Warner Bros. Discovery – South African trademarks

Updated 8 November 2026

Warner Bros. Discovery is a global media and entertainment company. Its brands include Warner Bros. films, DC, HBO, Cartoon Network and the Discovery channels, and they appear on a wide range of licensed merchandise.

How Warner Bros. Discovery 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.

#34
largest trademark owner in South Africa (of 121,626)

1,170
trademarks filed

12
different logos published since 2020

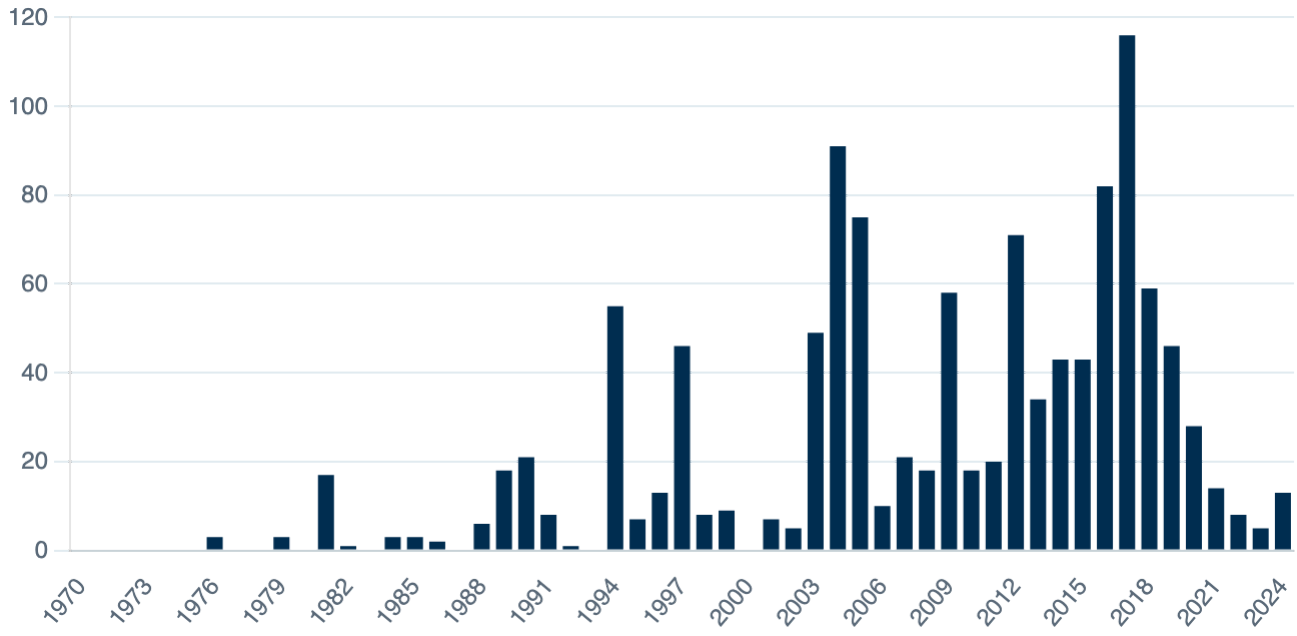
27
of 45 classes used

1937
first trademark filed

371
filed in the last 10 years

A portfolio built over time

Warner Bros. Discovery filed its first South African trademark in 1937 and has filed 1,170 since; its busiest year was 2017, with 116 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

