Vodacom – South African trademarks

Updated 8 November 2026

Vodacom is South Africa's largest mobile network operator and is majority-owned by Vodafone. It provides mobile, fixed, financial and digital services in South Africa and other African countries.

How Vodacom 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.

#26
largest trademark owner in South Africa (of 121,626)

1,278
trademarks filed

3
different logos published since 2020

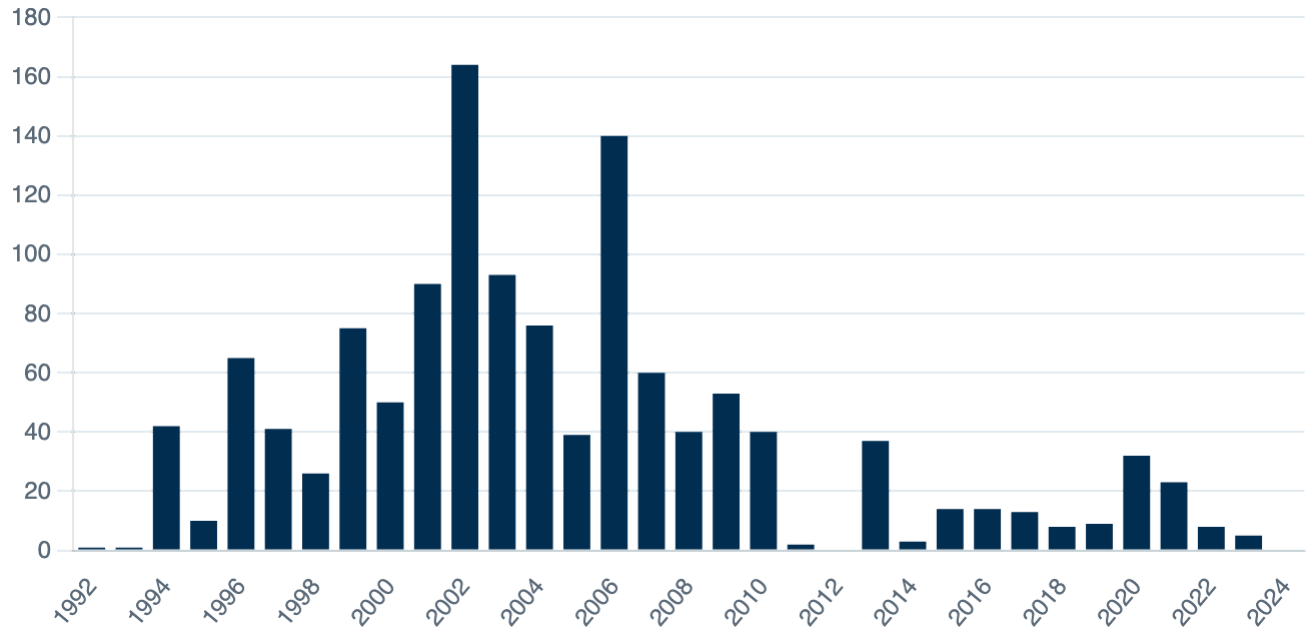
45
of 45 classes used

1992
first trademark filed

116
filed in the last 10 years

A portfolio built over time

Vodacom filed its first South African trademark in 1992 and has filed 1,278 since; its busiest year was 2002, with 164 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

