

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM839070

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SDI (RETAIL CO 13) LIMITED		01/30/2023	Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MISSGUIDED RETAIL LIMITED		
<b>Street Address:</b>	Unit A		
<b>Internal Address:</b>	Brook Park East		
<b>City:</b>	Shirebrook		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	NG20 8RY		
<b>Entity Type:</b>	Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5760358	BABE POWER	
<b>Registration Number:</b>	5630480	SHOENIVERSE	
<b>Registration Number:</b>	5630479	SHOENIVERSE	
<b>Registration Number:</b>	5404225	MISCHV	
<b>Registration Number:</b>	5299084	MISSGUIDED	
<b>Serial Number:</b>	90589838	RE_STYLD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2077741127		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2077741200		
<b>Email:</b>	jkeenan@bssn.com		
<b>Correspondent Name:</b>	James F. Keenan, Jr		
<b>Address Line 1:</b>	100 MIDDLE STREET		
<b>Address Line 4:</b>	PORTLAND, MAINE 04104		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	James F. Keenan, Jr		
<b>Address Line 1:</b>	100 MIDDLE STREET		

OP \$165.00 5760358

<b>Address Line 2:</b>	Bernstein Shur
<b>Address Line 4:</b>	PORTLAND, MAINE 04104
<b>NAME OF SUBMITTER:</b>	James F. Keenan, Jr.
<b>SIGNATURE:</b>	/James F. Keenan, Jr./
<b>DATE SIGNED:</b>	09/13/2023
<b>Total Attachments: 3</b> source=Certificate of Name Change#page1.tif source=Certificate of Name Change#page2.tif source=Certificate of Name Change#page3.tif	



**FILE COPY**

**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

**Company Number 12298767**

The Registrar of Companies for England and Wales hereby certifies that under the Companies Act 2006:

**SDI (RETAIL CO 13) LIMITED**

a company incorporated as private limited by shares, having its registered office situated in England and Wales, has changed its name to:

**MISSGUIDED RETAIL LIMITED**

Given at Companies House on **30th January 2023**



\* N12298767T \*

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



Companies House



THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES

**TRADEMARK**

**REEL: 008197 FRAME: 0099**



**Notice of Change of Name by Resolution**

Company Number: **12298767**

Company Name: **SDI (RETAIL CO 13) LIMITED**

Received for filing in Electronic Format on the: **27/01/2023**

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Notice is hereby given that the company has changed its name as set out in the attached resolution

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### **Authorisation**

Authenticated

This form was authorised by one of the following:

Director, Secretary, Person Authorised, Administrator, Administrative Receiver, Receiver, Receiver manager, Charity Commission Receiver and Manager, CIC Manager

COMPANIES ACT 2006  
SPECIAL RESOLUTION ON CHANGE OF NAME

Company number: 12298767

Existing company name:  
SDI (RETAIL CO 13) LIMITED

The following special resolution to change the name of the company was agreed and passed by the members.

On the 27th January 2023

That the name of the company be changed to:  
MISSGUIDED RETAIL LIMITED