Siemens – South African trademarks

Updated 8 November 2026

Siemens is a German technology company. It supplies industrial automation, smart infrastructure, mobility and healthcare technology.

How Siemens 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.

#67
largest trademark owner in South Africa (of 121,626)

809
trademarks filed

4
different logos published since 2020

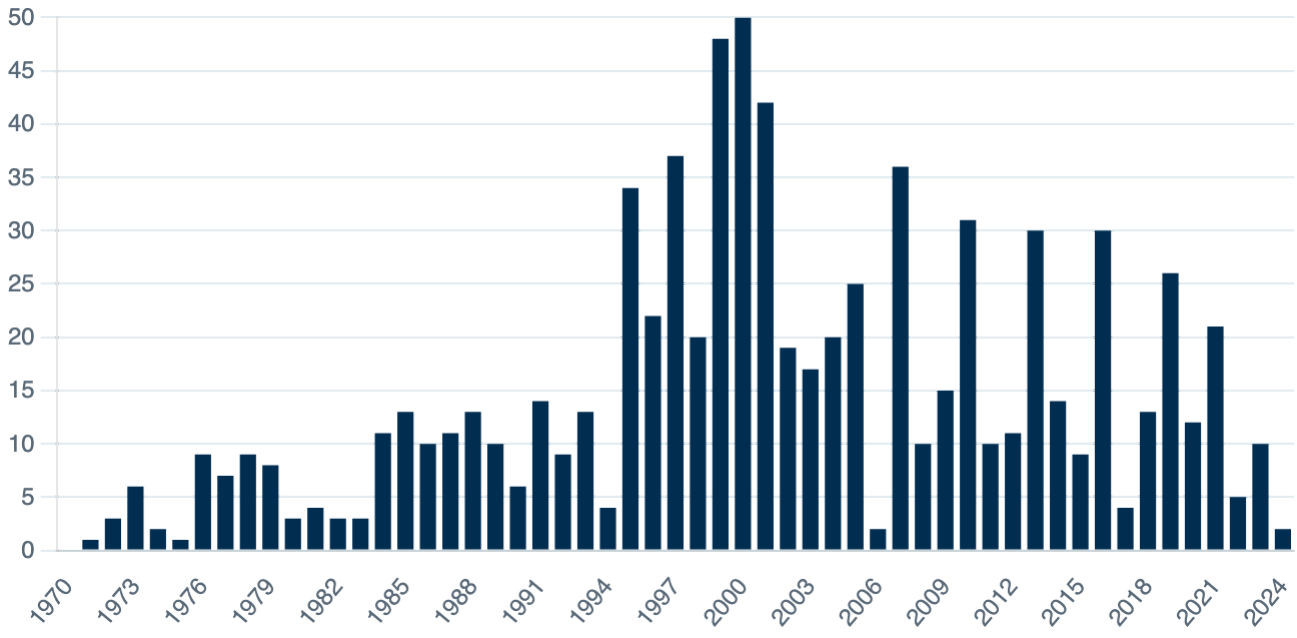
21
of 45 classes used

1925
first trademark filed

123
filed in the last 10 years

A portfolio built over time

Siemens filed its first South African trademark in 1925 and has filed 809 since; its busiest year was 2000, with 50 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

