Roche – South African trademarks

Updated 8 November 2026

Roche is a Swiss healthcare company with two businesses: pharmaceuticals, particularly in cancer, immunology and neuroscience, and diagnostics, where it is one of the world's largest suppliers of tests and laboratory systems.

How Roche 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.

#80
largest trademark owner in South Africa (of 121,626)

712
trademarks filed

8
different logos published since 2020

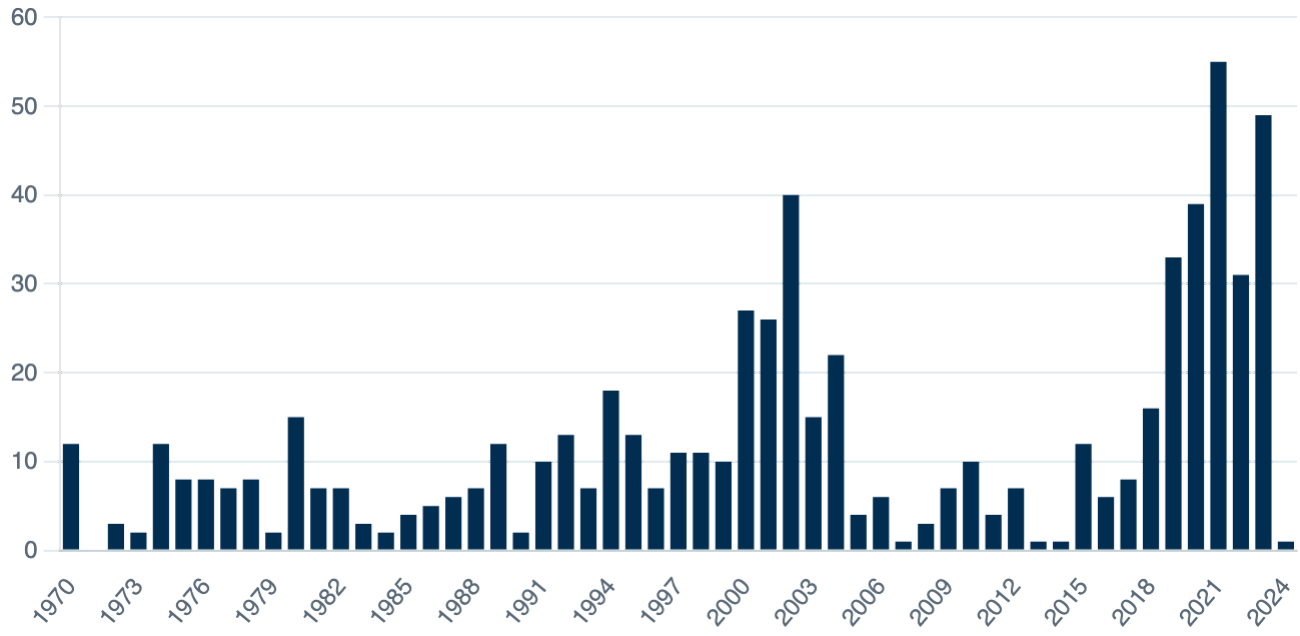
19
of 45 classes used

1918
first trademark filed

238
filed in the last 10 years

A portfolio built over time

Roche filed its first South African trademark in 1918 and has filed 712 since; its busiest year was 2021, with 55 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

