Seiko – South African trademarks

Updated 8 November 2026

Seiko is a Japanese watch maker, known for its Seiko, Grand Seiko and Credor watches.

How Seiko 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.

#297
largest trademark owner in South Africa (of 121,626)

199
trademarks filed

1
different logos published since 2020

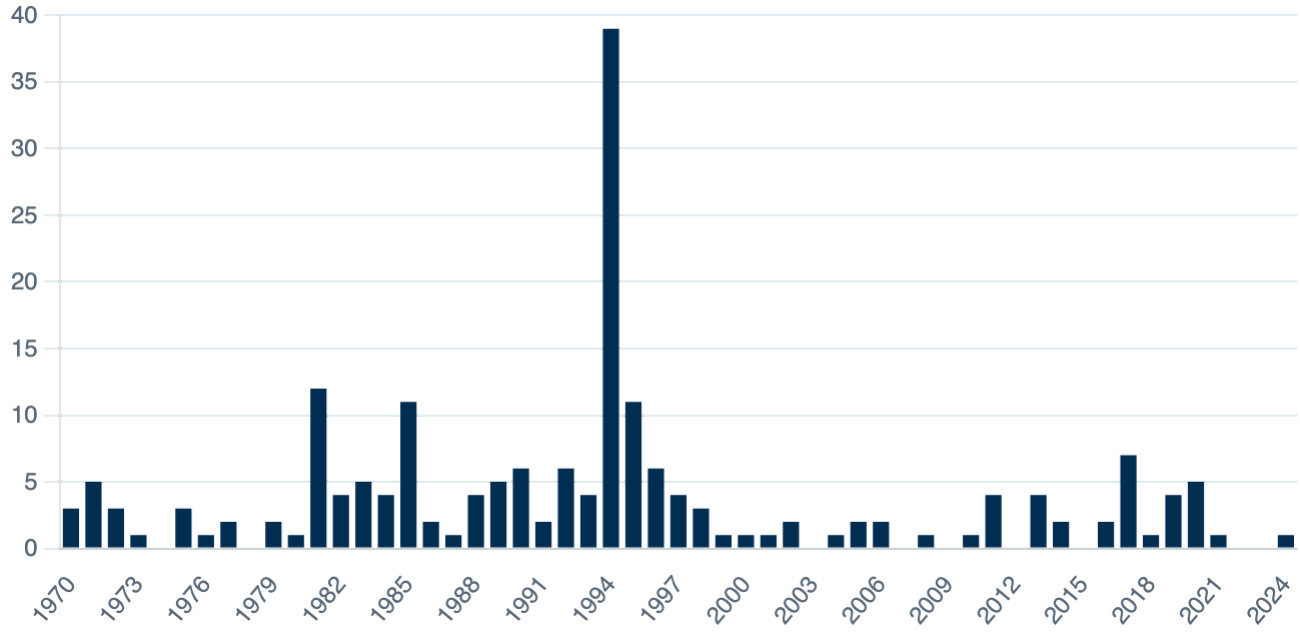
42
of 45 classes used

1962
first trademark filed

21
filed in the last 10 years

A portfolio built over time

Seiko filed its first South African trademark in 1962 and has filed 199 since; its busiest year was 1994, with 39 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

