

**INPI**

**INTELECTUAL  
PROPERTY GUIDE  
FOR EXPORTERS**

**SOUTH  
AFRICA**



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## Introduction

This guide is part of a collection designed to help Brazilian exporters protect their Intellectual Property (IP) assets in the countries they wish to export to.

Each country has its own particularities regarding the IP system and this volume is dedicated specifically to South Africa.

The guide is divided into three parts. In the first, we indicate reliable sources where you can deepen your knowledge about Intellectual Property. In the second, we present the South Africa's IP system, providing guidance on how to protect your IP assets in the country and addressing issues to consider before you start exporting there. At the end, we provide information on what to do if you suffer any type of violation of your rights.

Our goal is to provide you with important and easy-to-understand information, so you can confidently navigate IP challenges and make the most of export opportunities to South Africa.

## Before you start exporting

Before starting your export process, what steps need to be taken in the IP area before exporting?

1. Know what IP is;
2. Deeply know and protect the IP of your business in your home country;
3. Develop a strategic export plan that includes IP-related issues;
4. Investigate if there is anything similar to your IP assets that is already protected in the countries you want to export to;
5. Protect your IP in these countries and only after that;
6. Take your product or service overseas.

This guide will tell you:

1. The main mistakes of exporters in the area of IP;
2. Where to learn more about IP and about IP and export;

3. Where and how to protect your IP in Brazil;
4. Where to conduct research if there are already IP assets similar to yours in other countries;
5. What is the South Africa's international IP legislation;
6. Where and how to protect your IP in South Africa;
7. Where to protect your IP in each of the countries that are part of South Africa;
8. Some cost estimates of this process;
9. What to do to protect yourself in case your IP are copied.

We hope this will be a facilitator in your export process!

## Five biggest mistakes of the exporter in the area of Intellectual Property

Some common IP mistakes made by those who start exporting that we want to help you avoid:

1. **Do you know that your trademark, your patent and your industrial design are only valid in the country where they are registered?**

One of the most common mistakes made by exporters is not knowing that Intellectual Property rights, such as trademarks, patents and industrial design, are **TERRITORIAL**. This means that, although we live in a globalized world, IP rights are not. They are valid only in the country or territory in which they were protected.

The only exception to this rule is that which is protected by copyright. This is because the 181 signatory countries of the Berne Convention agreed that the protection of rights of artistic and literary works, among others, should not be subject to the fulfilment of any formality, nor depend on the existence of protection of the work in their country of origin. The author has moral and patrimonial rights in relation to his work, since it was produced, regardless of registration.

However, all other intellectual property rights need to be protected **IN EACH COUNTRY** where you wish to export, so that you have rights to these assets.

Thus, BEFORE you start your export activities, it is crucial that you decide WHERE you want to protect your IP assets. This is a fundamental decision that must be made with caution and planning, as the costs involved can be high.

## 2. Do you want to have your trademark, your patent and your industrial design protected?

Did you know that the disclosure of an invention or a industrial design, without having a previously filed application for protection, can make your right over these assets unfeasible?

We are sure that you do not want to have your IP copied, inadvertently made public, or protected by a third party. Imagine, for example, not being able to use your own trademark in another country because someone else has already registered it before you.

Therefore, it is essential that you seek to secure your IP rights BEFORE entering and presenting your products in a new market. Remember: **what guarantees the right to IP in a territory is its REGISTRATION/GRANT, and not just its use.**

When planning your international expansion, pay special attention to protecting your IP assets. In this way, you'll avoid unpleasant surprises and maintain control over your resources.

## 3. Do you want to protect yourself from being sued for IP infringement lawsuit in another country?

Did you know that it is essential **to INVESTIGATE** if there are already trademarks, patents or industrial design similar to yours, which are already protected, in the country to which you want to export? This is an important step to avoid the risk of infringing on a third party's right in a new market.

Most countries make databases available for research in their IP offices. You can make an online query in these systems to check if there is any prior notice that may make your request unfeasible. This prior research can help you save a lot of time and money. In addition, there are also international databases that allow research to be carried out. Several of them are indicated in this guide.

#### 4. Does IP rights obtained in one country guarantee the same right in another?

Many exporters think that if they have obtained an IP right in one country, they will automatically get the same right in another. Unfortunately, this is not the reality.

Although there are some common parameters established by international agreements, the area of IP varies greatly between countries in terms of legislation and rules for granting these rights.

