Telkom – South African trademarks

Updated 8 November 2026

Telkom is South Africa's largest integrated communications provider. It offers fixed-line, fibre, mobile and IT services to consumers and businesses.

How Telkom 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.

#20
largest trademark owner in South Africa (of 121,626)

1,636
trademarks filed

14
different logos published since 2020

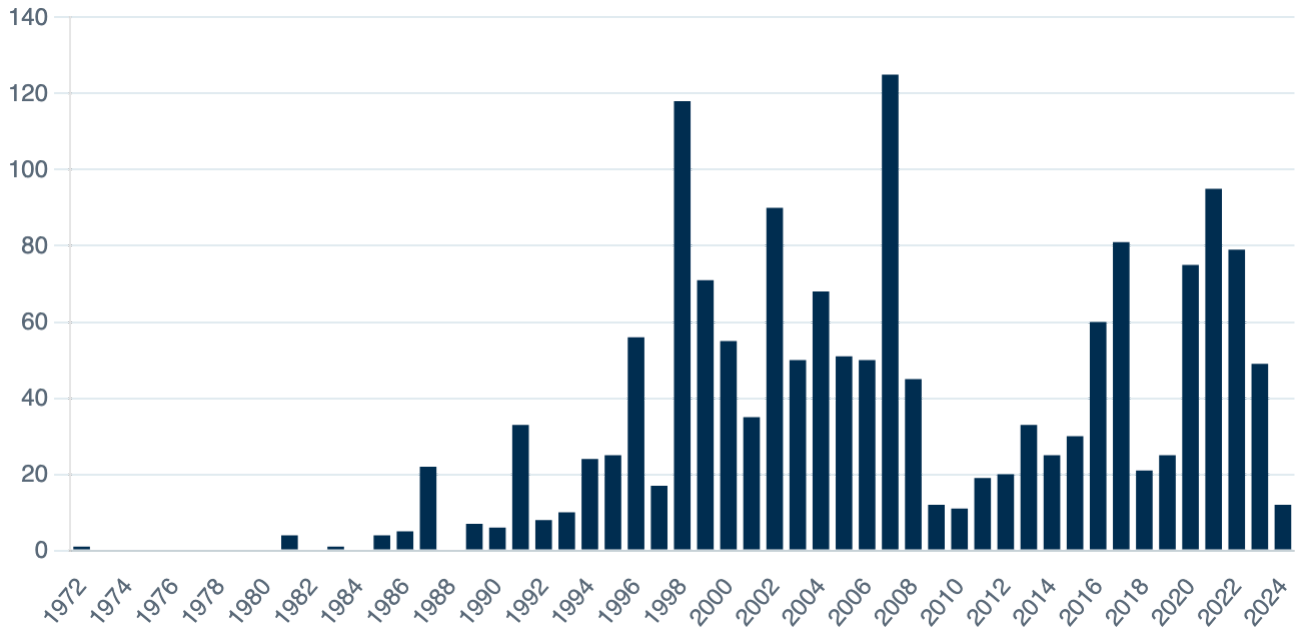
17
of 45 classes used

1972
first trademark filed

505
filed in the last 10 years

A portfolio built over time

Telkom filed its first South African trademark in 1972 and has filed 1,636 since; its busiest year was 2007, with 125 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