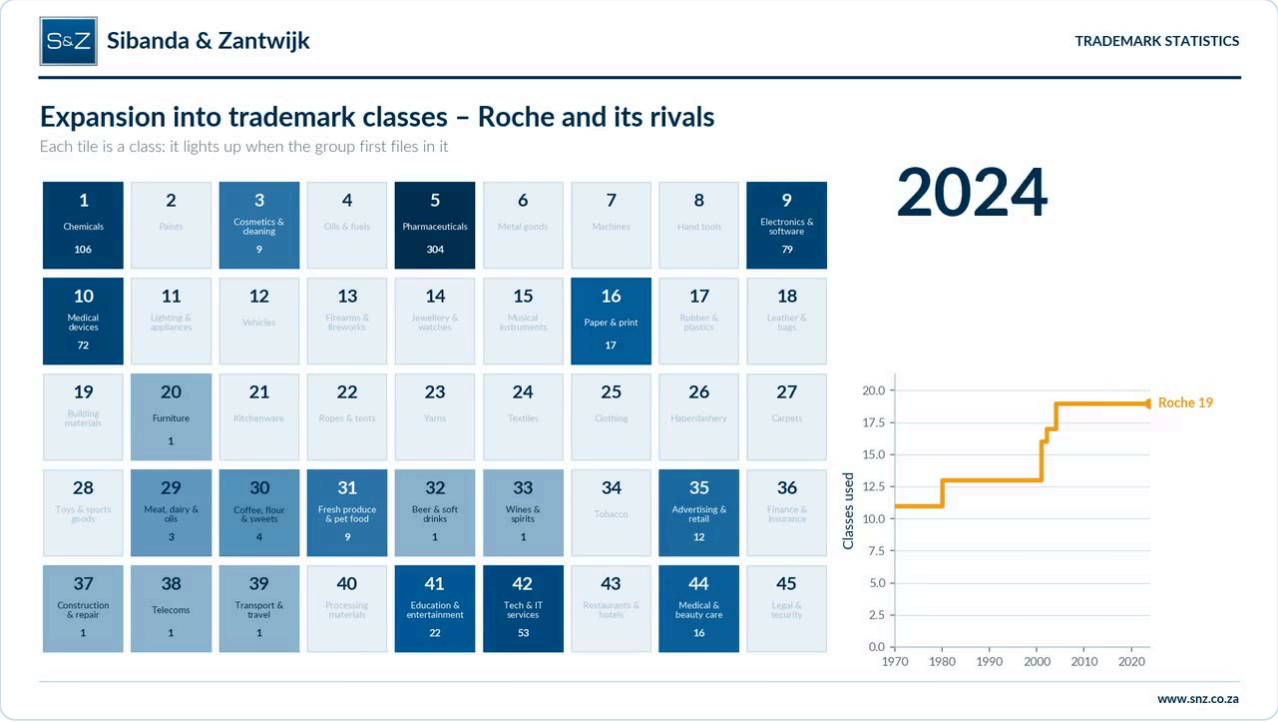
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Roche Diagnostics	418	1964–2023
Roche	342	1918–2024
F Hoffman la Roche	8	2009–2012
Roche Diagnostics International	7	2015–2016

Where Roche expanded its business

Trademark classes show what a business sells. Roche's portfolio is concentrated in pharmaceuticals (class 5), chemicals (class 1), electronics & software (class 9). Its most recent moves were into telecoms (2004), construction & repair (2004), medical & beauty care (2002).

Roche trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/roche-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	304	42.7%	1918
1	Chemicals	106	14.9%	1963
9	Electronics & software	79	11.1%	1968
10	Medical devices	72	10.1%	1967
42	Tech & IT services	53	7.4%	1980
41	Education & entertainment	22	3.1%	1980
16	Paper & print	17	2.4%	1969
44	Medical & beauty care	16	2.2%	2002

The brands Roche protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ROCHE	54	15	1926–2004
2	COBAS	14	7	2002–2022
3	VENTANA	11	7	2022–2023
4	EPLEX	8	4	2021–2021
5	TAQMAN	6	6	2002–2002
6	NAVIFY	6	3	2023–2023
7	LIFE NEEDS ANSWERS	5	5	2004–2004
8	ROCHE DIAGNOSTICS	5	5	2004–2004
9	IONIFY	5	4	2020–2020
10	LUMIRADX	5	3	2015–2016
11	AVENIO	4	4	2018–2018
12	DIABETICA EVERYTHING. JUST AS I NEED IT.	4	4	2001–2001
13	DIGITAL LIGHTCYCLER	4	4	2020–2020
14	ELECSYS	4	4	1995–2020
15	GENIAPORE	4	4	2019–2019

Logos filed most often (since 2020)



7 filings · 7 classes



6 filings · 6 classes



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 1 class



1 filing · 1 class

Roche's logos

The 8 different logos Roche 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.

