Shell – South African trademarks

Updated 8 November 2026

Shell is a global energy company. It produces and sells fuels, lubricants and other energy products worldwide.

How Shell 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.

#77
largest trademark owner in South Africa (of 121,626)

758
trademarks filed

4
different logos published since 2020

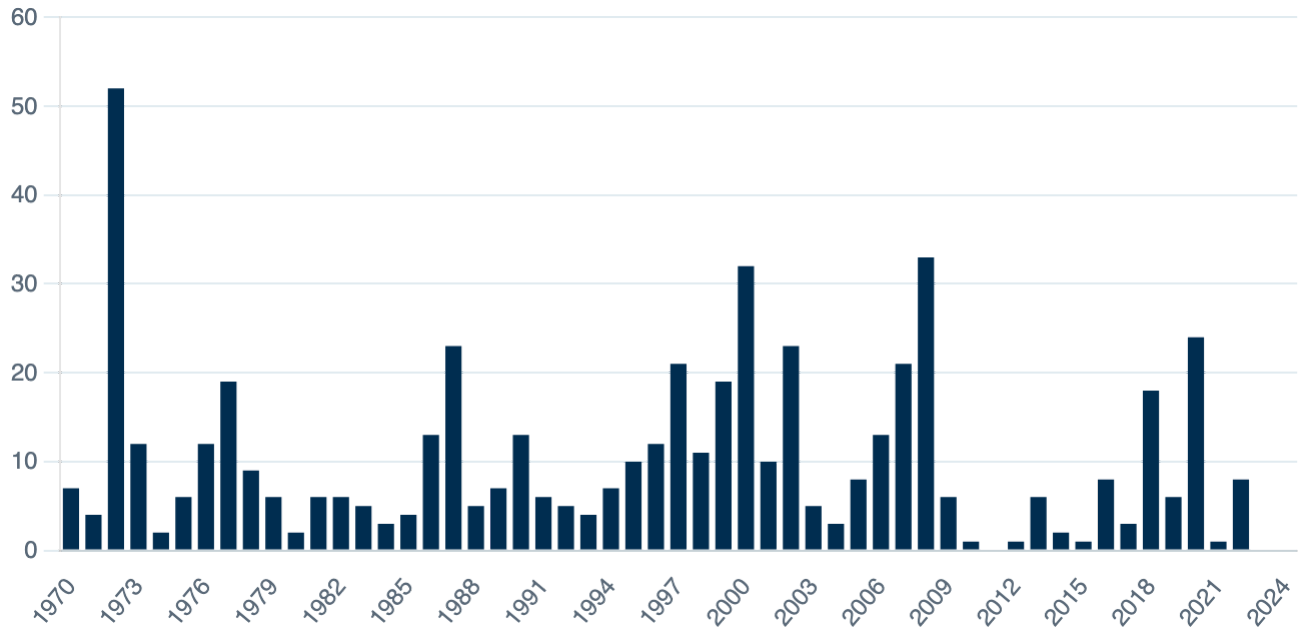
38
of 45 classes used

1917
first trademark filed

68
filed in the last 10 years

A portfolio built over time

Shell filed its first South African trademark in 1917 and has filed 758 since; its busiest year was 1972, with 52 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

