TotalEnergies – South African trademarks

Updated 8 November 2026

TotalEnergies is a French energy company. In South Africa it runs a network of service stations and sells fuels, lubricants and gas.

How TotalEnergies 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.

#182
largest trademark owner in South Africa (of 121,626)

323
trademarks filed

6
different logos published since 2020

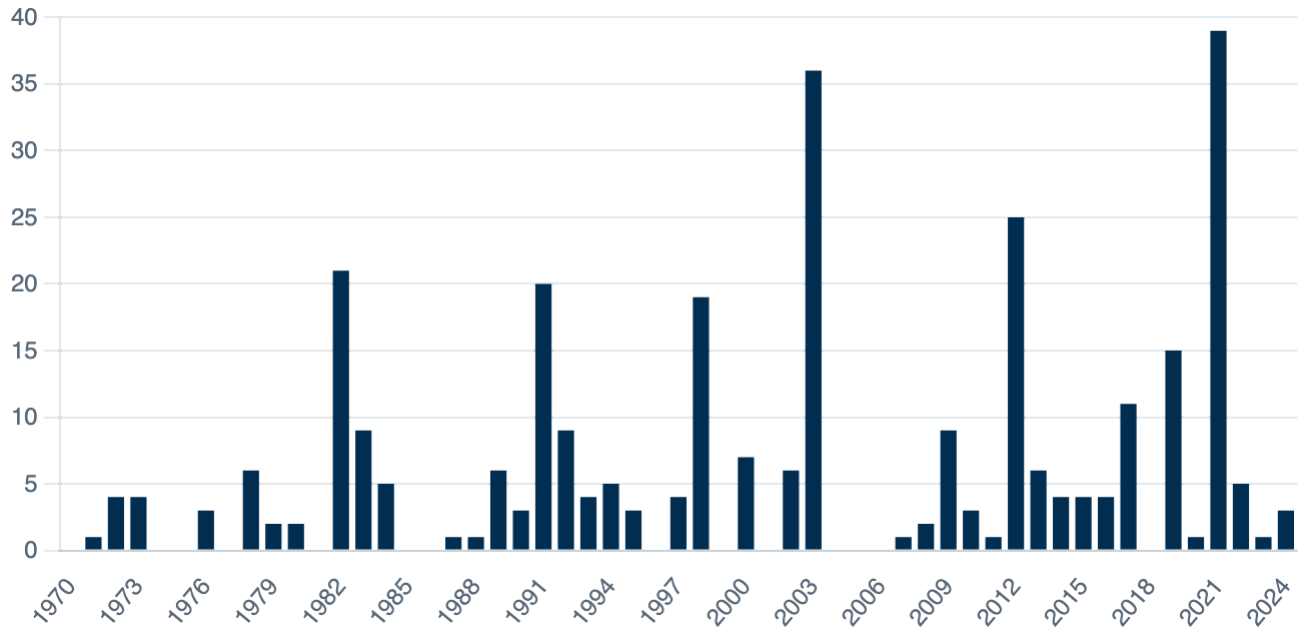
34
of 45 classes used

1947
first trademark filed

79
filed in the last 10 years

A portfolio built over time

TotalEnergies filed its first South African trademark in 1947 and has filed 323 since; its busiest year was 2021, 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