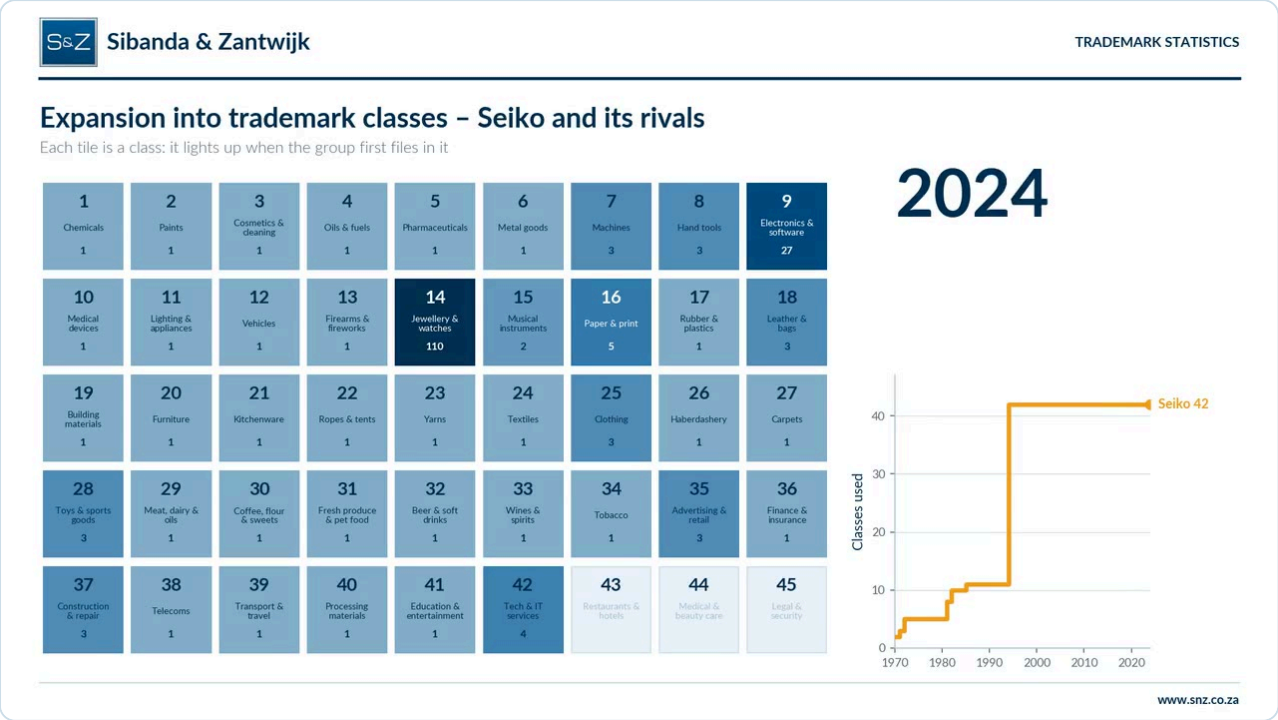
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Seiko	228	1962–2024

Where Seiko expanded its business

Trademark classes show what a business sells. Seiko's portfolio is concentrated in jewellery & watches (class 14), electronics & software (class 9), paper & print (class 16). Its most recent moves were into meat, dairy & oils (1994), coffee, flour & sweets (1994), carpets (1994).

Seiko trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/seiko-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
14 Jewellery & watches	110	55.3%	1962
9 Electronics & software	27	13.6%	1970
16 Paper & print	5	2.5%	1981
42 Tech & IT services	4	2.0%	1985
28 Toys & sports goods	3	1.5%	1982
18 Leather & bags	3	1.5%	1994
35 Advertising & retail	3	1.5%	1981
37 Construction & repair	3	1.5%	1981

The brands Seiko protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SEIKO	50	42	1962–2019
2	SEIKO COM-MEDIA	6	3	1985–1985
3	LORUS	5	5	1975–2017
4	ALBA	3	3	1979–1981
5	COM-MEDIA	3	3	1985–1985
6	LASSALE	3	3	1981–1984
7	S-YARD	3	3	1995–1995
8	SENFINA	3	3	1995–1995
9	CREDOR	2	2	1989–1989
10	GRAND SEIKO	2	2	2011–2017
11	SEIKO ASTRON	2	2	2011–2017
12	SEIKO PROSPEX	2	2	2013–2017
13	JEMIS	2	1	1975–1991
14	SEIKO ALPINIST	2	1	2020–2020
15	TOMONY	2	1	1970–2002

Logos filed most often (since 2020)



