Samsung – South African trademarks

Updated 8 November 2026

Samsung Electronics is the South Korean maker of smartphones, televisions, home appliances and semiconductors.

How Samsung 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.

#58
largest trademark owner in South Africa (of 121,626)

870
trademarks filed

53
different logos published since 2020

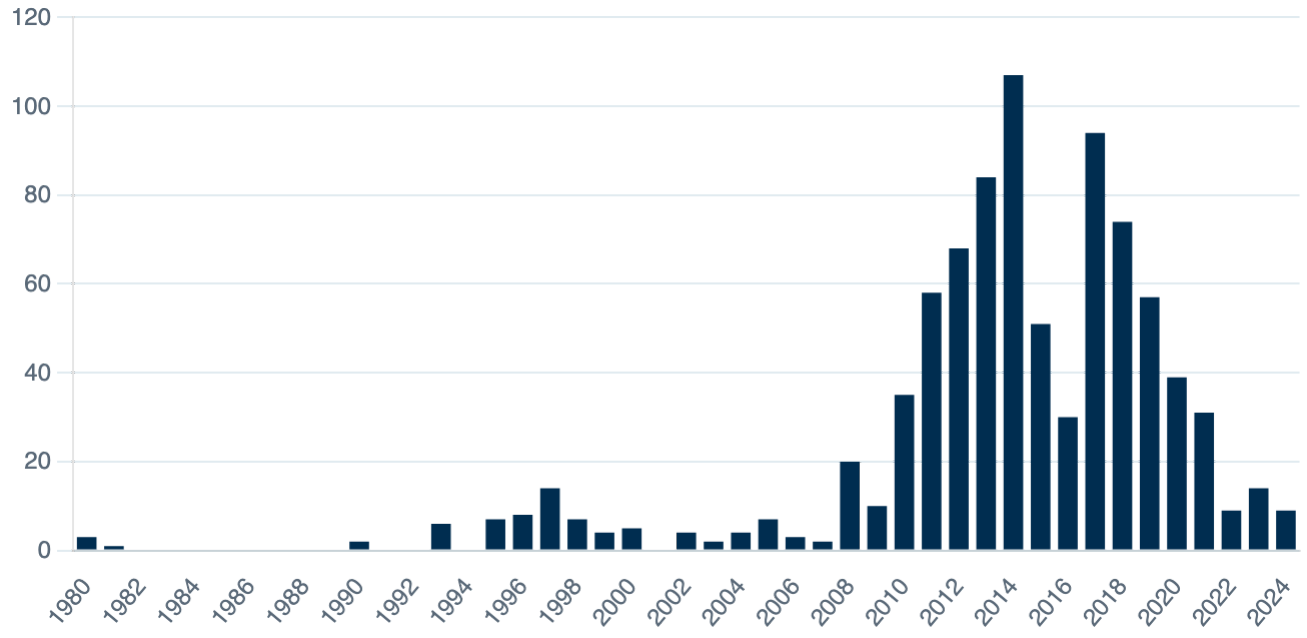
21
of 45 classes used

1980
first trademark filed

358
filed in the last 10 years

A portfolio built over time

Samsung filed its first South African trademark in 1980 and has filed 870 since; its busiest year was 2014, with 107 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

