

Insights from the Ghana Trademark Journal

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EXECUTIVE SUMMARY

— By VE Legal

Recent trademark journal publications indicate a notable uptick in brand activity across multiple industries in Ghana, with increased sophistication in filing strategy and a more efficient publication timeline. The data reveals a strong focus on financial services, pharmaceuticals, consumer goods, technology, and manufacturing, with many applicants opting for multi-class and multi-brand filing strategies.

Publication lag has significantly improved, with most filings now appearing in journals within approximately 4–6 months of filing, reflecting operational improvements at the Registry.

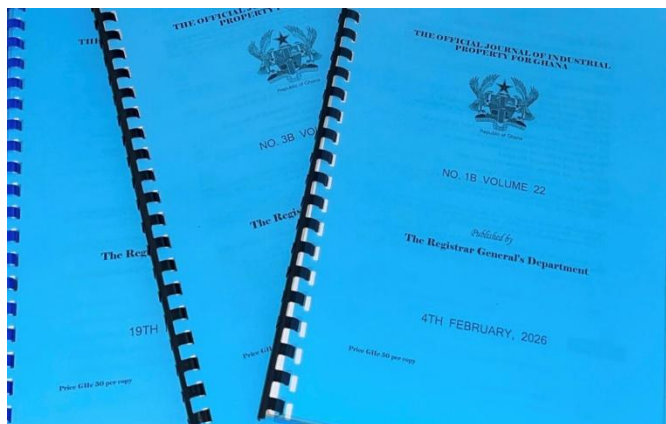
KEY FILING TRENDS

Notable Marks Observed in Recent Filings

The journals reviewed reveal a diverse range of marks across industries, illustrating both sectoral spread and branding strategies. Selected examples include:

- **Financial & Fintech:** Moniepoint, FIRST TRADE, FIRST TRADE 360, FT360, Mixx
- **Technology & Digital:** AKUNA, AKUNAVVERSE, OMNI AI, yesido, Taliza, ioma.
- **Consumer Goods & FMCG:** Lay's, Neelam, Willy-Willy, Tangle, Elle & Vire, Pure Life (Nestlé), Crafted Flattz
- **Pharmaceuticals & Healthcare:** Epibalin, Valfast, Informin, Dermason, Fungoal, Hydromax, Dicloday, Koffenges, Travatan, Opatanol, Nevanac
- **Industrial & Manufacturing:** TOPSTAR, GEEK, AMG, U.M.U.MI, Cullan
- **Hospitality & Lifestyle:** OAKS, NH Hotels
- **Transport, Gaming & Services:** betPawa, MulaSport, Expertravel

These marks demonstrate a mix of global brands, regional players, and local enterprises, as well as a growing use of coined and distinctive brand names.



Multi-Class Filing Strategies

A notable feature of the reviewed journals is the deliberate use of multi-class filing strategies by certain applicants, particularly in the fintech and technology space.

- **MTN brand ecosystem:** Marks such as MTN ONE and MTN-I have been filed across multiple classes including telecommunications, financial services, software, and digital platforms. This reflects a coordinated strategy to protect a unified brand across connectivity, payments, and digital services.
- **AKUNA / AKUNAVVERSE portfolio:** The AKUNA brand family has been filed across Classes 9, 36, 41, and 42, covering software, financial services, media/entertainment, and IT services. Variants such as AKUNAVVERSE and stylized versions indicate a layered brand architecture approach.

These filings illustrate a clear shift from single-class protection to **integrated, ecosystem-based trademark strategies**, particularly among technology-driven and service-oriented businesses.

Quarterly Trademark Review

1. Strong Activity in Financial Services and Fintech

- Significant volume of filings in Class 36 (financial and banking services) and Class 9 (financial technology and software).
- Brands are expanding protection beyond traditional banking to cover digital wallets, online payments, fintech platforms, and business management services.
- Many applicants are adopting multi-class strategies, indicating deliberate long-term brand positioning.

2. Technology, Digital Platforms, and AI

- Consistent filings for software, artificial intelligence tools, digital platforms, mobile applications, and smart devices.
- Increasing filings in Classes 9 and 42 show growth in digital innovation, software development, and data-driven services.
- Technology filings frequently accompany financial or service-sector applications, demonstrating integrated commercial strategies.

3. Pharmaceuticals and Healthcare

- Strong activity in Class 5 covering pharmaceuticals, nutraceuticals, and medical products.
- Pharmaceutical filings are frequent and show a mix of local and foreign applicants, indicating Ghana remains an important market for medical product branding.

4. Consumer Goods, Food & Beverage

- Continued growth in FMCG filings, including food, snacks, beverages, and household consumables.
- Multi-class filings in Classes 29, 30, and 32 are increasingly common, showing brand owners are protecting core products as well as complementary categories.

5. Industrial, Manufacturing, Construction & Infrastructure

- Active filings in Classes 1, 2, 7, 11, 17, 19, and 20 reflect continued interest in manufacturing, building materials, household goods, and industrial products.
- Notable marks include **SUPERFORM** (multi-class industrial coatings and materials), **TOPSTAR** (adhesives and construction materials), **Cullan** (sanitaryware and plumbing), **U.M.U.MI** (cables and conduits), **GEEK** (machinery and appliances), **AMG** (electrical and lighting products), and **MAXIMA / RAINBOW / SABA** (furniture and fittings).
- Indicates ongoing investment in industrial supply chains, construction inputs, and infrastructure-related sectors.

6. Hospitality, Real Estate, Travel & Lifestyle Services

- Filings in Classes 35, 36, 39, 41, and 43 reflect interest in real estate, hospitality, serviced residences, travel, entertainment, and lifestyle services.
- Notable marks include **OAKS** and **NH Hotels** (multi-class hospitality and real estate services), **Expertravel** (travel and logistics services), and **Taylor Black** (lifestyle beverage brand often linked to hospitality environments).
- Demonstrates a shift toward integrated service offerings combining property, finance, and hospitality under unified brand strategies.

7. Hospitality, Real Estate, and Lifestyle Services

Filings in Classes 35, 36, 41, and 43 reflect interest in real estate, hospitality, serviced residences, entertainment, and related lifestyle services.





THE BOTTOM HIGHLIGHTS

Agent Representation vs. Direct Filings

Most filings are made through trademark agents or law firms, particularly for foreign applicants and multi-class filings.

Key observations:

Agent representation dominates in multi-class and portfolio filings.

Direct filings are more common among local SMEs and single-class applications.

Applicants represented by agents typically demonstrate broader filing strategies and stronger coverage across related goods and services.

CONCLUSION

The current filing landscape reflects a competitive and diversifying market, with increasing sophistication in how brands are being protected across multiple classes and sectors. The breadth of filings across finance, technology, pharmaceuticals, consumer goods, and industrial sectors highlights Ghana's growing importance as a strategic IP jurisdiction.

Importantly, the improved publication timelines now typically within 4–6 months of filing, signal a clear commitment by the Registry to improving efficiency and strengthening the IP landscape in Ghana. This progress enhances transparency, supports timely opposition and enforcement, and builds greater confidence for both local and international brand owners.

Businesses entering or expanding in Ghana should adopt comprehensive trademark strategies that cover multiple classes, brand variants, and emerging commercial sectors, while maintaining active monitoring of new filings.