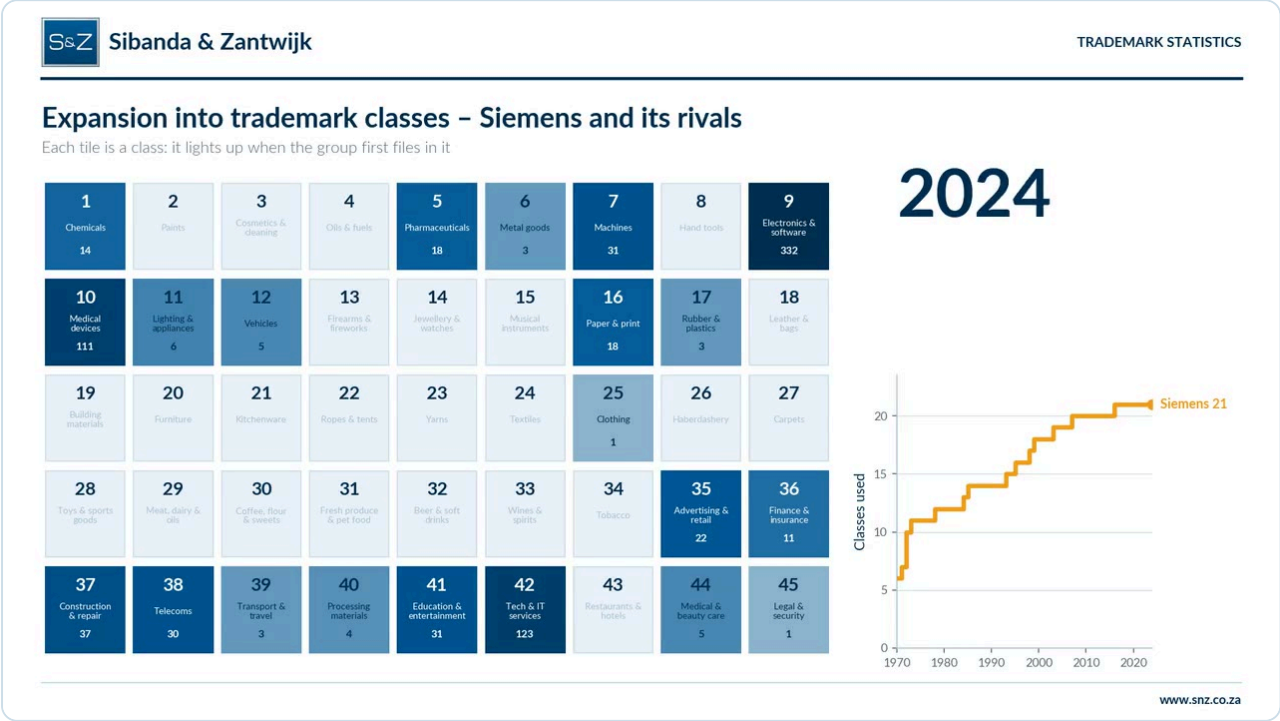
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Siemens	719	1925–2024
Siemens Healthcare	121	1977–2023
Siemens Healthcare Diagnostics	63	1942–2022
Siemens Healthcare Diagnostics Products	10	1978–2005

Where Siemens expanded its business

Trademark classes show what a business sells. Siemens' portfolio is concentrated in electronics & software (class 9), tech & it services (class 42), medical devices (class 10). Its most recent moves were into clothing (2016), legal & security (2007), medical & beauty care (2003).

Siemens trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/siemens-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	332	41.0%	1925
42 Tech & IT services	123	15.2%	1984
10 Medical devices	111	13.7%	1964
37 Construction & repair	37	4.6%	1972
41 Education & entertainment	31	3.8%	1993
7 Machines	31	3.8%	1964
38 Telecoms	30	3.7%	1995
35 Advertising & retail	22	2.7%	1972

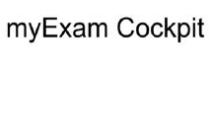
The brands Siemens protects most

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

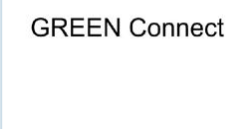
#	BRAND	TRADEMARKS	CLASSES	FILED
1	SIEMENS GLOBAL NETWORK OF INNOVATION	13	13	2001–2001
2	Healthineers	12	12	2016–2016
3	SIEMENS CLIMATE SOLUTIONS	12	12	2010–2010
4	SIEMENS	9	8	1964–2007
5	IN AFRICA. FOR AFRICA.	7	7	2003–2003
6	MOBISPHERE	6	6	2000–2000
7	SIMETAL	6	6	2007–2007
8	SIPLANT	6	6	1999–1999
9	ATELLICA	6	4	2016–2020
10	INTERATOM	5	5	1978–1978
11	MCS	5	5	1997–1997
12	SIEMENS NIXDORF	5	5	1991–1991
13	SITRAM	5	5	2009–2009
14	teamplay	5	5	2015–2015
15	SIMATIC	5	4	1973–1993

Logos filed most often (since 2020)