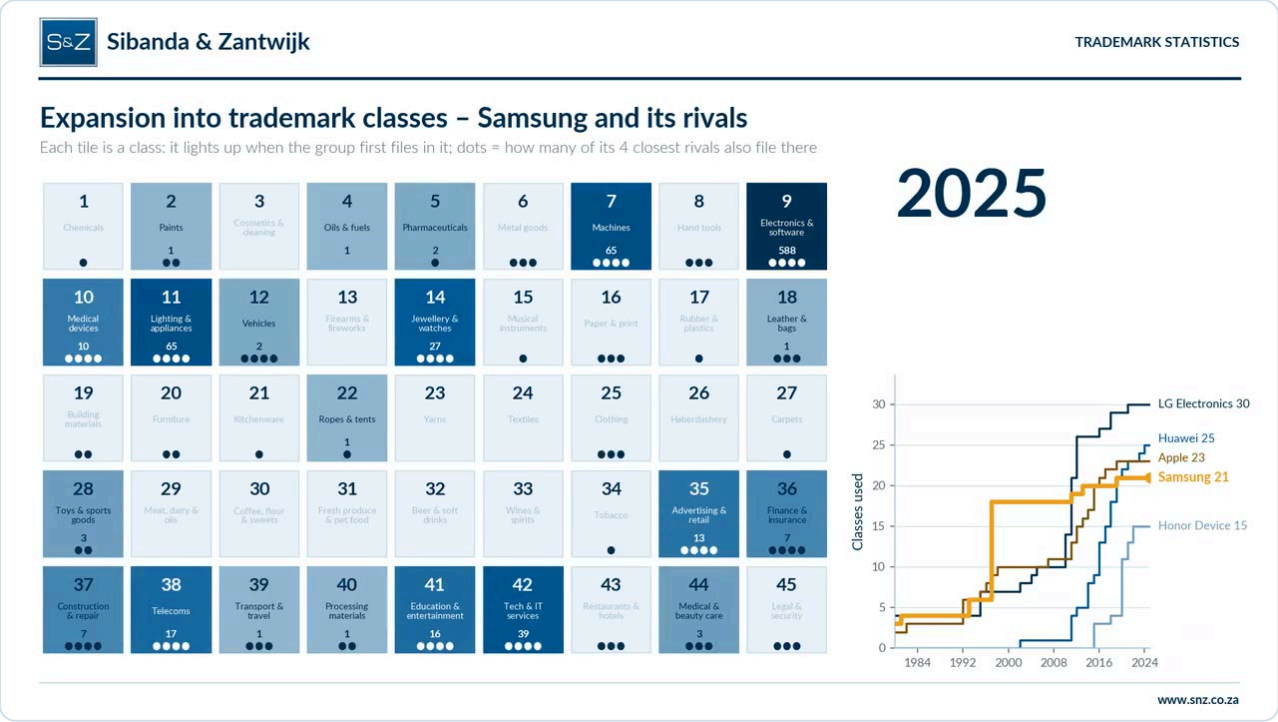
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Samsung	878	1980–2025

Where Samsung expanded its business

Trademark classes show what a business sells. Samsung's portfolio is concentrated in electronics & software (class 9), machines (class 7), lighting & appliances (class 11). Its most recent moves were into processing materials (2019), medical devices (2013), medical & beauty care (2011).

Samsung trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/samsung-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	588	67.6%	1980
7 Machines	65	7.5%	1981
11 Lighting & appliances	65	7.5%	1980
42 Tech & IT services	39	4.5%	1993
14 Jewellery & watches	27	3.1%	1980
38 Telecoms	17	2.0%	1997
41 Education & entertainment	16	1.8%	1997
35 Advertising & retail	13	1.5%	1997

The brands Samsung protects most

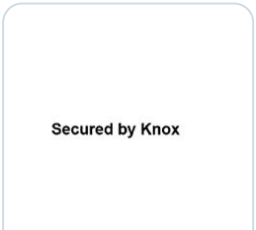
The word marks and logo names Samsung has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SAMSUNG	43	18	1980–2018
2	Bixby	10	10	2017–2020
3	SMARTTHINGS	9	5	2015–2017
4	SAMSUNG FAMILY STORY	6	6	2012–2012
5	SAMSUNG APPS	5	5	2010–2010
6	VOICE OF THE BODY	5	5	2014–2014
7	Bot Fit	4	4	2023–2023
8	NEW BUSINESS EXPERIENCE	4	4	2013–2013
9	SAMSUNG BOT FIT	4	4	2023–2023
10	SAMSUNG SMARTHOME	4	4	2015–2015
11	SIGNATURE SERIES	4	4	2018–2018
12	The voyage (sound mark) - Piano version	4	4	2021–2021
13	ALLSHARE	3	3	2010–2010
14	BIOJOURNAL	3	3	2014–2014
15	BUILT FOR AFRICA	3	3	2011–2011

