

**ORDER under the Companies Act 2006**

**In the matter of application**

**No. 117 by Intel Corporation**

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

**No. 06932746**

**DECISION**

The company name Intell Media Limited has been registered since 12 June 2009 under number 06932746.

By an application filed on 20 October 2009, Intel Corporation applied for a change of name of this registration under the provisions of section 69(1)(b) of the Companies Act 2006 (the Act).

A copy of this application was sent to the primary respondent's registered office on 9 November 2009, in accordance with rule 3(2) of the Company Names Adjudicator Rules 2008.

The primary respondent did not file a defence within the 1 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) Intell Media 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) Intell Media Limited shall:
  - (i) take such steps as are within its 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 having been successful is entitled to a contribution towards its costs. I order Intell Media Limited to pay Intel Corporation costs on the following basis:

Fee for application:	£400
Statement of case:	£300
Total:	£700

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 15 day of January 2010

Judi Pike  
Company Names Adjudicator

---

<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.