

## THE MARK • BRAND BRIEF

# A borderless standard deserves a **borderless mark**.

The strategic case for **NetEdison** — a memorable, meaningful, geography-independent trademark — and why it outperforms place-bound names like *ViaEuropa* or *CalEnergy*.

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### Open standard

EnergyNet belongs to the world

### Global mark

NetEdison travels anywhere

### One name

Equity compounds, forever

## EXECUTIVE SUMMARY

**A trademark is the most leverageable  
asset in a global licensing business.**

As EnergyNet moves from its first operational proof-of-concept in Lund toward worldwide deployment, the commercial wrapper that carries it to market must be able to travel anywhere without friction. **NetEdison is engineered to do exactly that.** Unlike geography-anchored names such as *ViaEuropa* or *CalEnergy*, NetEdison carries no continental, national, or state-level ceiling on where it can credibly operate, license, or scale.

This brief makes the case that a memorable, meaningful, and geography-independent mark is a prerequisite — not a nicety — for the global, standards-oriented brand strategy the ecosystem is building around the open EnergyNet architecture invented by Jonas Birgersson.

#### THE ARCHITECTURE DEMANDS IT

## **The technology is borderless. The brand must be too.**

EnergyNet is, by design, the “Internetification of electrical distribution” — an open standard that lets smart micro-grids connect, coordinate, and transact across vendors and borders, much as the Internet’s open protocols did for data. The Energy Protocol was deliberately “gifted to the world” as a free and open standard to enable a “truly interoperable, global energy network.”

A technology whose entire value proposition is global interoperability cannot be commercialized under a brand whose name announces a single

region. The open standard belongs to the world; the commercial catalyst that accelerates its adoption — NetEdison — must be equally unbounded.

## THE HIDDEN COST OF PLACE-BOUND NAMES

# What a geography-bound name silently costs you.

Place-based names feel concrete at founding, but they impose structural limits that compound as a venture scales.

### 01

#### A built-in credibility ceiling

*ViaEuropa* names a continent; *CalEnergy* names a U.S. state. Entering a new market, the brand arrives as a visitor — a licensee in Delhi, São Paulo, or Jakarta reads “Europa” or “Cal” as *not for here*.

### 02

#### Licensing & franchising friction

The NetEdison model licenses the mark globally to country entities. “ViaEuropa India” or “CalEnergy Sweden” reads as a contradiction. A neutral master brand lets every regional unit inherit full equity without semantic conflict.

### 03

#### Re-branding risk & lost equity

Geography-named ventures that outgrow their region face an expensive choice: keep a misleading name, or rebrand and forfeit years of recognition. A geography-independent mark never forces that decision.

## Strategic signaling

A regional name signals regional ambition. For investors and standards bodies evaluating a global, category-defining platform, the name itself is evidence. Borderless names signal borderless intent.

### WHY “NETEDISON” SPECIFICALLY WORKS

## Meaningful and memorable — it tells a story and it travels.

**“Net” — the network thesis in one syllable.** The defining idea of EnergyNet is that electricity should be routed like data — a packet-switched, decentralized “network of networks” rather than a centralized circuit. “Net” encodes that thesis instantly, in a word already universal across languages. It says *Internet-of-energy* without a paragraph of explanation.

**“Edison” — global shorthand for electricity and invention.** Edison is among the most recognized names in the history of electricity, understood on every continent. It confers immediate legitimacy and a heritage of practical invention, while remaining a proper noun rather than a place. Paired with “Net,” it frames the brand precisely: *the network era of electricity*.

**Pronounceable and protectable everywhere.** NetEdison is short, easy to say in any language, and distinctive enough to register and defend across jurisdictions — a practical requirement for a mark a Swiss IP holding company must own, protect, and license worldwide. It anchors a clean family: NetEdison India, NetEdison International, NetEdison Communities, NetEdison Business Parks.

## NetEdison

### NET

The packet-switched, routed “network of networks” — the Internet logic applied to electricity.

### EDISON

Universal heritage of electricity and practical invention. A name, not a place.

## TOGETHER

The network era of electricity — said in one word, anywhere on Earth.

### THE CLEAN DIVISION OF ROLES

# A neutral brand is the only kind that sits cleanly atop a global open standard.

Layer	What it is	Who stewards it
<b>EnergyNet / Energy Protocol</b>	The open, free, public-domain standard — the “invention set.”	Jonas Birgersson, as inventor and open-source steward.
<b>NetEdison</b>	The commercial trademark and deployment catalyst that accelerates adoption.	Lane Sharman, as creator and holder of the commercial mark; licensed via a Swiss IP holding entity.

**The NetEdison trademark and associated commercial activities are a legitimate and valuable mechanism for accelerating the real-world adoption of the inventions.**

A regional name would reintroduce exactly the borders the architecture was built to dissolve. A geography-neutral mark keeps the standard open and universal while giving capital a brand it can underwrite anywhere.

## BOTTOM LINE

***ViaEuropa* and *CalEnergy* describe where a company started. **NetEdison** describes what the company is — the network era of electricity — without ever telling the world where it can or cannot go.**

That is the durable, compounding advantage of a geography-independent mark: it is built once and it scales everywhere.

[Download the full brief \(PDF\) ↗](#)

## SOURCES

EnergyNet Introduction — [ViaEuropa](#) • Energy Protocol — [ViaEuropa](#) • Technical Proof of Concept (Lund) — [ViaEuropa](#) • “EnergyNet Explained” — [arXiv preprint](#) • Making the electricity grid work like the internet — [Volts](#) • Internal ecosystem documents (NetEdison MOU, Swiss GmbH RFQ, one-page positioning).



The open standard for electricity distribution.

## EXPLORE

[Why NetEdison](#)

Architecture

The Ecology

Join

## RESOURCES

The Mark

About

EnergyNet Paper

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Technical foundation: Jonas Birgersson, EnergyNet Task Force • [arXiv:2509.08152](https://arxiv.org/abs/2509.08152)