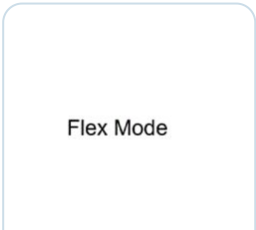
Logos filed most often (since 2020)



54 filings · 8 classes



6 filings · 2 classes

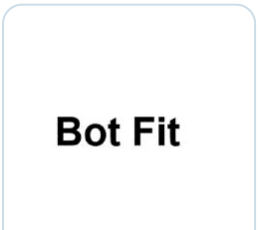


5 filings · 1 class



4 filings · 4 classes

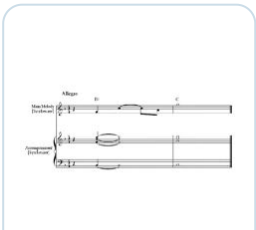

4 filings · 4 classes



4 filings · 4 classes



3 filings · 3 classes


3 filings · 3 classes


3 filings · 3 classes



3 filings · 3 classes

Samsung's logos

The 53 different logos Samsung 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.

Relumino 8 classes	Signature SERIES 4 classes	 4 classes	Bot Fit 4 classes	XR 3 classes
 3 classes	 3 classes	Bixby 3 classes	Secured by Knox 2 classes	WWST Work With SmartThings 2 classes
 2 classes	Laundry Hub 2 classes	Flex Mode 1 class	8K 1 class	OLED Provided by Samsung 1 class
Q Style 1 class	 1 class	Turn What You Love Into 8K 1 class	RapidCurve 1 class	Dex Live 1 class
Smart Play 1 class	 1 class	 1 class	AI Quantum Processor 8K 1 class	8K AI 1 class