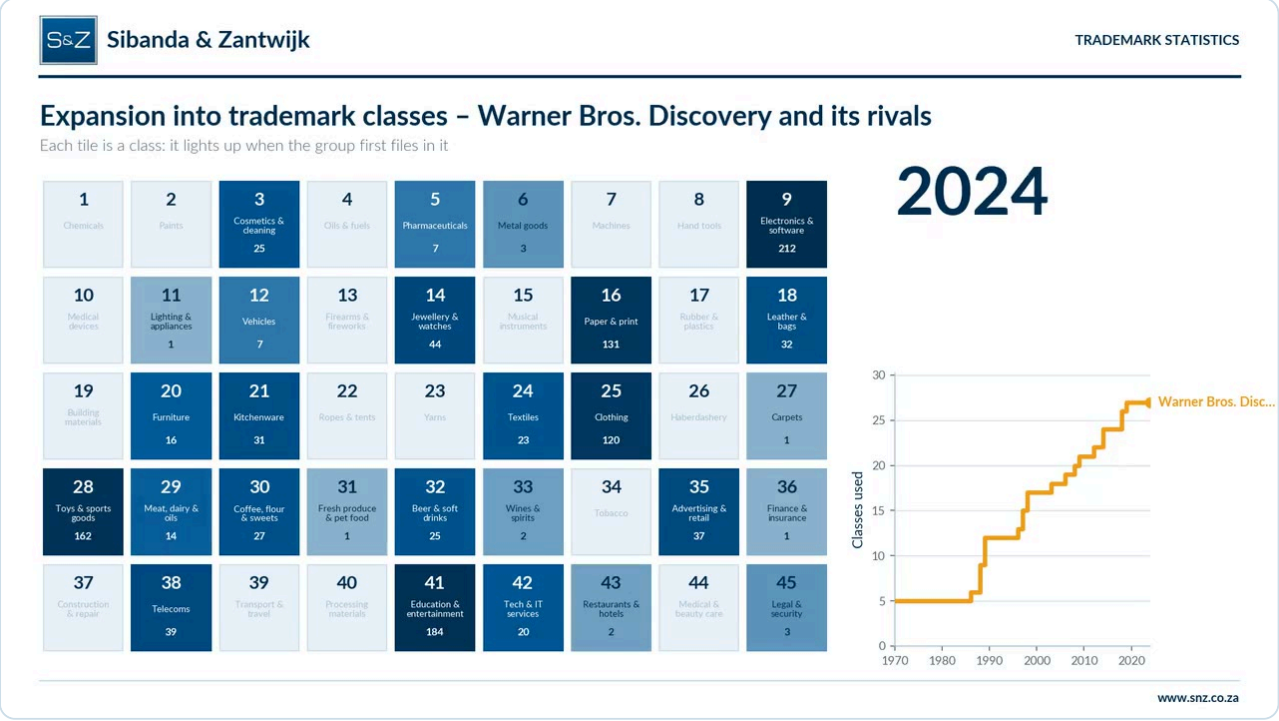
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Cartoon Network	435	1997–2021
Warner Bros Entertainment	403	1937–2023
Warner Bros. Discovery	312	1945–2024
Cartoon Network Lp Lllp	234	1999–2013
Warner Bros Records	3	1961–1988

Where Warner Bros. Discovery expanded its business

Trademark classes show what a business sells. Warner Bros. Discovery's portfolio is concentrated in electronics & software (class 9), education & entertainment (class 41), toys & sports goods (class 28). Its most recent moves were into restaurants & hotels (2019), wines & spirits (2018), legal & security (2018).

Warner Bros. Discovery trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/warner-bros-discovery-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	212	18.1%	1937
41	Education & entertainment	184	15.7%	1988
28	Toys & sports goods	162	13.8%	1963
16	Paper & print	131	11.2%	1945
25	Clothing	120	10.3%	1966
14	Jewellery & watches	44	3.8%	1989
38	Telecoms	39	3.3%	1997
35	Advertising & retail	37	3.2%	1989

The brands Warner Bros. Discovery protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DC	25	13	2016–2024
2	WONDER WOMAN	21	15	1981–2017
3	DC COMICS	19	19	2012–2012
4	DC ENTERTAINMENT	19	19	2012–2012
5	SMASHKINS	18	18	2014–2014
6	JUSTICE LEAGUE	16	16	2018–2018
7	AQUAMAN	15	15	2018–2018
8	BEN 10 OMNIVERSE	15	15	2012–2012
9	BEN 10 ULTIMATE ALIEN	15	15	2009–2009
10	CN CARTOON NETWORK	15	15	2004–2004
11	GENERATOR REX	15	15	2009–2011
12	WB	15	13	1984–2019
13	CARTOON NETWORK	14	14	1997–1998
14	WIZARDING WORLD	14	8	2018–2018
15	MIGHTY MAGISWORDS	13	13	2014–2015

Logos filed most often (since 2020)



25 filings · 13 classes



12 filings · 12 classes



10 filings · 10 classes



10 filings · 10 classes



8 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes

Warner Bros. Discovery's logos

The 12 different logos Warner Bros. Discovery 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.



