

**O/0070/25**

**TRADE MARKS ACT 1994**

**IN THE MATTER OF UK REGISTRATION NO. UK00003799905**

**IN THE NAME OF GENFLOW LTD**

**FOR THE FOLLOWING TRADE MARK:**

**GENVERSE**

**IN CLASSES 9, 35, 36, 38, 41 AND 42**

**AN APPLICATION FOR A DECLARATION OF INVALIDITY**

**UNDER NO. 505689**

**BY GENEVERSE ENERGY INC.**

## BACKGROUND AND PLEADINGS

1. I issued a decision between the parties on 31 May 2024, BL O/0500/24. That decision should have addressed invalidity proceedings against both UK trade mark registrations UK00003799924, GENV3RSE and UK00003799905, GERVERSE. The proceedings had been consolidated, but owing to an administrative oversight the decision only addressed the trade mark UK00003799924, GENV3RSE. Consequently, I address the remaining trade mark UK00003799905 GERVERSE in this decision.
2. Genflow Ltd is the registered proprietor (“the proprietor”) of UK registration number UK00003799905 GERVERSE (“the contested mark”), filed on 16 June 2022 and registered on 7 October 2022. It stands registered in respect of the goods and services found in the Annex to this decision.<sup>1</sup>
3. On 3 January 2023, Geneverse Energy Inc. (“the applicant”) applied to have the contested mark declared invalid under section 47 of the Trade Marks Act 1994 (“the Act”). The application is brought under section 5(2)(b) of the Act and is targeted at the goods found in class 9 of the contested mark’s specification.<sup>2</sup>
4. For the purposes of this claim under section 5(2)(b), the applicant relies upon its International Registration designating the UK number, WO0000001629652 GENEVERSE (“the earlier mark”) to support its claim. The earlier mark was registered on 26 October 2021, and with effect from that date the opponent designated the UK as a territory in which it sought to protect the International Registration under the terms of the Madrid Agreement. The earlier mark claims a priority date of 11 October 2021 from the Office of Origin in the US.<sup>3</sup> Protection in

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<sup>1</sup> I note that since the filing of the invalidation under Form TM26(l), the proprietor has filed a Form TM23 to partially surrender its class 9 goods within its specification. The goods set out in the Annex to this decision are as currently registered.

<sup>2</sup> As noted above the class 9 specification for the proprietor’s mark has been amended since the application for invalidation began, however, the applicant maintains its application.

<sup>3</sup> Priority claimed from the US Trade mark no. 97069158

the UK was granted on 1 March 2022 in respect of the following goods in class 9, all of which the applicant relies on:

Class 9: Batteries; rechargeable batteries; supercapacitors for energy storage; portable charging devices in the nature of rechargeable electric batteries; solar-powered battery chargers; battery charge devices; battery packs; inverters; electric cables and wires; wireless chargers; lithium iron phosphate batteries; lithium phosphate batteries; photovoltaic cells; solar cells; solar panels for production of electricity; battery monitors; battery testers; carrying cases, holders, protective cases and stands featuring power supply connectors, adaptors, speakers and battery charging devices, specially adapted for use with handheld digital electronic devices, namely, cell phones, MP3 players, personal digital assistants; recorded and downloadable computer application software for controlling or managing battery power supplies; downloadable and recorded computer application software for controlling and managing solar panels; downloadable and recorded computer application software for managing solar panels, charging stations, batteries, and power supplies; downloadable and recorded computer application software for controlling and managing electronic devices; electronic devices for home and office use, namely, computers, electric meters, electric charging station, circuit breaker, electric control panels.

5. The applicant argues that the contested mark is similar to the applicant's mark and that the goods are either identical or highly similar, resulting in a likelihood of confusion.
6. The proprietor filed a counterstatement denying the ground for invalidity.
7. The applicant is represented by Trademarkit LLP and the proprietor is represented by Stobbs.

8. Neither party filed evidence, no hearing was requested, nor were any written submissions filed in lieu. This decision is taken following a careful perusal of the papers.