1 class

Odyssey Neo

1 class



1 class

The Terrace

1 class

Q Series

1 class

QUICK & EASY INSTALLATION

1 class

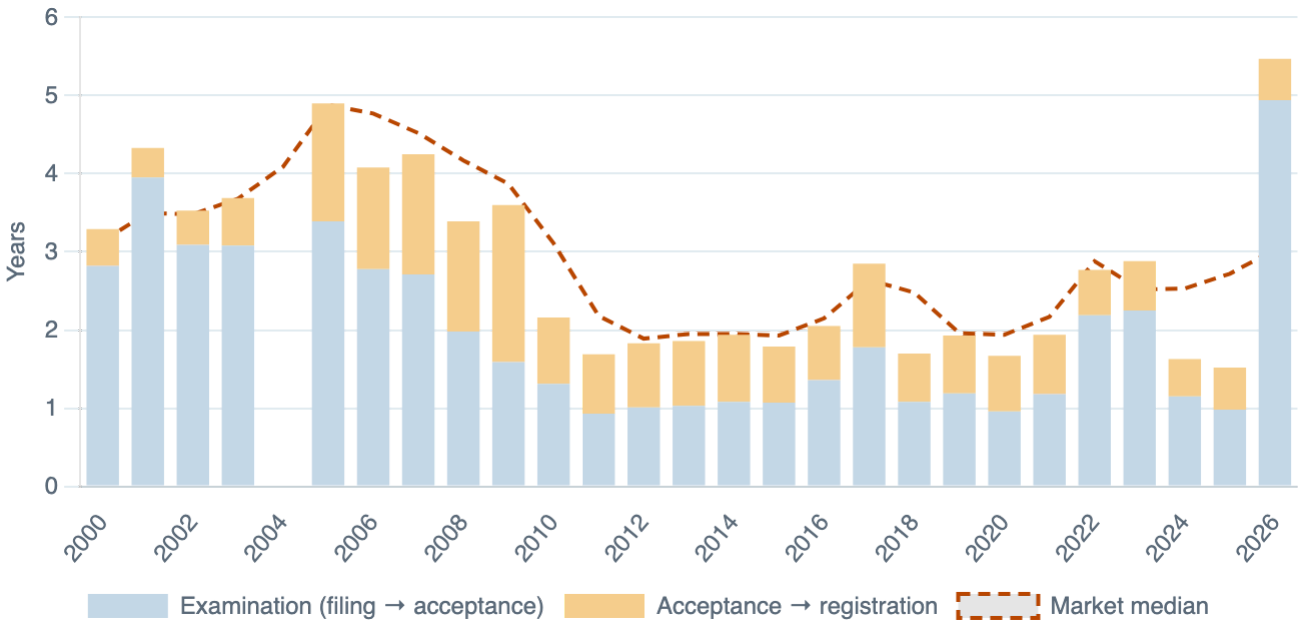
in different COLORS & MATERIALS

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Samsung's marks took a median of **2.7 years** from filing to registration, slower 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 5.5 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