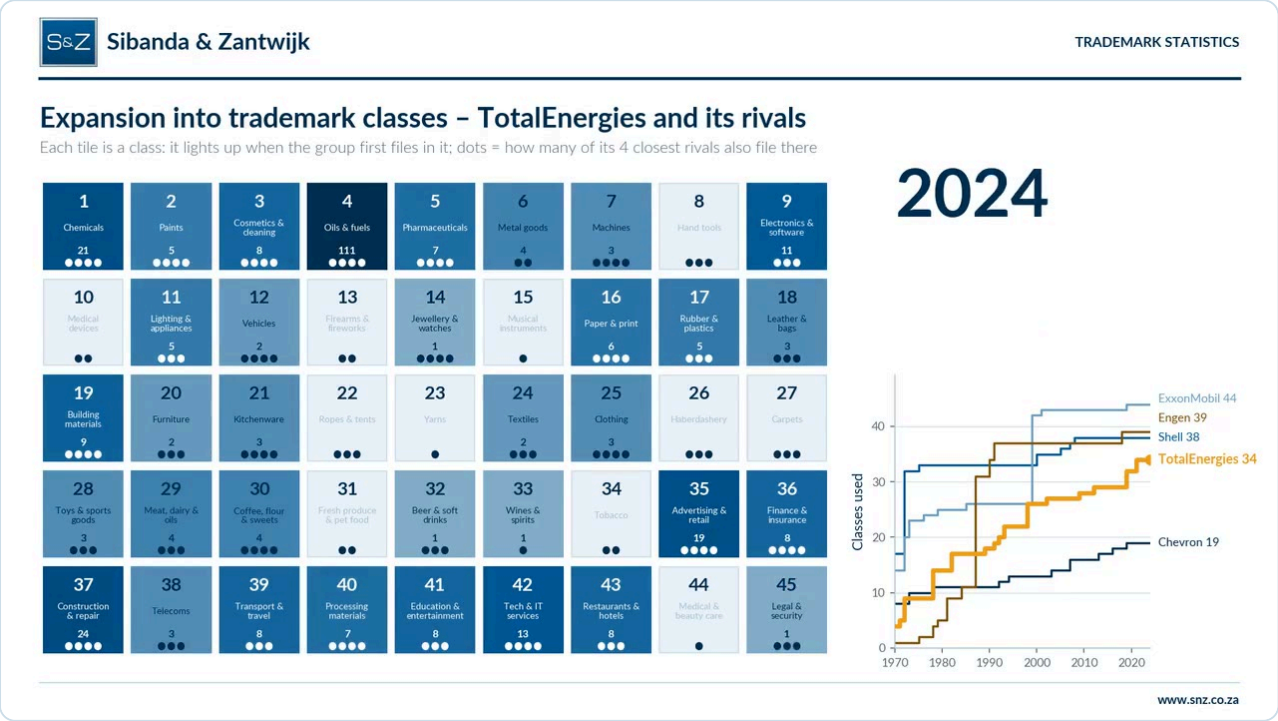
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
TotalEnergies	211	1965–2024
Total	124	1962–2017
Total South Africa	72	1966–2012
Total Marketing Services	3	1947–1989

Where TotalEnergies expanded its business

Trademark classes show what a business sells. TotalEnergies' portfolio is concentrated in oils & fuels (class 4), construction & repair (class 37), chemicals (class 1). Its most recent moves were into legal & security (2021), jewellery & watches (2021), furniture (2019).

TotalEnergies trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/totalenergies-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	111	34.4%	1947
37 Construction & repair	24	7.4%	1972
1 Chemicals	21	6.5%	1968
35 Advertising & retail	19	5.9%	1972
42 Tech & IT services	13	4.0%	1989
9 Electronics & software	11	3.4%	1992
19 Building materials	9	2.8%	1968
3 Cosmetics & cleaning	8	2.5%	1968

The brands TotalEnergies protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TOTAL	44	22	1968–2019
2	TE	29	29	2021–2021
3	PRIMA	9	9	1992–1992
4	SOCCOLOLO	9	9	1998–1998
5	TOTALENERGIES	7	7	2021–2021
6	PETROPORT	7	5	1990–2012
7	TOTALPAC	6	6	1978–1978
8	TOTAL FOOTBALL TOGETHER	5	5	2017–2017
9	BONJOUR	5	3	2002–2017
10	FOOTBALL TOGETHER TOTALENERGIES	4	4	2022–2022
11	AUTO EXPRESS SERVICE	4	3	2000–2002
12	CAFE BONJOUR	4	2	2009–2017
13	BANOLE	3	3	1994–1994
14	OSYRIS	3	3	1991–1991
15	PETROPOLIS	3	3	1989–1989

Logos filed most often (since 2020)



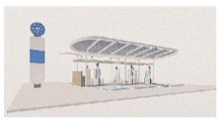
29 filings · 29 classes



27 filings · 15 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

TotalEnergies' logos

The 6 different logos TotalEnergies 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.