5 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class

Siemens' logos

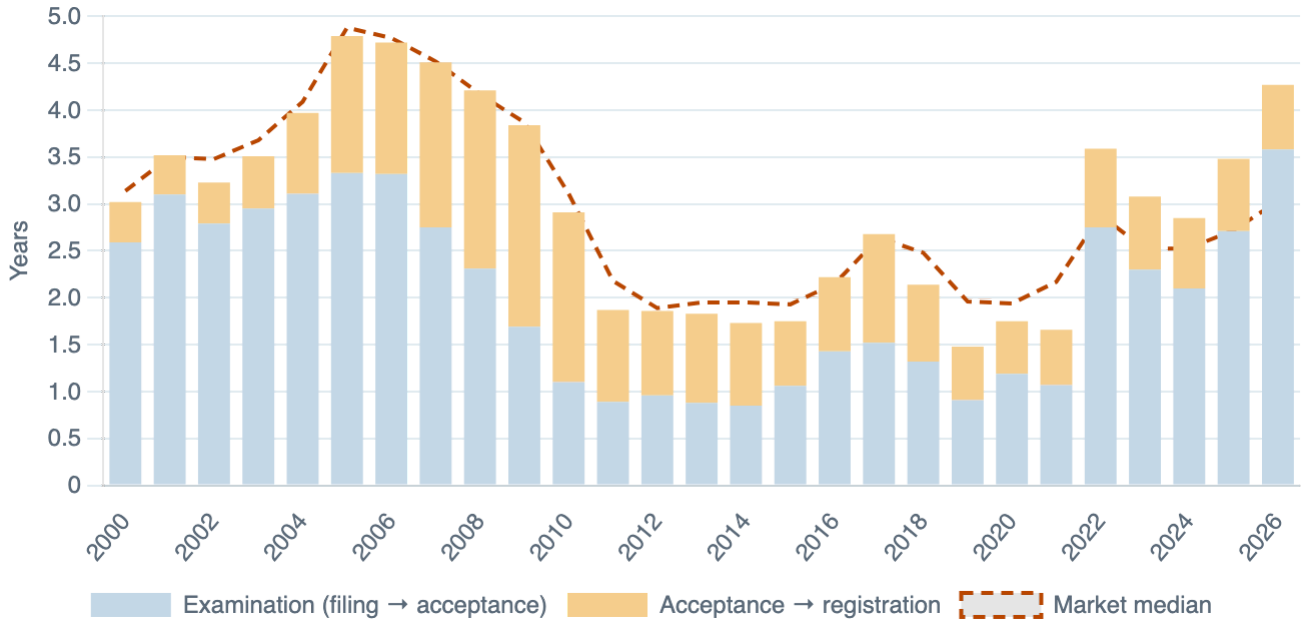
The 4 different logos Siemens has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

SOMATOM On.site	myExam Cockpit	GREEN Connect	ARTIS genio
3 classes	3 classes	2 classes	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Siemens' marks took a median of **3.5 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