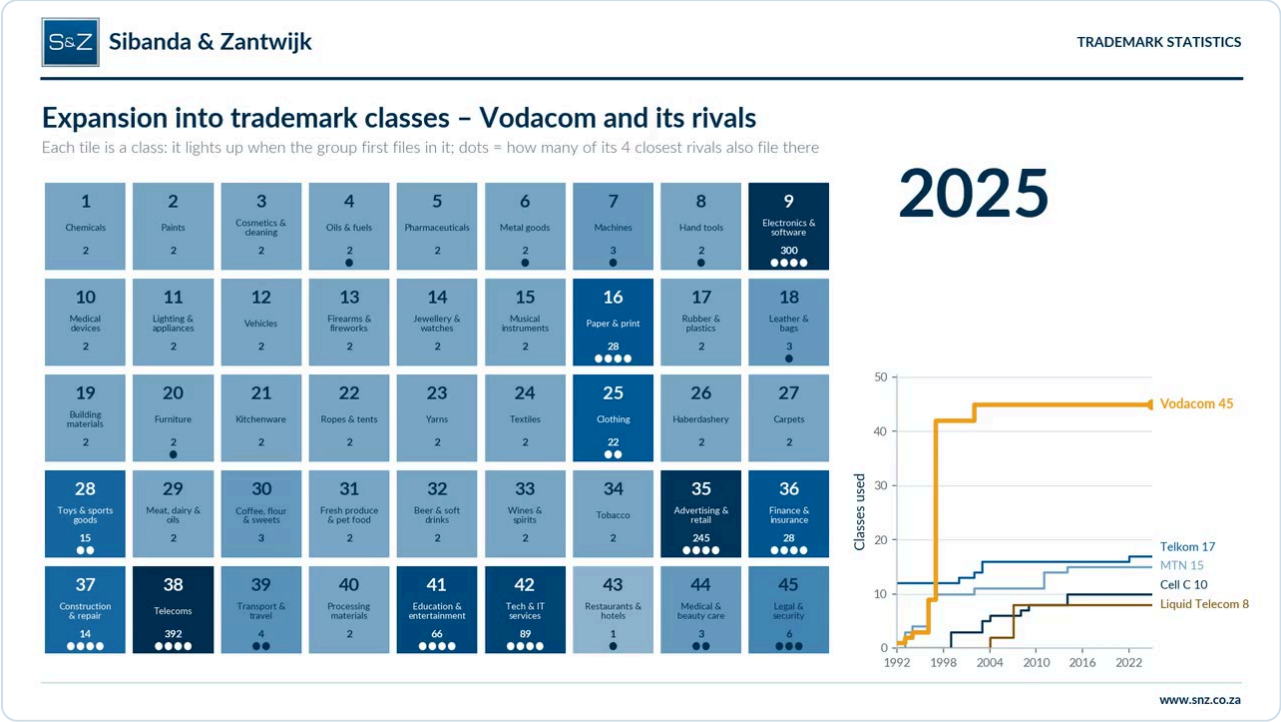
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Vodacom	1,381	1992–2025

Where Vodacom expanded its business

Trademark classes show what a business sells. Vodacom's portfolio is concentrated in telecoms (class 38), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into restaurants & hotels (2002), medical & beauty care (2002), legal & security (2002).

Vodacom trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/vodacom-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	392	30.7%	1992
9 Electronics & software	300	23.5%	1993
35 Advertising & retail	245	19.2%	1996
42 Tech & IT services	89	7.0%	1994
41 Education & entertainment	66	5.2%	1996
16 Paper & print	28	2.2%	1996
36 Finance & insurance	28	2.2%	1996
25 Clothing	22	1.7%	1997

The brands Vodacom protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MY LIFE	45	43	1992–2002
2	YEBO GOGO	42	42	1995–1997
3	YEBO! NET.	15	7	1999–1999
4	YEBO SUMMER	13	7	1998–2003
5	YEBO	12	10	1996–2020
6	YEBO!NET WORLD ONLINE	9	9	1999–1999
7	CELLWORKS	7	7	1999–1999
8	ELECTROVERSAL	7	7	1998–1998
9	YEBONET	7	7	1998–1998
10	GIMME SUMMA	7	5	2004–2004
11	DURBAN JULY	6	6	2004–2004
12	MO	6	6	2006–2006
13	MY LONG MESSAGE	6	6	2002–2002
14	MY MEG	6	6	2002–2002
15	MY MMS	6	6	2002–2002

Logos filed most often (since 2020)



5 filings · 5 classes



2 filings · 2 classes



2 filings · 2 classes

Vodacom's logos

The 3 different logos Vodacom 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.