### **Relevance of EU law**

9. The provisions of the Act relied upon in these proceedings are assimilated law, as they are derived from EU law. Although the UK has left the EU, section 6(3)(a) of the European Union (Withdrawal) Act 2018 (as amended by Schedule 2 of the Retained EU Law (Revocation and Reform) Act 2023) requires tribunals applying assimilated law to follow assimilated EU case law. This is why this decision refers to decisions of the EU courts which predate the UK's withdrawal from the EU.

### **My approach**

10. The goods at issue in the present proceedings are the same as those in my decision BL O/0500/24. The only difference in the contested marks is that whereas UK00003799924, "GENV3RSE" featured the number 3 after the "V", in the present case UK00003799905, GENVERSE features a conventional "E". It follows that the present mark is even more similar than the contested mark in BL O/0500/24, permitting a degree of abbreviation and cross-reference in the present decision.

### **Legislation**

11. The application to invalidate the contested mark is based on section 5(2)(b), which has an application in invalidation proceedings because of the provisions of section 47 of the Act, which states as follows:

[...]

(2) Subject to subsections (2A) and (2G), the registration of a trade mark may be declared invalid on the ground-

(a) that there is an earlier trade mark in relation to which the conditions set out in section 5(1), (2) or (3) obtain, or

[...]

unless the proprietor of that earlier trade mark or other earlier right has consented to the registration.

[...]

(2A) The registration of a trade mark may not be declared invalid on the ground that there is an earlier trade mark unless –

(a) the registration procedure for the earlier trade mark was completed within the period of five years ending with the date of the application for the declaration,

(b) the registration procedure for the earlier trade mark was not completed before that date, or

(c) the use conditions are met.

[...]

(5) Where the grounds of invalidity exist in respect of only some of the goods or services for which the trade mark is registered, the trade mark shall be declared invalid as regards those goods or services only.

[...]

(6) Where the registration of a trade mark is declared invalid to any extent, the registration shall to that extent be deemed never to have been made:

Provided that this shall not affect transactions past and closed.”

## **Section 5(2)(b)**

12. Sections 5(2)(b) of the Act read as follows:

“5(2) A trade mark shall not be registered if because-

[...]

(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected,

there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark”.

13. By virtue of its earlier priority date, the trade mark relied upon by the applicant qualifies as an earlier trade mark pursuant to section 6 of the Act. As the earlier mark had not completed its registration process more than five years before the date on which the application for a declaration of invalidity was filed, it is not subject to the use provisions set out in section 47(2B). The applicant is, therefore, entitled to rely upon it in relation to all of the goods for which the mark stands registered under notional use without having to prove that genuine use has been made of it.

14. In considering the application for invalidity under this section, I am guided by the following principles which are gleaned from the decisions of the EU courts in *Sabel BV v Puma AG*, Case C-251/95, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc*, Case C-39/97, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* Case C-342/97, *Marca Mode CV v Adidas AG & Adidas Benelux BV*, Case C-425/98, *Matratzen Concord GmbH v Office for Harmonisation in the Internal Market (Trade Marks and Designs) (“OHIM”)*, Case C-3/03, *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH*, Case C-120/04, *Shaker di L. Laudato & C. Sas v OHIM*, Case C-334/05P and *Bimbo SA v OHIM*, Case C-591/12P:

(a) The likelihood of confusion must be appreciated globally, taking account of all relevant factors;

(b) the matter must be judged through the eyes of the average consumer of the goods or services in question, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind, and whose attention varies according to the category of goods or services in question;

(c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details;

(d) the visual, aural and conceptual similarities of the marks must normally be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components, but it is only when all other components of a complex mark are negligible that it is permissible to make the comparison solely on the basis of the dominant elements;

(e) nevertheless, the overall impression conveyed to the public by a composite trade mark may be dominated by one or more of its components;

(f) however, it is also possible that in a particular case an element corresponding to an earlier trade mark may retain an independent distinctive role in a composite mark, without necessarily constituting a dominant element of that mark;

(g) a lesser degree of similarity between the goods or services may be offset by a great degree of similarity between the marks, and vice versa;

(h) there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either per se or because of the use that has been made of it;

(i) mere association, in the strict sense that the later mark brings the earlier mark to mind, is not sufficient;

(j) the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense;

(k) if the association between the marks creates a risk that the public might believe that the respective goods or services come from the same or economically-linked undertakings, there is a likelihood of confusion.

