Old Mutual – South African trademarks

Updated 8 November 2026

Old Mutual is a South African financial services group listed on the JSE. It provides life insurance, savings, investments, banking and short-term insurance.

How Old Mutual 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.

#61
largest trademark owner in South Africa (of 121,626)

849
trademarks filed

13
different logos published since 2020

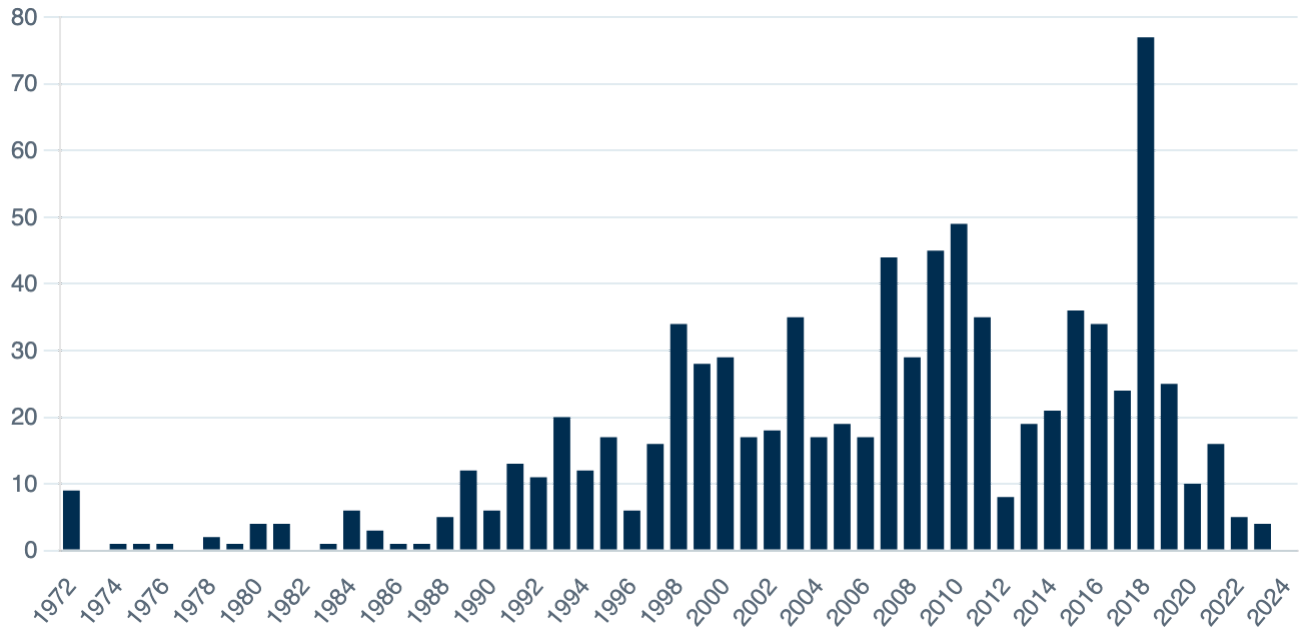
13
of 45 classes used

1972
first trademark filed

196
filed in the last 10 years

A portfolio built over time

Old Mutual filed its first South African trademark in 1972 and has filed 849 since; its busiest year was 2018, with 77 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