VENTANA

7 classes

cobas

6 classes

ePlex

4 classes

CUSTOMBIOTECH

3 classes



3 classes

navify

3 classes

YOUR TEST, YOUR PRIVACY

1 class

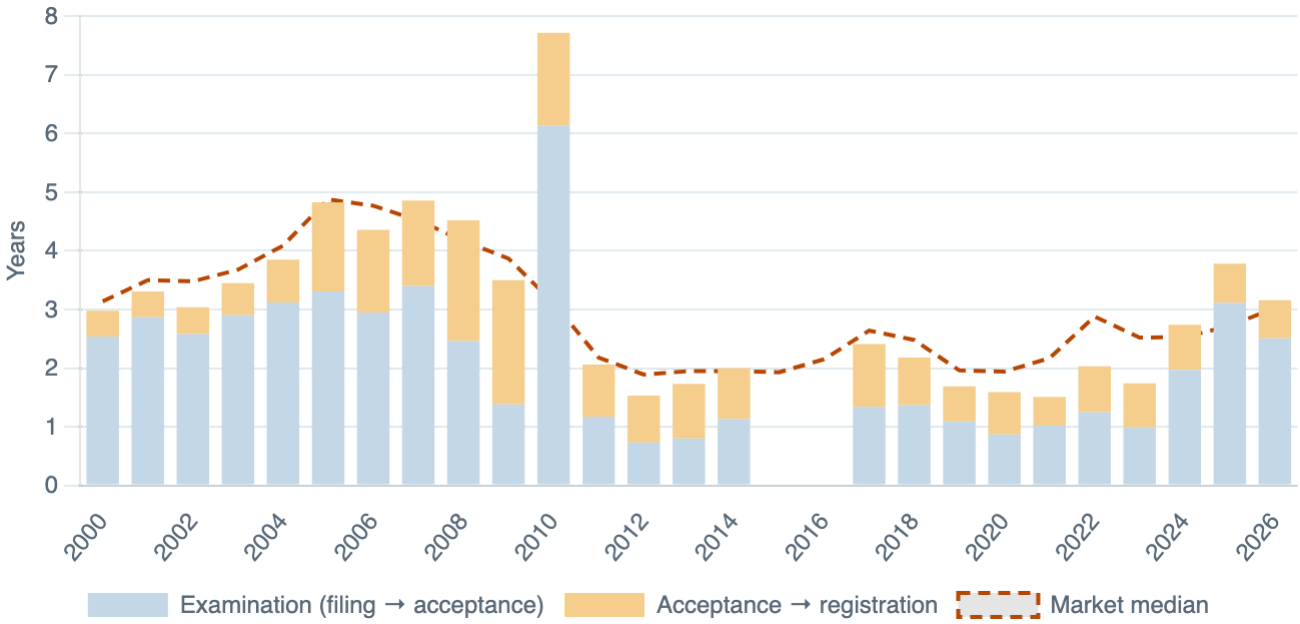
HTI
Health Technology Impact

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Roche's marks took a median of **2.5 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