### **Comparison of goods**

13. As the goods at issue are the same as those contested in invalidation proceedings 505689, the same analysis and conclusions apply as found at paragraphs 13 to 33 of BL O/0500/24.

### **The average consumer and the nature of the purchasing act**

14. Equally the same assessment will apply with respect to the nature of the purchasing act and the average consumer as found in my previous decision at paragraphs 34 and 35. In summary, the average consumer is likely to be both the general public, and business users and professionals. The purchasing process would be primarily visual in nature, though I do not discount aural considerations entirely. Overall, business and professional users will demonstrate an above medium level of attention in respect of these goods, whereas members of the general public will display a medium level of attention.

## Comparison of the marks

15. It is clear from *Sabel BV v. Puma AG* that the average consumer normally perceives a trade mark as a whole and does not proceed to analyse its various details. The same case also explains that the visual, aural and conceptual similarities of the trade marks must be assessed by reference to the overall impressions created by them, bearing in mind their distinctive and dominant components. The Court of Justice of the European Union stated in *Bimbo SA v OHIM*, Case C-591/12P, that:

“34. [...] it is necessary to ascertain, in each individual case, the overall impression made on the target public by the sign for which registration is sought, by means of, inter alia, an analysis of the components of a sign and of their relative weight in the perception of the target public, and then, in the light of that overall impression and all factors relevant to the circumstances of the case, to assess the likelihood of confusion.”

16. It would therefore be wrong to artificially dissect the trade marks, although it is necessary to take into account their distinctive and dominant components and to give due weight to any other features which are not negligible and therefore contribute to the overall impressions they create.

17. The respective trade marks are shown below:

The earlier mark	The contested mark
<b>GENEVERSE</b>	<b>GENVERSE</b>

### Overall impressions

18. The earlier mark is a word-only mark, containing the word “GENEVERSE”; the contested mark is also a word-only mark, “GENVERSE”. Each will be understood as an invented word. The overall impressions each rest within the respective words.

### Visual comparison

19. The competing marks are visually similar as they both share the same letters, except that the earlier mark possesses an additional letter E after its first three letters. Taking into account the overall impressions, I find that the competing marks are visually similar to a high degree.

### Aural comparison

20. As I concluded within my previous decision that the number 3 would most likely be perceived as replacing the letter E, the same aural findings apply as set out at paragraph 46 of that decision - i.e. that the average consumer would pronounce the earlier mark as “GEN-E-VUHRS”, and as such, the marks are aurally similar to a degree somewhere between medium and high. If the earlier mark is verbalised as “JEEN-VUHRS”, the aural similarity increases to a high degree.

### Conceptual comparison

21. For a conceptual message to be relevant it must be capable of immediate grasp by the average consumer.<sup>4</sup> Both marks are invented words without any meaning, therefore they are conceptually neutral.

### **Distinctive character of the applicant’s mark**

22. My examination of the distinctive character of the earlier mark is set out at paragraphs 36 to 39 of my previous decision, the conclusion of which is that it possesses a high level of inherent distinctive character.

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<sup>4</sup> *Ruiz Picasso v OHIM* [2006] E.T.M.R 29.

## **Likelihood of confusion**

23. Confusion can be direct or indirect. Direct confusion involves the average consumer mistaking one mark for the other, while indirect confusion is where the average consumer realises the marks are not the same but puts the similarity that exists between the marks and the goods down to the responsible undertaking being the same or related. There is no scientific formula to apply in determining whether there is a likelihood of confusion; rather, it is a global assessment where a number of factors need to be borne in mind. The factors are independent and a lesser degree of similarity between the marks may be offset by a greater degree of similarity between the goods and vice versa. As I mentioned above, it is necessary for me to keep in mind the distinctive character of the applicant's mark, the average consumer for the goods and the nature of the purchasing act. In doing so, I must be alive to the fact that the average consumer rarely has an opportunity to make direct comparisons between trade marks and must instead rely upon the imperfect picture of them that he has retained in his mind.

