Brand Due Diligence

The group arrived at the SPECTRE brand name by back-solving for what SPECulative Tokenised Trading Exchange 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.