13 classes



12 classes



10 classes



10 classes



7 classes



7 classes



7 classes



3 classes



3 classes



2 classes



1 class

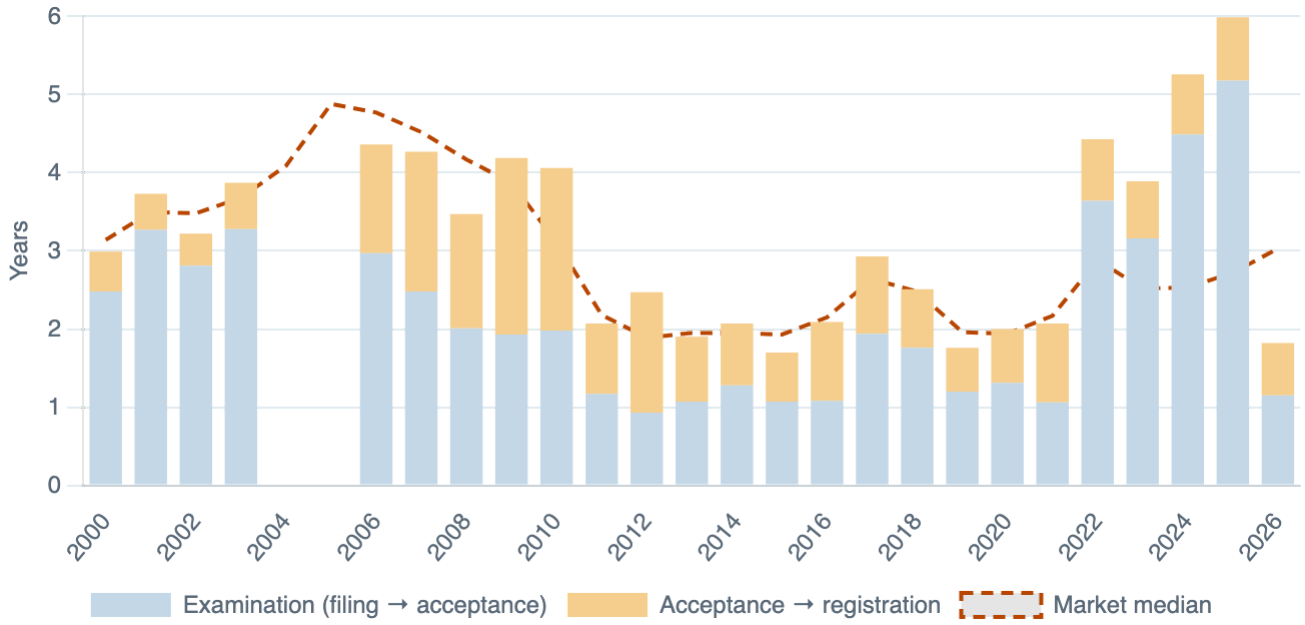


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Warner Bros. Discovery's marks took a median of **4.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

