



HELIAST

KLEROS' TOKEN LISTING COURT

Case #56

LENDGINBLOCK (LND) Token

2nd May 2019

TL;DR: In accordance with the applicable rules, requests for a token listing must be submitted with a token logo; however, it has been established both from the evidence raised by the Challenger and from the investigation measures carried out that the submitted logo is not the LND token logo; the request for a listing is therefore rejected.

1. DISPUTE STATEMENT

A request for a listing of the LENDINGBLOCK's LND token has been submitted.

On 24 April 2019, this request was challenged on the basis that the logo was not in conformity.

On 28 April 2019, the jurors ruled that the application was compliant and thus that the token should be listed.

On April 29, 2019, this decision was appealed.



The Challenger claims that the logo is not compliant when the real logo is a white B on a black background, as evidenced by the various exchanges on which the token is listed and the project's social networks; that team members have confirmed that the logo to be used is not the one submitted; that, given the jurisprudence of the Court, the difference between the submitted logo and the real logo is significant enough to lead to the rejection of the submission.



The Submitter maintains that the submitted logo is identical to the loading logo on the official page of the project site; that the Telegram group admin confirmed that the submitted logo was one of the three logos used by the project; that the submitted logo is the one that appears most often on Google.

2. APPLICABLE RULE

The applicable guidelines state that: "Court Purpose This court is for jurors ruling on challenged tokens from our TCR Dapp with Ethfinex". In addition, the policy states that: "Attached Logos should be PNG format with a transparent background".

It follows from the combination of these provisions that it is the Submitter's responsibility to submit the logo of the token for which he requests the listing, that this logo must be in PNG format and that it must have a transparent background.

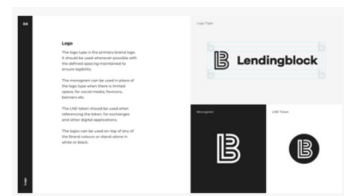
It also follows from the case law of the Court (see in particular Wings case) that the logo must make it possible to avoid any confusion about the token in question and be identical to the logo of the token commonly used.

3. APPLICATION TO THE CASE

The Challenger claims that the Token logo is a white B on a black background while the submitted logo is a black B on a white background.

Indeed, as he rightly points out, many reliable sources use a different logo than the one submitted: [Coinmarketcap](#), [Etherscan](#), [Binance](#), [CoinGecko](#).

In addition, it results from the instruction that the LENDINGBLOCK brand designers have provided several types of graphic representations of the project: a logo and a monogram for the project and a logo for the token.





HELIAS

The token logo should logically, [as the brand guidelines underline](#), *"be used when referencing the token"*.

In addition, as you can see from the designer brand presentation, when the B is associated with the LENDINGBLOCK brand, it is always black. On the other hand, when the B is used alone it is never black. Whether used on a black or white background, B is always white. When used on a white background, it is included in a black circle.

Moreover, the B logo is never black when used alone, officially by LENDINGBLOCK, as can be seen on the project's various social networks: [Reddit](#), [Twitter](#), [Github](#), [Telegram](#).

The only exception, noted by the defense, is the loading icon on the [LENDINGBLOCK website](#).

However, the policy requires Submitters to attach the token logo and not the loading logo of the project's website. But, as explained above, the LENDINGBLOCK token logo is always white on a black background.

To consider that the request is valid would be to consider that the lines and colours of a logo can vary independently of the project's will. However, the lines and logos are the result of the representation that the project wished to give of the object they represent. They are decisive elements in differentiating between two different objects. Especially in the particular case, where the choice to surround a white B with a black circle is decisive because it allows to abstractly represent a coin in order to differentiate the reference to the LND token from the reference to the brand or platform LENDINGBLOCK.

The only argument raised by the Challenger is therefore to be favourably received.

CONSEQUENTLY, THE LISTING REQUEST IS REJECTED.

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