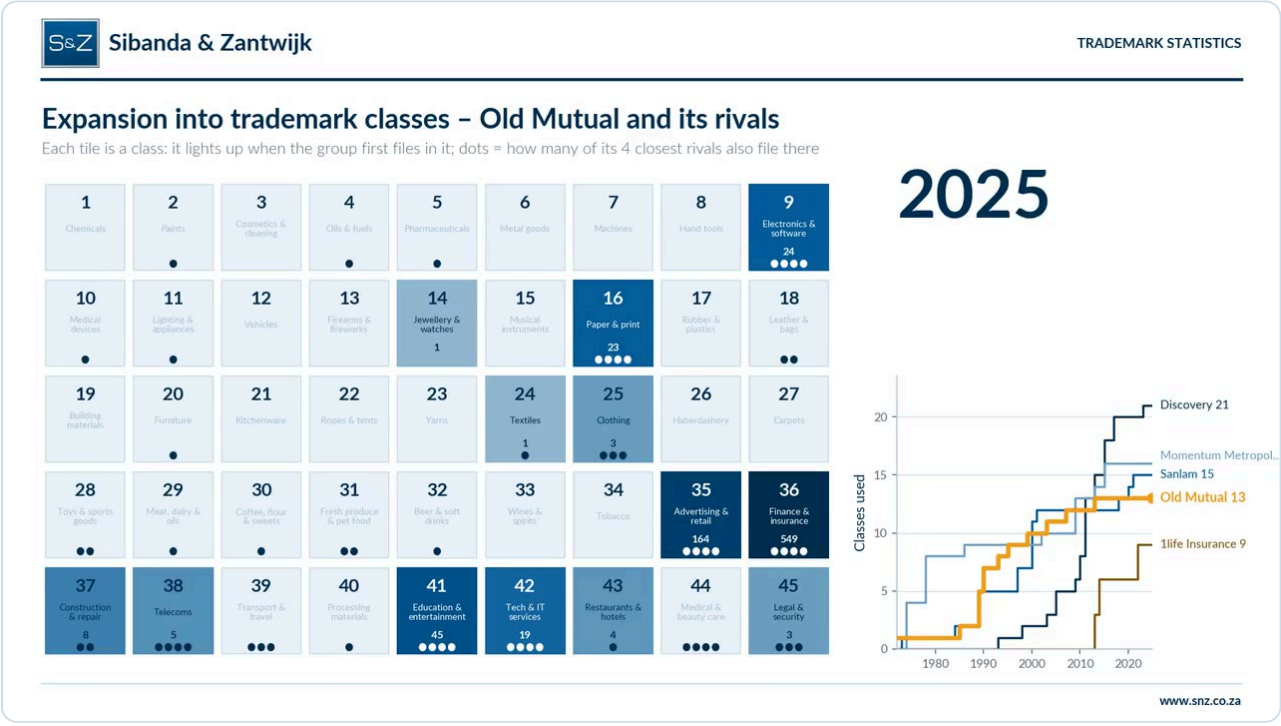
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Old Mutual	727	1972–2025
Old Mutual Investment Group	61	1995–2017
Old Mutual Insure	42	1978–2023
Old Mutual Finance	21	1999–2014
Old Mutual Property Group	18	2007–2007
Old Mutual Health Care	10	2002–2009
Old Mutual Real Estate	9	2016–2017
Old Mutual Unit Trust Managers	9	2002–2008

Where Old Mutual expanded its business

Trademark classes show what a business sells. Old Mutual's portfolio is concentrated in finance & insurance (class 36), advertising & retail (class 35), education & entertainment (class 41). Its most recent moves were into telecoms (2013), restaurants & hotels (2007), legal & security (2003).

Old Mutual trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/old-mutual-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	549	64.7%	1972
35 Advertising & retail	164	19.3%	1985
41 Education & entertainment	45	5.3%	1993
9 Electronics & software	24	2.8%	1989
16 Paper & print	23	2.7%	1989
42 Tech & IT services	19	2.2%	1989
37 Construction & repair	8	0.9%	1999
38 Telecoms	5	0.6%	2013

The brands Old Mutual protects most

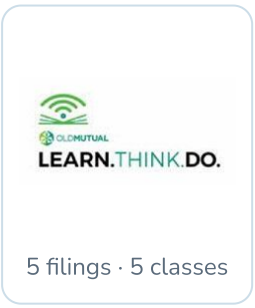
The word marks and logo names Old Mutual has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ZONK'IZIZWE	8	4	2010–2010
2	OLD MUTUAL	8	3	1994–2016
3	AMPD Studios	6	6	2019–2019
4	MONEYVERSITY	6	6	2014–2018
5	DIBANISA FUND MANAGERS	6	2	2009–2009
6	GOAL POSITIONING SYSTEM	5	5	2003–2003
7	OLDMUTUAL LEARN.THINK.DO.	5	5	2021–2021
8	AMAZING VOICES	4	4	2019–2019
9	MUTUAL & FEDERAL	4	4	1990–1990
10	UBI	4	4	2020–2020
11	veesure	4	4	2021–2021
12	VOICE OF THE MEMBER	4	4	2018–2018
13	WESERVE	4	4	2020–2020
14	ZONKIZIZWE	4	4	2010–2010
15	ABACUS FUND MANAGERS	4	2	2010–2010

Logos filed most often (since 2020)



