

# SWEDEN ANNOUNCES PLANS TO REGISTER ITS UNIQUE IDENTITY



Sweden is the first country to register its name as a trademark to avoid confusion for tourists and to establish itself as the only nation with this name.

Eight locations worldwide are named "Sweden," similar to the Scandinavian country. In the United States alone, six cities bear the name, located in various states, including Maine in the east and Arkansas and Georgia in the south. **Additionally, there is a place named Sweden on the island of Java in Indonesia.**

## Protecting the Unique Identity

The Swedish Tourist Board has announced its intention to take action against places that share the name "Sweden." They will apply to the European Union Intellectual Property Office to register the trademark "Sweden." Susanne Andersson, CEO of Visit Sweden, stated, "While it's flattering that other places want to use our name, we'd prefer there to be just one Sweden: the Sweden of lakes, islands, vast forests, and the coolest flat-pack furniture on the planet."

By taking this step, Sweden would become the first nation to pursue such a trademark, aiming to ensure that any mention of the nation refers specifically to its own unique identity, characterized by the Northern Lights and red wooden houses. Andersson added, "While current legislation does not allow country names to be registered as trademarks, we believe it is possible to protect destinations. Given that Sweden identifies itself as such, we hope for a positive response."

## A Global Issue?

Scandinavia's largest country is not the only one that shares its name with other places. **There are 51 cities named Berlin, 20 named London, 6 called France, and 48 known as Paris.** On the island of Sandhamn in the Stockholm archipelago, there is even a white sand beach named Trouville. According to Visit Sweden, these name overlaps represent an international issue that should be addressed for the common good.

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