Vodafone – South African trademarks

Updated 8 November 2026

Vodafone is a UK-based telecommunications company. It is the majority shareholder of Vodacom and operates mobile and fixed networks in Europe and Africa.

How Vodafone 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.

#86
largest trademark owner in South Africa (of 121,626)

664
trademarks filed

12
different logos published since 2020

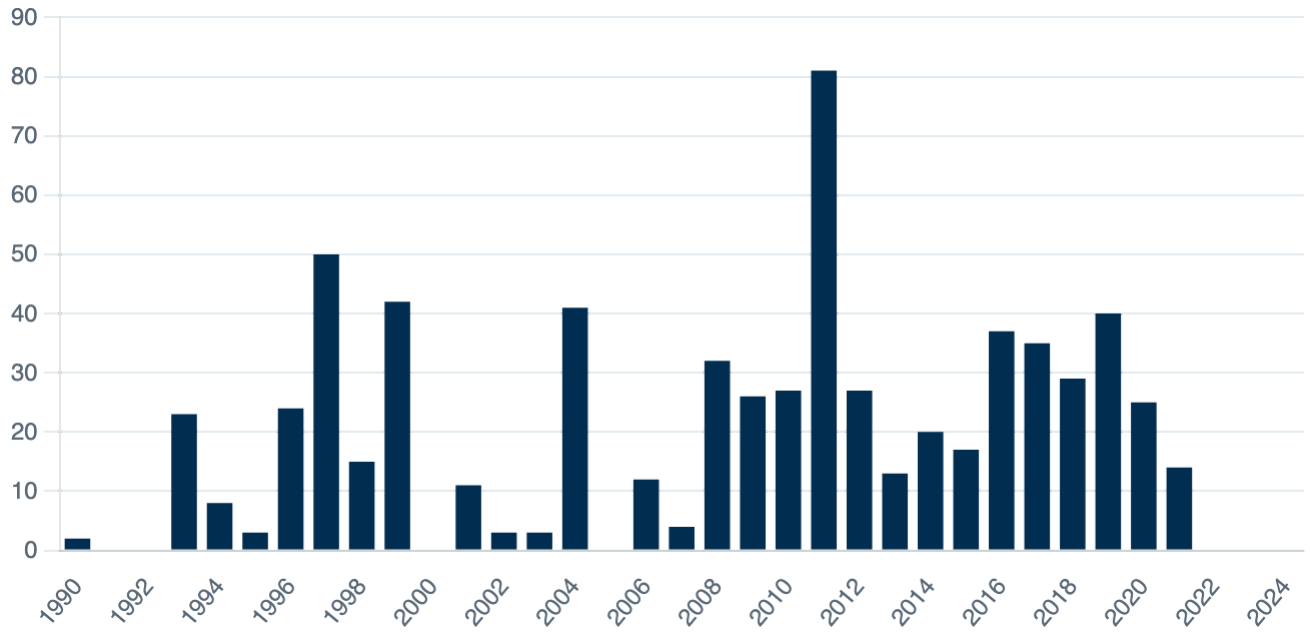
43
of 45 classes used

1990
first trademark filed

180
filed in the last 10 years

A portfolio built over time

Vodafone filed its first South African trademark in 1990 and has filed 664 since; its busiest year was 2011, with 81 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