Therefore, there is no guarantee that what was granted in one country will also be granted in another. Each nation has its own particularities and requirements when it comes to protecting Intellectual Property, which makes each country's decision **INDEPENDENT**.

This means that when planning your export strategy, you need to carefully analyse the IP situation in each destination country. It is not possible to assume that a right obtained in one place will be automatically recognized in another.

#### 5. Did you include IP issues when you did your export project?

The preparation of a good **STRATEGIC PLANNING** is key to success in exporting. Many exporters make the mistake of neglecting IP-related issues when planning their export activities. However, it is essential to consider these issues as an essential part of this process.

IP assets can be some of the most valuable that your company has. Therefore, it is essential that your planning is careful and it includes a detailed analysis of these assets.

Depending on the number of countries in which you decide to protect these assets, the costs can be significant. Therefore, it is necessary to evaluate in advance what and where you want to protect.<sup>1</sup>

Regarding the deadlines you have for the protection of your IP assets, according to the Paris Agreement, an international treaty of the World Intellectual Property Organization (WIPO), valid in 176 countries, when you file an application for a patent, utility model (UM), trademark or industrial design with an IP office, you have a period of 12 months (for patent and utility model), and 6 months (for industrial design and trademark), to

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<sup>1</sup> Some important questions that need to be answered in strategic planning: why, what, when, where, with whom, how, and how much it costs to export.

apply for protection in any other country, without losing the "right of priority", that is, in this period you will have priority in relation to any other applicant who files something similar to the one you filed, anywhere in the world. After this period, you will not be able to file an application in other countries related to this first invention/application.

We highlight that this happens when you choose to make national filings, in each country individually. There is also the option of making international deposits, in a group of countries, at once, through WIPO, which makes the process much easier. We'll provide more details on this option later.

For these reasons, it is essential that you make a good strategic planning regarding the IP area in the initial phase of the project, even before starting export actions, when you decide to protect your IP assets. This way, you'll avoid missing opportunities, reduce risk, and lower unnecessary costs.

By prioritizing IP planning in your export project, you will be taking a crucial step towards the success of your business in the international market.

## Courses on Intellectual Property

Intellectual Property is traditionally divided into three branches:

- **Copyrights** that protect works in the literary, scientific and artistic domain, for example literary, artistic and software works;
- **Industrial property**, such as trademarks, patents, utility models, industrial designs, and geographical indications; and
- **Sui generis protection**, such as the protection of new plant varieties.



If you wish to deepen your knowledge of IP before deciding to use it when exporting to South Africa, you can consult the schedule of free courses on the subject available on the website of the National Institute of Industrial Property (INPI).




You can also participate in the free IP course, in Portuguese, offered twice a year by WIPO, called: DL 730 "Executive Course on Intellectual Property and Exports".



## Intellectual Property information and tools for companies





INPI offers guides on intellectual property for businesses that can help you explore the possibilities of IP for your company.

**Table 1: INPI Information and tools on IP for companies**

Tools	Link
IP Information for Businesses	

WIPO also offers a series of tools, guides and information on IP available free of charge that can help you.

**Table 2: WIPO IP information and tools for businesses**

Tools	Link
IP Information for Businesses	
IP self-diagnostics for businesses	
IP Guides for Businesses *	
Strategic IP Walkthrough for SMEs	





\* Some of the guides provided by WIPO, in Spanish, English and French, are:

1. **Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters;**
2. Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises;
3. Making a Mark: An Introduction to Trademarks for Small and Medium-Sized Enterprises;
4. Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises;
5. Exchanging Value - Negotiating Technology Licensing Agreements: A Training Manual;
6. A Guide to Intellectual Property for Startups; among others.





## How to protect your Intellectual Property in Brazil

Before you start exporting, consider protecting your IP in Brazil. Here we indicate the step-by-step process for trademarks, patents, industrial designs, protection of plant varieties and copyrighted works.

**Table 3: Step by step for filing Intellectual Property in Brazil**

Type of IP	Institution	Link
Trademarks	National Institute of Industrial Property (INPI)	
Patents	National Institute of Industrial Property (INPI)	
Industrial Designs	National Institute of Industrial Property (INPI)	
Plant Variety Protection	Ministry of Agriculture and Livestock (MAPA)	

**Table 4: Institutions for voluntary registration of copyrighted works in Brazil**

Type of Copyrighted Work	Institution	Link
Musical Works	School of Music of the Federal University of Rio de Janeiro (UFRJ)	
Architectural Works	Council of Architecture and Urbanism of Brazil (UCC)	
Audiovisual Works	National Film Agency (ANCINE)	
Computer Programs	National Institute of Industrial Property (INPI)	

## National Intellectual Property Rights Institutions in South Africa

In South Africa, the **Companies and Intellectual Property Commission (CIPC)** is the body responsible for granting patents and registering trademarks, designs, copyrights, and traditional knowledge.