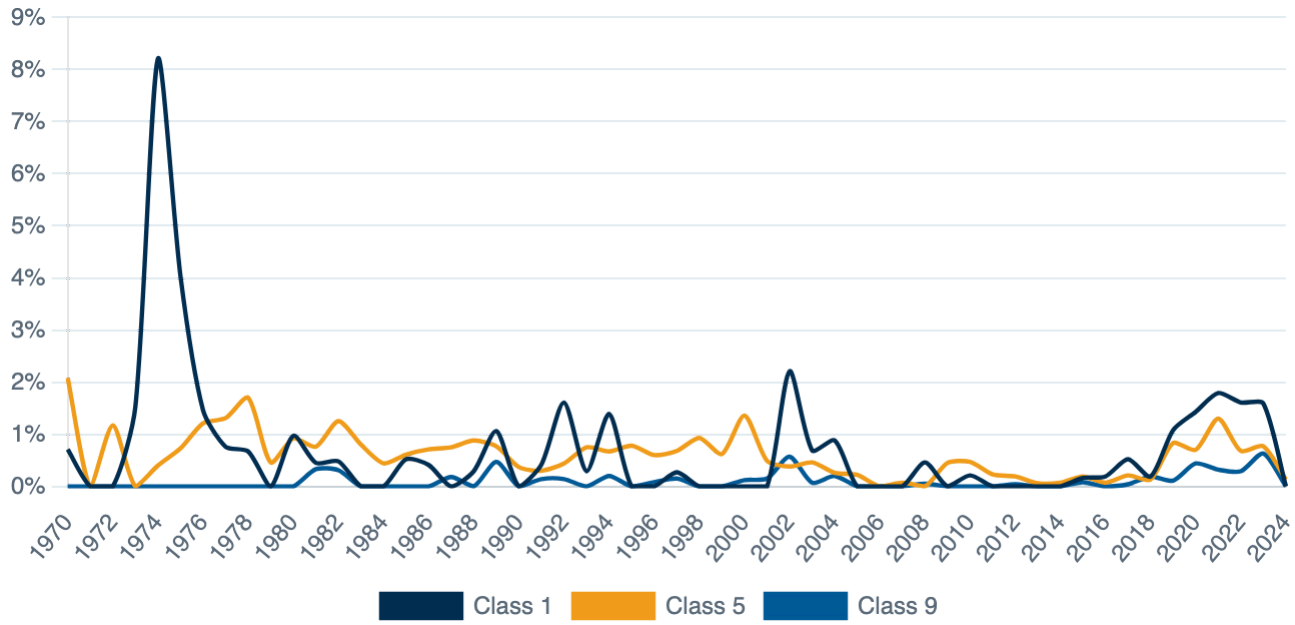


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Roche's classes

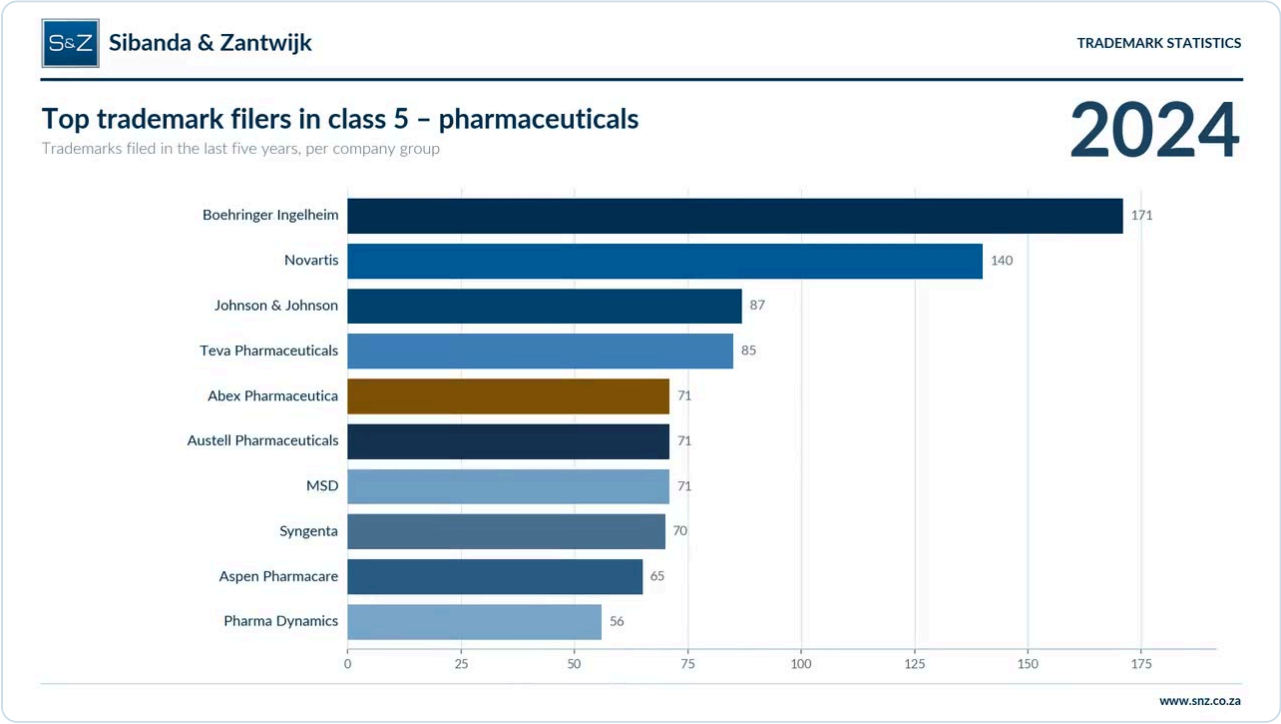
> Ranked by **number of trademarks filed in Roche's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Roche's market position, not who is most like it.