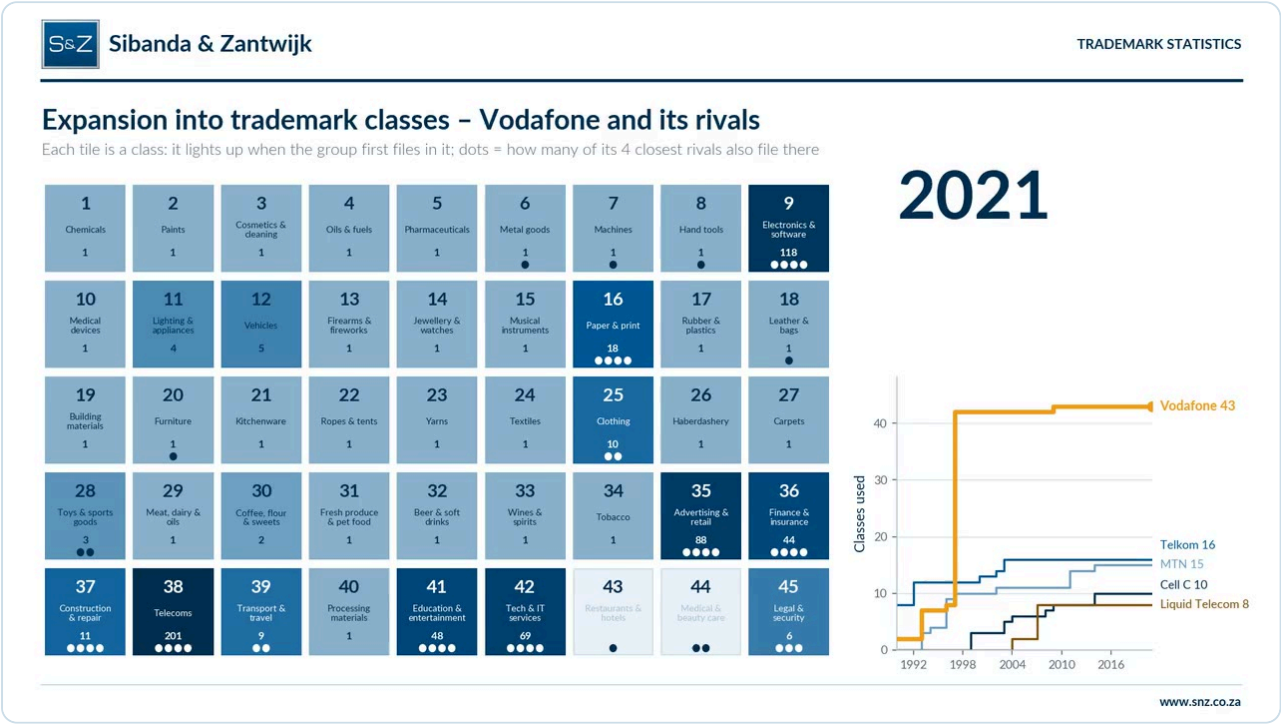
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Vodafone	696	1990–2021

Where Vodafone expanded its business

Trademark classes show what a business sells. Vodafone's portfolio is concentrated in telecoms (class 38), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into legal & security (2009), carpets (1997), medical devices (1997).

Vodafone trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/vodafone-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	201	30.3%	1990
9 Electronics & software	118	17.8%	1990
35 Advertising & retail	88	13.3%	1993
42 Tech & IT services	69	10.4%	1993
41 Education & entertainment	48	7.2%	1996
36 Finance & insurance	44	6.6%	1993
16 Paper & print	18	2.7%	1993
37 Construction & repair	11	1.7%	1993

The brands Vodafone protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	VODA	45	42	1993–2018
2	VODAFONE	26	10	1990–2017
3	VODACOM	15	5	1993–2013
4	VODACARE	10	10	1999–1999
5	VODAWORLD	10	7	1994–1998
6	VODACOM WORLD ONLINE	9	9	1999–1999
7	POWER TO YOU	9	6	2010–2016
8	VODALINE	8	7	1993–1997
9	V BY VODACOM	7	7	2019–2019
10	VODAFONE 360	7	7	2009–2009
11	VODASHOP	7	7	1996–1997
12	360	6	6	2009–2009
13	VODALINK	6	6	1995–1997
14	VODACOM VIBE	6	4	2008–2008
15	MEZZANINE	6	3	2012–2012

Logos filed most often (since 2020)



7 filings · 3 classes



6 filings · 6 classes



6 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Vodafone's logos

The 12 different logos Vodafone 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.