The **Department of Agriculture** is responsible for registering the plant breeders' right (plants variety).

### Where to conduct your IP search in South Africa

How to search if an IP is already protected abroad? How to check if it already exists in South Africa?

As we said, before applying for an IP right in another country, you need to check if your trademark, invention, industrial design or plant variety already exists and if it is already protected.

If you find something similar in the market you want to explore, it may be difficult to get the protection you want.

Your search should include the Internet, social media, international IP search databases, and databases from the country where you are filing.

Make sure your search is as comprehensive as possible, to avoid future unnecessary costs.

With the advancement of Artificial Intelligence technology, in a short time it will be much easier and faster to investigate if there are already protected assets similar to the ones you want to protect.

### Trademark search

Before applying for a trademark, you can start by searching the **CIPC database** for trademarks for products and services similar to yours. Unlike other IP assets, your trademark cannot be registered in South Africa only to be approved in the country.



You can search the global tag database. WIPO's **Global Trademark Database** contains data from more than 80 countries and includes trademarks, designations of origin and official emblems.



**Madrid Monitor** allows access to international applications and registrations made through the Madrid System, with millions of trademarks from its 131 member countries. In this database, your search can include words, numbers, images, dates, classes, and countries.



Another database available in the trademark area is **TMview**. TMview contains trademarks from all over the EU and parts of Africa, Asia, America, and Oceania. This database allows search by words, numbers, images, dates, classes and countries.



If you find the process complex, you can hire an IP professional to help you.

## Patent search

Before you file an application for a patent and apply for the protection of an invention, you need to make sure that it is novel and inventive. Because of the requirement of novelty, nothing related to the invention must have been published anywhere in the world (including patent literature and any other public medias).

You can start your search on **Google Patent Advanced Search**, which allows you to search by name, date, inventor, applicant, patent office, and language, among other options.



Another important search tool is **esp@cenet**, developed by the EPO, allows the search and analysis of more than 150 million patent documents from all over the world for free.



You can also search WIPO's **Patentscope**, which contains data on more than 120 million patents. Here you can search by title, abstract, name, and filing date.



Examiners from the INPI have prepared, based on material provided by WIPO, a Guide that indicates how to perform a search on **Patentscope**.



The patent search process is more complex than the trademark and industrial design search process. As a result, you can hire a specialized IP professional to help you.

### Industrial Design search

Your industrial design needs to be new and differentiated around the world so that you can protect it. Because of this, you will need to search published industrial designs and check if they have similarities to yours.

Your search needs to include, in addition to industrial design databases, other sources such as trademark and patent databases, the Internet, and social media. Any similar results, even if they are not registered, may prevent your right to register the industrial design.

In the databases, you can search by image, product name, rating, number, and owner.

The **Global Design Database** is a worldwide collection of data organized by WIPO, from deposits made through the Hague System and information from participating offices. You can search by description, name, depositor, date, and country.



**DesignView**, meanwhile, allows you to search for industrial designs from across the EU and parts of Africa, Asia, America, and Oceania. You can search by name, number, designer, Locarno classification, filing date, and country.



## New Plant Variety search

If you want to sell your plant variety internationally, you will need to do an international search to verify that the variety of your plant is really new.

First, you can check the internet if you can find any disclosures of varieties similar to yours.

Then, you can search in databases of new plant varieties in the country where you want to protect and market your new variety. In most databases, you will find information regarding the common name of the plant, genus, species, title holder, and term of protection.

In the EU, there is a plant variety database in the **Community Plant Variety Office (CPVO)**, with information on plant registers from more than 70 countries.



You can also search the International Union for the Protection of New Varieties of Plants (**UPOV**) **database of plant varieties called PLUTO**, which provides name results for plant varieties protected by members of UPOV and other international organizations. To access PLUTO, you will need to create a user account.



There is a lot of information that is not included in these databases, which makes the search in the countries where you will deposit very important.

## Relevant data on Intellectual Property in South Africa

### Trademarks

A trademark is a brand name that identifies the services or goods of one person and makes them different from the goods and services of another.