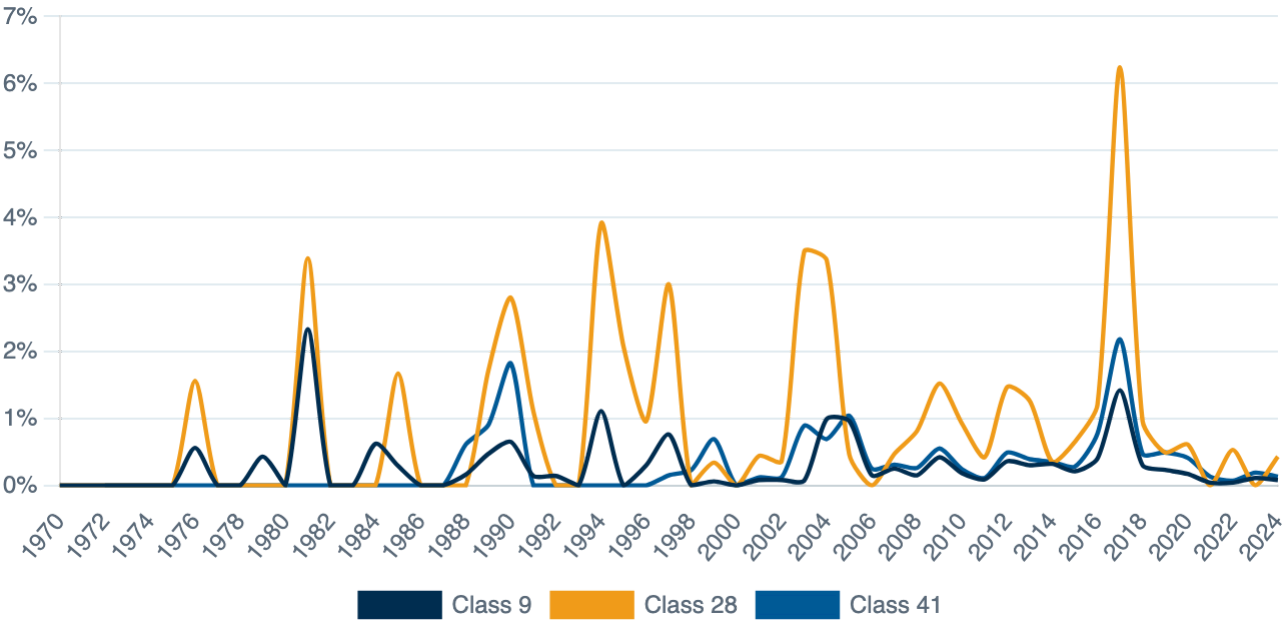


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Warner Bros. Discovery's classes

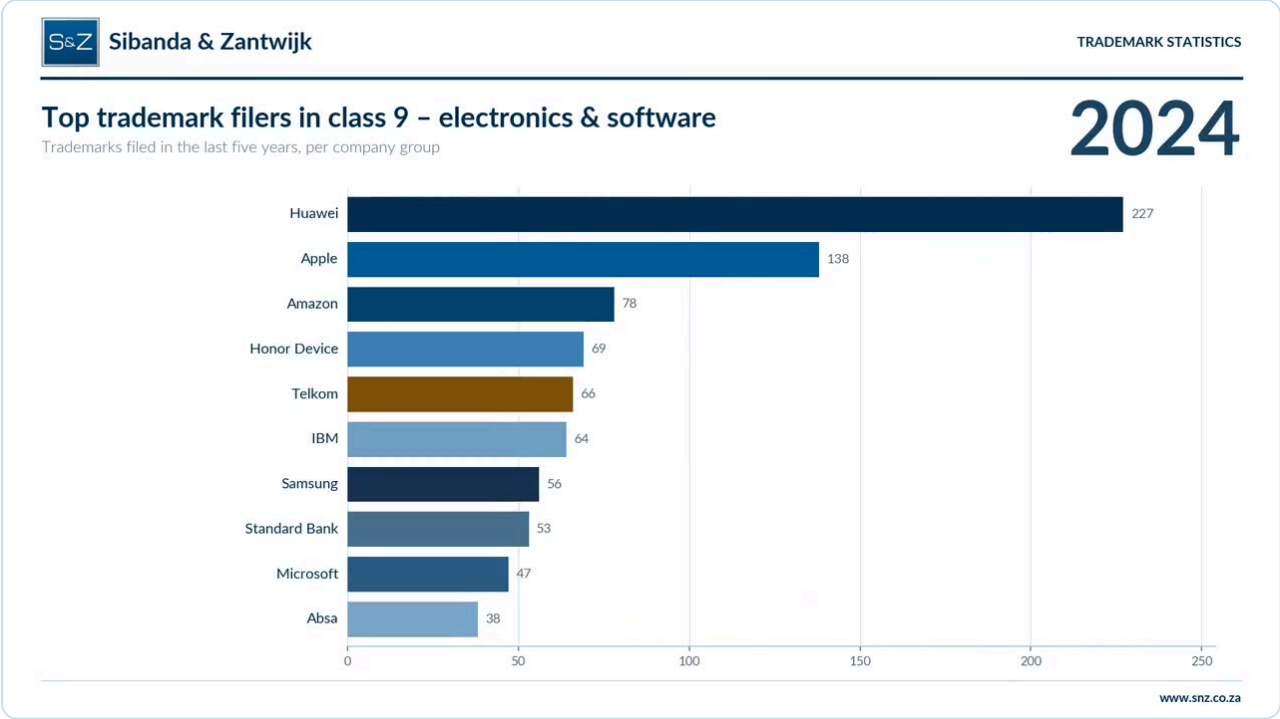
> Ranked by **number of trademarks filed in Warner Bros. Discovery's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Warner Bros. Discovery's market position, not who is most like it.