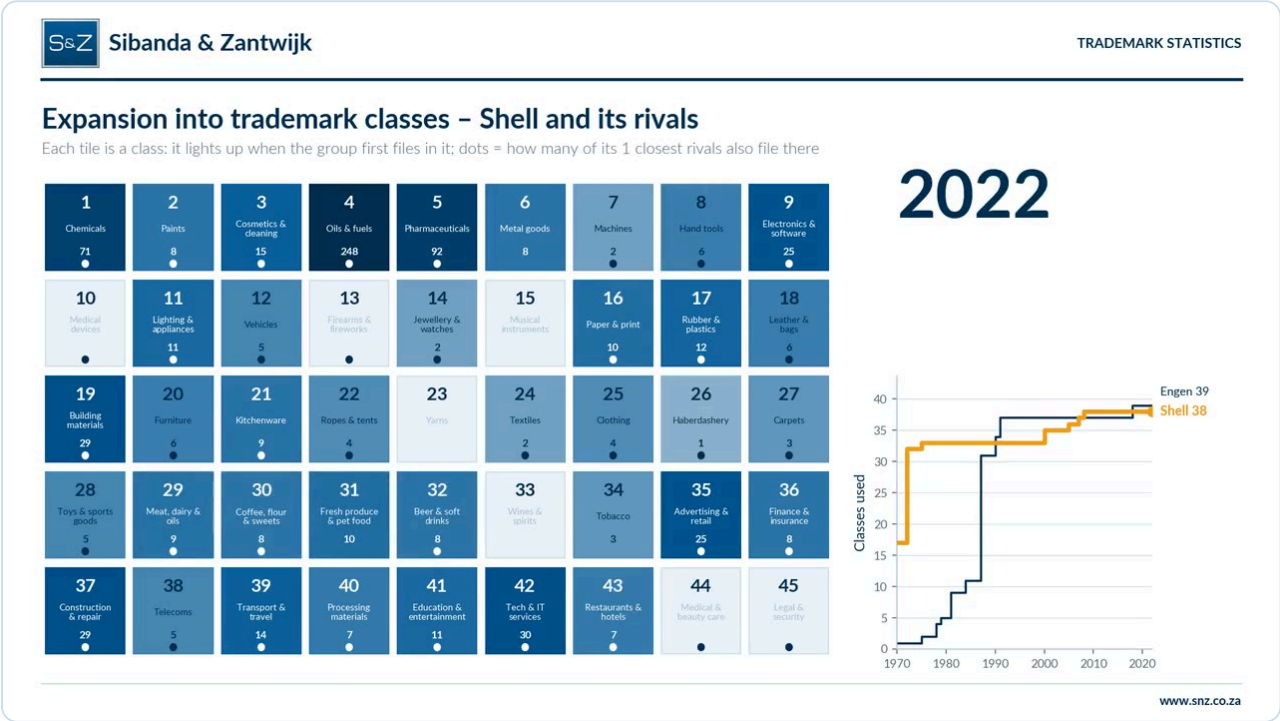
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Shell	555	1917–2022
Shell International Petroleum	213	1924–2004
Shell South Africa Marketing	25	1986–2002

Where Shell expanded its business

Trademark classes show what a business sells. Shell's portfolio is concentrated in oils & fuels (class 4), pharmaceuticals (class 5), chemicals (class 1). Its most recent moves were into haberdashery (2008), jewellery & watches (2007), restaurants & hotels (2005).

Shell trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shell-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
4 Oils & fuels	248	32.7%	1918
5 Pharmaceuticals	92	12.1%	1929
1 Chemicals	71	9.4%	1918
42 Tech & IT services	30	4.0%	1972
37 Construction & repair	29	3.8%	1972
19 Building materials	29	3.8%	1917
35 Advertising & retail	25	3.3%	1972
9 Electronics & software	25	3.3%	1972

The brands Shell protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SHELL	61	34	1918–2008
2	SHELL CAFE	10	10	2020–2020
3	SHELL ULTRA CITY	10	5	1987–1987
4	VEGAN	8	4	2020–2022
5	MAKETHEFUTURE	7	7	2016–2016
6	DELI BY SHELL	6	6	2018–2018
7	DELI2GO	6	6	2018–2018
8	OPTIBUY	6	6	2000–2000
9	HELIX	6	4	1969–2008
10	BACK ON THE ROAD AGAIN	5	5	1987–1987
11	BACK ON THE ROAD AGAIN AND FEELING GOOD	5	5	1987–1987
12	JOCK OF THE BUSHVELD	5	5	1975–1975
13	MADE TO MOVE	5	5	2006–2006
14	SELECT	5	5	1992–2000
15	COLOURS-SERVICE STATION (3-D)	4	4	2002–2002

Logos filed most often (since 2020)



10 filings · 10 classes



8 filings · 4 classes



8 filings · 4 classes



4 filings · 4 classes

Shell's logos

The 4 different logos Shell 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.