3 filings · 1 class

Seiko's logos

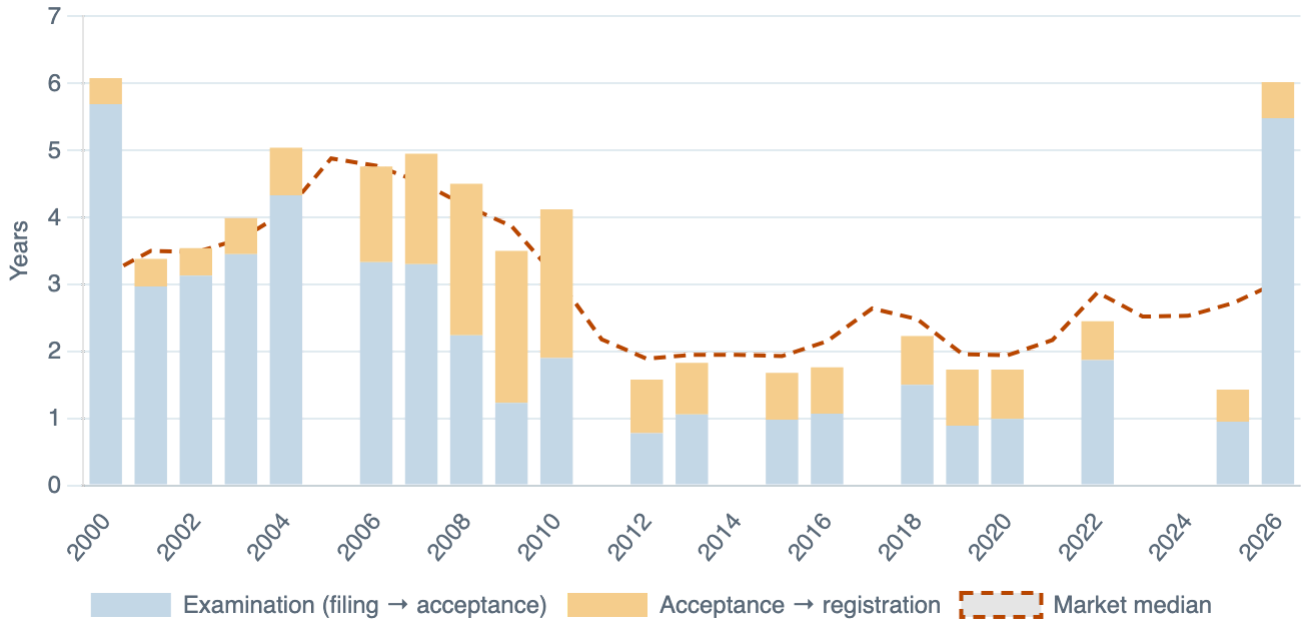
The 1 different logos Seiko has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Seiko'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: 1.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