24. I have found that the goods are either identical or similar to a medium degree in line with paragraphs 13 to 33 of my previous decision. The average consumer of the goods will most likely be either, a member of the general public, who will pay a medium level of attention or business users and professionals, who will pay an above medium level of attention. I have found that the purchasing process will be predominantly visual, however, I have not discounted aural considerations entirely. The marks are visually similar to a high degree, aurally similar to a degree somewhere between medium and high, and conceptually the position is neutral. The applicant's mark is inherently distinctive to a high degree.

25. Whilst I acknowledge that the marks differ by virtue of the additional E in the earlier mark, the remaining letters are identical. In my view, taking into account the overall levels of similarity between the competing marks, and the distinctiveness of the earlier mark, the difference in the additional E is likely to be insufficient to distinguish the parties' trade marks. In my view, taking into account imperfect recollection, it is entirely feasible that consumers paying a medium level of attention

during the purchasing process would misread, mishear or overlook the difference and misremember the competing marks for one another, particularly as there is no conceptual difference to help differentiate between them. Therefore, I find that there is a likelihood of direct confusion.

26. As I found there to be a likelihood of confusion in relation to the contested mark GENV3RSE, I likewise find a likelihood of confusion in respect of the contested mark GENVERSE, which is even more similar to the applicant's earlier mark.

### Final remarks

27. If I were to find that a significant proportion of consumers would articulate the applicant's mark as "JEEN-VUHRS" rather than "GEN-E-VUHRS", then this would have the effect of increasing the likelihood of confusion.

### **CONCLUSION**

28. The application for invalidation of class 9 goods has been partially successful. Subject to any successful appeal against this decision, the contested mark will be declared invalid for the following goods and the proprietor's registration is deemed never to have been made in relation to them:

Class 9: [...] computer software [...]; computers and computer peripheral devices; computer software; downloadable software; computer software platforms; interactive software; downloadable application software; downloadable application software for smartphones; downloadable software applications;

29. However, the application for invalidation has failed in respect of the remaining class 9 goods (listed below) which will remain registered.<sup>5</sup>

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<sup>5</sup> Goods and services not challenged as part of this invalidation application will, of course, remain registered.

Class 9: Recorded and downloadable media, [...], blank digital or analogue recording and storage media; downloadable publications; downloadable electronic publications; computer software for accessing, browsing and searching online databases; website development software; electronic publications; downloadable podcasts; downloadable sound recordings; downloadable video files; downloadable e-books; downloadable digital photos; downloadable multimedia files; downloadable electronic games; downloadable e-wallets; downloadable musical sound recordings; digital books downloadable from the internet; downloadable computer software for managing cryptocurrency transactions using blockchain technology; online payment software; e-commerce and e-payment software; computer e-commerce software to allow users to perform electronic business transactions via a global computer network; downloadable cryptographic keys for receiving and spending cryptocurrency; downloadable virtual goods, namely, digital art, photographs, videos, or audio recordings; non-fungible tokens (NFTs) associated with digital art and collectibles, photographs, videos, or audio recordings; digital tokens based on blockchain technology; digital collectibles created with blockchain-based software in the nature of art, photos, images, videos, and audio recordings; downloadable software for providing access to, and related to, digital art and collectibles, crypto-collectibles, non-fungible tokens NFTs, application tokens, and digital currencies; downloadable software for use in electronically buying, selling, receiving, sending, storing, trading, and processing transactions to and related to digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; downloadable software for providing information, communications, and authentications for social media, digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; downloadable software for providing access to digital

marketplaces and auctions; computer application software for blockchain-based platforms; but none of the aforesaid goods being for use in connection with batteries, rechargeable batteries, electrical storage devices, battery charging devices, photovoltaic cells, solar panels, electrical and photovoltaic equipment.

## **COSTS**

30. In BL O/0500/24, I concluded that the proprietor had enjoyed a greater degree of success, and I awarded a contribution towards costs for considering the notice of invalidation and preparing a counterstatement. Given the direct extensive overlap with that previous decision, I make no further award for costs in the present invalidity proceedings.