6 classes



6 classes



5 classes



4 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class

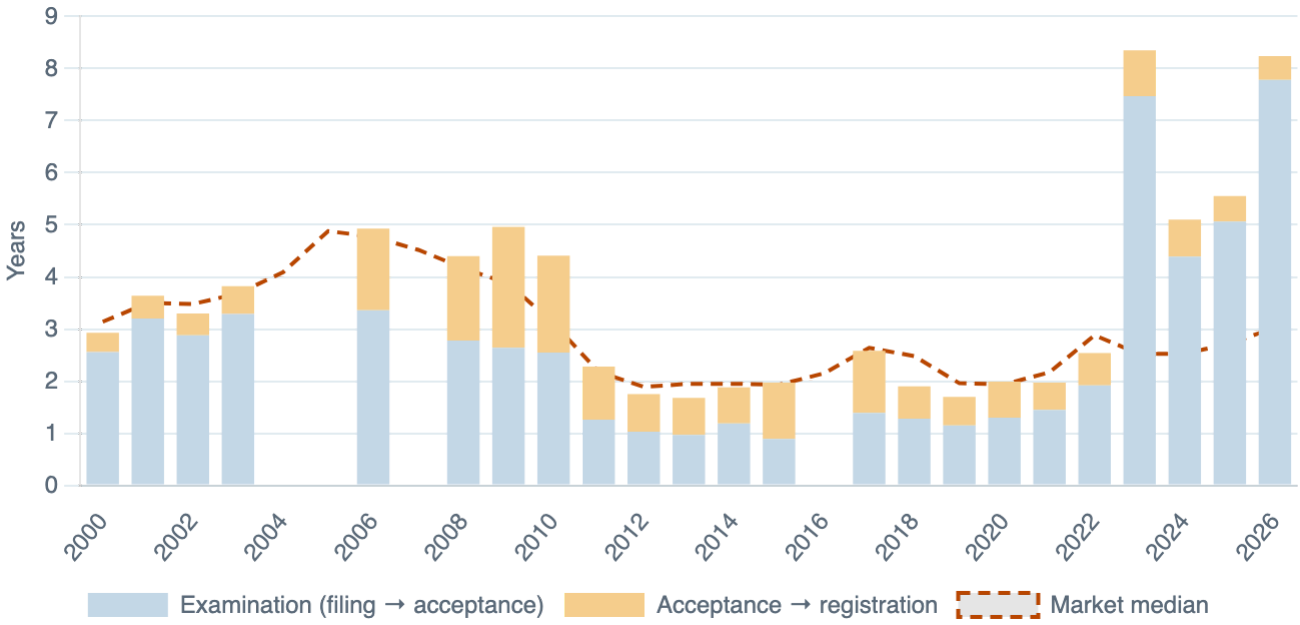


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Vodafone's marks took a median of **4.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