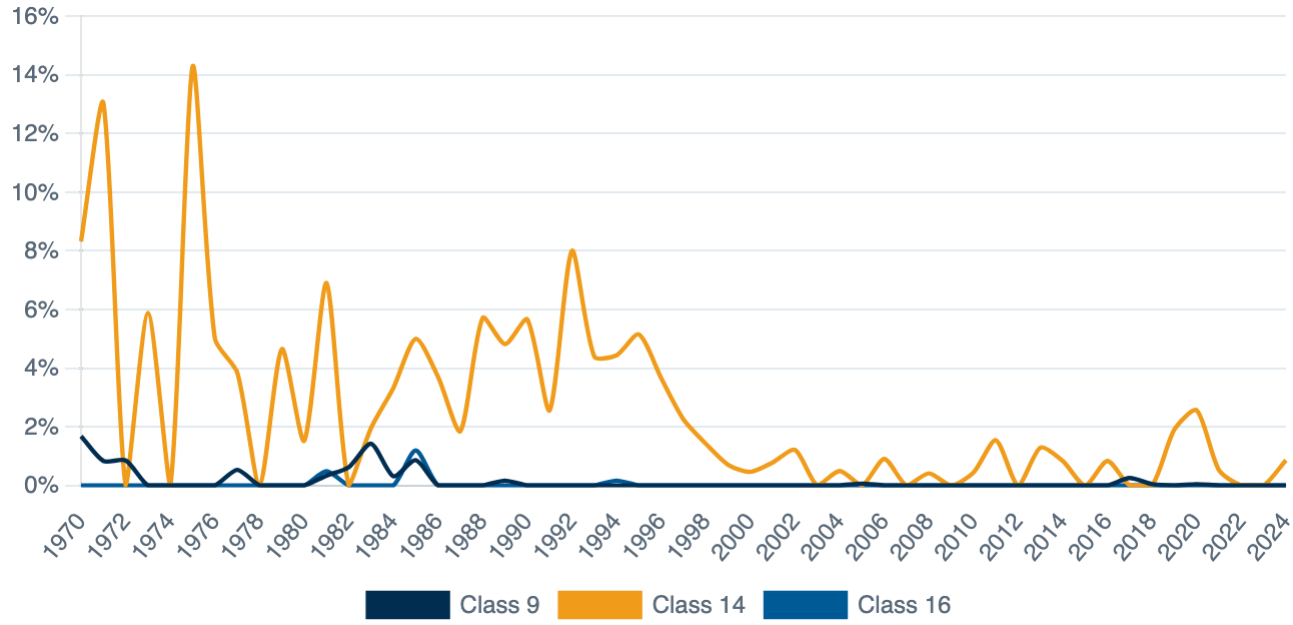


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Seiko's classes

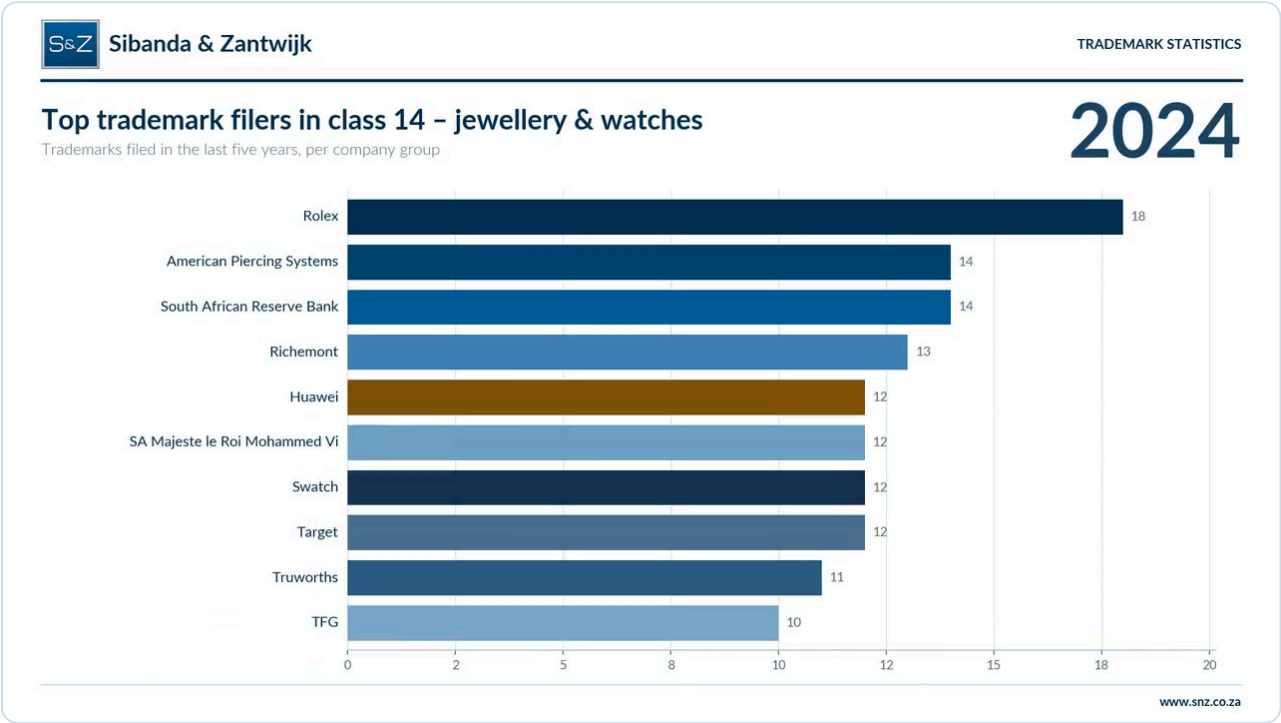
> Ranked by **number of trademarks filed in Seiko's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Seiko's market position, not who is most like it.