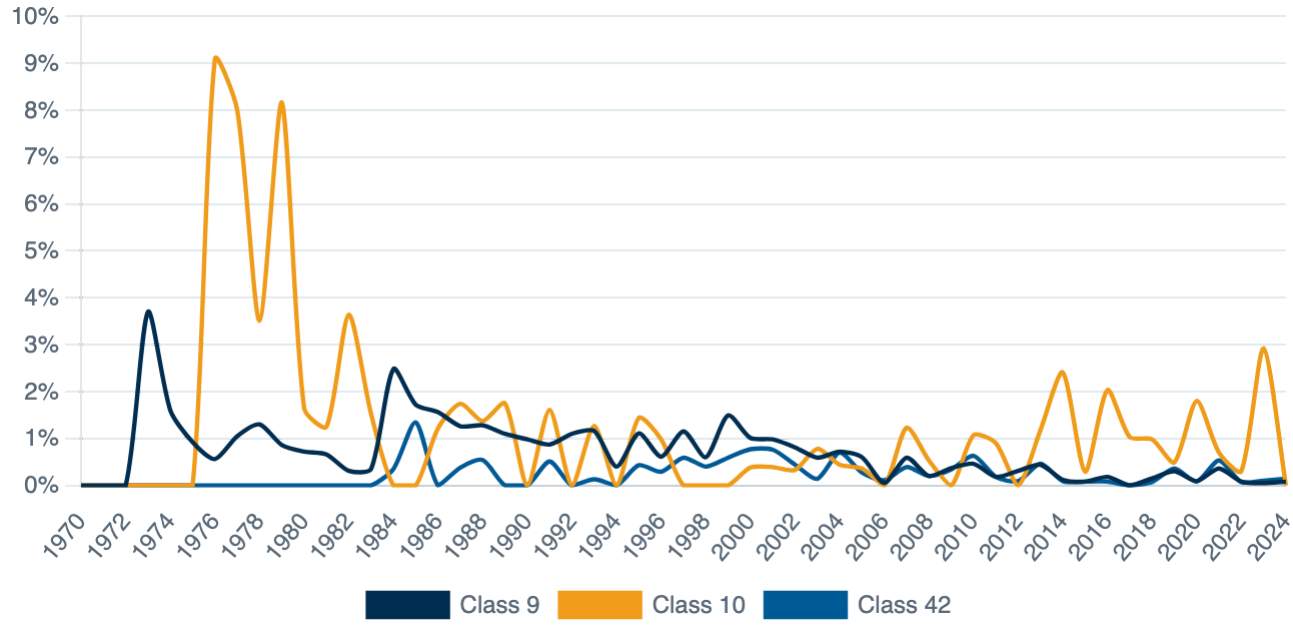


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Siemens' classes

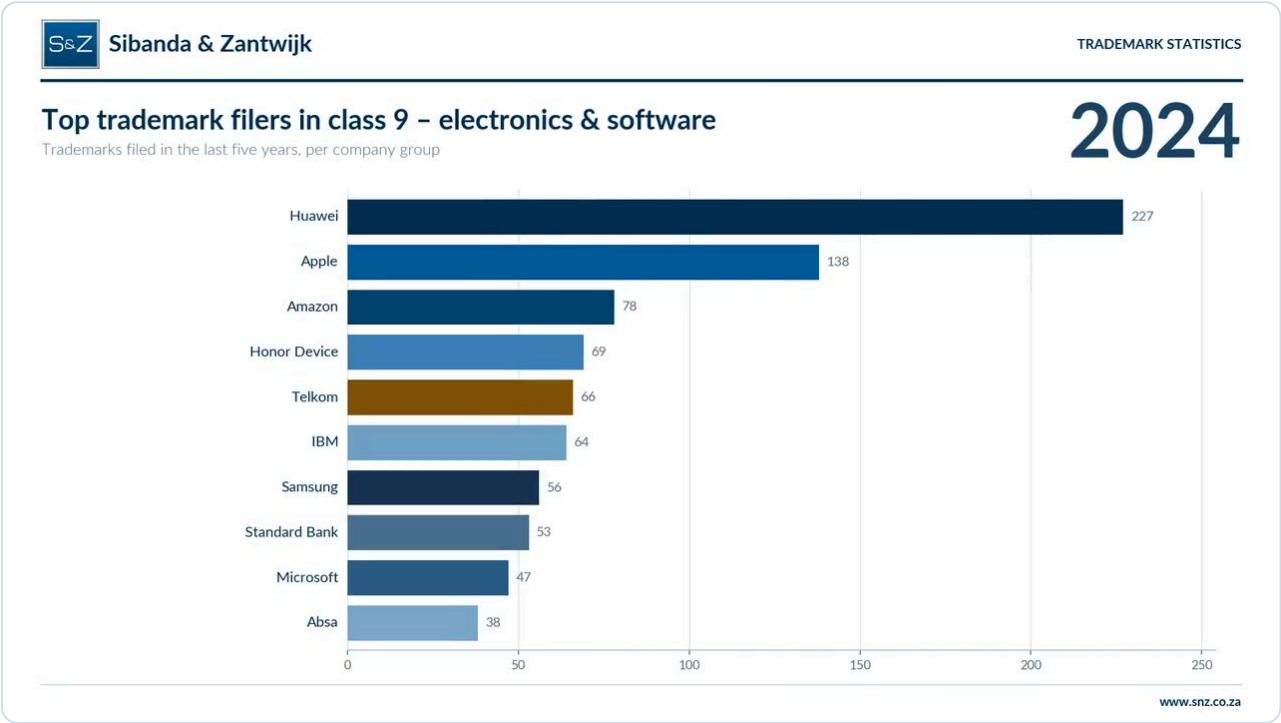
> Ranked by **number of trademarks filed in Siemens' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Siemens' market position, not who is most like it.