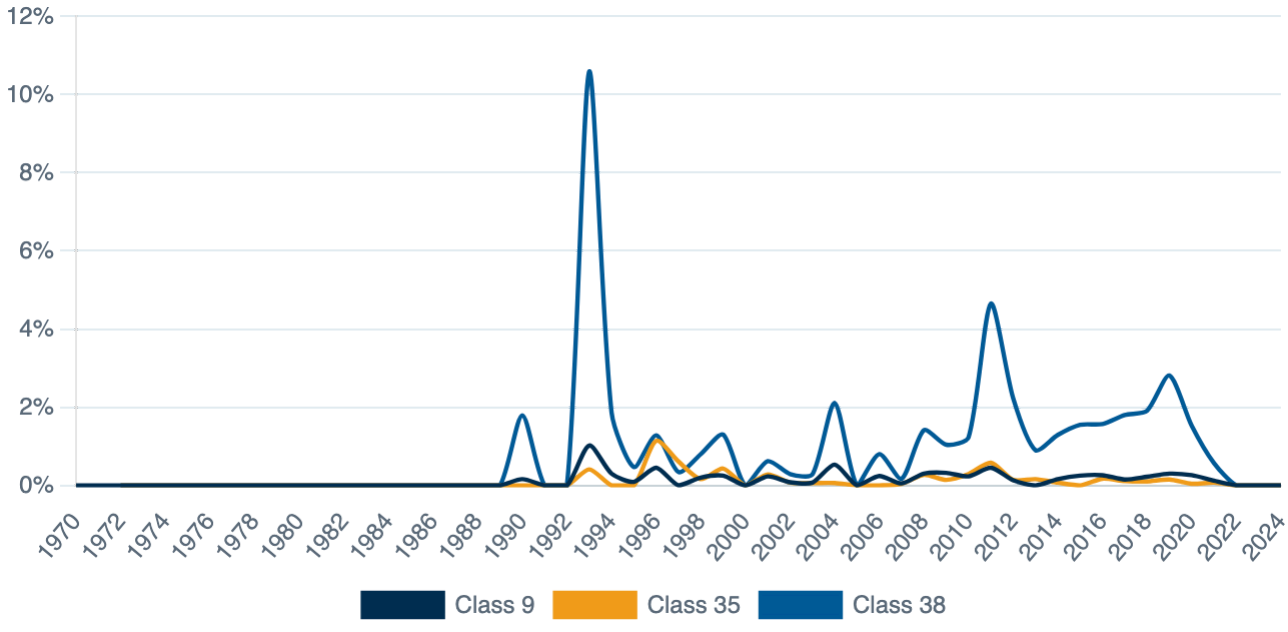


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Vodafone's classes

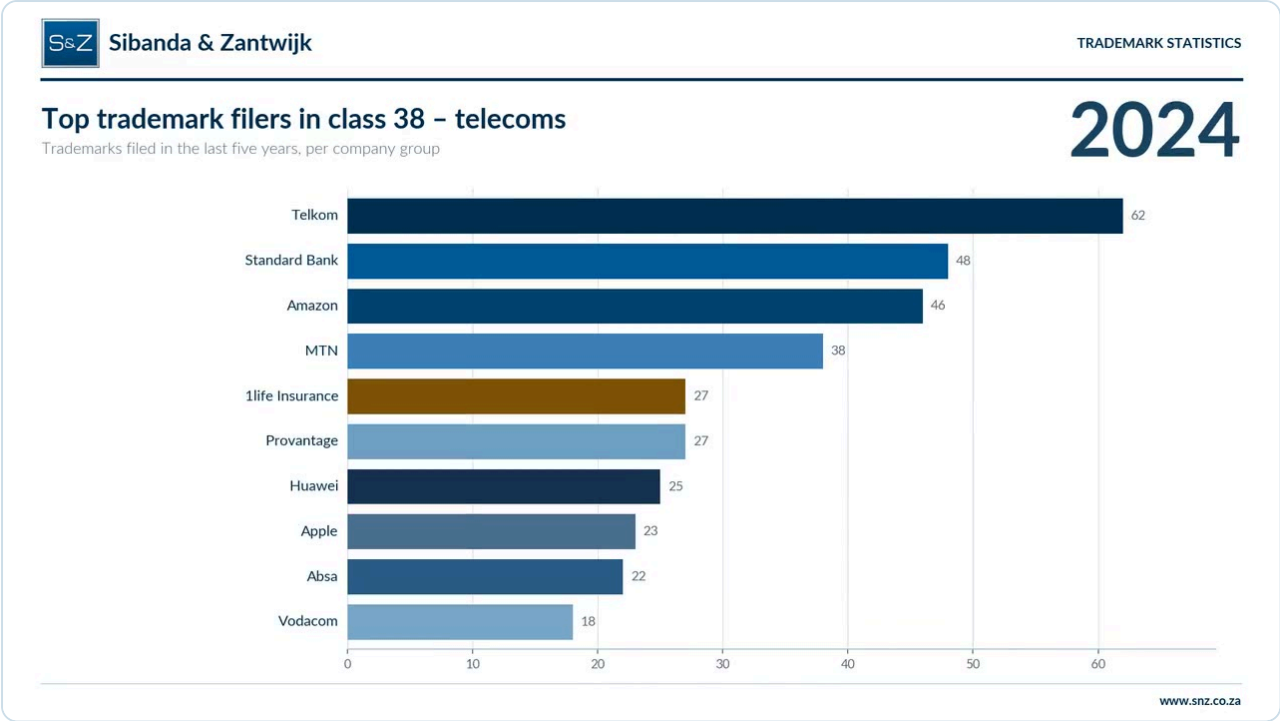
> Ranked by **number of trademarks filed in Vodafone's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Vodafone's market position, not who is most like it.