5 classes

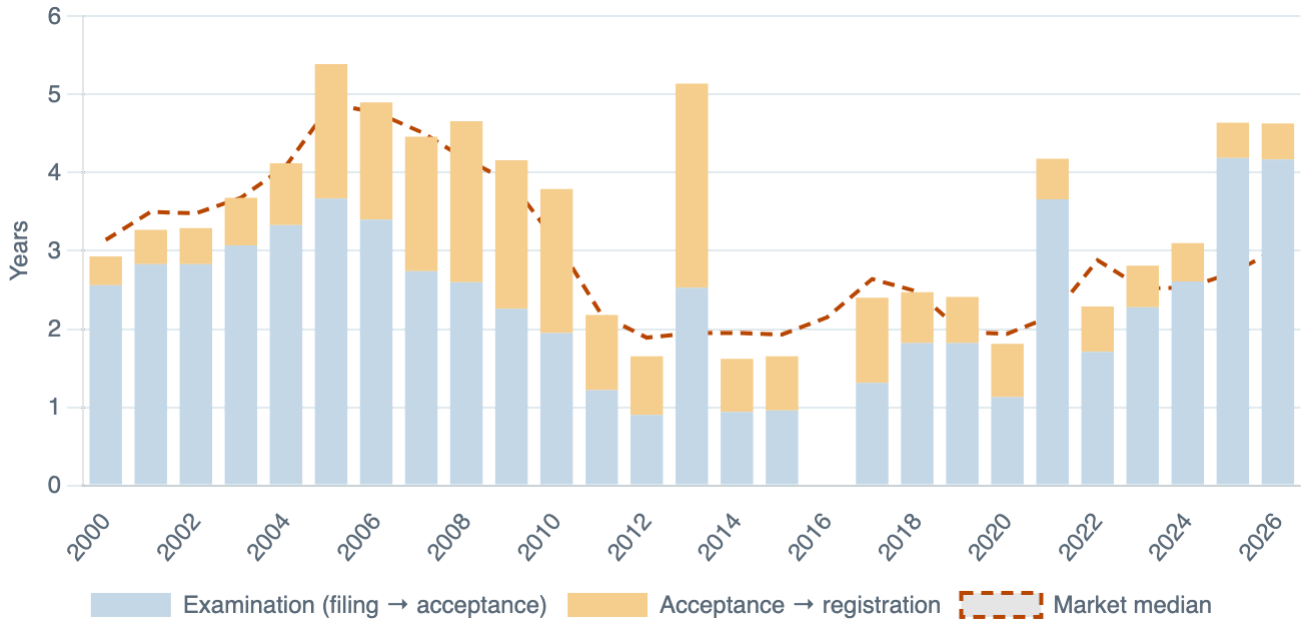
2 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Vodacom'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: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