**Dated this 27<sup>th</sup> day of January 2025**

**Sarah Wallace**

**For the Registrar**

## **Annex A**

The proprietor's registered goods and services under UK registration number UK00003799905

Class 9: Recorded and downloadable media, computer software, blank digital or analogue recording and storage media; computers and computer peripheral devices; computer software; downloadable software; computer software platforms; downloadable publications; interactive software; downloadable electronic publications; downloadable application software; downloadable application software for smartphones; computer software for accessing, browsing and searching online databases; website development software; electronic publications; downloadable podcasts; downloadable sound recordings; downloadable video files; downloadable e-books; downloadable digital photos; downloadable multimedia files; downloadable electronic games; downloadable e-wallets; downloadable musical sound recordings; digital books downloadable from the internet; downloadable software applications; downloadable computer software for managing cryptocurrency transactions using blockchain technology; online payment software; e-commerce and e-payment software; computer e-commerce software to allow users to perform electronic business transactions via a global computer network; downloadable cryptographic keys for receiving and spending cryptocurrency; downloadable virtual goods, namely, digital art, photographs, videos, or audio recordings; non-fungible tokens (NFTs) associated with digital art and collectibles, photographs, videos, or audio recordings; digital tokens based on blockchain technology; digital collectibles created with blockchain-based software in the nature of art, photos, images, videos, and audio recordings; downloadable software for providing access to, and related to, digital art and

collectibles, crypto-collectibles, non-fungible tokens NFTs, application tokens, and digital currencies; downloadable software for use in electronically buying, selling, receiving, sending, storing, trading, and processing transactions to and related to digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; downloadable software for providing information, communications, and authentications for social media, digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; downloadable software for providing access to digital marketplaces and auctions; computer application software for blockchain-based platforms; but none of the aforesaid goods being for use in connection with batteries, rechargeable batteries, electrical storage devices, battery charging devices, photovoltaic cells, solar panels, electrical and photovoltaic equipment.

Class 35: Advertising; business management, organization and administration; office functions; marketing; business management planning; business project management; business management analysis; product marketing; online marketing; online community management services; advertising the goods and services of online vendors via a searchable online guide; trade show and commercial exhibition services; conducting virtual trade show exhibitions online; online advertising network matching services for connecting advertisers to websites; providing online marketplaces for sellers of goods and or services; providing marketing information via websites; providing an online marketplace for selling and trading virtual goods with other users, via a website; providing an online marketplace for the creation, display, sale, and transfer of non-fungible token (NFT) artwork; providing an online marketplace for buyer and sellers of NFTs and crypto-collectibles; information, advisory and consultancy services relating to the aforesaid.

Class 36: Financial, monetary and banking services; insurance services; real estate affairs; providing financial information via a website; financial brokerage; financial portfolio management; financial research; financial analysis; financial advisory services; financial appraisals; financial planning; financial appraisal services; processing of payment transactions via the internet; electronic processing of payments via a global computer network; automated payment services; electronic payment services; e-wallet payment services; buying and selling currency; cryptocurrency services; financial services in relation to digital currencies; financial exchange of crypto assets; electronic transfer of crypto assets; online financial transactions; virtual currency services; currency trading and exchange services; brokerage of currency; virtual currency transfer services; digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token trading services; financial transaction services, namely, providing a virtual currency for use by members of an online community via the internet and communications networks; providing on-demand and real-time financial information about digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; electronic transfer of crypto assets; financial exchange of crypto assets; electronic funds transfer provided via blockchain technology; fundraising and financial sponsorship; issuing tokens of value as a reward for customer loyalty; information, advisory and consultancy services relating to the aforesaid.