10 classes



4 classes



4 classes

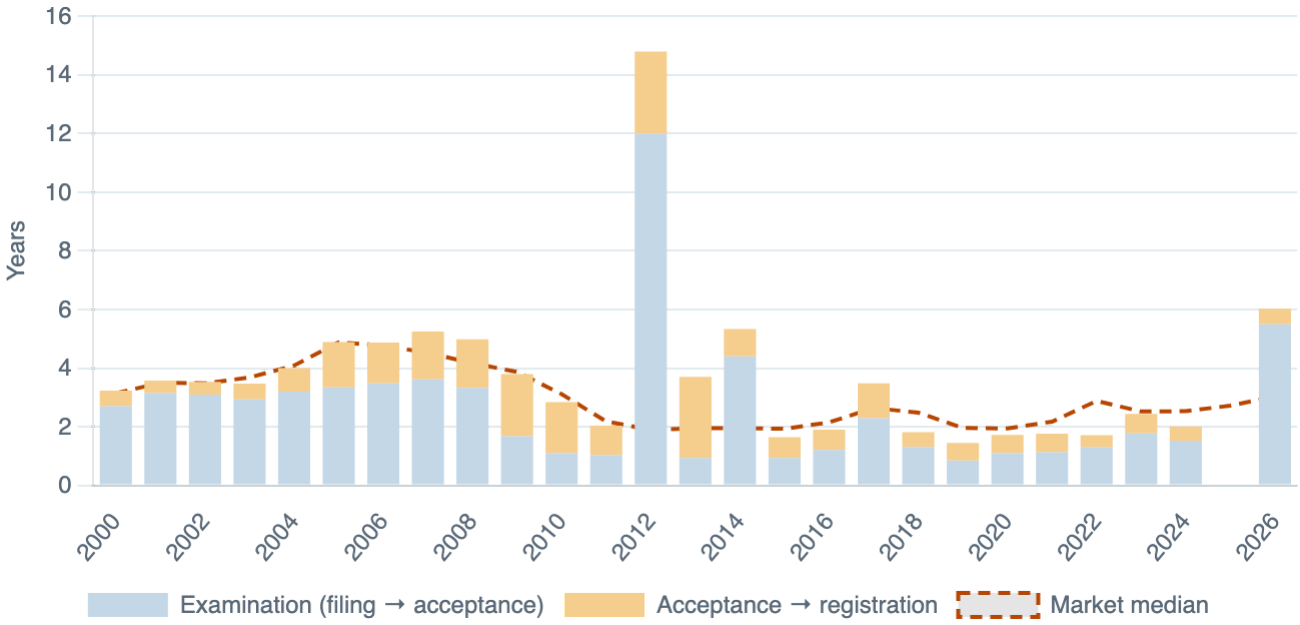


4 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Shell's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 6.0 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