In the last five years, Vodafone was **#20** of 893 filers in class 38 (telecoms), with 11 of 1,971 trademarks; **#110** of 4,926 filers in class 9 (electronics & software), with 9 of 10,252 trademarks; **#623** of 5,866 filers in class 35 (advertising & retail), with 3 of 11,124 trademarks.



Vodafone'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: Vodafone



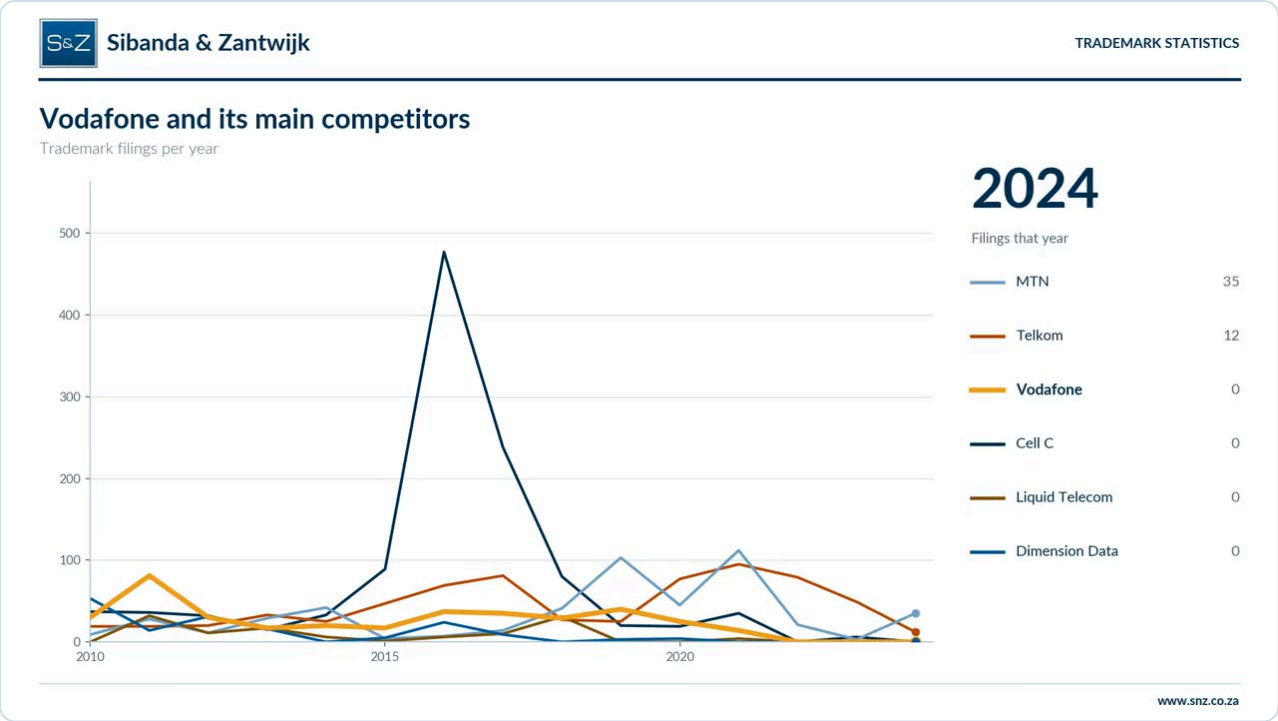
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/vodafone-south-african-trademarks/class-38-race-video.html

Main competitors – the companies most like Vodafone

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

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

Vodafone 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/vodafone-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Cell C	Direct competitor	97%
2	Telkom	Direct competitor	94%
3	MTN	Direct competitor	89%
4	Liquid Telecom	Direct competitor	79%
5	Dimension Data	Related field	76%
6	Teraco Data Environments	Related field	75%
7	Pattern Matched Technologies	Related field	72%
8	Absa	Other field	90%
9	Standard Bank	Other field	88%
10	1life Insurance	Other field	76%