In the last five years, Seiko was **#17** of 406 filers in class 14 (jewellery & watches), with 6 of 778 trademarks; **#2750** of 4,926 filers in class 9 (electronics & software), with 1 of 10,252 trademarks.



Seiko's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 14 (jewellery & watches), South Africa 1975–2024: Seiko

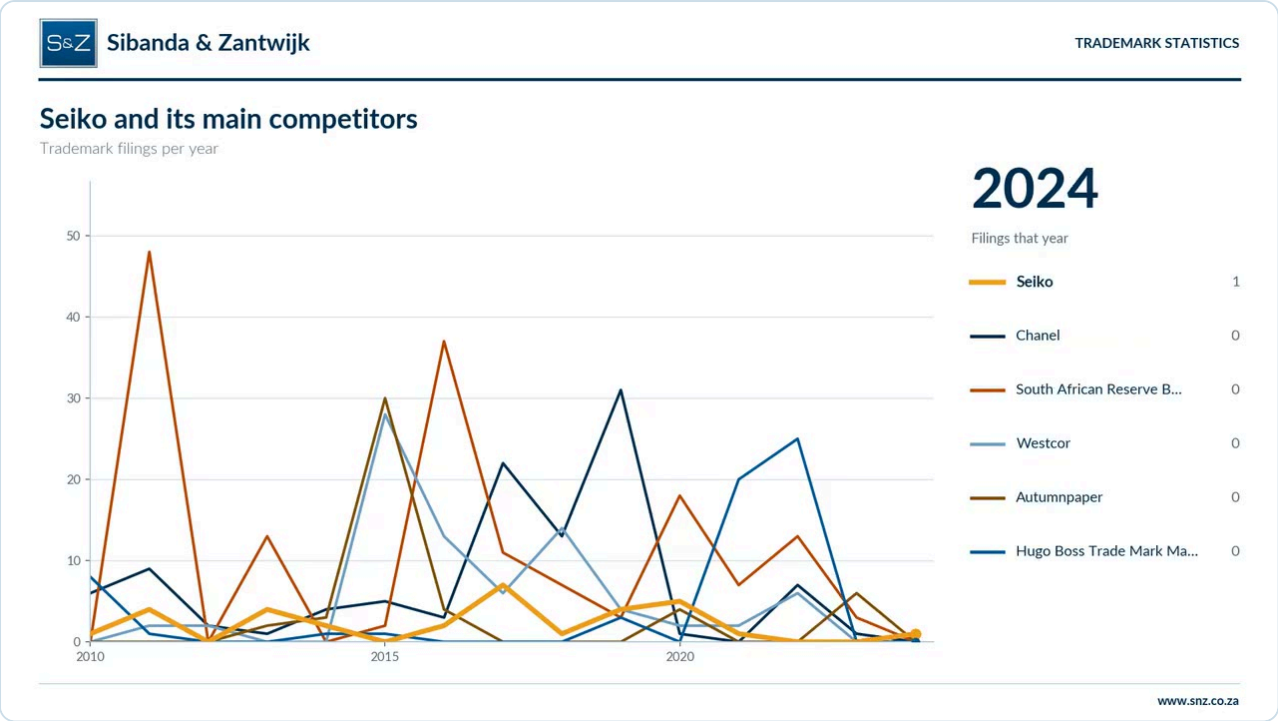


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/seiko-south-african-trademarks/class-14-race-video.html

Main competitors – the companies most like Seiko

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

Seiko 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/seiko-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Chanel	–	70%
2	South African Reserve Bank	–	70%
3	Westcor	–	70%
4	Autumnpaper	–	70%
5	Hugo Boss Trade Mark Management	–	70%
6	Audi	–	70%
7	Fossil Group	–	70%
8	De Beers UK	–	70%
9	Rolex	–	70%
10	Richemont	–	70%