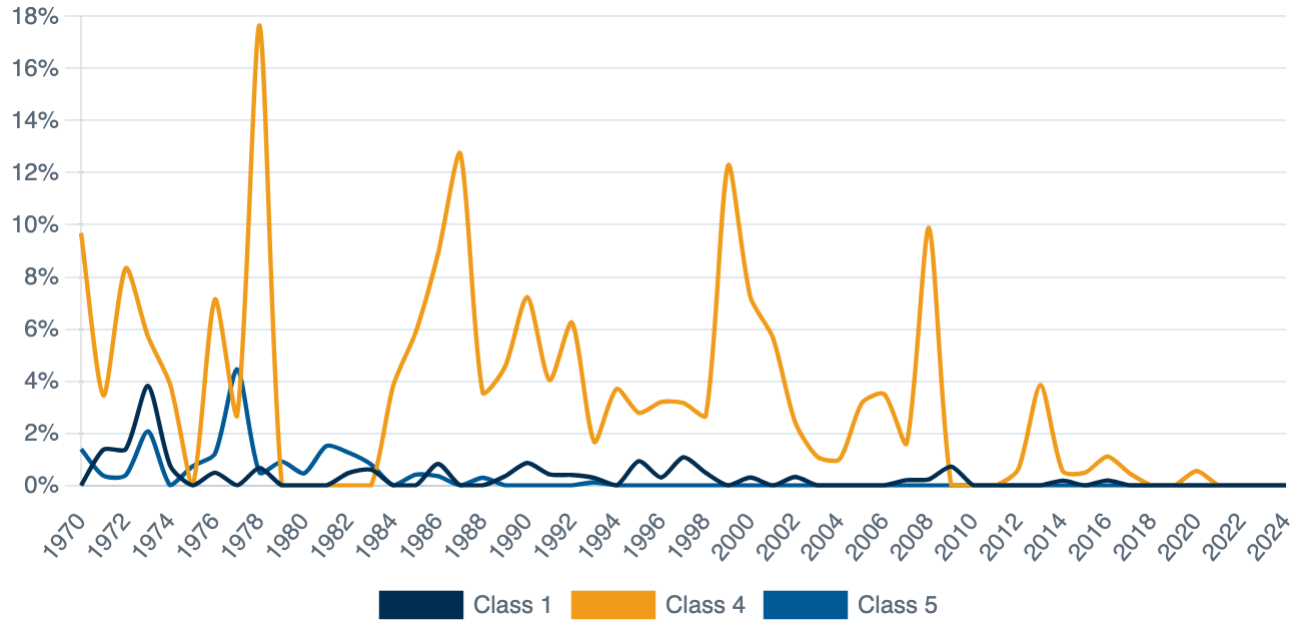


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Shell's classes

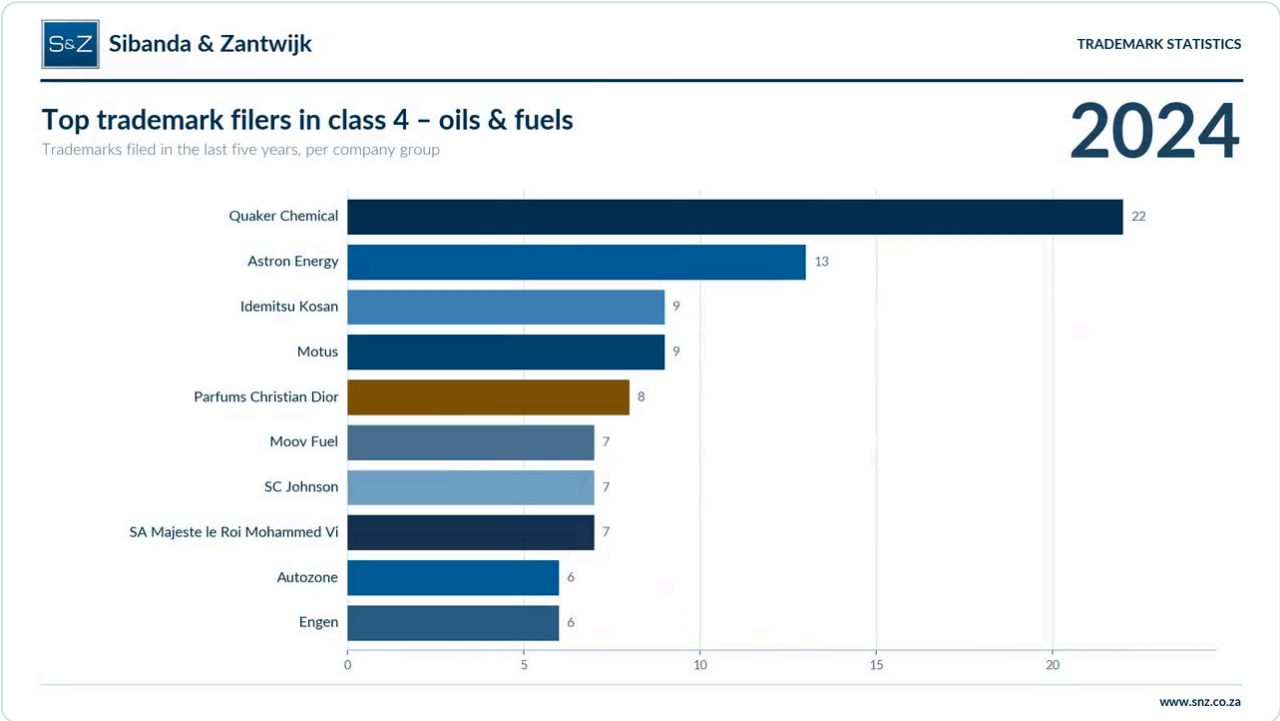
> Ranked by **number of trademarks filed in Shell's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Shell's market position, not who is most like it.