6 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes



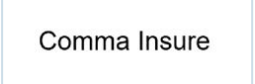
4 filings · 4 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes


2 filings · 2 classes

Old Mutual's logos

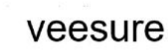
The 13 different logos Old Mutual has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



6 classes



5 classes



4 classes



4 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class

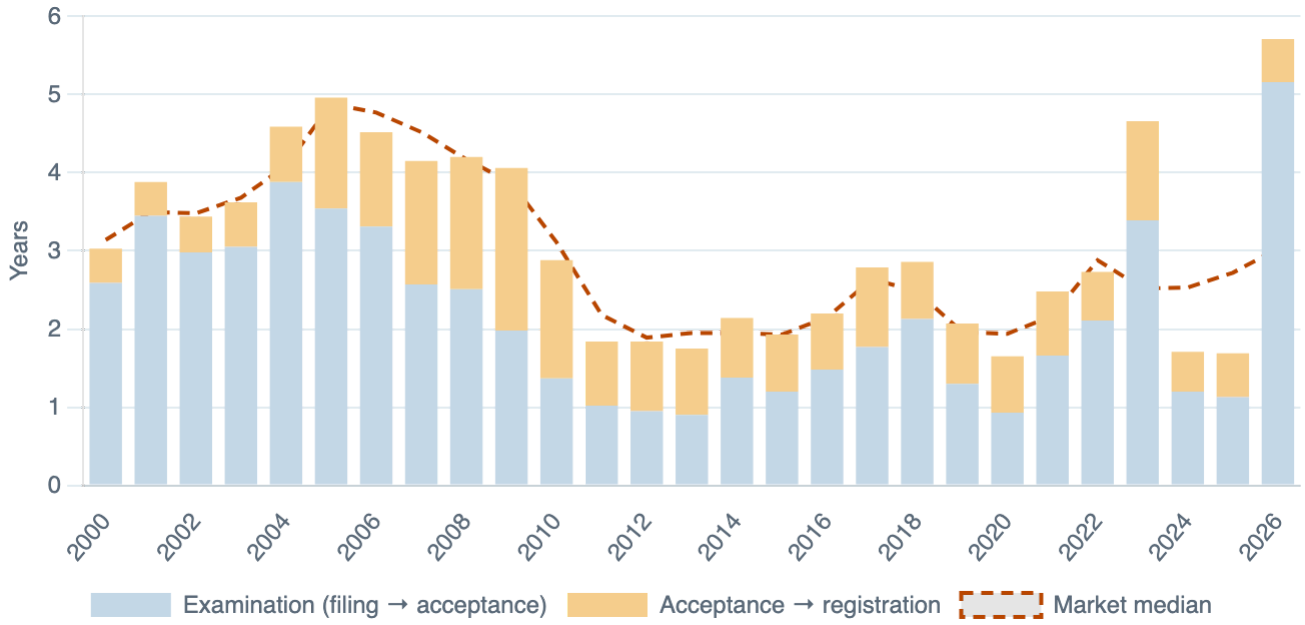


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Old Mutual's marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.7 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