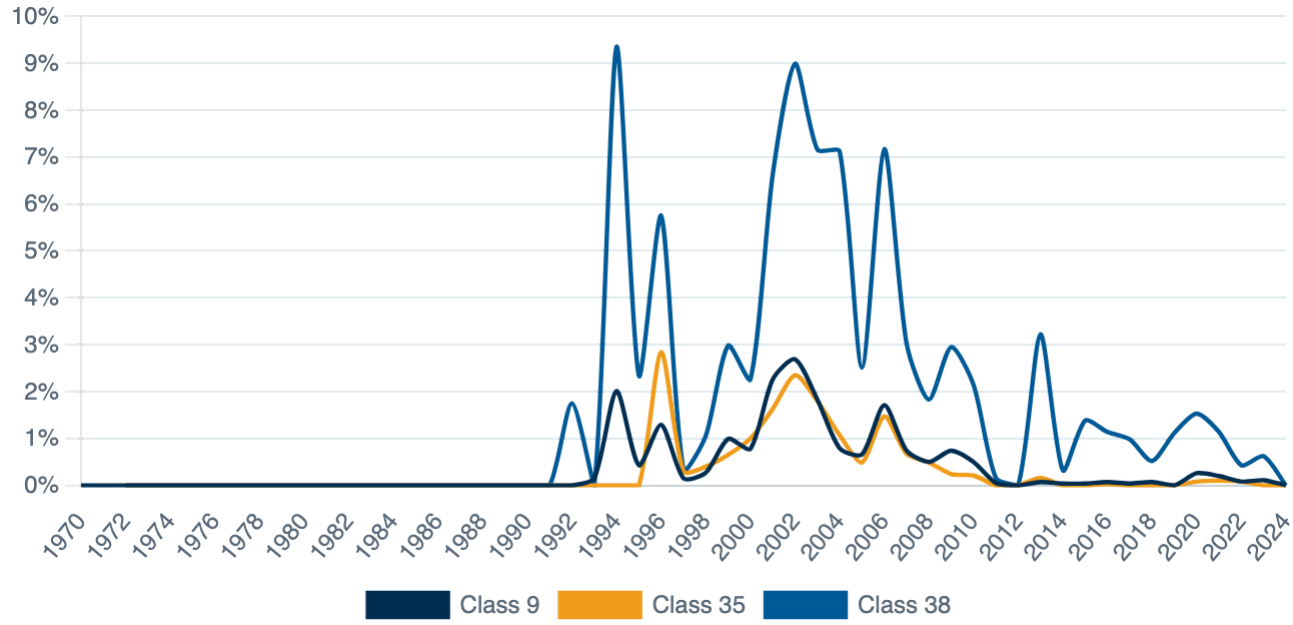


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Vodacom's classes

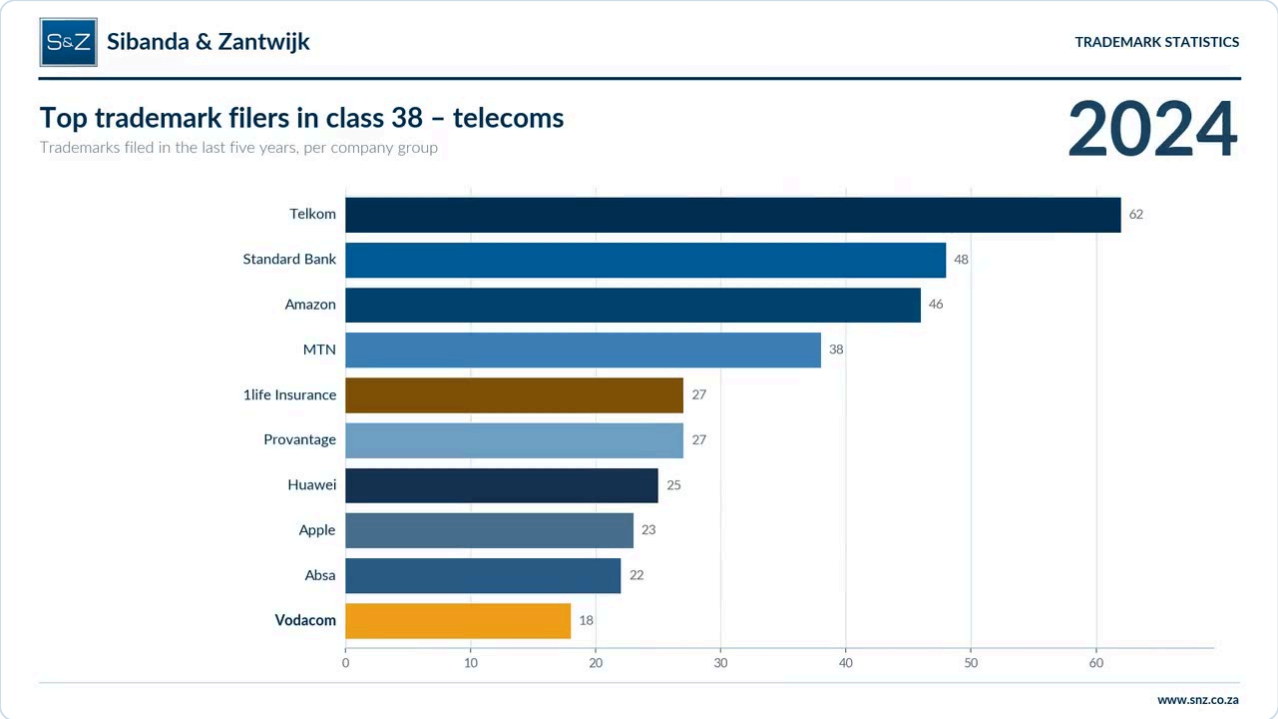
> Ranked by **number of trademarks filed in Vodacom's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Vodacom's market position, not who is most like it.

