



THE SUPREME COURT OF APPEAL OF SOUTH AFRICA
MEDIA SUMMARY OF JUDGMENT DELIVERED IN THE SUPREME COURT OF
APPEAL

From: The Registrar, Supreme Court of Appeal

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Status: Immediate

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Logik Group Africa (Pty) Ltd t/a Fire Logik v Fire Logic (Pty) Ltd (882/2023) [2025] ZASCA

164 (28 October 2025)

Today, the Supreme Court of Appeal (SCA) dismissed an appeal with costs from the Eastern Cape Division of the High Court, Gqeberha (the high court). The appeal was against the judgment and order of the high court, in which the appellant, Logik Group Africa (Pty) Ltd t/a Fire Logik (Logik Group), was interdicted and restrained from passing off its services as that of the respondent, Fire Logic (Pty) Ltd (Fire Logic), or as being connected in the course of trade with Fire Logic, by using the name 'Fire Logik' in the Eastern Cape and Western Cape provinces.

The high court found that Fire Logic had proved the elements of the delict of passing-off namely, reputation, misrepresentation, and damage. It found further that Fire Logic had an established reputation in the fire-protection and maintenance industry in the Eastern and Western Cape provinces for over 27 years; that the similarity between 'Fire Logic' and 'Fire Logik' was likely to mislead customers; and that actual confusion between the two entities had already occurred. The high court therefore interdicted Logik Group from trading under the name 'Fire Logik' in those provinces.

Fire Logic, established in 1994, provides fire protection and maintenance services and has built reputation in the Eastern and Western Cape provinces over 27 years. Logik Group, incorporated in 2015, began operating under the name 'Fire Logik.' Despite promising in 2016 to change its name to avoid confusion, Logik Group continued trading under the disputed name. Evidence showed actual confusion between the two entities, including misdirected purchase orders and emails.

In the SCA the issues were: firstly, whether Fire Logic had discharged the onus of establishing its reputation. Secondly, whether the high court had correctly found that Fire Logic had proved the requirements of passing-off and was thus entitled to interdictory relief against Logik Group.

The SCA held that Fire Logic had an established reputation supported by its long operation, turnover, and marketing spend. Logik Group's continued use of the confusingly similar name after promising to desist was dishonest. The Court confirmed that passing-off requires proof of reputation, misrepresentation, and damage all of which were satisfied.

Accordingly, the SCA found no fault in the high court's reasoning and confirmed that the high court had correctly interdicted Logik Group from using the name 'Fire Logik'. In the result the appeal was dismissed with costs.