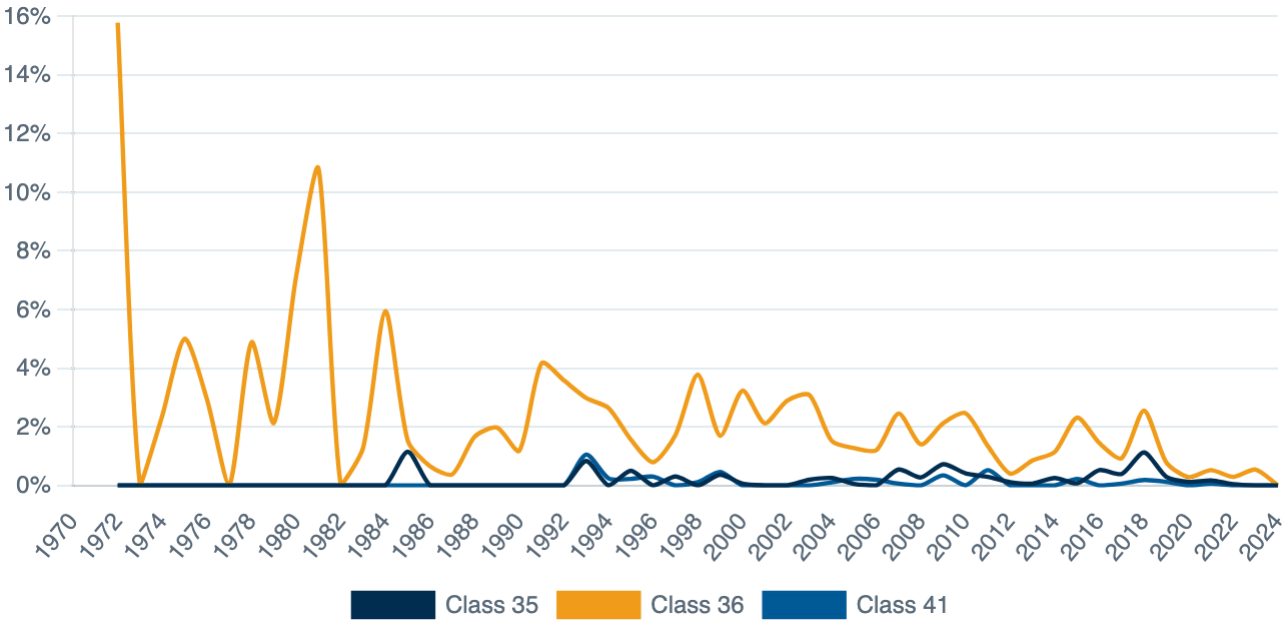


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Old Mutual's classes

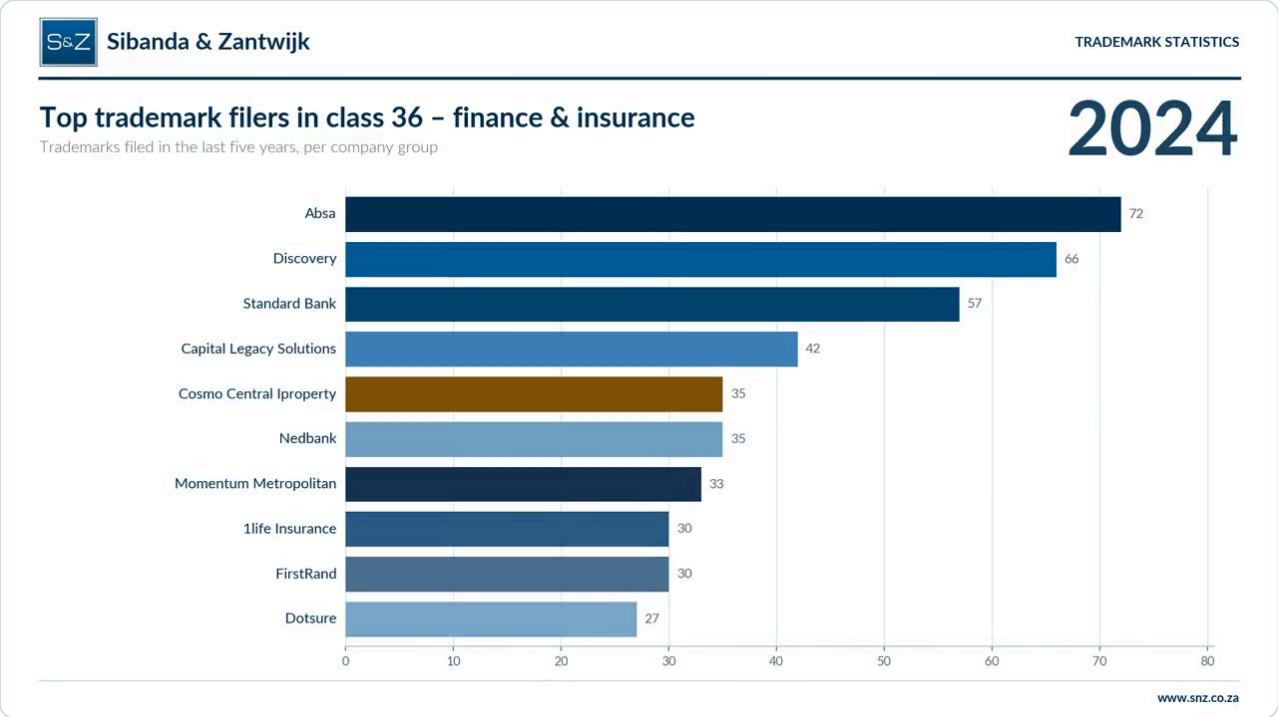
> Ranked by **number of trademarks filed in Old Mutual's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Old Mutual's market position, not who is most like it.