In the last five years, Vodacom was **#10** of 893 filers in class 38 (telecoms), with 18 of 1,971 trademarks; **#47** of 4,926 filers in class 9 (electronics & software), with 15 of 10,252 trademarks; **#121** of 5,866 filers in class 35 (advertising & retail), with 7 of 11,124 trademarks.



Vodacom'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: Vodacom



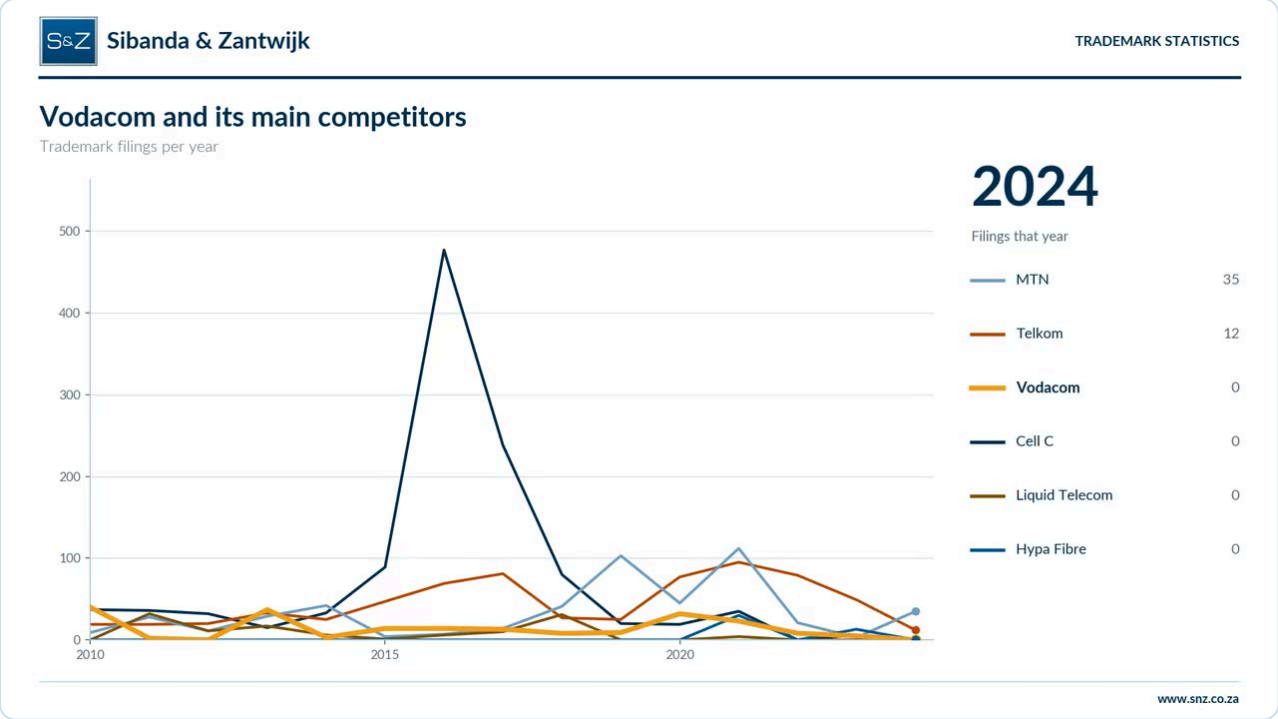
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/vodacom-south-african-trademarks/class-38-race-video.html

Main competitors – the companies most like Vodacom

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

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

Vodacom 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/vodacom-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Cell C	Direct competitor	98%
2	Telkom	Direct competitor	86%
3	MTN	Direct competitor	85%
4	Liquid Telecom	Direct competitor	75%
5	Hypa Fibre	Direct competitor	73%
6	Vox Telecommunications	Direct competitor	72%
7	Dimension Data	Related field	75%
8	4racing	Related field	73%
9	SABC	Related field	69%
10	Primedia	Related field	69%

