

# 20005 Greta Thunberg trademarks her name and 'Fridays For Future' so she can sue companies who try to cash in on them

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Climate activist Greta Thunberg said today she has applied to trademark her name and that of the international school strike movement she inspired.

The Swedish teenager announced on Instagram today she has applied to register her name and that of the Fridays For Future movement she founded in 2018, which has gone global and catapulted her to international fame. The move is meant to protect the movement from misuse for commercial purposes. It would allow legal action against persons or companies trying to use her name or the movement's which are not in line with its values, she said. 'I assure you, I and the other school strikers have absolutely no interests in trademarks. But unfortunately it needs to be done,' she said on the social network.

Thunberg said she had also applied to trademark 'Skolstrejk for klimatet', school strike for the climate in Swedish - the wording on the placard she has held since she started her one-person protest outside the Swedish parliament in 2018, for which she missed school.

She said trademark protection is needed because her name and that of the movement 'are constantly being used for commercial purposes without any consent whatsoever'. 'It happens for instance in marketing, selling of products and people collecting money in my and the movement's name,' she wrote on her Instagram account.

'Fridays For Future is a global movement founded by me,' Thunberg said. 'It belongs to anyone taking part in it, above all the young people. It can - and must - not be used for individual or commercial purposes.'

Registering the trademarks was also required to receive pro bono legal assistance in taking action against people or companies that try to use her name and the name of Fridays for Future for purposes that are not in line with that of the movement, Thunberg said.

Thunberg added that she and her family are setting up a nonprofit foundation to handle money from such things as book royalties, donations and prizes transparently. The foundation's aim 'will be to promote ecological, climatic and social sustainability as well as mental health,' she wrote.

Thunberg, who took centre stage at the Global Economic Forum in Davos this month, and her fellow young activists in the movement want politicians to listen to climate scientists and take action to curb global warming.

404 words