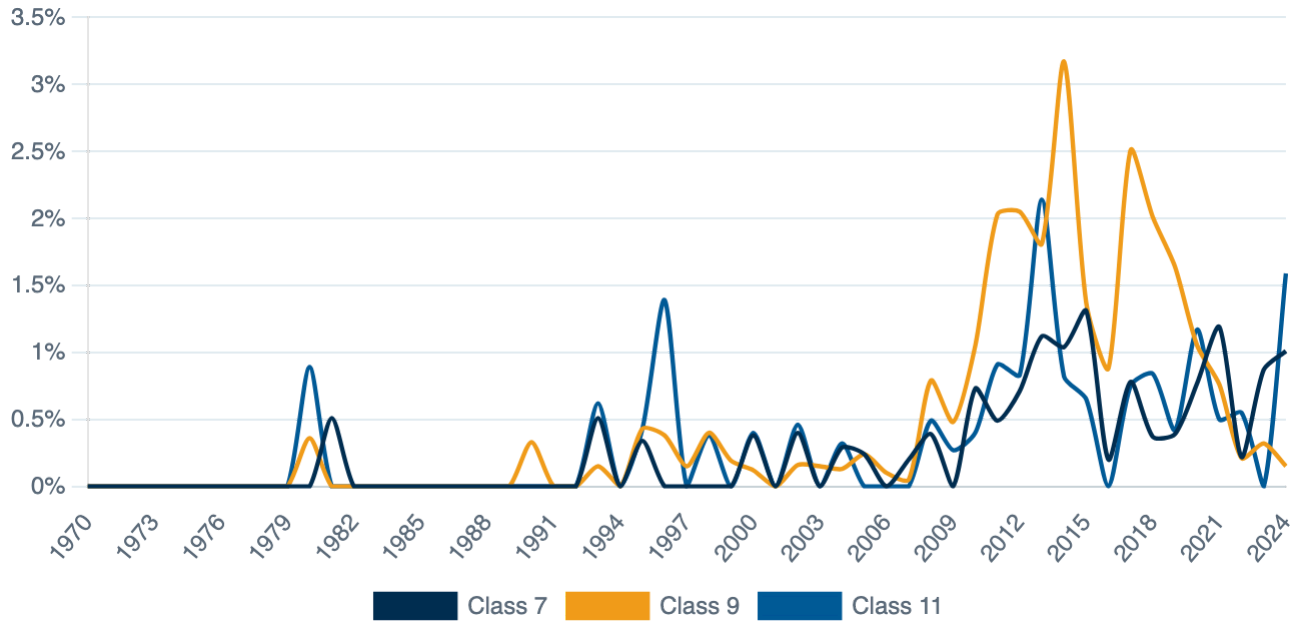


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Samsung's classes

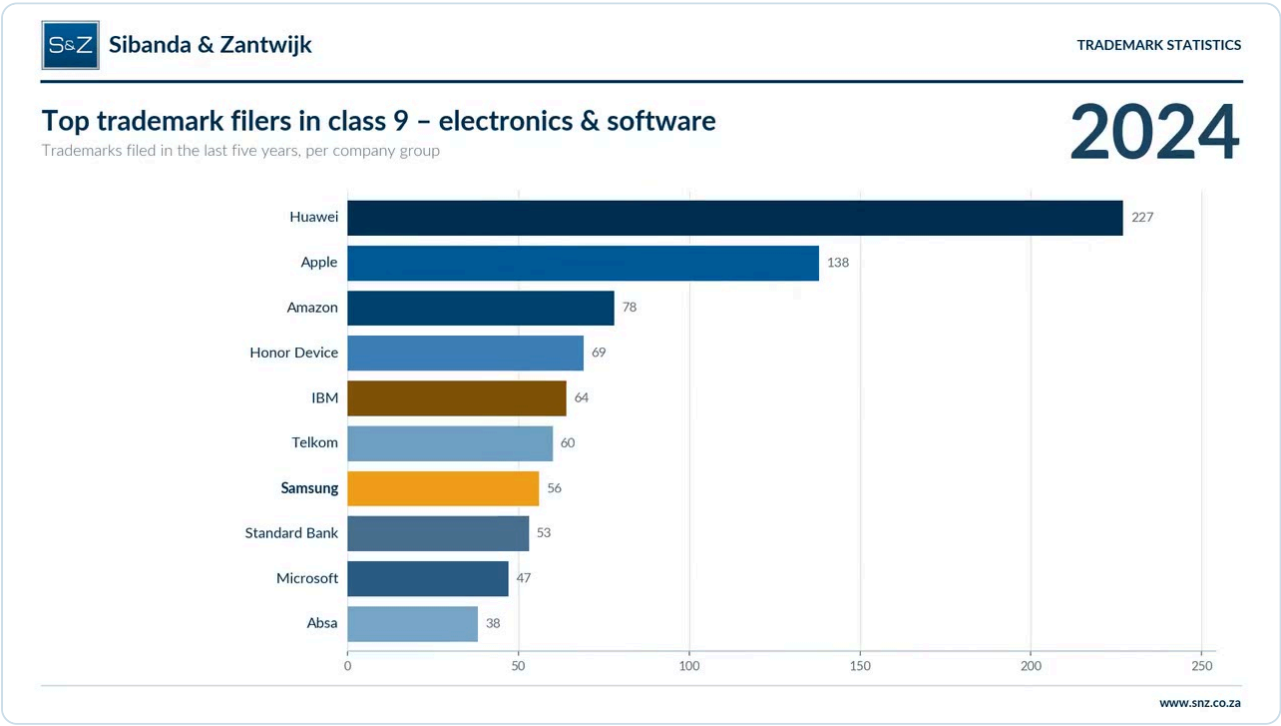
> Ranked by **number of trademarks filed in Samsung's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Samsung's market position, not who is most like it.

In the last five years, Samsung was #7 of 4,926 filers in class 9 (electronics & software), with 56 of 10,252 trademarks; #2 of 1,185 filers in class 7 (machines), with 15 of 1,880 trademarks; #7 of 983 filers in class 11 (lighting & appliances), with 12 of 1,630 trademarks.