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

Seiko – relevant export countries

South Africa exported **US$297 m** of the goods Seiko's main classes cover in the last year – watches; clocks; cases; watch boxes (class 14); sunglasses; cases; eyeglasses; spectacles (class 9); books; posters; stickers (class 16); toys; board games; plush toys (class 28); backpacks; handbags; bags (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Seiko's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	73	US$20 m	-0%	National	US$2,388
2	United States of America	73	US$18 m	-8%	National	US$3,425
3	United Kingdom	66	US$5.6 m	-2%	National	US$1,371
4	Japan	60	US$129 k	+2%	National	US$1,774
5	Hong Kong SAR	59	US$2.0 m	+3%	National	US$1,715
6	Canada	57	US$333 k	-5%	National	US$2,192
7	Australia	56	US$1.8 m	-4%	National	US$2,380
8	Türkiye	55	US$230 k	+18%	National	US$1,258
9	Namibia	54	US$54 m	+3%	ARIPO	US$450
10	Mexico	54	US$162 k	+5%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	54	US$54 m	+3%	ARIPO	US$450 S&Z
2	Mozambique	48	US$26 m	+6%	ARIPO	US$450 S&Z
3	Botswana	48	US$40 m	-10%	ARIPO	US$450 S&Z
4	Nigeria	47	US$1.4 m	-17%	National	US$1,015 S&Z
5	OAPI (17 states)	46	US$3.2 m	+4%	National	US$1,563 S&Z
6	Lesotho	46	US$17 m	+11%	National	US$326
7	Eswatini	45	US$20 m	-3%	National	US$446
8	Tanzania	43	US$3.5 m	-5%	ARIPO	US$450 S&Z
9	Egypt	42	US$139 k	-10%	National	US$2,278
10	Malawi	42	US$7.8 m	+11%	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)
SEIKO	42	US$8,526	US$8,396
SEIKO COM-MEDIA	3	US$609	US$1,194
LORUS	5	US$1,015	US$1,563
ALBA	3	US$609	US$1,194
COM-MEDIA	3	US$609	US$1,194

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 Seiko's five most-filed brands: word marks of **other companies** (not Seiko'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 SEIKO (classes 9, 14, 16, 37, 42; searched 2018-09-26 to 2026-11-08)

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

Similar to SEIKO COM-MEDIA (classes 9, 16, 42; searched 2018-06-27 to 2026-11-08)

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

Similar to LORUS (classes 8, 9, 14, 35, 37; searched 2023-07-26 to 2026-11-08)

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

Similar to ALBA (classes 14, 35, 37; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to COM-MEDIA (classes 9, 16, 42; searched 2018-02-28 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

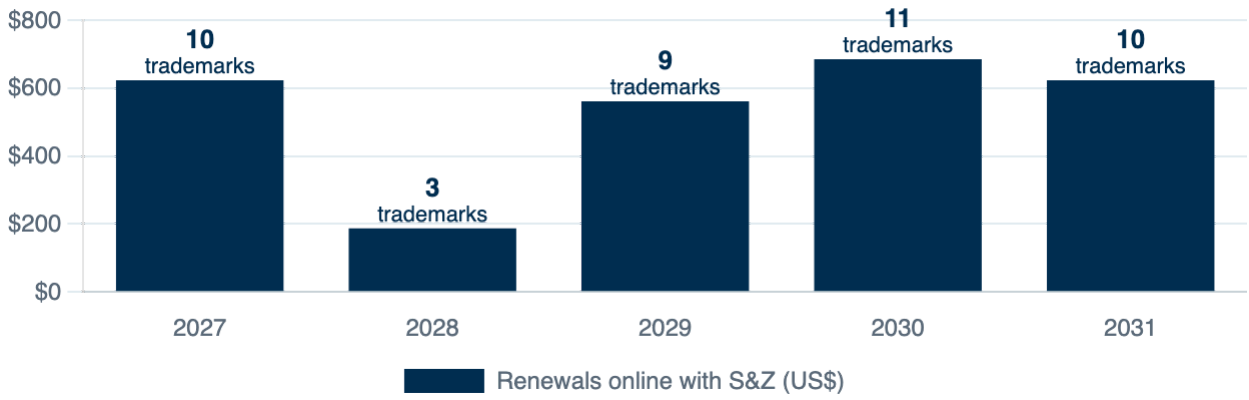
S&Z prices – South African trademarks

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$.

Seiko's next five years of renewals

43 of Seiko's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$2,679 over the five years.



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