In South Africa, a trademark is acquired through **trademark** registration, which is valid for **10 years** and **can be renewed indefinitely every 10 years**.

The types of trademarks that can be registered in South Africa are: certification trademarks; collective trademarks; word marks; devices; and sounds, tastes and scents (provided they are capable of graphical representation).

They can be: nominative, figurative, figurative containing words and three-dimensional (3D) trademarks.

In South Africa, trademarks are protected with or without registration. Unregistered trademarks are protected under the common law and can be enforced under the delict of unlawful competition. There is an official record of the registered trademark, but not of the unregistered ones in use on the market.

It is not necessary for a trademark to be in use in order for it to be registered. However, prior use may be useful as it can help overcome an objection raised on the grounds of lack of distinctiveness.

If you register a combined trademark (which includes both word elements and figurative elements) in South Africa, the exclusive right to its use is limited to the trademark in the exact configuration in which it was filed and registered.

Once registered, trademarks must be actively used; non-use for more than five years may lead to cancellation actions.

Well-known marks are protected in the country.

CIPC also protects company name registrations.

There is one path to trademark protection in South Africa:

1. **National Route:** The registration can be applied online directly at CIPC.

The country does not allow the filing of multiclass applications. Therefore, a separate application must be filed for each class of goods and services.

You must appoint a local agent from the South African Institute of Intellectual Property Law (SAIIPL) to file a trademark application. You can find a list of members at the link below.



Later in this guide, a cost link will be provided so you can perform analysis to facilitate your decision-making process, as well as links to submit your application to CIPC.

## Patents

A patent is a right granted for an invention. It can take the form of a new product, process, a use, or technical improvement to an existing technology. They are granted for inventions that are new, involve an inventive step and are industrially applicable.

The maximum term of a **Patent** in South Africa is **20 years** from the date of filing.

It's possible to protect with patents an invention which includes a method or process, a device, a new material, a chemical compound or a chemical composition. The law provides for three types of patents: conventional ones, patents of addition and divisional patents.

There is no substantive examination of the patent at CIPC.

In the South Africa there are two different ways to apply for a patent:

1. **National Route:** the patent application is filled directly at CIPC.
2. **International Route:** Since South Africa is signatory to the Patent Cooperation Treaty (PCT), you can also choose the country within the International Patent System of the WIPO PCT. Through this system, with a single patent application, in one language and a group of fees, you can apply for protection in more than 150 countries at the same time.

The international application via PCT has two phases: international and national.

- International Phase - There are two ways to file an international application: directly at the Office of a country that is part of the PCT (where the applicant is domiciled or a national of this country); or, at the International Bureau of WIPO.

When making the international filing, it is necessary to indicate an Office that is approved by the PCT to carry out the international search (*International Search Authority – ISA*), among those indicated by the country where the international filing took place.

The language of the international application must meet the one defined by the country in which it was filed and the chosen ISA. In case Brazil is chosen as ISA, the deposit can be in Portuguese, English or Spanish.

- National Phase - After the international phase, usually 30 months from the date of international filing or priority (if any), you must apply for the examination of your patent directly with the countries in which you are interested.

At the end of the process, you can have the patent for your invention, if granted, in each country you chose. **The decision of each country is independent of the others.**

Entry into the national phase can be requested in any country that is part of the PCT, adapting your international PCT application to the legislation of that country.

You must appoint a local agent from the South African Institute of Intellectual Property Law (SAIPL) to file a patent application. You can find a list of members at the link below.



**Utility Model** patents are not accepted in South Africa.

## Designs

Designs protect the appearance, physical form, configuration, decoration, colour, or pattern of a product that will be produced industrially.

In South Africa, there are two types of Design: functional and aesthetic.

The functional design protects the function of the article and the aesthetic design protects its appearance. Both design applications, functional and aesthetic, can be applied for the same product.

Absolute novelty is required for both kinds of designs and there is a 6-month grace period from the date of first disclosure of the design.

In South Africa, the protection of **Aesthetic Design** is **15 years** and of **Functional Design** is **10 years** from the date of registration.

There is one path to register your Design in South Africa.

1. **National Route:** the aesthetic design or the functional design is filled directly at CIPC.

### Geographical Indication

Geographical Indications (GI) are signs affixed to a product, whether it is food, handicrafts, or agricultural produce, indicating that the product originates from a specific geographical location and also suggesting that the product has a quality or reputation attributable to its place of origin.

