

SEG ENERGY LEASING LIMITED

Company number **15829994**

167-169 Great Portland Street, 5th Floor, London, United Kingdom, W1W 5PF



To:

National Intellectual Property Center of Georgia (Sakpatenti)

1a Giorgi Tsabadze Street, Tbilisi, Georgia

From:

SEG ENERGY LEASING LIMITED (United Kingdom)

Registered in the United Kingdom (Company number: 15829994)

Address: 167–169 Great Portland Street, 5th Floor, London, United Kingdom, W1W 5PF

and/or its subsidiary registered in Georgia

SEG ENERGY LEASING LIMITED – Central Asia and Caucasus (Joint Stock Company)

November 07, 2025

London, UK

APPLICATION

for registration of the verbal trademark

“SEG Programme (Smart Energy Grid Programme)”

Dear Sir or Madam,

We hereby request the registration of the verbal trademark **“SEG Programme (Smart Energy Grid Programme)”** for use in projects related to energy, distributed energy resource management, and the development of charging infrastructure.

1. Essence and meaning of the designation

The trademark **“SEG Programme (Smart Energy Grid Programme)”** is a verbal expression consisting of:

- the word **“Programme,”** reflecting the systematic and organized nature of the initiative; and
- the abbreviation **SEG**, which in this context stands for **Smart Energy Grid**.

The mark is used to identify a project aimed at:

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- developing distributed energy technologies;
- optimizing the use of renewable energy sources;
- enabling the sale and exchange of surplus electricity among network participants;
- integrating solutions for electric vehicle charging infrastructure and energy storage systems.

Thus, “**SEG Programme (Smart Energy Grid Programme)**” represents an innovative initiative in the field of sustainable energy, digital energy flow management, and modern energy-efficient solutions.

2. Distinction from other designations and brands

The designation “**SEG Programme (Smart Energy Grid Programme)**” has no relation to organizations operating under the name SEG (UK) or to any foreign legal entities using a similar abbreviation.

Our project is an independent initiative developed within the South Caucasus and Central Asia regions, having a distinct meaning and scope of application exclusively related to the energy sector, digital networks, and charging terminal infrastructure.

In its concept, pronunciation, and scope of activity, the mark “**SEG Programme (Smart Energy Grid Programme)**” is not identical to and does not create confusion with any existing trademarks containing the abbreviation SEG (UK).

3. Purpose of use

The mark “**SEG Programme (Smart Energy Grid Programme)**” will be used for:

- energy and engineering services (Class 37);
- software and digital solutions for the energy sector (Class 9);
- scientific, technological, and consulting services related to energy network and charging infrastructure management (Class 42).

4. Description of the trademark

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The logo consists of a **green circle** containing the wording “**SEG Programme**” in **white capital letters**.

Along the outer ring of the circle are eight stylized white icons, each representing a specific area of the program’s activities:

- a human figure — symbolizes care for people, energy independence, and social support;
- a private house with solar panels — represents decentralized energy supply and the transition to renewable sources;
- the “kW” symbol with a green leaf — stands for clean energy and the “**Green Kilowatt**” (NFT / **Green kW**) concept, planned for use in digital payments, e-commerce, and insurance from 2027;
- a truck at a charging station — reflects the development of charging infrastructure for electric transport;
- a warehouse building — denotes energy-efficient logistics and the creation of “green” warehouses powered by electric energy;
- a shield symbol — represents financial stability, risk insurance, and trust within the system;
- an e-commerce icon (globe with goods) — represents a digital trading platform for the exchange of goods and energy resources;
- a charging station icon — symbolizes the opportunity for SEG Programme participants who install solar panels to sell surplus electricity into the charging network, contributing to the creation of a “green” transport corridor from Asia to Europe.

Colors claimed: green (as the main background color) and white (for text and graphic elements).

The logo symbolizes sustainability, digitalization, and energy efficiency within the framework of the **SEG Programme (Smart Energy Grid Programme)** initiative.

5. Request

We kindly request that this application be reviewed and that the designation “**SEG Programme (Smart Energy Grid Programme)**” be registered as a trademark in accordance with the **Law of Georgia on Trademarks**, for a period of **ten (10) years**, with the possibility of renewal.

The following documents are attached to this application:

1. Representation of the verbal mark in the required format;

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2. List of goods and services according to the Nice Classification;
3. Receipts confirming payment of the official fees;
4. Power of attorney (if the application is submitted through a representative).

Respectfully,

SEG ENERGY LEASING LIMITED (United Kingdom)



_____/Mr. M. Lahikainen/

or

SEG ENERGY LEASING LIMITED – Central Asia and Caucasus (Joint Stock Company)

_____/Mr. [Name]/

