

O-501-16

ORDER under the Companies Act 2006
In the matter of application
No. 1175 by Aviva Brands Limited
For a change of company name of registration
No. 9941042

DECISION

The company name NORWICH UNION LIMITED has been registered since 7 January 2016 under number 9941042.

By an application filed on 21 May 2016, Aviva Brands Limited applied for a change of name of this registration under the provisions of section 69(1) of the Companies Act 2006 (the Act).

A copy of this application was sent by registered mail to the primary respondent's registered office on 6 June 2016, in accordance with rule 3(2) of the Company Names Adjudicator Rules 2008. The letter was returned by Royal Mail marked "Not called for". It was therefore re-sent by ordinary post. No reply was received.

On 2 August 2016, the parties were advised that no defence had been received to the application and so the adjudicator may treat the application as not being opposed. The parties were granted a period of 14 days to request a hearing in relation to this matter, if they so wished. No request for a hearing was made.

The primary respondent did not file a defence within the one month period specified by the adjudicator under rule 3(3). Rule 3(4) states

"The primary respondent, before the end of that period, shall file a counter-statement on the appropriate form, otherwise the adjudicator may treat it as not opposing the application and may make an order under section 73(1)."

Under the provisions of this rule, the adjudicator may exercise discretion so as to treat the respondent as opposing the application. In this case I can see no reason to exercise such discretion and, therefore, decline to do so.

As the primary respondent has not responded to the allegations made, it is treated as not opposing the application. Therefore, in accordance with section 73(1) of the Act I make the following order:

- (a) NORWICH UNION LIMITED shall change its name **within one month** of the date of this order to one that is not an offending name¹;
- (b) NORWICH UNION LIMITED shall:
 - (i) take such steps as are within their power to make, or facilitate the making, of that change;

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- (ii) not to cause or permit any steps to be taken calculated to result in another company being registered with a name that is an offending name.

If no such change is made within one month of the date of this order, I will determine a new company name as per section 73(4) of the Act and will give notice of that change under section 73(5) of the Act.

Aviva Brands Limited having been successful, it is entitled to a contribution towards its costs. I order NORWICH UNION LIMITED to pay Aviva Brands Limited costs on the following basis:

Fee for application:	£400
Statement of case:	£400
Total:	£800

This sum is to be paid within seven days of the expiry of the appeal period or within seven days of the final determination of this case if any appeal against this decision is unsuccessful.

Any notice of appeal against this decision to order a change of name must be given within one month of the date of this order. Appeal is to the High Court in England, Wales and Northern Ireland and to the Court of Session in Scotland.

The company adjudicator must be advised if an appeal is lodged, so that implementation of the order is suspended.

Dated this 27th day of October 2016

Oliver Morris
Company Names Adjudicator

¹An "offending name" means a name that, by reason of its similarity to the name associated with the applicant in which he claims goodwill, would be likely— to be the subject of a direction under section 67 (power of Secretary of State to direct change of name), or to give rise to a further application under section 69.