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

Vodafone – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	75	US$36 m	+2%	National	US$1,594
2	United States of America	73	US$12 m	+8%	National	US$1,400
3	United Kingdom	66	US$10 m	-1%	National	US$833
4	Hong Kong SAR	61	US$2.4 m	+10%	National	US$807
5	India	59	US$102 k	-2%	National	US$563
6	Singapore	59	US$815 k	+30%	National	US$888
7	China	58	US$5.9 m	-1%	National	US$505
8	Australia	57	US$3.0 m	+7%	National	US$1,300
9	Canada	57	US$682 k	-0%	National	US$1,338
10	Namibia	56	US$66 m	+16%	ARIPO	US$290

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	56	US$66 m	+16%	ARIPO	US$290 S&Z
2	Nigeria	55	US$19 m	-3%	National	US$406 S&Z
3	Zimbabwe	53	US$44 m	+19%	ARIPO	US$290 S&Z
4	Mozambique	51	US$41 m	+8%	ARIPO	US$290 S&Z
5	Botswana	50	US$53 m	-18%	ARIPO	US$290 S&Z
6	Zambia	48	US$66 m	+20%	National	US$1,110
7	Eswatini	46	US$25 m	-1%	ARIPO	US$290 S&Z
8	Malawi	46	US$12 m	+24%	ARIPO	US$290 S&Z
9	Tanzania	46	US$8.2 m	-3%	ARIPO	US$290 S&Z
10	OAPI (17 states)	44	US$4.9 m	+5%	National	US$1,009 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)
VODA	42	US$8,526	US$8,396
VODAFONE	10	US$2,030	US$2,487
VODACOM	5	US$1,015	US$1,563
VODACARE	10	US$2,030	US$2,487
VODAWORLD	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 Vodafone's five most-filed brands: word marks of **other companies** (not Vodafone'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 VODA (classes 9, 35, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to VODAFONE (classes 9, 35, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to VODACOM (classes 9, 35, 36, 38, 41; searched 2019-03-27 to 2026-11-07)

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

Similar to VODACARE (classes 9, 35, 38, 41, 42; searched 2020-11-25 to 2026-11-07)

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

Similar to VODAWORLD (classes 9, 16, 35, 36, 37, 38, 41; 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

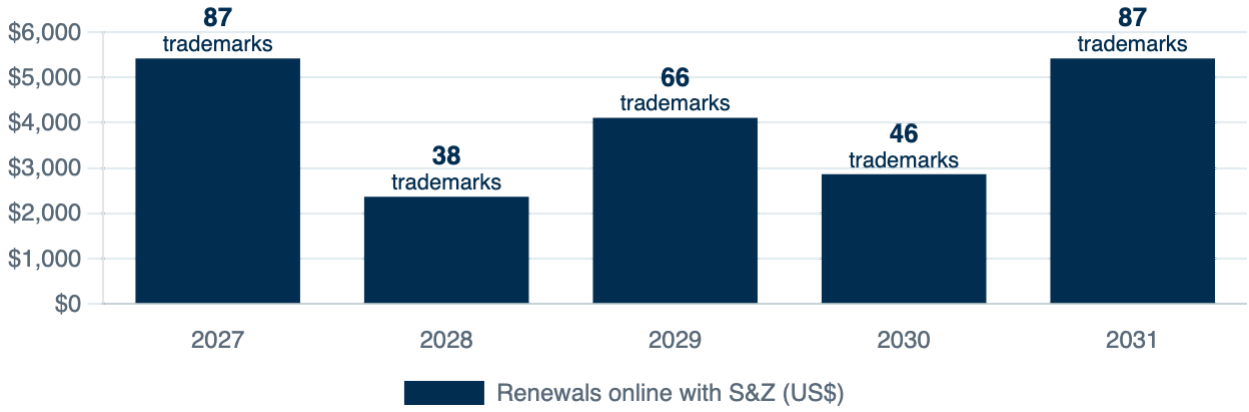
S&Z prices – South African trademarks

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$.

Vodafone's next five years of renewals

324 of Vodafone's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$20,181** over the five years.



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