29 classes

15 classes

2 classes



2 classes

1 class

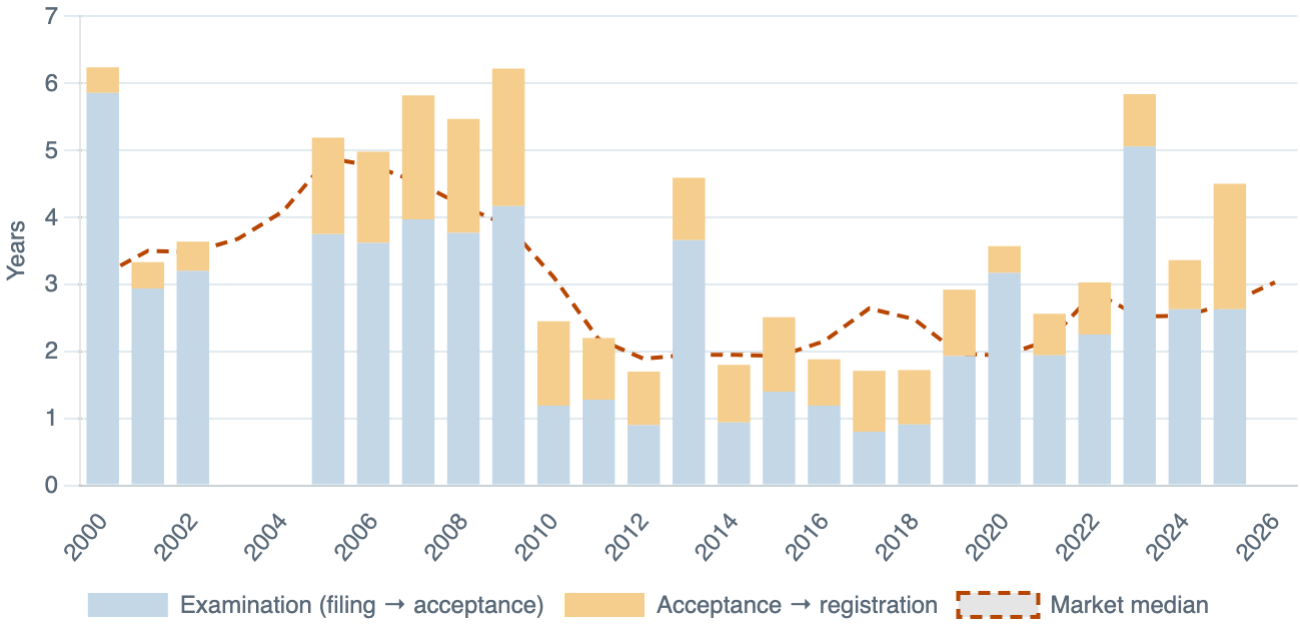


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, TotalEnergies' marks took a median of **3.4 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.