In the last five years, Shell was **#252** of 419 filers in class 4 (oils & fuels), with 1 of 714 trademarks.



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

Top trademark filers in class 4 (oils & fuels), South Africa 1975–2024: Shell



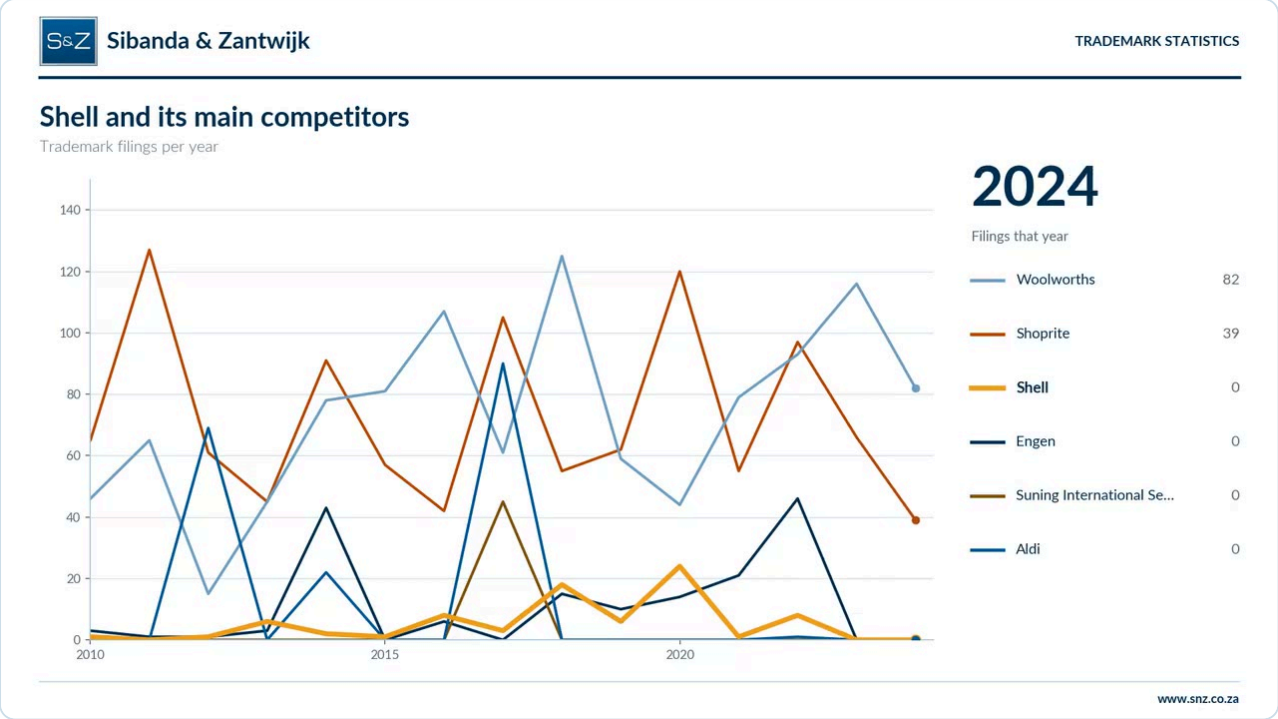
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shell-south-african-trademarks/class-4-race-video.html

Main competitors – the companies most like Shell

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

Shell's closest competitors in South Africa are Engen.

Shell 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/shell-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Engen	Direct competitor	66%
2	Shoprite	Retailer's own brands	70%
3	Woolworths	Retailer's own brands	70%
4	Suning International Services	Retailer's own brands	67%
5	Aldi	Retailer's own brands	67%
6	Unitrade Management Services	Retailer's own brands	65%
7	Wellness Warehouse	Retailer's own brands	64%
8	Massmart	Retailer's own brands	64%
9	SA Majeste le Roi Mohammed Vi	Other field	67%
10	Brother Industries	Other field	67%