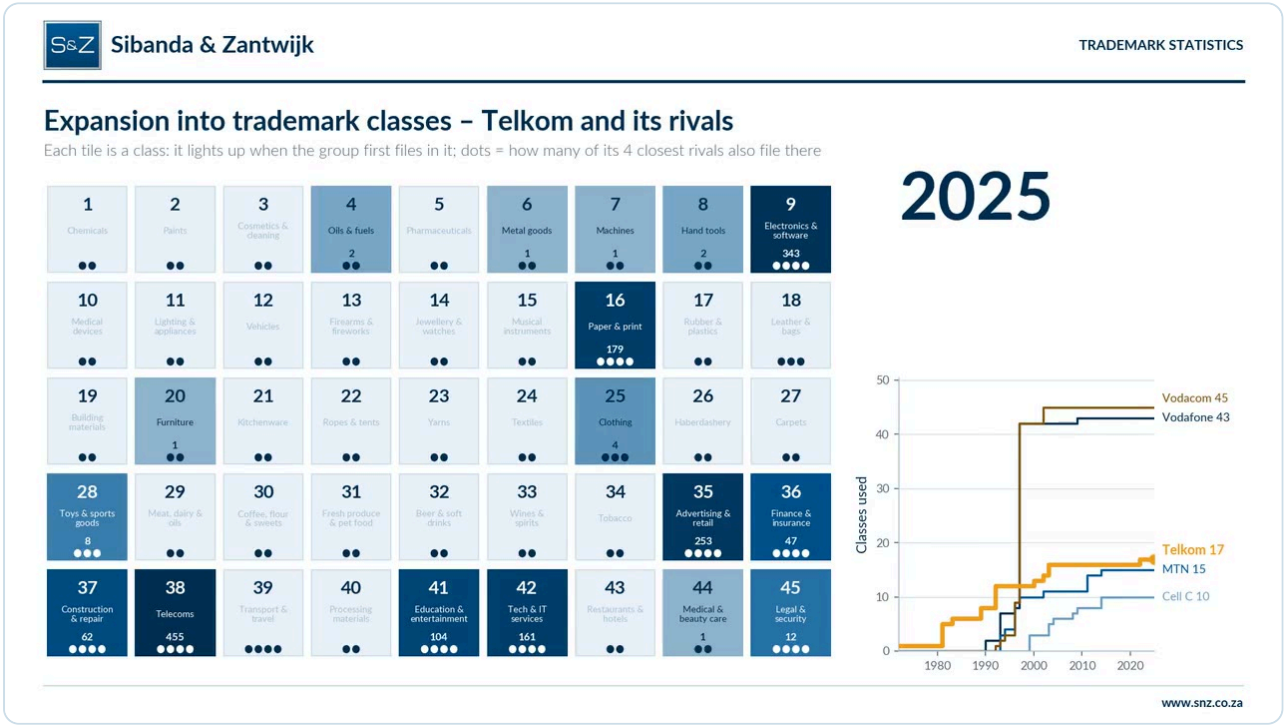
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Telkom	1,432	1972–2025
Business Connexion	272	1987–2025
Telkom Media	81	2006–2011
A South African Company 1021 Lenchen Avenue North Centurion Gauteng 0…	13	2004–2004

Where Telkom expanded its business

Trademark classes show what a business sells. Telkom's portfolio is concentrated in telecoms (class 38), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into oils & fuels (2022), legal & security (2003), medical & beauty care (2003).

Telkom trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/telkom-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
38	Telecoms	455	27.8%	1981
9	Electronics & software	343	21.0%	1983
35	Advertising & retail	253	15.5%	1981
16	Paper & print	179	10.9%	1972
42	Tech & IT services	161	9.8%	1981
41	Education & entertainment	104	6.4%	1989
37	Construction & repair	62	3.8%	1989
36	Finance & insurance	47	2.9%	1981

The brands Telkom protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TELKOM	37	9	1991–2021
2	TELKOM MUSIC	21	7	2021–2021
3	VS GAMING	18	6	2017–2021
4	BCX	17	9	2005–2016
5	BUSINESS CONNEXION	16	8	2004–2004
6	ICE	15	4	2006–2008
7	GYRO	12	8	2017–2017
8	BCX EXA	12	6	2021–2021
9	EDUC8	12	6	2013–2014
10	TELKOM TELKOM MEDIA	12	6	2007–2007
11	TNL	12	6	2023–2023
12	ALP CLOUD	10	5	2023–2023
13	BUSINESS CONNEXION CONNECTIVE INTELLIGENCE	10	5	2011–2011
14	1023	9	3	1998–2002
15	TDS	9	3	2004–2004

Logos filed most often (since 2020)



18 filings · 6 classes



14 filings · 7 classes



12 filings · 3 classes

9 filings · 6 classes



7 filings · 7 classes



6 filings · 6 classes



6 filings · 3 classes



5 filings · 5 classes



5 filings · 5 classes



5 filings · 5 classes

Telkom's logos

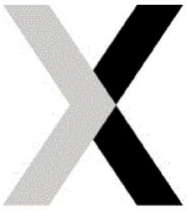
The 14 different logos Telkom has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