In the last five years, Roche was **#12** of 2,050 filers in class 5 (pharmaceuticals), with 49 of 6,111 trademarks; **#4** of 947 filers in class 1 (chemicals), with 29 of 2,054 trademarks; **#11** of 4,926 filers in class 9 (electronics & software), with 37 of 10,252 trademarks.



Roche's 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: Roche

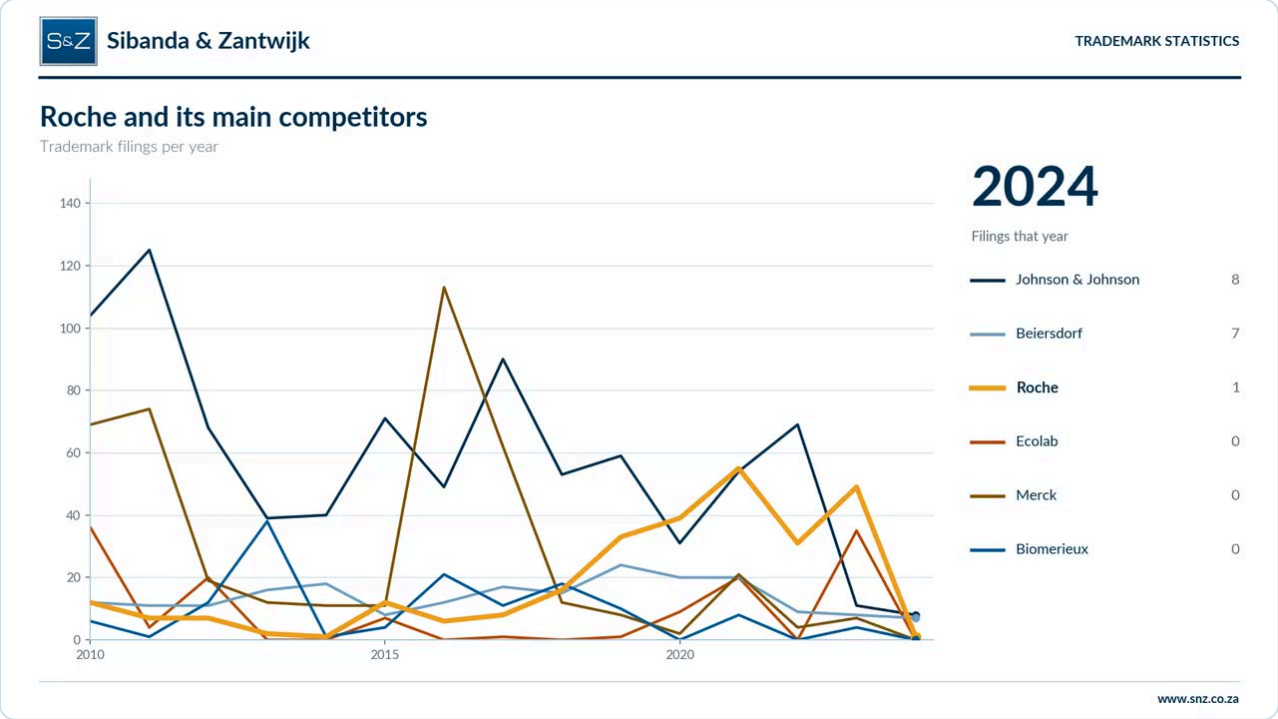


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/roche-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Roche

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

Roche 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/roche-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	–	88%
2	Ecolab	–	74%
3	Beiersdorf	–	72%
4	Merck	–	70%
5	Biomerieux	–	69%
6	Abbott	–	68%
7	Illumina	–	66%
8	Biontech	–	66%
9	Bayer	–	66%
10	Ahlstrom Munksjo	–	65%