In the last five years, Old Mutual was **#22** of 1,944 filers in class 36 (finance & insurance), with 16 of 4,422 trademarks; **#83** of 5,866 filers in class 35 (advertising & retail), with 9 of 11,124 trademarks; **#2748** of 3,121 filers in class 41 (education & entertainment), with 1 of 6,243 trademarks.



Old Mutual'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: Old Mutual



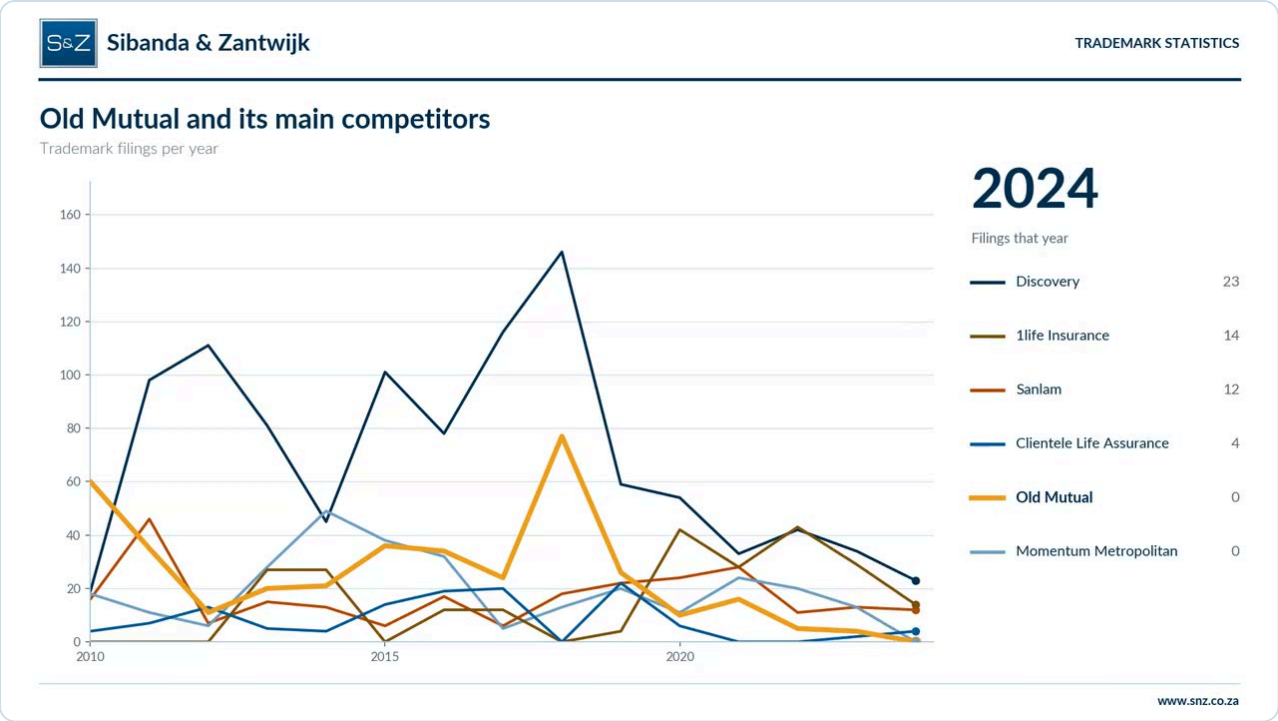
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/old-mutual-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Old Mutual

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

Old Mutual's closest competitors in South Africa are Discovery, Sanlam, Momentum Metropolitan and 1life Insurance.

