

Dania Navarro
Case no: 202107555
Brand: NO MORE SUGAR
Applicant: NOMOSU Limited

Norwegian Patent Office (PS-002)
Lene Pedersen
Phone: 22 38 74 49

25 of August 2021

Response of Letter Received Regarding our Trademark Application

Dear Lene and Norwegian Patent Office,

Thank you very much for considering our trademark for Norway.

For your information, our brand name and company name is "NOMOSU", as clearly stated on the front and back of our packaging, along with the company address, in our domain name "NOMOSU.com" and all social media and public platforms: @nomosu.

The name stands for "no more sugar", yet the name is distinctive and clearly understood by all of our many customers and retailers to be NOMOSU. The logo design is clever in that it clearly highlights the name NOMOSU, while also indicating what it stands for.

Based on the rationale given, would you also decline "The Body Shop"? It is descriptive - a shop for the body, and the words are a very basic straight line font.

NOMOSU's logo is diagonally patterned and clearly very distinctive, including with its own bespoke font, which is why the logo and trademark has already been approved in:

- the UK
- the EU (EUIPO)
- numerous countries around the world (WIPO)
- the USA

We are fulfilling our mission to help many people be attracted to, to taste and enjoy organic, honestly sugar-free, genuinely health-enhancing treats to elevate their health and well-being. It is our vision that the future will be one in which no sugar is added to foods anymore, as we are demonstrating that it need not be through our deep R&D into nutritional biochemistry, metabolic science and taste and longevity research and creating treats to help people based on this.

It will be great if other brands and companies speak of "no more sugar" and we are perfectly happy if they do so. We only wish to protect our brand name and distinctive logo: NOMOSU.

Our founder is half-Scandinavian and we have received a lot of interest from retailers, distributors and end-customers in Norway. We really hope to help people there too by giving them a delicious alternative to sugar-filled chocolate.

We sincerely hope that this explanation and background will help you to reconsider your initial judgment. Please would you let us know if you would have any questions or would like further information from us?

Thank you very much again for your time and consideration.

Best wishes,
Dania and NOMOSU team