7 classes



7 classes



6 classes

6 classes



6 classes



5 classes



5 classes



5 classes



4 classes



3 classes



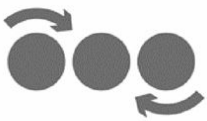
3 classes



3 classes



2 classes

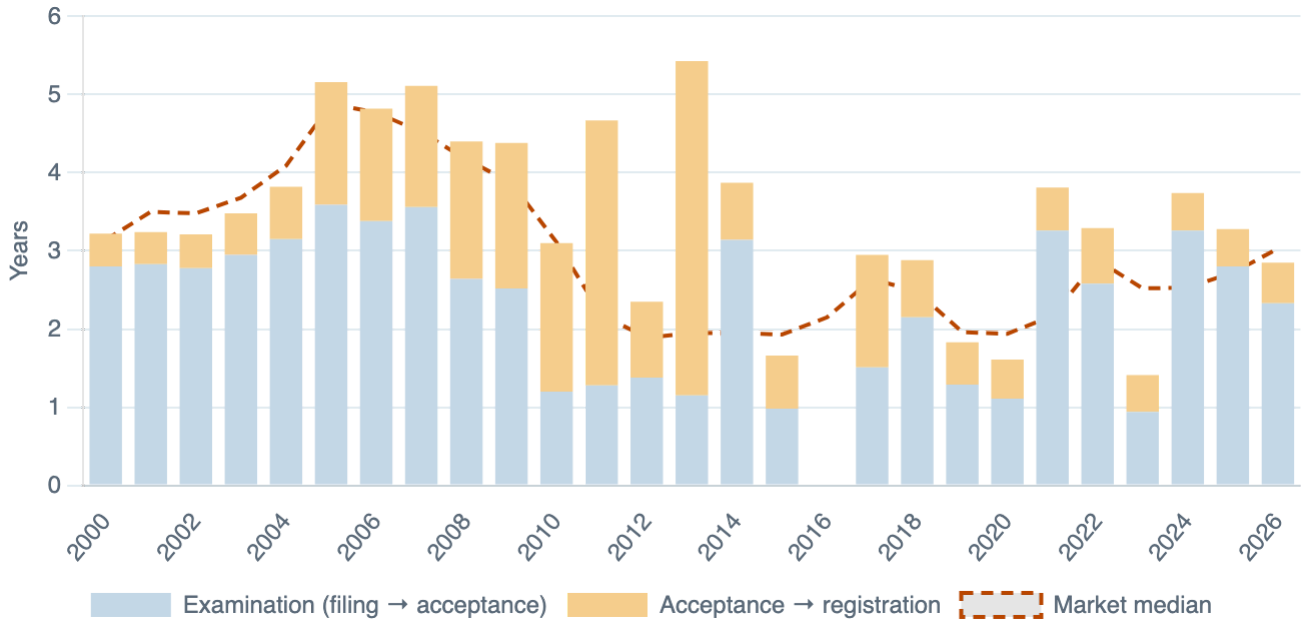


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Telkom's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