There is possibility to protect your GI in South Africa. The regulation for that can be found on the link bellow.



### Traditional Knowledge

Traditional Knowledge (TK) is protected in South Africa as “indigenous knowledge”. It’s defined as “knowledge belonging to a specific ethnic group or community developed outside the formal educational system over time”.

The indigenous knowledge recorded or protected under the correct IP law, may be commercialised by the community that owns it.

The laws related to TK can be found on the link bellow.



### Plant Breeder’s Right

A Plant Variety (PV) is a botanical set of a single botanical classification, of the lowest classes, which can be determined by expressing the characteristics generated from a particular genetic structure or a certain set of genetic structures, and can be distinguished from any other botanical set by expressing at least one of the mentioned characteristics, considering it a unit for its ability to reproduce without change.

In South Africa, plant variety is protected as Plant Breeder’s Right (PBR).

The protection of a **new plant variety** is valid for a maximum of **20 years, or 25 years** for vines and trees species, since the right is granted.

There is one pathway to PBR protection in South Africa:

1. **National Route:** The PBR application is filled directly at the Department of Agriculture.

## Copyright

Unlike industrial property rights, copyright arises upon creation of the work. There are no formal requirements to be met. Accordingly, a registration in an official register is neither required nor possible in order to obtain copyright protection.

Works protected by copyright are individual intellectual creations. The author has moral rights, such as the recognition of his authorship and protection from distortion of his work, and economic exploitation rights.

The time of **copyright** protection in South Africa varies depending on the material form and is no less than **50 years**. Upon expiry of the term of protection, the work is free for general use and can be freely exploited. It is not necessary to obtain the authorisation of the author's successors in title after the expiration of the term of protection.

Although not required for copyright protection, registration can help prove ownership in case of licensing or legal disputes.

There is one pathway to register your Copyright in South Africa:

1. **National Route:** The application is filled online directly at CIPC.

## Intellectual Property laws and regulations in South Africa

South Africa has adopted a number of regulations and directives to protect and enforce IP rights in the country.

**Table 5: Some of South Africa's IP laws**

Theme	Law No.
Patents (Inventions) IP Regulatory Body	Patents Act, 1978 (Act No. 57 of 1978, amended up to Act No. 58 of 2002)
Trademarks Geographical Indications	Trade Marks Act, 1993 (Act No. 194 of 1993)
Copyright and Related Rights (Neighbouring Rights) IP regulatory Body	Copyright Act, 1978 (Act No. 98 of 1978, amended up to Act No. 9 of 2002)
Industrial Designs Layout Designs of Integrated Circuits	Designs Act, 1993 (Act No. 195 of 1993, amended up to Act No. 38 of 1997)
Copyright and Related Rights (Neighbouring Rights)	Performer's Protection Act, 1967 (Act No. 11 of 1967)
Plant Variety Protection	Plant Breeders' Rights Act, 2018 (Act No. 12 of 2018)
Traditional Knowledge (TK) Traditional Cultural Expressions IP Regulatory Body Alternative Dispute Resolution (ADR)	Protection, Promotion, Development and Management of Indigenous Knowledge Act, 2019 (Act No. 6 of 2019)

A comprehensive list of South Africa IP legislation can be found on WIPO's website.



## International Intellectual Property Agreements in South Africa

South Africa is a signatory to several international IP agreements with the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO).

**Table 6: International IP Agreements to which South Africa is a party**

Agreement	Description
Paris Convention for the Protection of Industrial Property	It allows an applicant from another signatory state to apply for a patent or trademark and expect the same rights as a holder from South Africa.
Berne Convention	It ensures that the parties to the convention give equal recognition to the copyright holders of other convention member states.
Patent Cooperation Treaty (PCT)	It allows inventors to search and obtain patent protection in more than 150 countries. *
International Convention for the Protection of New Varieties of Plants (UPOV Convention)	It establishes a harmonised system for the rights of producers of new plant varieties.
Budapest Treaty	International recognition of the deposit of microorganisms for the purposes of patent procedure.
TRIPS Agreement	It establishes a minimum level of protection and enforcement of IP rights that all members of the World Trade Organization, including South Africa, must comply with.

\*Data referring to August 2025








A comprehensive list of international IP agreements adopted by South Africa can be found on the WIPO website.



## How to protect your Intellectual Property in South Africa

A list of IP objects recognized in South Africa, with a link to the websites where you can obtain information on how to protect each of them, can be found in the tables below.