In the last five years, Warner Bros. Discovery was **#113** of 4,926 filers in class 9 (electronics & software), with 9 of 10,252 trademarks; **#42** of 3,121 filers in class 41 (education & entertainment), with 12 of 6,243 trademarks; **#49** of 842 filers in class 28 (toys & sports goods), with 5 of 1,560 trademarks.



Warner Bros. Discovery's 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: Warner Bros. Discovery

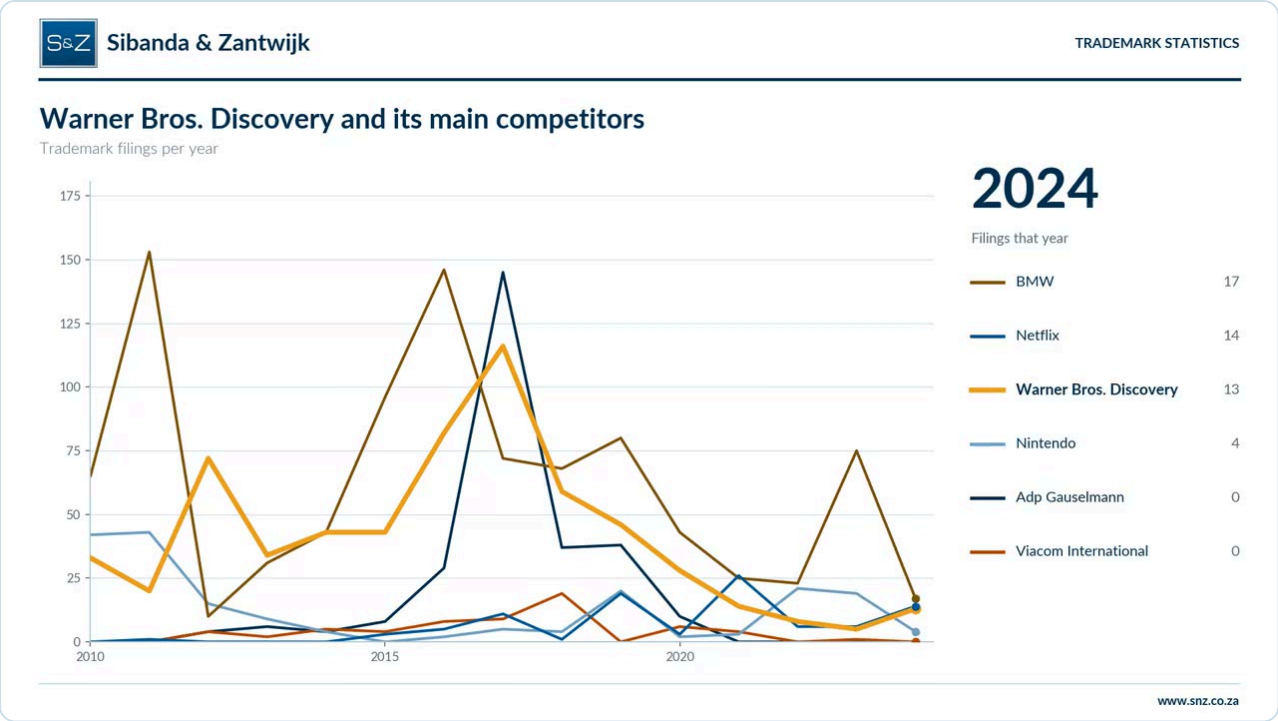


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/warner-bros-discovery-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Warner Bros. Discovery

> Ranked by **how similar their whole trademark portfolio is to Warner Bros. Discovery'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.