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

Vodacom – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	75	US$40 m	+1%	National	US$1,859
2	United States of America	75	US$29 m	+3%	National	US$2,075
3	United Kingdom	69	US$11 m	-2%	National	US$1,012
4	Namibia	66	US$95 m	+20%	ARIPO	US$343
5	India	64	US$1.7 m	+1%	National	US$807
6	Japan	63	US$655 k	+2%	National	US$1,187
7	Hong Kong SAR	62	US$2.3 m	+9%	National	US$1,110
8	Canada	61	US$3.6 m	-4%	National	US$1,623
9	Singapore	61	US$2.3 m	+15%	National	US$1,306
10	Australia	61	US$9.4 m	-3%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	66	US$95 m	+20%	ARIPO	US$343 S&Z
2	Botswana	59	US$87 m	-13%	ARIPO	US$343 S&Z
3	Mozambique	58	US$49 m	+13%	ARIPO	US$343 S&Z
4	Zimbabwe	57	US$43 m	+13%	ARIPO	US$343 S&Z
5	Nigeria	56	US$9.7 m	-14%	National	US$609 S&Z
6	Eswatini	55	US$34 m	-1%	ARIPO	US$343 S&Z
7	Malawi	54	US$12 m	+26%	ARIPO	US$343 S&Z
8	Tanzania	54	US$11 m	+0%	ARIPO	US$343 S&Z
9	OAPI (17 states)	53	US$16 m	+7%	National	US$1,194 S&Z
10	Morocco	52	US$170 k	+13%	National	US$1,040

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)
MY LIFE	43	US$8,729	US$8,581
YEBO GOGO	42	US$8,526	US$8,396
YEBO! NET.	7	US$1,421	US$1,932
YEBO SUMMER	7	US$1,421	US$1,932
YEBO	10	US$2,030	US$2,487

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 Vodacom's five most-filed brands: word marks of **other companies** (not Vodacom'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 MY LIFE (classes 9, 38, 41, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to YEBO GOGO (classes 9, 35, 38, 41, 42; searched 2018-06-27 to 2026-11-07)

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

Similar to YEBO! NET. (classes 9, 16, 35, 37, 38, 41, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to YEBO SUMMER (classes 16, 18, 25, 28, 35, 38, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to YEBO (classes 9, 35, 38, 41, 42; searched 2020-05-27 to 2026-11-07)

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

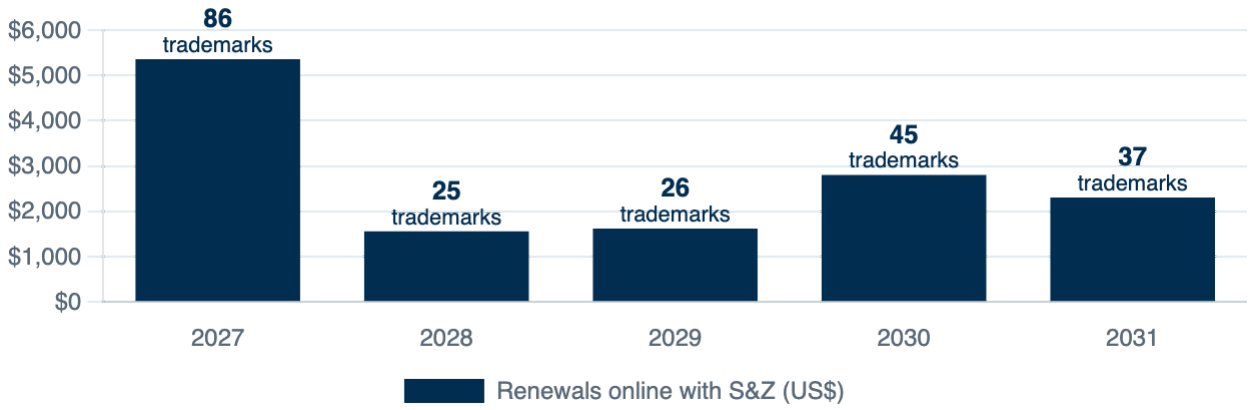
S&Z prices – South African trademarks

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$.

Vodacom's next five years of renewals

219 of Vodacom's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$13,642** over the five years.



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