**Table 7: Where to protect your IP in South Africa**

IP Object	Description	Link
Patents (CIPC)	Patents protect inventions, which are products or processes that provide a new way to do something or offer a new technical solution.	
Trademark (CIPC)	A trademark can consist of any signs, words (including names of people), designs, letters, numbers, colours, shape of goods, packaging of goods or sounds, or any combination of such devices used to identify a business's goods or services.	
Designs (CIPC)	Designs can protect the aesthetic and/or the functionality of a product.	
Plant Breeder's Right (Department of Agriculture)	Protection of new plant varieties	
Geographical Indication	Signs affixed to a product indicating that the product originates from a specific geographical location and has a quality or reputation attributable to its place of origin.	
Indigenous Knowledge	Protection of the Traditional Knowledge.	
Copyrights (CIPC)	Legal right granted to the creators of original works of authorship, providing them exclusive rights to reproduce, distribute, and publicly display or perform their creations.	

## How to apply for the protection of your Intellectual Property in South Africa via International Cooperation Treaties and Agreements

In the table below, we provide a wealth of information on how and where to deposit your IP in South Africa via international treaties and cooperation agreements.

**Table 8: IP application requests in South Africa**

IP Object	Description	Link
Patents	Information from the INPI on how to protect your patent abroad	
	<b>Information from the INPI on international patent filing</b>	
	Information from the INPI on Patent Cooperation Treaty (PCT) fees, codes and procedures	
	Application for filing an <b>International Patent Application</b> via <b>PCT</b> directly with WIPO	
WIPO	All WIPO International Deposits	


## Intellectual Property Costs in South Africa

Before deciding on which system to use to make an IP application in South Africa, it is necessary to evaluate the costs involved and each of the options.

### Trademarks

In the case of trademarks, it is possible to apply for the register at the CIPC.

**Table 9: Information for calculating trademark filing costs**



Institution	Link
CIPC Costs	

### Patents

Understanding the costs involved with a patent, in turn, is much more complex. In the table below, you will find information on the amounts of the fees requested for the CIPC costs well as the PCT price list, so that you have a general idea of the costs involved in an international patent application.

We remind you that the PCT has more than 150 countries that are part of the Treaty, and each national office is responsible for examining the international application when it enters the national phase. The international deposit is centralized.


**Table 10: Information for calculating patent filing costs**

Institution	Link
CIPC Costs	
PCT System Costs	

## Industrial Design

As for the costs involved in the registration of an industrial design, the table below allows the comparison of the costs of filing an industrial design with the CIPC and the WIPO Hague System.

**Table 11: Information for calculating industrial design filing costs**

Institution	Link
CIPC Costs	

## How to enforce your Intellectual Property Rights in South Africa

If you believe that an entity is using or benefiting from your IP rights without your consent, you may seek expert IP legal advice at an early stage.

Gather evidence that proves the violation of your rights, such as copies of works, trademark or patent registrations, and communications that evidence the violation.

In South Africa, you have the option to protect them by filing a lawsuit in civil court. One of the remedies available in civil cases is an injunction, which is a court order requiring the infringer to stop the unauthorized activity. Disputes related to IP infringement can also be resolved directly with the party involved through methods such as mediation, sending “cease and desist” letters, or negotiating a licensing agreement.

Another option for international IP protection is the use of the Mediation and Arbitration services for Intellectual Property and Technology Disputes offered to companies by WIPO.



WIPO also offers mediation alternatives for resolving disputes over internet domains.



## Closing remarks

After the path proposed in this document, we hope that it has become easier to protect your IP before you start exporting.

Remember, because IP law is territorial, you'll need to protect it before you can introduce, sell, or manufacture your product in a new market. You can also protect it in other markets, even if you do not wish to exploit them at this time, in order to prevent others from copying, manufacturing or importing your trademark, product or service, and not paying your respective financial consideration.

In some countries it is possible to carry out the procedures described here directly, but many require the hiring of a local IP professional who will act on your behalf. Having the support of one of these professionals, an IP agent, in general, helps, not only with filings, but also to understand issues related to the local culture that can facilitate your access to the market in the region.

Another point that deserves to be highlighted is the cost of IP protection. It can be expensive, so it is always important to emphasize the need for good initial planning on how, where and why to invest abroad.

Finally, the information provided in this document is a support resource for exporting and protecting your IP in other countries and should not be used as a substitute for expert legal advice.