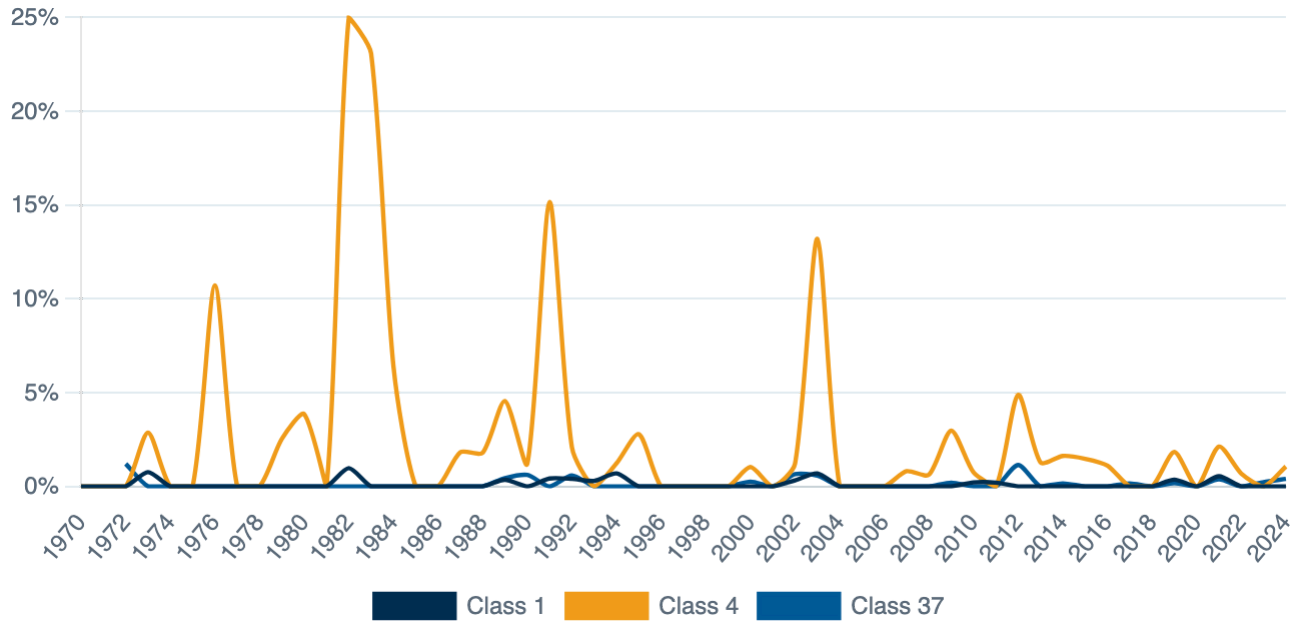


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in TotalEnergies' classes

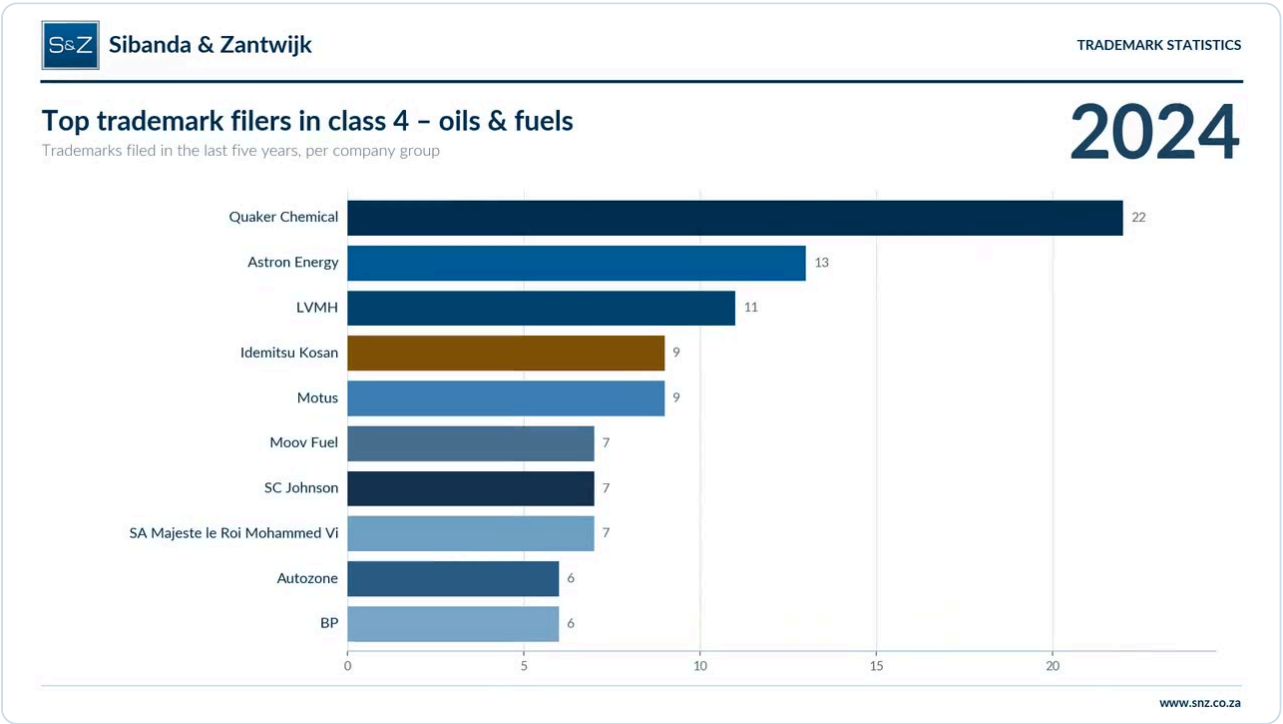
> Ranked by **number of trademarks filed in TotalEnergies' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows TotalEnergies' market position, not who is most like it.

In the last five years, TotalEnergies was **#14** of 419 filers in class 4 (oils & fuels), with 6 of 714 trademarks; **#76** of 1,255 filers in class 37 (construction & repair), with 4 of 2,181 trademarks; **#151** of 947 filers in class 1 (chemicals), with 3 of 2,054 trademarks.