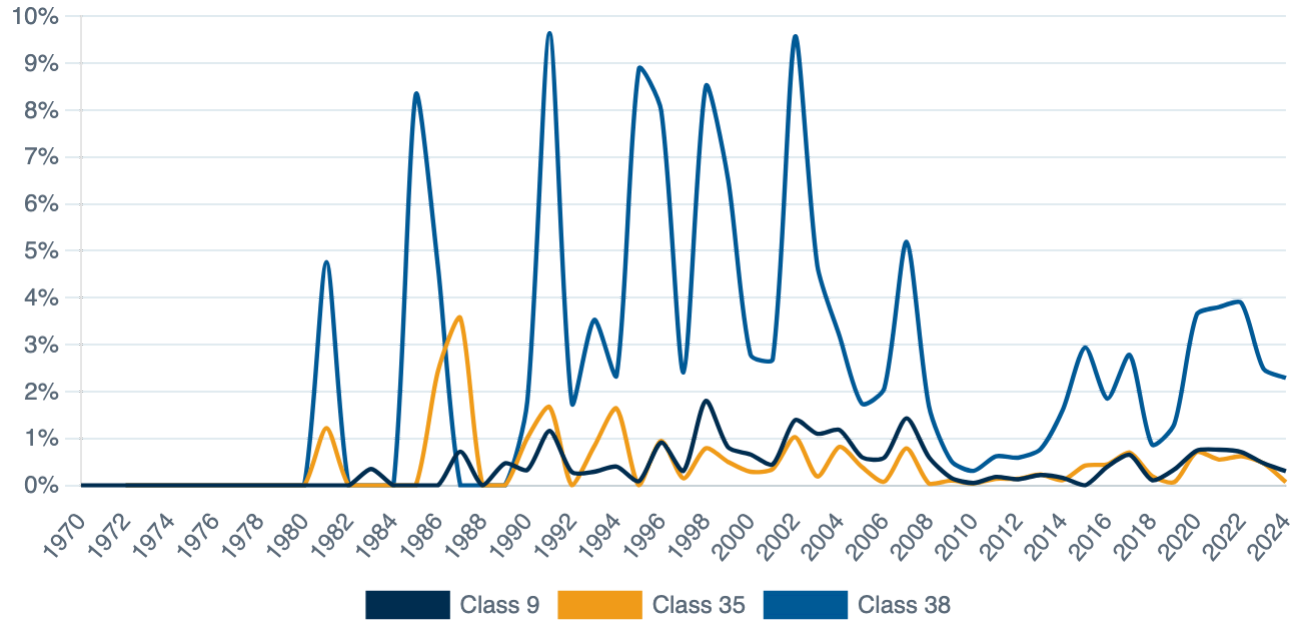


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Telkom's classes

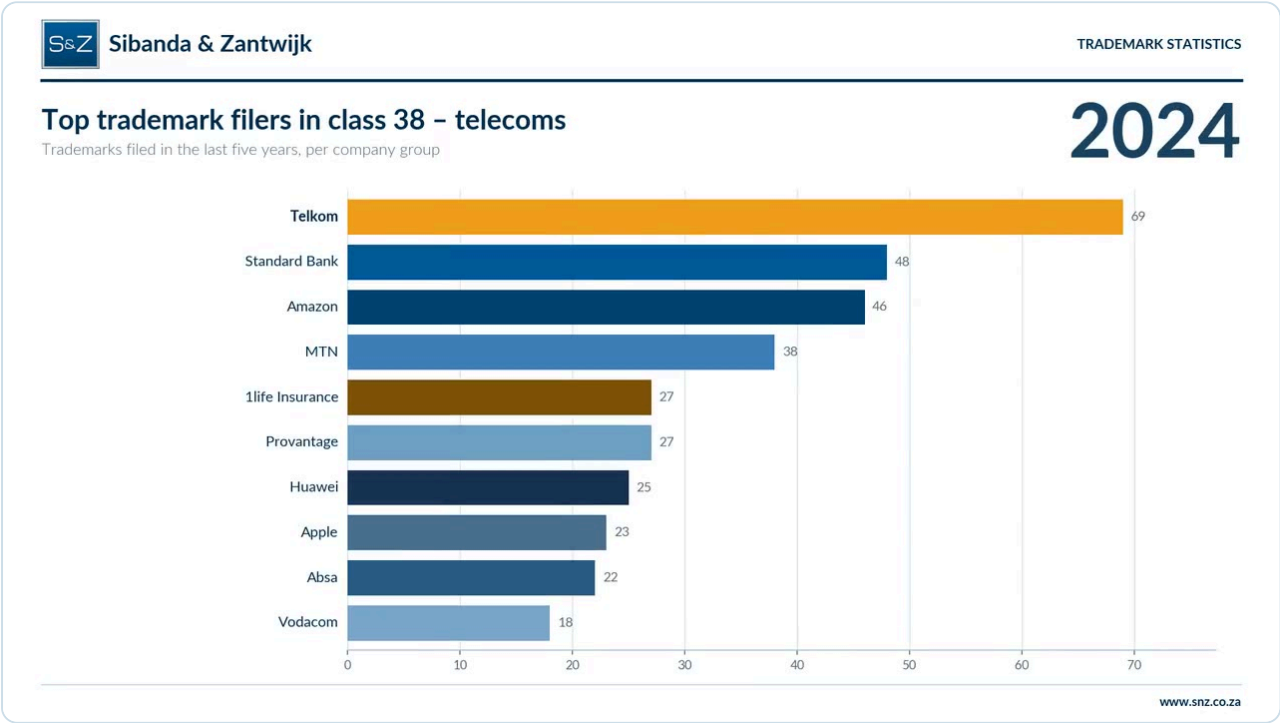
> Ranked by **number of trademarks filed in Telkom's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Telkom's market position, not who is most like it.