In the last five years, Siemens was **#45** of 4,926 filers in class 9 (electronics & software), with 15 of 10,252 trademarks; **#21** of 3,000 filers in class 42 (tech & IT services), with 12 of 5,783 trademarks; **#4** of 814 filers in class 10 (medical devices), with 19 of 1,561 trademarks.



Siemens' 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: Siemens

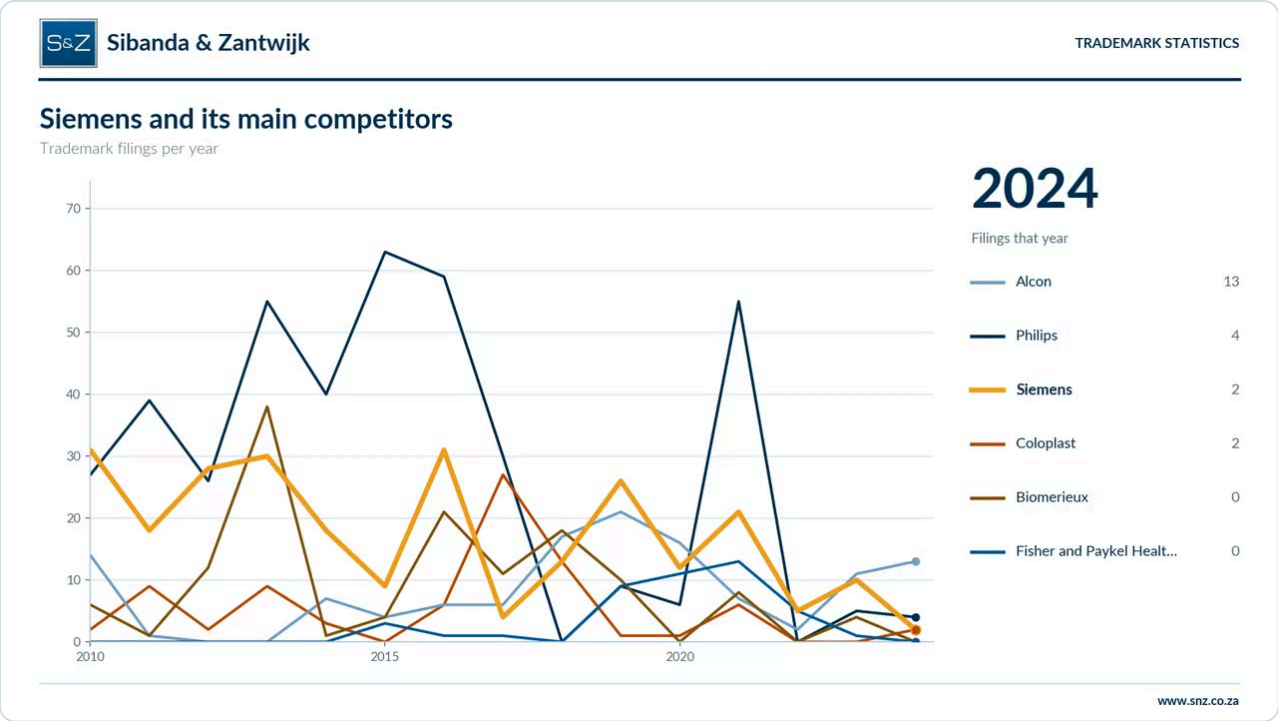


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/siemens-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Siemens

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

Siemens 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/siemens-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Philips	Related field	74%
2	Coloplast	Other field	70%
3	Alcon	Other field	69%
4	Biomerieux	Other field	67%
5	Fisher and Paykel Healthcare	–	72%
6	Bausch and Lomb	–	70%
7	Sivantos	–	69%
8	Paragon 28	–	69%
9	Medacta International	–	69%
10	Becton Dickinson and	–	69%