Warner Bros. Discovery 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/warner-bros-discovery-south-african-trademarks/competitors-video.html

Trademark filings per year: Warner Bros. Discovery (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Adp Gauselmann	–	80%
2	Viacom International	–	72%
3	Nintendo	–	70%
4	BMW	–	68%
5	Netflix	–	66%
6	Disney	–	66%
7	Riot Games	–	65%
8	National Lotteries Commission	–	65%
9	Hyundai Motor	–	65%
10	European Professional Club Rugby	–	65%

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

Warner Bros. Discovery – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	82	US$371 m	+0%	National	US$3,425
2	European Union	80	US$311 m	-1%	National	US$2,388
3	United Kingdom	69	US$63 m	-4%	National	US$1,371
4	India	64	US$25 m	+9%	National	US$1,295
5	Namibia	64	US$395 m	+12%	ARIPO	US$450
6	Hong Kong SAR	63	US$29 m	+0%	National	US$1,715
7	Japan	62	US$6.8 m	-4%	National	US$1,774
8	Canada	62	US$35 m	-5%	National	US$2,192
9	Botswana	62	US$388 m	-4%	ARIPO	US$450
10	Australia	61	US$60 m	-1%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$395 m	+12%	ARIPO	US$450 S&Z
2	Botswana	62	US$388 m	-4%	ARIPO	US$450 S&Z
3	Zimbabwe	57	US$185 m	+10%	ARIPO	US$450 S&Z
4	Nigeria	55	US$41 m	-12%	National	US$1,015 S&Z
5	Mozambique	54	US$156 m	-3%	ARIPO	US$450 S&Z
6	Tanzania	53	US$40 m	+4%	ARIPO	US$450 S&Z
7	OAPI (17 states)	53	US$60 m	+5%	National	US$1,563 S&Z
8	Malawi	53	US$40 m	+24%	ARIPO	US$450 S&Z
9	Zambia	51	US$268 m	+20%	National	US$2,610
10	Egypt	50	US$5.7 m	-6%	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)
DC	13	US$2,639	US$3,041
WONDER WOMAN	15	US$3,045	US$3,410
DC COMICS	19	US$3,857	US$4,149
DC ENTERTAINMENT	19	US$3,857	US$4,149
SMASHKINS	18	US$3,654	US$3,964

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 Warner Bros. Discovery's five most-filed brands: word marks of **other companies** (not Warner Bros. Discovery'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 WONDER WOMAN (classes 9, 16, 25, 28, 41; searched 2018-01-31 to 2026-11-08)

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

Similar to DC COMICS (classes 9, 16, 25, 28, 41; searched 2018-03-28 to 2026-11-08)

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

Similar to DC ENTERTAINMENT (classes 9, 16, 25, 28, 41; searched 2018-01-31 to 2026-11-08)

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

Similar to SMASHKINS (classes 9, 16, 25, 28, 41; searched 2018-02-28 to 2026-11-08)

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

Similar to JUSTICE LEAGUE (classes 9, 16, 25, 28, 41; 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

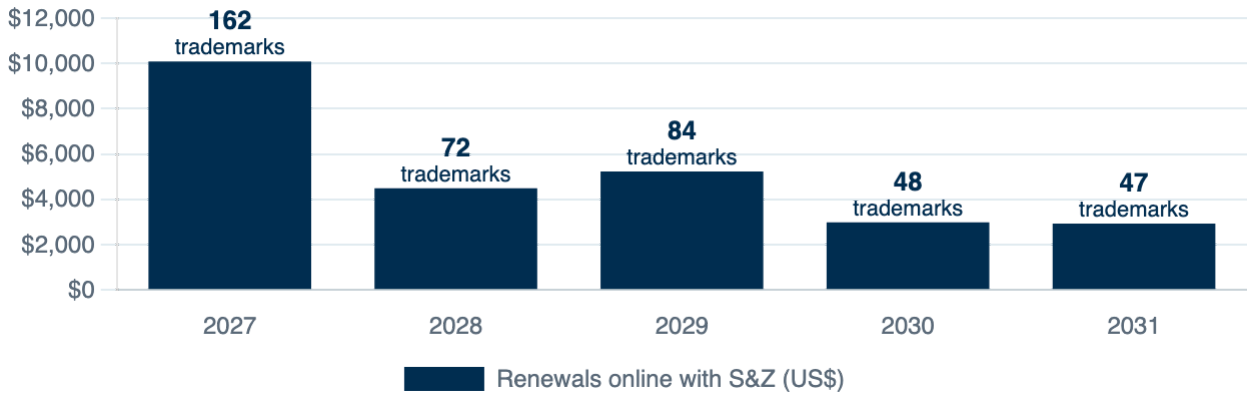
S&Z prices – South African trademarks

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$.

Warner Bros. Discovery's next five years of renewals

413 of Warner Bros. Discovery's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$25,726** over the five years.



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