Class 38: Telecommunications services; providing access to platforms and portals on the internet; arranging access to a computer database; arranging access to databases on the internet; providing access to computer databases in the fields of social networking, social introduction and dating; providing access to a video sharing

portal; providing access to multimedia content online; providing access to telecommunication channels for teleshopping services; providing access to web sites on the internet; providing user access to platforms on the internet; telecommunications portal services; online messaging services; providing online chat rooms and electronic bulletin boards; electronic mail and messaging services; multimedia messaging services; chat room services for social networking; provision of access to the internet for others; providing access to an internet discussion website; transmission of data, audio, video and multimedia files, including downloadable files and files streamed over a global computer network; data streaming services; video, audio and television streaming services; photo, video, and data sharing services, namely, electronic transmission of digital photo files, videos, and audio visual content among internet users; providing virtual private network (VPN) services; data broadcasting services; information, advisory and consultancy services relating to the aforesaid.

Class 41: Education; providing of training; entertainment; sporting and cultural activities; online education services; business educational services; training in business skills; providing online electronic publications; online digital publishing services; publication of electronic books and journals online; multimedia publishing; electronic publication services; non-downloadable electronic publications; providing on-line non-downloadable images; arranging of art exhibitions in a virtual environment; arranging of digital art exhibitions in a virtual environment; conducting of business conferences; arranging and conducting of commercial, trade and business conferences; education services relating to commerce; cultural, educational or entertainment services provided by art galleries; organizing cultural and arts events; ticketing and event booking services; arranging for ticket reservations for shows and other entertainment events; arranging of competitions for educational purposes; arranging of

competitions for entertainment purposes; arranging of competitions for cultural purposes; arranging of competitions in a virtual environment; arranging of conferences in a virtual environment; entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; film production for educational purposes; film production for entertainment purposes; film production services; live entertainment production services; live show production services; augmented reality video production for entertainment purposes; virtual reality video production for entertainment purposes; extended reality video production for entertainment purposes; mixed reality video production; virtual reality video production; information, advisory and consultancy services relating to the aforesaid.

Class 42: Scientific and technological services and research and design relating thereto; quality control and authentication services; design and development of computer hardware and software; hosting services, software as a service, and rental of software; providing online, non-downloadable software; software as a service [SAAS] services; application service provider [ASP] services; platform as a service [PaaS]; hosting platforms on the internet; hosting web portals; hosting of multimedia applications; hosting of digital content online; hosting online web facilities for others for sharing online content; providing temporary use of online non-downloadable software; cloud computing services; cloud hosting provider services; cloud-based data protection services; compression of data for electronic storage; computerised data storage; webhosting; providing temporary use of web-based applications; constructing an internet platform for electronic commerce; hosting of e-commerce platforms on the internet; design and development of homepages and websites; creating and maintaining websites for mobile phones; website design services; platform as a service (PaaS) in the field of

augmented reality; software as a service (SaaS) in the field of augmented reality; design and development of augmented reality hardware and software; design and development of mixed reality hardware and software; design and development of virtual reality hardware and software; platform as a service [PaaS] featuring software platforms for transmission of images, audio-visual content, video content and messages; web-based services related to blockchain-based non-fungible tokens (NFTs), including for creating, providing information about, authentication, grading, valuation, selling, auctioning and trading NFTs; digital token exchange services; platform as a service (PaaS) and software as a service (SaaS) featuring software platforms for providing access to and related to digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; platform as a service (PaaS) and software as a service (SaaS) featuring software platforms for use in electronically buying, selling, receiving, sending, storing, trading, and processing transactions to and related to digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; platform as a service (PaaS) and software as a service (SaaS) featuring software platforms for providing information, communications, and authentications for digital art and collectibles, crypto-collectibles, NFTs, application tokens, and digital currencies; platform as a service (PaaS) and software as a service (SaaS) featuring software platforms for providing access to digital marketplaces and auctions; application service provider (ASP) services featuring software for use in virtual currency, digital currency, cryptocurrency, and digital asset exchange and transactions; providing temporary use of non-downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; hosting and electronic and online storage of digital

tokens, digital files, financial transactions, images, sound recordings, video recordings, and virtual objects, including in the fields of children's games and entertainment; verification and authentication services relating to digital tokens, digital files, images, sound recordings, video recordings, and virtual objects, including in the fields of children's games and entertainment; platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; certification of data via blockchain; data authentication via blockchain; data storage via blockchain; blockchain as a service [BaaS] services; user authentication services using blockchain technology; information, advisory and consultancy services relating to the aforesaid.