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

Shell – relevant export countries

South Africa exported **US$5.2 billion** of the goods Shell's main classes cover in the last year – lubricants; grease; electrical energy (class 4); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5); chemicals; fertilizers; chemical preparations (class 1); asphalt; bitumen; pitch (class 19); computer software; computer programs; batteries; measuring (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Shell's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	71	US$251 m	-9%	National	US$2,388
2	United States of America	67	US$160 m	-4%	National	US$3,425
3	United Kingdom	65	US$37 m	-5%	National	US$1,371
4	Zimbabwe	62	US$483 m	+100%	ARIPO	US$450
5	Botswana	62	US$935 m	-13%	ARIPO	US$450
6	Türkiye	61	US$15 m	+1%	National	US$1,258
7	Japan	60	US$8.9 m	-6%	National	US$1,774
8	Mozambique	59	US$437 m	-17%	ARIPO	US$450
9	Australia	59	US$35 m	-6%	National	US$2,380
10	Namibia	59	US$356 m	+7%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	62	US$483 m	+100%	ARIPO	US$450 S&Z
2	Botswana	62	US$935 m	-13%	ARIPO	US$450 S&Z
3	Mozambique	59	US$437 m	-17%	ARIPO	US$450 S&Z
4	Namibia	59	US$356 m	+7%	ARIPO	US$450 S&Z
5	Eswatini	58	US$392 m	-4%	National	US$446
6	Zambia	57	US$596 m	+50%	National	US$2,610
7	Nigeria	57	US$51 m	-24%	National	US$1,015 S&Z
8	Lesotho	56	US$296 m	-3%	National	US$326
9	Tanzania	55	US$29 m	-5%	ARIPO	US$450 S&Z
10	OAPI (17 states)	55	US$39 m	-10%	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)
SHELL	34	US$6,902	US$6,919
SHELL CAFE	10	US$2,030	US$2,487
SHELL ULTRA CITY	5	US$1,015	US$1,563
VEGAN	4	US$812	US$1,378
MAKETHEFUTURE	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 Shell's five most-filed brands: word marks of **other companies** (not Shell'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 SHELL (classes 1, 4, 5, 37, 42; searched 2023-05-31 to 2026-11-07)

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

Similar to SHELL CAFE (classes 4, 5, 1, 42, 37; searched 2018-01-31 to 2026-11-07)

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

Similar to SHELL ULTRA CITY (classes 4, 35, 37, 39, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to VEGAN (classes 29, 30, 31, 32; searched 2023-04-26 to 2026-11-07)

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

Similar to MAKETHEFUTURE (classes 1, 4, 19, 37, 40, 42, 43; no close matches in the search)

No confusingly similar marks of other companies found.

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

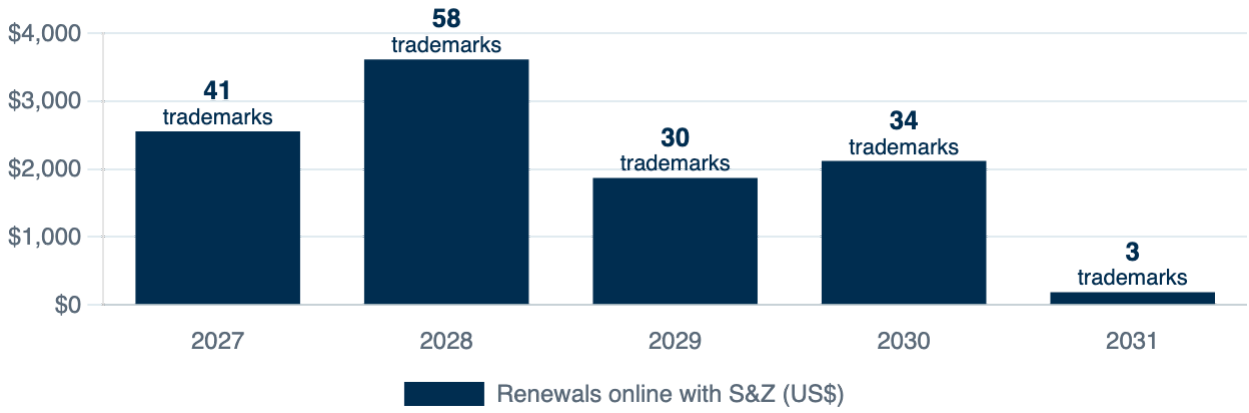
S&Z prices – South African trademarks

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$.

Shell's next five years of renewals

166 of Shell's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$10,341 over the five years.



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