



Brand Due Diligence

The group arrived at the **SPECTRE** brand name by back-solving for what **SPEC**ulative **T**okenised **TR**ading **E**xchange stands for, when reduced to an acronym. The reason 'Spectrex' was not used, is because it does not serve the dual purpose of hinting at the absence of a broker whereby the absence of something that used to be present and had purpose, would essentially be a ghost or 'spectre'.

In early Q2 2017, The group performed a detailed global trademark search for trademarks filed in the software and related categories, specifically trademark filing class 36, which would apply to **SPECTRE** online trading platform and technology. No prior art was found and an application for the trademark (Europe) has been made in September 2017. During this early due-diligence, a non-competing project with the name 'spectrecoin' which refers to itself on its website (<http://spectreproject.io>) and is referred to on major publications such as The New York Times (<https://www.nytimes.com/2017/06/23/business/dealbook/coin-digital-currency.html?mcubz=1>) as 'spectrecoin' appeared on our radar. The group did, in certain online documents, refer to itself interchangeably as 'spectre' or 'spectreproject', however owing to its non-competing nature to **SPECTRE** (it is a cryptocurrency protocol that competes with bitcoin) and frequently changing names, we decided to continue with our brand as '**SPECTRE**'.

During September of 2017, it came to our attention that a technology known as 'spectre' (not a company or another ICO) was being used by a financial technology company based in Israel which was competing with IOTA, the peer-to-peer based blockchain. Neither spectrecoin or the spectre blockchain technology have any relevance or competitive significance to **SPECTRE** and its online trading platform built on the Ethereum blockchain.

As for the ticker on exchanges, we have applied for the transfer of a now defunct ticker '**SPEC**' on coinmarketcap. In the event this is not granted, the group will use one from a range of backup tickers (which currently are not already occupied). As **SPECTRE** will have two tokens in issue (dividend-token and utility-token), each will have a slightly differentiating token ticker.