



**MILLER ROSENFALCK**

European Business Lawyers

**[company name] Limited**

### **Company Stationery and Publicity**

#### **1. Registered name**

The name of [company name] Limited (“The Registered Name”), in legible lettering must be shown on all business letters, order forms, notices and other official publications of the Company, including the Company website together with the bills of exchange, promissory notes, endorsements, cheques, orders for money, signs at premises, goods or services signed by or on behalf of the Company, bills of parcels, receipts, letters of credit, applications for licenses to carry on trade or activity, invoices & demands for payment and all other forms of business correspondence and documentation.

The Company must display its name at the registered office and at any ‘inspection place’ (if applicable); e.g. if the record of members is kept elsewhere or at any location where it carries on business.

#### **2. Place of registration.**

All business letters, order forms and websites of the Company must also state the Company’s place of registration (i.e. the part of the UK e.g. England and Wales, Scotland or Northern Ireland), the number with which it is registered and the address of the registered office.

This information is usually shown in the form of a footnote and for [company name] would appear as follows:

Registered in England and Wales No.[company No.] Registered office: [address]

These requirements apply whether or not the relevant document is in hard copy, electronic or any other form.

#### **3. Companies trading as a Limited Company.**

Companies which are exempt from using the term ‘limited’ as part of their Company name may remove the word limited from all publications and references to their company.

#### **4. Computer generated documents.**

Please note that external emails are business letters for the purposes of the Companies Act. Computer generated documents should therefore be treated in the same way as paper documents i.e. contain registered name, office, place of registration etc.

**5. Details of the Director.**

It is not necessary for the names of the Directors to appear on business letters but if a decision is made to list them, the forenames, initials or title and the surnames of all the directors must be printed (this includes the full corporate name of a body where the Parent company is a director).

**6. Trading under a different business name.**

Where a company is trading under a business name then business letters, invoices, orders and other documents, bearing the business name must state the full name of the company and an address in Great Britain at which service of any document relating to the business will be effective. This address will normally be the registered office. Please note that a foreign company (not incorporated in Great Britain) which has a permanent place of business in Great Britain must be registered with the Registrar of Companies and have a place for service in Great Britain.

If you are trading under a business name then you should state the Registered Name followed by the trading name.

**7. Trademarks.**

If you have a trademark which is registered in the UK this must be shown as [trademark] ® (showing that it is registered). If the trademark is not registered in the UK then the claim to ownership would be [trademark] ™. If you are claiming copyright you should state © [date] and the [name of the author].

**8. Manner of displaying registered name.**

The following requirement must be adhered to.

- It must be positioned so that it is easily visible to all visitors to the premise and displayed continuously.
- If the place of business is shared by six or more companies, the company's name and country of incorporation must be displayed for at least fifteen continuous seconds at least once every three minutes.

**9. Penalty for non-compliance.**

Where a company fails without a reasonable excuse to comply with the requirements contained in this document an offence is committed the company, and every officer of the company who is in default is liable to a fine.

Full details of what is required to be placed on letters and the company's website can be found below.

Type	What details are required
Business letter	<ul style="list-style-type: none"><li>• Registered name</li><li>• Place of registration</li><li>• Address of registered office</li></ul>

	<ul style="list-style-type: none"> <li>• If exempt from having “limited” as part of the name, disclose it is a limited company</li> </ul>
Order forms	<ul style="list-style-type: none"> <li>• Registered name</li> <li>• Place of registration</li> <li>• Address of registered office</li> <li>• If exempt from having “limited” as part of the name, disclose it is a limited company</li> </ul>
Websites	<ul style="list-style-type: none"> <li>• Registered name</li> <li>• Place of registration e.g. England and Wales</li> <li>• Address of registered office</li> <li>• If exempt from having “limited” as part of the name, disclose it is a limited company</li> </ul>
Notices & Official publications	<ul style="list-style-type: none"> <li>• Registered name</li> </ul>
Endorsements	<ul style="list-style-type: none"> <li>• Registered name</li> </ul>
Cheques	<ul style="list-style-type: none"> <li>• Registered name</li> </ul>
Orders for money, goods or services	<ul style="list-style-type: none"> <li>• Registered name</li> </ul>
Bills, invoices, receipts letters of credit, applications for licences to carry on trade or activity	<ul style="list-style-type: none"> <li>• Registered name</li> </ul>
Signs at premises	<ul style="list-style-type: none"> <li>• Registered name</li> </ul>

***For further information and advice please contact:***

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