

## **O-603-17**

### **ORDER under the Companies Act 2006**

**In the matter of application**

**No. 1559 by Daimler AG**

**For a change of company name of registration**

**No. 10668942**

### **DECISION**

The company name Mercedes Benz Limited has been registered since 14 March 2017 under number 10668942.

By an application filed on 5 September 2017, Daimler AG 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 to the primary respondent's registered office on 14 September 2017, in accordance with rule 3(2) of the Company Names Adjudicator Rules 2008. The copy of the application was sent by Royal Mail special delivery. Also on 14 September 2017, the Tribunal wrote to Martin Maxwell and Joseph Maxwell to inform them that the applicant had requested that they be joined to the proceedings. No comments were received from either person in relation to this request. On 3 November 2017, both Martin Maxwell and Joseph Maxwell were joined as co-respondents. Also on 3 November 2017, 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:

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- (a) Mercedes Benz Limited shall change its name **within one month** of the date of this order to one that is not an offending name<sup>i</sup>;
- (b) Mercedes Benz Limited shall:
  - (i) take such steps as are within their power to make, or facilitate the making, of that change;
  - (ii) not cause or permit any steps to be taken calculated to result in another company being registered with a name that is an offending name.

In accordance with section 73(3) of the Act, this order may be enforced in the same way as an order of the High Court or, in Scotland, the Court of Session.

In any event, if no such change is made within one month of the date of these orders, 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.

All respondents, including individual co-respondents, have a legal duty under section 73(1)(b)(ii) of the Companies Act 2006 not to cause or permit any steps to be taken calculated to result in another company being registered with an offending name; this includes the current company. *Non-compliance may result in an action being brought for contempt of court and may result in a custodial sentence.*

Daimler AG, having been successful, is entitled to a contribution towards its costs. I order Mercedes Benz Limited, Martin Maxwell and Joseph Maxwell, being jointly liable, to pay Daimler AG 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.

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

Dated this 29<sup>th</sup> day of November 2017

Mark Bryant  
Company Names Adjudicator

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<sup>i</sup>An “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.