

## O-134-17

**ORDER under the Companies Act 2006**  
**In the matter of application**  
**No. 1290 by Intel Corporation**  
**For a change of company name of registration**  
**No. 10340009**

### **DECISION**

The company name IHOP INTEL LTD has been registered since 22 August 2016 under number 10340009.

By an application filed on 20 October 2016, Intel Corporation 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 10 November 2016, in accordance with rule 3(2) of the Company Names Adjudicator Rules 2008. The letter was returned marked RETURN TO SENDER so was resent by ordinary post. No reply was received.

On 11 January 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:

- (a) IHOP INTEL LTD 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) IHOP INTEL LTD shall:
  - (i) take such steps as are within their power to make, or facilitate the making, of that change;

- (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.

Intel Corporation did not request its costs in its statement of case. As such, and in line with the paragraph 10.4 of the Tribunal's Practice Direction, I make no award of costs in its favour.

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 23<sup>rd</sup> day of March 2017

Oliver Morris  
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.