Old Mutual 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/old-mutual-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Discovery	Direct competitor	100%
2	Sanlam	Direct competitor	89%
3	Momentum Metropolitan	Direct competitor	83%
4	1life Insurance	Direct competitor	81%
5	Clientele Life Assurance	Direct competitor	79%
6	Professional Provident Society Insurance	Direct competitor	79%
7	Affinity Enterprise	Direct competitor	77%
8	Nedbank	Related field	96%
9	Absa	Related field	93%
10	FirstRand	Related field	91%

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

Old Mutual – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	73	US$20 m	+2%	National	US$1,594
2	United States of America	73	US$7.1 m	+6%	National	US$1,400
3	United Kingdom	66	US$6.8 m	-3%	National	US$833
4	Hong Kong SAR	61	US$1.6 m	+14%	National	US$807
5	Singapore	60	US$815 k	+34%	National	US$888
6	India	59	US$102 k	-4%	National	US$563
7	Canada	57	US$682 k	-5%	National	US$1,338
8	Namibia	56	US$46 m	+14%	ARIPO	US$290
9	Australia	56	US$1.9 m	-4%	National	US$1,300
10	China	55	US$267 k	+2%	National	US$505

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	56	US$46 m	+14%	ARIPO	US$290 S&Z
2	Mozambique	52	US$30 m	+21%	ARIPO	US$290 S&Z
3	Zimbabwe	50	US$25 m	+11%	ARIPO	US$290 S&Z
4	Botswana	48	US$40 m	-24%	ARIPO	US$290 S&Z
5	Nigeria	47	US$1.5 m	-15%	National	US$406 S&Z
6	Eswatini	47	US$20 m	-1%	ARIPO	US$290 S&Z
7	Malawi	46	US$8.1 m	+28%	ARIPO	US$290 S&Z
8	Uganda	44	US$2.5 m	+23%	ARIPO	US$290 S&Z
9	OAPI (17 states)	44	US$3.8 m	+2%	National	US$1,009 S&Z
10	Lesotho	43	US$13 m	+6%	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)
ZONK'IZIZWE	4	US$812	US$1,378
OLD MUTUAL	3	US$609	US$1,194
AMPD Studios	6	US$1,218	US$1,748
MONEYVERSITY	6	US$1,218	US$1,748
DIBANISA FUND MANAGERS	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 Old Mutual's five most-filed brands: word marks of **other companies** (not Old Mutual'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 ZONK'IZIZWE (classes 35, 36, 37, 43; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to OLD MUTUAL (classes 35, 36, 41; searched 2018-01-31 to 2026-11-07)

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

Similar to AMPD Studios (classes 9, 25, 35, 36, 38, 41; searched 2018-03-28 to 2026-11-07)

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

Similar to MONEYVERSITY (classes 9, 35, 36, 38, 41, 42; searched 2019-01-30 to 2026-11-07)

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

Similar to DIBANISA FUND MANAGERS (classes 35, 36; searched 2018-10-31 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

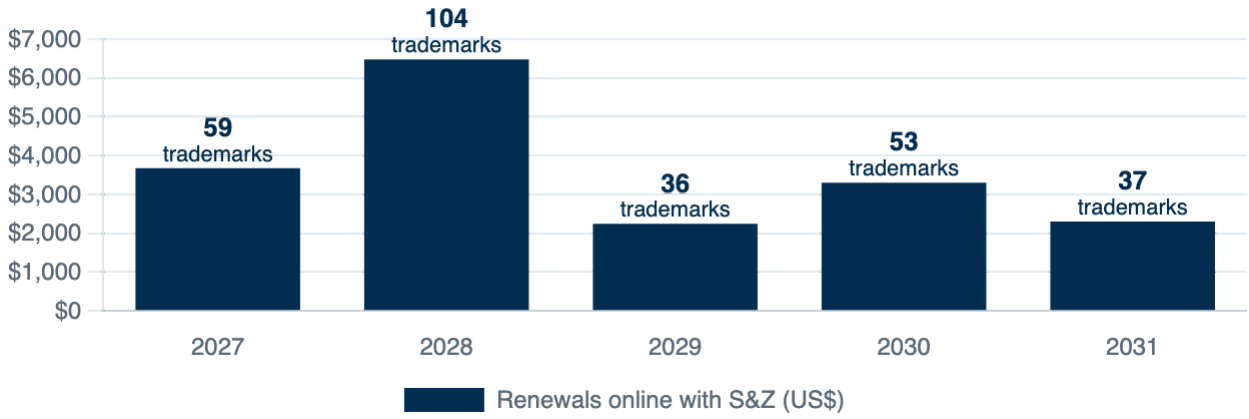
S&Z prices – South African trademarks

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$.

Old Mutual's next five years of renewals

289 of Old Mutual's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$18,001** over the five years.



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