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

Roche – relevant export countries

South Africa exported **US$4.0 billion** of the goods Roche's main classes cover in the last year – reagents; pharmaceutical preparations; biological; kits (class 5); reagents; scientific; biological; biochemical preparations (class 1); computer software; scientific; data; laboratory (class 9); instruments; medical apparatus; diagnostic; analyzers (class 10); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Roche's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$525 m	+0%	National	US$2,388
2	United States of America	76	US$265 m	+3%	National	US$3,425
3	United Kingdom	68	US$82 m	-3%	National	US$1,371
4	India	65	US$38 m	+9%	National	US$1,295
5	Canada	62	US$44 m	-4%	National	US$2,192
6	Namibia	62	US$422 m	+14%	ARIPO	US$450
7	Japan	62	US$12 m	-6%	National	US$1,774
8	Australia	61	US$89 m	-2%	National	US$2,380
9	Türkiye	61	US$22 m	+9%	National	US$1,258
10	Hong Kong SAR	60	US$22 m	-0%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	62	US$422 m	+14%	ARIPO	US$450 S&Z
2	Botswana	59	US$392 m	-8%	ARIPO	US$450 S&Z
3	Zimbabwe	57	US$279 m	+10%	ARIPO	US$450 S&Z
4	Lesotho	56	US$126 m	+10%	National	US$326
5	Mozambique	54	US$191 m	-1%	ARIPO	US$450 S&Z
6	Nigeria	54	US$59 m	-15%	National	US$1,015 S&Z
7	OAPI (17 states)	53	US$70 m	+4%	National	US$1,563 S&Z
8	Morocco	53	US$8.2 m	+22%	National	US$1,408
9	Eswatini	53	US$131 m	-10%	National	US$446
10	Malawi	52	US$55 m	+9%	ARIPO	US$450 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)
ROCHE	15	US$3,045	US$3,410
COBAS	7	US$1,421	US$1,932
VENTANA	7	US$1,421	US$1,932
EPLEX	4	US$812	US$1,378
TAQMAN	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 Roche's five most-filed brands: word marks of **other companies** (not Roche'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 ROCHE (classes 1, 5, 9, 10, 42; searched 2018-03-28 to 2026-11-08)

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

Similar to COBAS (classes 1, 5, 9, 10, 16, 41, 42; searched 2019-01-30 to 2026-11-08)

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

Similar to VENTANA (classes 1, 5, 9, 10, 35, 41, 42; searched 2020-09-30 to 2026-11-08)

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

Similar to EPLEX (classes 1, 5, 9, 10; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to TAQMAN (classes 1, 5, 9, 10, 16, 42; searched 2024-11-27 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

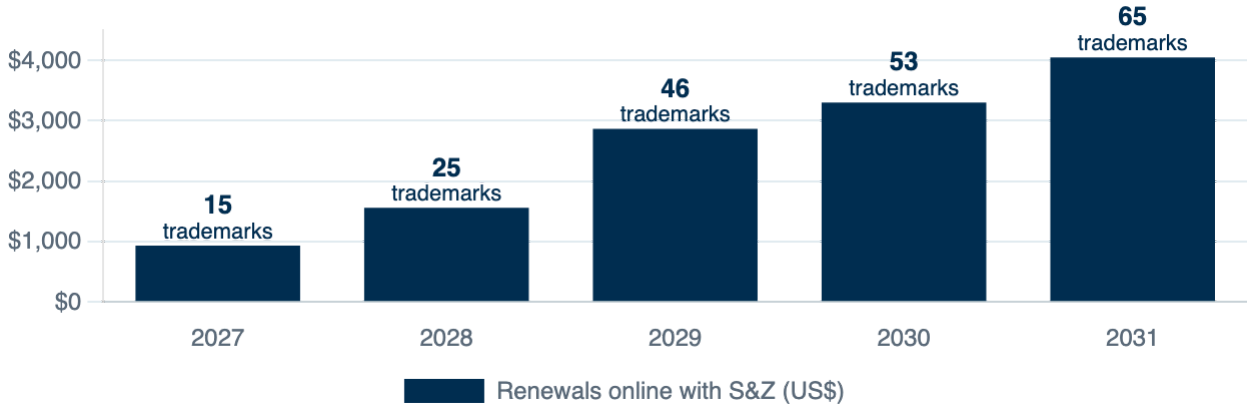
S&Z prices – South African trademarks

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$.

Roche's next five years of renewals

204 of Roche's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,706 over the five years.



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