In the last five years, Telkom was **#1** of 893 filers in class 38 (telecoms), with 69 of 1,971 trademarks; **#5** of 4,926 filers in class 9 (electronics & software), with 66 of 10,252 trademarks; **#3** of 5,866 filers in class 35 (advertising & retail), with 60 of 11,124 trademarks.



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

Top trademark filers in class 38 (telecoms), South Africa 1975–2024: Telkom



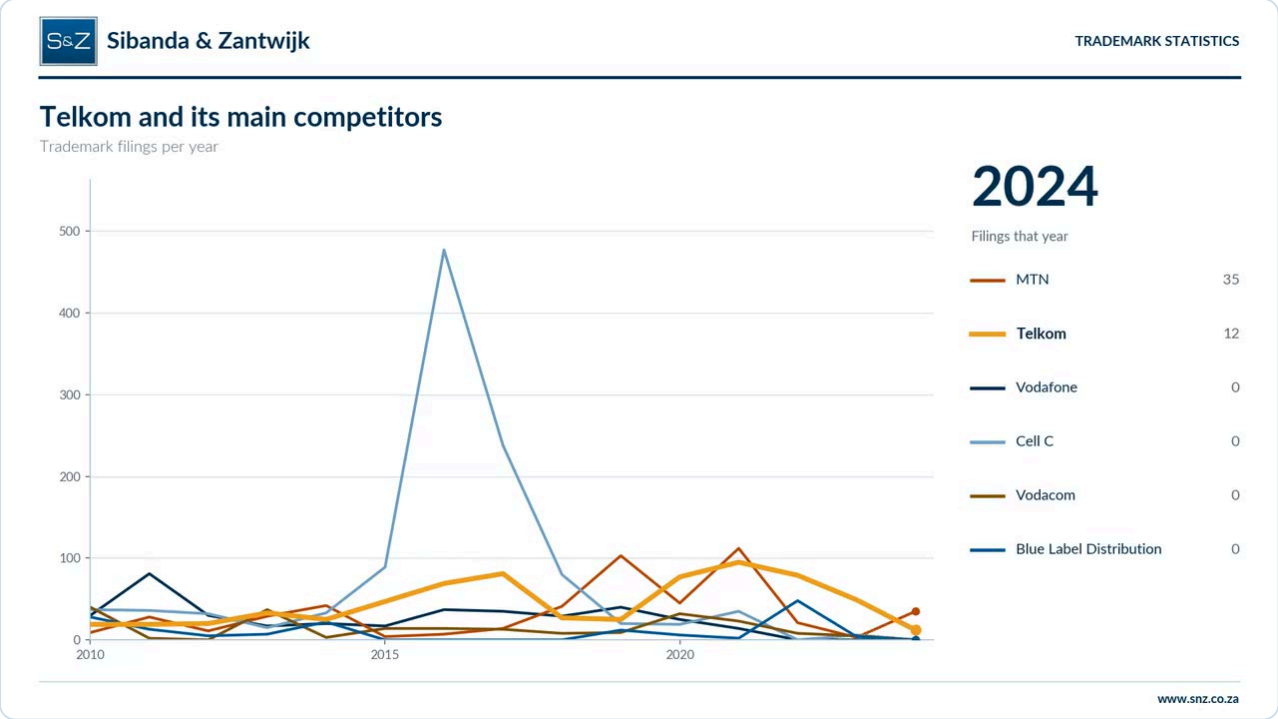
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/telkom-south-african-trademarks/class-38-race-video.html

Main competitors – the companies most like Telkom

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

Telkom's closest competitors in South Africa are Vodafone, MTN, Cell C and Vodacom.

