

Registered Trademarks

Date: December 4th, 2008

1 Introduction

For the services the company XLOG Technologies GmbH should be in the focus. On the other hand the product families should not be associated with the company. Rather individual trademarks are to be developed. This is for the purpose of gaining flexibility in the production and distribution of the product families.

For a customer a trademark serves as a general guidance for the product selection. For the company a trademark is an instrument in the commercial use of their work products. However the trademark itself can neither guarantee a market potential nor a market share. The company's willingness to take risks determines which paths are permitted.

2 Jekejeke

In order to keep the development risk small, we decided to start with the Jekejeke product family, whereof the work products are ready for a long time. For this product family we already have a market introduction plan at hand. The other product families are also thought of as trademarks, but we do not yet have market introduction plans for those.



On 16 July 2008 we could deposit the mark Jekejeke with the Swiss federal Institute for intellectual property. The trademark Jekejeke should represent the Logic-Programming product family of XLOG Technologies GmbH. This consists of the following products and services:

- The computer software for Logic-Programming.
- The telecommunication with the computer software.
- The licensing of the computer software.

The communication with the company should still be handled by www.xlog.ch. For the concerns of the trademark we have however established www.jekejeke.ch. In the next months, the new website should help us to increase the visibility of the trademark.

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