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

Siemens – relevant export countries

South Africa exported **US$8.2 billion** of the goods Siemens' main classes cover in the last year – software; computer hardware; data; recorded (class 9); parts; equipment; devices; instruments (class 10); machines; machine tools; vacuum cleaners (class 7). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Siemens' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	82	US$1.4 billion	-0%	National	US$1,859
2	United States of America	74	US$511 m	+3%	National	US$2,075
3	United Kingdom	67	US$114 m	-2%	National	US$1,012
4	India	66	US$52 m	+8%	National	US$807
5	Türkiye	65	US$289 m	+8%	National	US$980
6	Canada	62	US$79 m	-1%	National	US$1,623
7	Australia	61	US$180 m	-0%	National	US$1,660
8	Hong Kong SAR	60	US$28 m	+0%	National	US$1,110
9	Singapore	59	US$17 m	-2%	National	US$1,306
10	Namibia	59	US$596 m	+17%	ARIPO	US$343

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	59	US$596 m	+17%	ARIPO	US$343 S&Z
2	Zimbabwe	58	US$608 m	+14%	ARIPO	US$343 S&Z
3	Morocco	57	US$22 m	+23%	National	US$1,040
4	Lesotho	56	US$157 m	+28%	National	US$314
5	Botswana	56	US$617 m	-7%	ARIPO	US$343 S&Z
6	Nigeria	56	US$71 m	-8%	National	US$609 S&Z
7	Mozambique	55	US$411 m	+8%	ARIPO	US$343 S&Z
8	OAPI (17 states)	55	US$239 m	+10%	National	US$1,194 S&Z
9	Malawi	55	US$79 m	+29%	ARIPO	US$343 S&Z
10	Tanzania	54	US$123 m	+3%	ARIPO	US$343 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 3 classes; ARIPO costs are per country, plus US$280 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)
SIEMENS GLOBAL NETWORK OF INNOVATION	13	US$2,639	US$3,041
Healthineers	12	US$2,436	US$2,856
SIEMENS CLIMATE SOLUTIONS	12	US$2,436	US$2,856
SIEMENS	8	US$1,624	US$2,117
IN AFRICA. FOR AFRICA.	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 Siemens' five most-filed brands: word marks of **other companies** (not Siemens' 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 SIEMENS GLOBAL NETWORK OF INNOVATION (classes 9, 10, 37, 41, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to SIEMENS CLIMATE SOLUTIONS (classes 9, 10, 41, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to SIEMENS (classes 7, 9, 10, 11, 35, 36, 37, 40; searched 2019-07-31 to 2026-11-07)

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

Similar to Healthineers (classes 9, 37, 41, 42; searched 2018-07-25 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

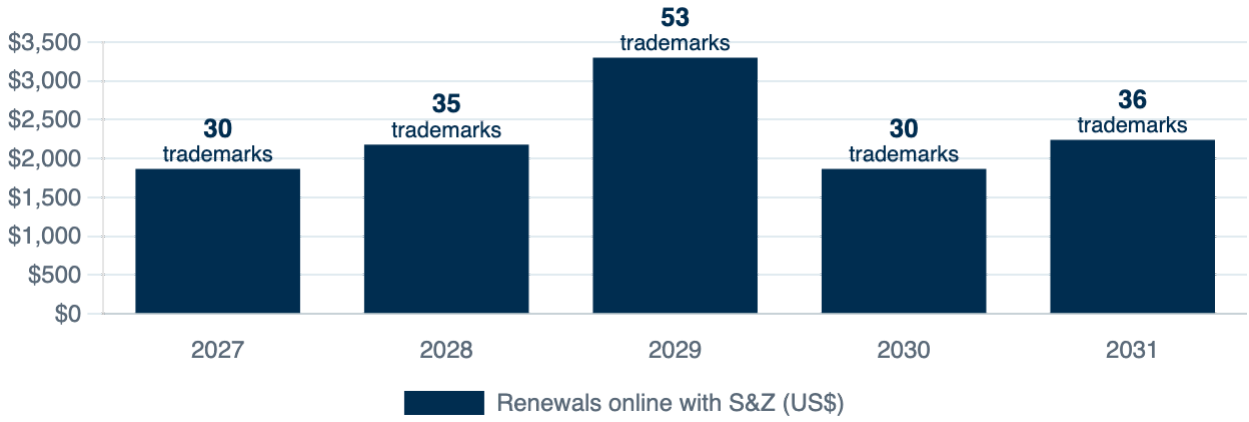
S&Z prices – South African trademarks

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$.

Siemens' next five years of renewals

184 of Siemens' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$11,461** over the five years.



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