Samsung'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: Samsung



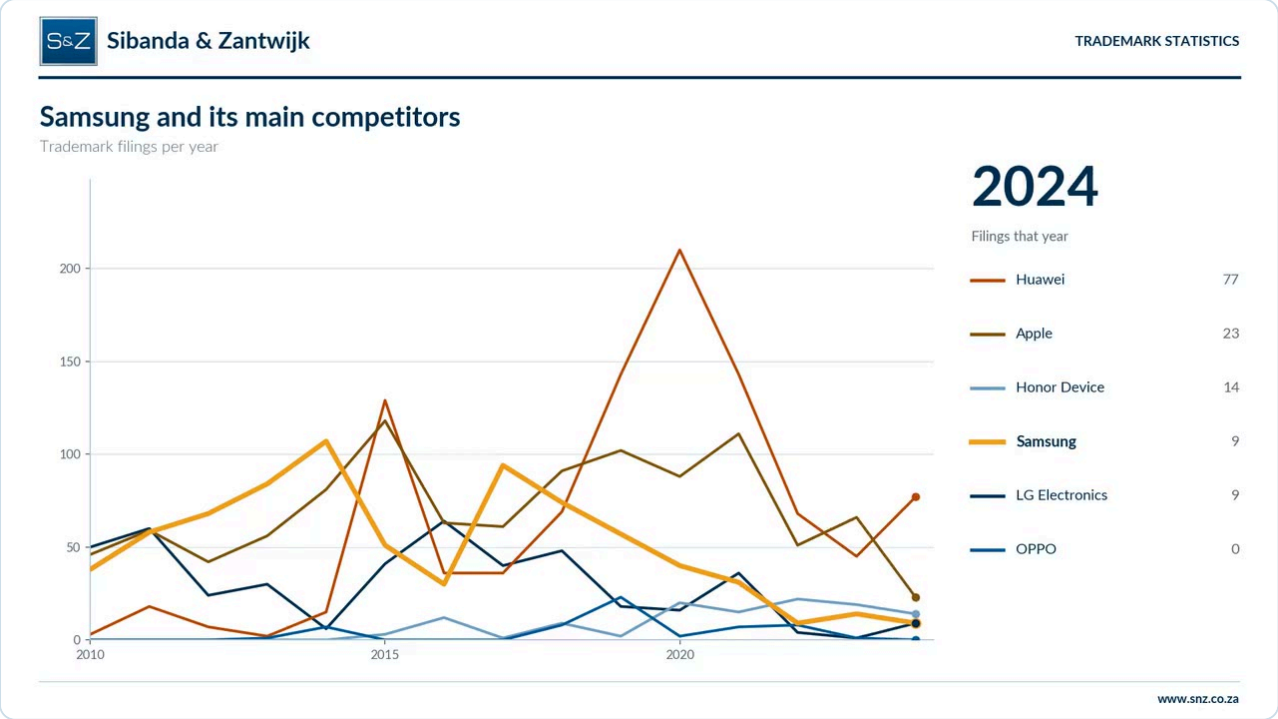
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/samsung-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Samsung

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

Samsung's closest competitors in South Africa are LG Electronics, Huawei, Honor Device and Apple.

Samsung 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/samsung-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	LG Electronics	Direct competitor	80%
2	Huawei	Direct competitor	79%
3	Honor Device	Direct competitor	68%
4	Apple	Direct competitor	67%
5	OPPO	Direct competitor	65%
6	Cell C	Related field	66%
7	Adp Gauselmann	Related field	62%
8	Tyco Fire and Security	Other field	70%
9	3M	Other field	67%
10	Carl Zeiss	Other field	66%

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

Samsung – relevant export countries

South Africa exported **US$8.5 billion** of the goods Samsung's main classes cover in the last year – software; televisions; monitors; digital (class 9); machines; vacuum cleaners; vacuum cleaner bags; robots (class 7); electric; laundry dryers; refrigerators; air conditioners (class 11); watches; jewelry; bracelets; clocks (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Samsung's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	81	US$1.4 billion	-0%	National	US$2,123
2	United States of America	76	US$688 m	+3%	National	US$2,750
3	United Kingdom	63	US$114 m	-2%	National	US$1,192
4	India	62	US$51 m	+9%	National	US$1,051
5	Türkiye	61	US$290 m	+12%	National	US$1,119
6	Hong Kong SAR	60	US$35 m	+0%	National	US$1,412
7	Canada	59	US$78 m	-1%	National	US$1,907
8	Australia	57	US$179 m	-0%	National	US$2,020
9	Russian Federation	55	US$21 m	+0%	National	US$1,703
10	Singapore	55	US$20 m	-2%	National	US$1,725

