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## **Qponics granted OmegR<sub>3</sub><sup>®</sup> trademark**

This month Qponics Limited was successful in registering as an Australian trademark “**OmegR<sub>3</sub>**”, which will serve as Qponics’ unique brand name for its future algal omega-3 oil products.

The Company plans to employ an “ingredient branding” strategy to promote its OmegR<sub>3</sub><sup>®</sup> brand. This strategy provides for co-branding products that use Qponics’ OmegR<sub>3</sub><sup>®</sup> products. Qponics’ strategy is to promote the brand OmegR<sub>3</sub><sup>®</sup> as a descriptor for organically-produced, vegetarian and Australian-made omega-3 oil, with beneficial equivalence to omega-3 derived from marine animals.

It is anticipated that the brand OmegR<sub>3</sub><sup>®</sup> will in time become widely recognised not only by Qponics’ customers, manufacturers and distributors of food supplements and nutraceuticals, but also end-user consumers of these products. This is anticipated to occur through Qponics advertising the OmegR<sub>3</sub><sup>®</sup> brand through various media.

In time the OmegR<sub>3</sub><sup>®</sup> trademark is expected to become Qponics’ most valuable intellectual property. The brand is a unique variant of omega-3, and the “R” and “3” components each provide many opportunities to promote through advertising the health-giving properties of Qponics’ algal oil – e.g. “Renew, Regenerate and Repair”, and “Organically-produced, Vegetarian and Australian-Made”.

**R** The “R” and “3” components in OmegR<sub>3</sub><sup>®</sup> trademark also evokes the health-associated medical prescription symbol.

Qponics Limited is developing a unique aquaculture-algaeculture system for the production of algae and extraction of their EPA and DHA<sup>1</sup> OmegR<sub>3</sub><sup>®</sup> oils.

<sup>1</sup> EPA: eicosapentaenoic acid; DHA: docosahexaenoic acid

**Graeme Barnett**

Chief Executive Officer and Managing Director

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