

ORDER under the Companies Act 2006

In the matter of application No 3

by Bloomberg Finance Three LP

for a change of the company name of registration

No 06360397

DECISION

The company name Bloomberg Ltd has been registered since 4 September 2007 under number 06360397.

By an application filed on 22 October 2008, Bloomberg LP applied for a change of name of this registration under the provisions of section 69(1)(b) of the Companies Act 2006 (the Act). It was agreed that the name of the applicant would be amended to Bloomberg Finance Three LP and an application form with this amended name was filed on 12 January 2009.

A copy of this application was sent to the primary respondent's registered office on 19 February 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) Bloomberg Ltd shall change its name **within one month** of the date of this order to one that is not an offending name¹;
- (b) Bloomberg Ltd shall:
 - (i) take such steps as are within its 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.

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.

Bloomberg Finance Three LP having been successful is entitled to a contribution towards its costs. I order Bloomberg Ltd to pay Bloomberg Finance Three LP 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 11th day of May 2009

David Landau
Company Names Adjudicator

ⁱAn “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.