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	OAPI (17 states)	50	US$240 m	+9%	National	US$1,378 S&Z
2	Zimbabwe	50	US$624 m	+14%	ARIPO	US$397 S&Z
3	Namibia	49	US$608 m	+17%	ARIPO	US$397 S&Z
4	Nigeria	49	US$71 m	-8%	National	US$812 S&Z
5	Morocco	49	US$22 m	+22%	National	US$1,224
6	Egypt	47	US$17 m	-3%	National	US$1,835
7	Tanzania	46	US$125 m	+4%	ARIPO	US$397 S&Z
8	Mozambique	46	US$426 m	+8%	ARIPO	US$397 S&Z
9	Botswana	46	US$647 m	-6%	ARIPO	US$397 S&Z
10	Algeria	44	US$776 k	+30%	National	US$1,302

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)
SAMSUNG	18	US$3,654	US$3,964
Bixby	10	US$2,030	US$2,487
SMARTTHINGS	5	US$1,015	US$1,563
SAMSUNG FAMILY STORY	6	US$1,218	US$1,748
SAMSUNG APPS	5	US$1,015	US$1,563

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 Samsung's five most-filed brands: word marks of **other companies** (not Samsung'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 SAMSUNG (classes 7, 9, 11, 14, 42; searched 2018-04-25 to 2026-11-07)

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

Similar to Bixby (classes 7, 9, 11, 14, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to SMARTTHINGS (classes 7, 9, 11, 14, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to SAMSUNG FAMILY STORY (classes 7, 9, 11, 35, 38, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to SAMSUNG APPS (classes 9, 35, 38, 41, 42; searched 2018-04-25 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

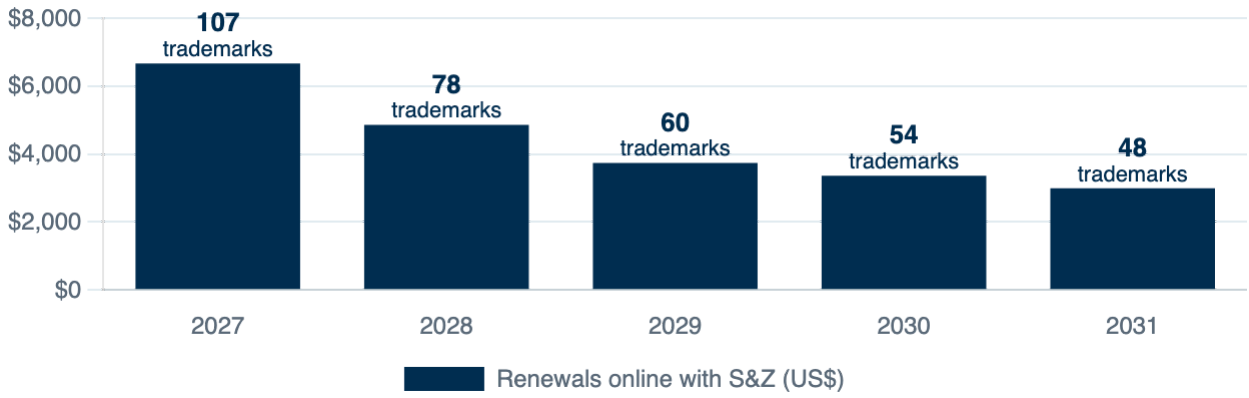
S&Z prices – South African trademarks

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$.

Samsung's next five years of renewals

347 of Samsung's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$21,615** over the five years.



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