



NanoEcho strengthens competitiveness with trademark protection within the EU

NanoEcho AB announces today that the name NanoEcho® and the company's logo have been registered and granted trademark protection in all European Union member states. This dual registration is an important milestone to strengthen NanoEcho's trademark portfolio and increase the company's competitiveness ahead of commercial launches.

The registration of the name NanoEcho® and the associated logo represents a strategic decision that provides the company with valuable protection and strengthens the brand identity ahead of future commercial launches. This crucial step helps secure NanoEcho's trademark portfolio.

"This dual registration strengthens our position in the international market and enhances our competitiveness in connection with our commercial activities. The fact that both the name NanoEcho® and our logo are now trademark-protected in all EU countries is a significant milestone," says Linda Persson, CEO of NanoEcho.

NanoEcho develops a new technology for clearer diagnostics of, in the first indication, rectal cancer. The imaging technology is based on a new medical approach where nanotechnology is used in combination with modern patented ultrasound technology. The images that are generated are intended to facilitate differentiation between healthy and diseased tissue and at the same time determine the location of the cancer tissue more precisely. The aim is to provide more precise, simple, and cost-effective diagnosis of cancers and other diseases. With clearer diagnostics, the company wants to assist treating physicians with better guidance for more personalised treatment. Both the quality of life of the patients and their chance of survival can improve after treatment, with reduced treatment costs. www.nanoecho.se

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