TotalEnergies' 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: TotalEnergies



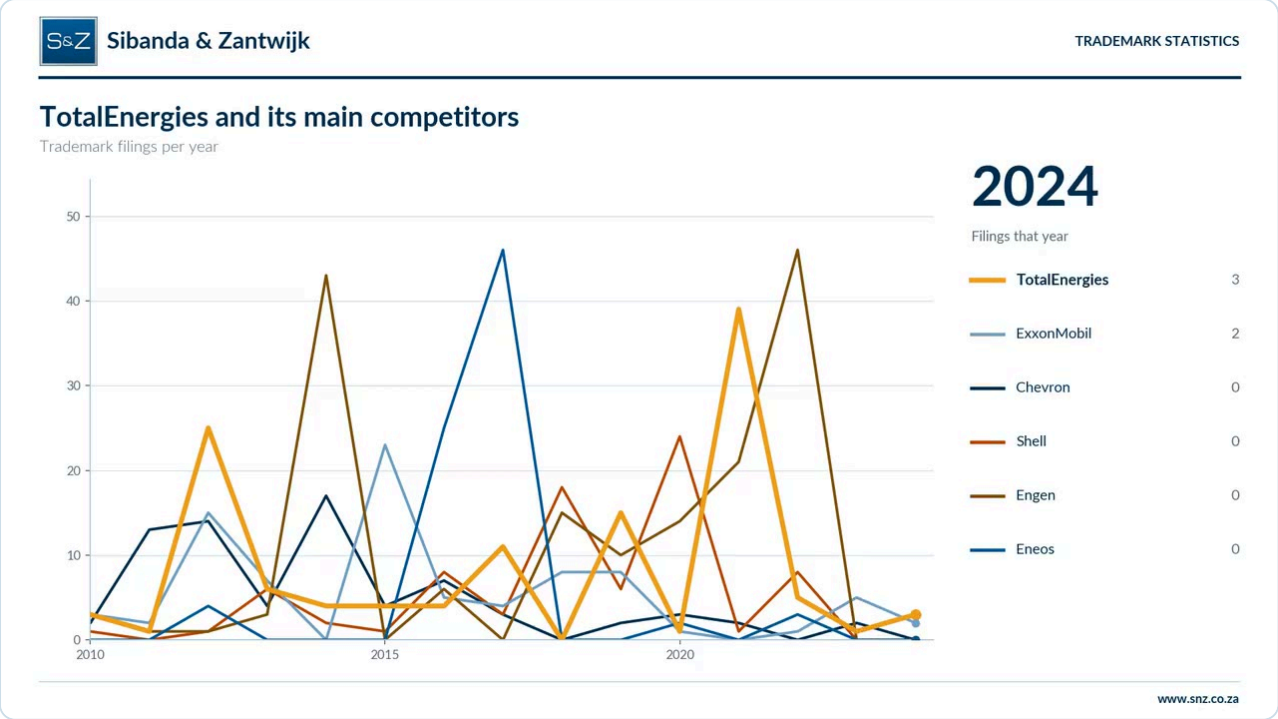
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/totalenergies-south-african-trademarks/class-4-race-video.html

Main competitors – the companies most like TotalEnergies

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

TotalEnergies' closest competitors in South Africa are Chevron, Shell, ExxonMobil and Engen.

TotalEnergies 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/totalenergies-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Chevron	Direct competitor	72%
2	Shell	Direct competitor	67%
3	ExxonMobil	Direct competitor	63%
4	Engen	Direct competitor	60%
5	Eneos	Direct competitor	53%
6	Aisin Seiki Kabushiki Kaisha Also	Related field	52%
7	Suning International Services	Retailer's own brands	52%
8	Aldi	Retailer's own brands	52%
9	Lotte	Other field	52%
10	BP	–	72%