Telkom 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/telkom-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Vodafone	Direct competitor	86%
2	MTN	Direct competitor	86%
3	Cell C	Direct competitor	86%
4	Vodacom	Direct competitor	80%
5	Blue Label Distribution	Direct competitor	75%
6	Liquid Telecom	Direct competitor	73%
7	Amazon	Related field	77%
8	Takealot Online	Retailer's own brands	72%
9	Absa	Other field	91%
10	FirstRand	Other field	86%

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

Telkom – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	80	US$335 m	-1%	National	US$1,594
2	United States of America	78	US$179 m	+3%	National	US$1,400
3	United Kingdom	67	US$56 m	-3%	National	US$833
4	India	66	US$29 m	+9%	National	US$563
5	Hong Kong SAR	64	US$20 m	-0%	National	US$807
6	Canada	60	US$35 m	-3%	National	US$1,338
7	Australia	59	US$61 m	+1%	National	US$1,300
8	Namibia	59	US$357 m	+14%	ARIPO	US$290
9	Singapore	58	US$8.4 m	-3%	National	US$888
10	Türkiye	57	US$5.4 m	+6%	National	US$841

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	59	US$357 m	+14%	ARIPO	US$290 S&Z
2	Zimbabwe	56	US$286 m	+11%	ARIPO	US$290 S&Z
3	Botswana	55	US$334 m	-6%	ARIPO	US$290 S&Z
4	Nigeria	54	US$47 m	-12%	National	US$406 S&Z
5	Mozambique	51	US$190 m	+2%	ARIPO	US$290 S&Z
6	OAPI (17 states)	50	US$71 m	+7%	National	US$1,009 S&Z
7	Egypt	50	US$9.2 m	-5%	National	US$950
8	Tanzania	49	US$54 m	+5%	ARIPO	US$290 S&Z
9	Zambia	49	US$308 m	+19%	National	US$1,110
10	Eswatini	48	US$136 m	-1%	ARIPO	US$290 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 2 classes; ARIPO costs are per country, plus US$269 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)
TELKOM	9	US$1,827	US$2,302
TELKOM MUSIC	7	US$1,421	US$1,932
VS GAMING	6	US$1,218	US$1,748
BCX	9	US$1,827	US$2,302
BUSINESS CONNEXION	8	US$1,624	US$2,117

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 Telkom's five most-filed brands: word marks of **other companies** (not Telkom'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 TELKOM (classes 9, 16, 35, 38, 42; searched 2018-06-27 to 2026-11-07)

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

Similar to TELKOM MUSIC (classes 9, 35, 36, 38, 41, 42, 45; searched 2018-02-28 to 2026-11-07)

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

Similar to VS GAMING (classes 9, 16, 35, 38, 41, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to BCX (classes 9, 16, 35, 38, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to BUSINESS CONNEXION (classes 9, 16, 35, 37, 38, 41, 42, 45; searched 2018-01-31 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

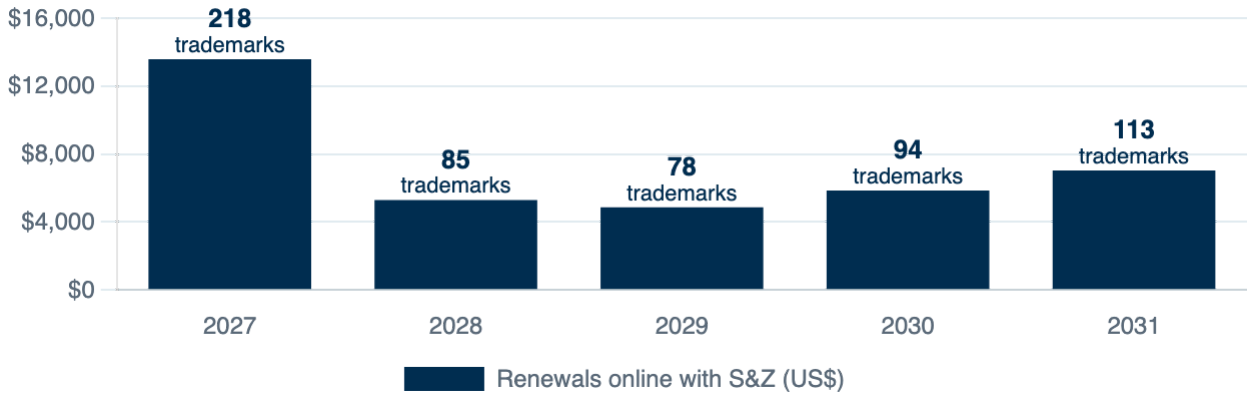
S&Z prices – South African trademarks

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$.

Telkom's next five years of renewals

588 of Telkom's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$36,627 over the five years.



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