

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)

December _____, 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:

SEG ENERGY LEASING LIMITED

Company number **15829994**

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



- 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

SEG ENERGY LEASING LIMITED

Company number **15829994**

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



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;

SEG ENERGY LEASING LIMITED

Company number **15829994**

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



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]/