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

TotalEnergies – relevant export countries

South Africa exported **US$3.9 billion** of the goods TotalEnergies' main classes cover in the last year – industrial oils and greases; lubricants; fuels; additives (class 4); chemicals; chemical additives; fluids; lubricants (class 1); software; cases; batteries; apparatus and instruments (class 9); building materials; asphalt; bitumen; pitch (class 19); polishing; cleaning; stain removers; abrasive preparations (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where TotalEnergies' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	72	US$246 m	-6%	National	US$2,388
2	United Kingdom	65	US$29 m	-4%	National	US$1,371
3	Botswana	63	US$815 m	-17%	ARIPO	US$450
4	Türkiye	62	US$13 m	+4%	National	US$1,258
5	Zimbabwe	60	US$305 m	+138%	ARIPO	US$450
6	Canada	59	US$7.0 m	-8%	National	US$2,192
7	Australia	59	US$26 m	-6%	National	US$2,380
8	Nigeria	58	US$43 m	-24%	National	US$1,015
9	Indonesia	58	US$5.9 m	-3%	National	US$2,630
10	Namibia	57	US$207 m	+4%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	63	US$815 m	-17%	ARIPO	US$450 S&Z
2	Zimbabwe	60	US$305 m	+138%	ARIPO	US$450 S&Z
3	Nigeria	58	US$43 m	-24%	National	US$1,015 S&Z
4	Namibia	57	US$207 m	+4%	ARIPO	US$450 S&Z
5	Lesotho	57	US$259 m	-2%	National	US$326
6	Eswatini	57	US$279 m	-4%	National	US$446
7	Tanzania	57	US$34 m	-4%	ARIPO	US$450 S&Z
8	Mozambique	57	US$219 m	-15%	ARIPO	US$450 S&Z
9	OAPI (17 states)	56	US$44 m	-12%	National	US$1,563 S&Z
10	Egypt	55	US$1.1 m	+14%	National	US$2,278

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)
TOTAL	22	US$4,466	US$4,703
TE	29	US$5,887	US$5,995
PRIMA	9	US$1,827	US$2,302
SOCCOLOLO	9	US$1,827	US$2,302
TOTALENERGIES	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 TotalEnergies' five most-filed brands: word marks of **other companies** (not TotalEnergies' 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 TOTAL (classes 1, 4, 35, 37, 42; searched 2018-03-28 to 2026-11-08)

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

Similar to PRIMA (classes 1, 4, 35, 37, 42; searched 2018-04-25 to 2026-11-08)

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

Similar to SOCCOLOLO (classes 4, 37, 1, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to TOTALENERGIES (classes 1, 4, 7, 9, 37, 39, 40; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PETROPORT (classes 4, 35, 37, 42, 43; searched 2019-05-29 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
PETROPORT	2025-09-25	4	TotalEnergies Marketing South Africa (Pty) Ltd
PETROPORT	2025-09-25	35	TotalEnergies Marketing South Africa (Pty) Ltd
PETROPORT	2025-09-25	37	TotalEnergies Marketing South Africa (Pty) Ltd
PETROPORT	2025-09-25	43	TotalEnergies Marketing South Africa (Pty) Ltd

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

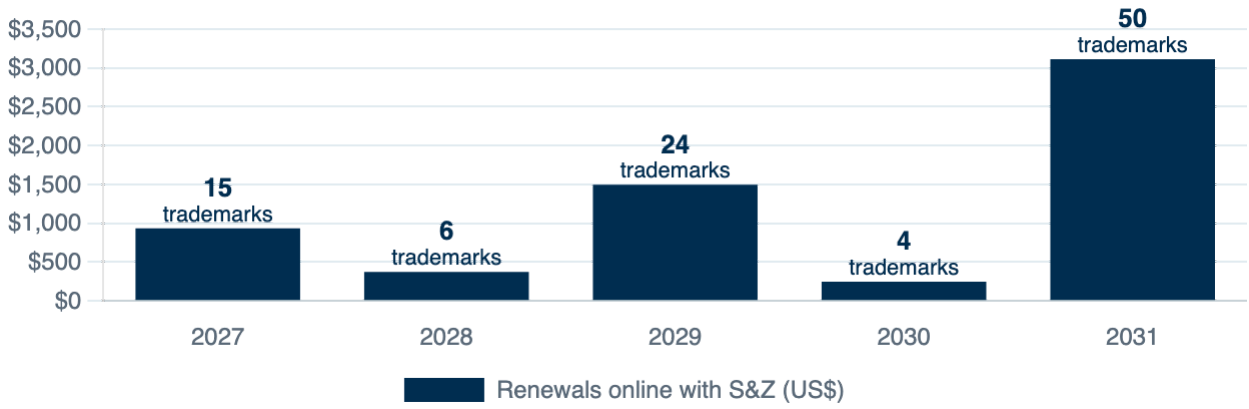
S&Z prices – South African trademarks

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$.

TotalEnergies' next five years of renewals

99 of TotalEnergies' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$6,166 over the five years.



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