US$59 m	-14%	National	US$1,015 S&Z
7	Malawi	54	US$47 m	+50%	ARIPO	US$450 S&Z
8	Eswatini	54	US$150 m	-9%	National	US$446
9	Mozambique	54	US$194 m	-11%	ARIPO	US$450 S&Z
10	OAPI (17 states)	54	US$63 m	+6%	National	US$1,563 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 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)
ULTRA MAN	12	US$2,436	US$2,856
CIBA	15	US$3,045	US$3,410
NOVARTIS	14	US$2,842	US$3,225
S SANDOZ	7	US$1,421	US$1,932
SANDOZ	7	US$1,421	US$1,932

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 Novartis' five most-filed brands: word marks of **other companies** (not Novartis' 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 ULTRA MAN (classes 5, 10; searched 2018-01-31 to 2026-11-07)

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

Similar to CIBA (classes 1, 5, 9, 10; searched 2021-05-26 to 2026-11-07)

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

Similar to NOVARTIS (classes 1, 5, 9, 10, 44; searched 2018-11-28 to 2026-11-07)

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

Similar to S SANDOZ (classes 1, 2, 5, 10, 16, 42, 44; searched 2018-01-31 to 2026-11-07)

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

Similar to SANDOZ (classes 1, 2, 5, 10, 16, 42, 44; searched 2018-07-25 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

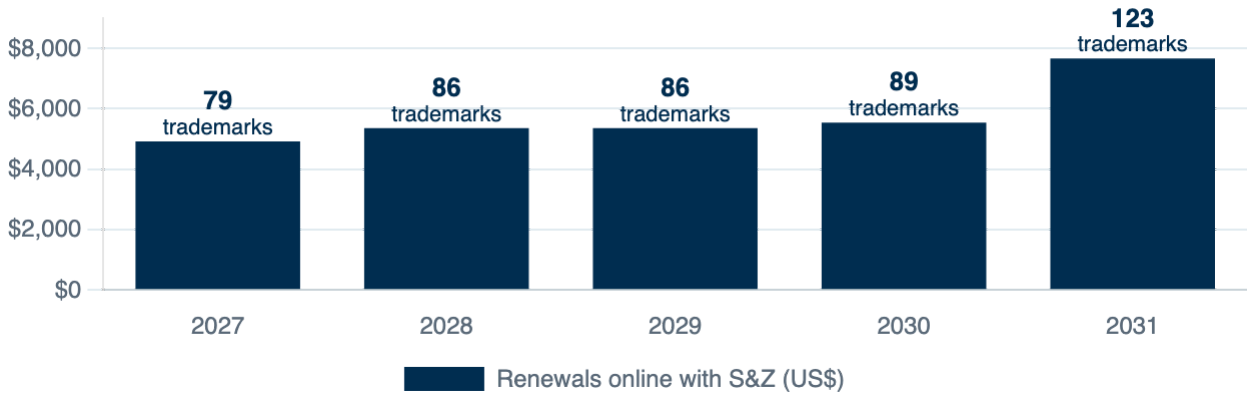
S&Z prices – South African trademarks

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$.

Novartis' next five years of renewals

463 of Novartis' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$28,841** over the five years.



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