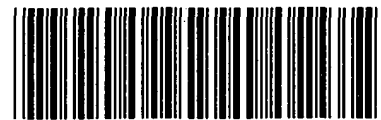


COMPANY REGISTRATION NUMBER 4225415

MAXIM BRANDING LIMITED
UNAUDITED FINANCIAL STATEMENTS
31 JANUARY 2016

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MAXIM BRANDING LIMITED

FINANCIAL STATEMENTS

PERIOD FROM 1 JUNE 2015 TO 31 JANUARY 2016

CONTENTS	PAGE
Officers and professional advisers	1
Director's report	2
Chartered accountants' report to the director on the preparation of the unaudited statutory accounts	3
Balance sheet	4
Notes to the financial statements	5

MAXIM BRANDING LIMITED
OFFICERS AND PROFESSIONAL ADVISERS

The director	Mr I.G.H. Leggett
Company secretary	Mr I.G.H. Leggett
Registered office	9-11 Kingly Street London W1B 5PN
Accountants	Bright Grahame Murray Chartered Accountants 131 Edgware Road London W2 2AP

MAXIM BRANDING LIMITED

DIRECTOR'S REPORT

PERIOD FROM 1 JUNE 2015 TO 31 JANUARY 2016

The director presents his report and the unaudited financial statements of the company for the period from 1 June 2015 to 31 January 2016.

PRINCIPAL ACTIVITIES

The company acts as the collection agent for royalty and copyright fees on behalf of brand holders.

The company did not trade during the period as a result of the termination of various royalty contracts in earlier years.

DIRECTOR

The director who served the company during the period and up to the date of this report is listed on page 1.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Signed by



I G H Leggett
Director

Approved by the director on 1 March 2016

MAXIM BRANDING LIMITED

CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR ON THE PREPARATION OF THE UNAUDITED STATUTORY ACCOUNTS OF MAXIM BRANDING LIMITED

PERIOD FROM 1 JUNE 2015 TO 31 JANUARY 2016

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Maxim Branding Limited for the period ended 31 January 2016 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/regulations.

This report is made solely to the director of Maxim Branding Limited in accordance with the terms of our engagement letter dated 17 September 2014. Our work has been undertaken solely to prepare for your approval the accounts of Maxim Branding Limited and state those matters that we have agreed to state to him in this report in accordance with AAF 02/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Maxim Branding Limited and its director for our work or for this report.

It is your duty to ensure that Maxim Branding Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Maxim Branding Limited. You consider that Maxim Branding Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the accounts of Maxim Branding Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.



BRIGHT GRAHAME MURRAY
Chartered Accountants

131 Edgware Road
London
W2 2AP

4 March 2016

MAXIM BRANDING LIMITED

BALANCE SHEET

31 JANUARY 2016

	Note	31 Jan 16 £	£	31 May 15 £	£
CURRENT ASSETS					
Debtors	3	1,000		—	
Cash at bank		—		6,219	
		<u>1,000</u>		<u>6,219</u>	
CREDITORS: Amounts falling due within one year					
	4	—		5,219	
NET CURRENT ASSETS			<u>1,000</u>		<u>1,000</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>1,000</u>		<u>1,000</u>
CAPITAL AND RESERVES					
Called up equity share capital	6		<u>1,000</u>		<u>1,000</u>
SHAREHOLDERS' FUNDS			<u>1,000</u>		<u>1,000</u>


For the period from 1 June 2015 to 31 January 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

These accounts were approved and signed by the director and authorised for issue on 1 March 2016



IGH Leggett
Director

Company Registration Number: 4225415

The notes on page 5 form part of these financial statements.

MAXIM BRANDING LIMITED

NOTES TO THE FINANCIAL STATEMENTS

PERIOD FROM 1 JUNE 2015 TO 31 JANUARY 2016

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

2. PROFIT AND LOSS ACCOUNT

The company did not trade during the period and has made neither a profit nor a loss. No Profit and Loss Account has therefore been prepared.

3. DEBTORS

	31 Jan 16	31 May 15
	£	£
Other debtors	<u>1,000</u>	<u>—</u>

4. CREDITORS: Amounts falling due within one year

	31 Jan 16	31 May 15
	£	£
Other creditors	<u>—</u>	<u>5,219</u>

5. RELATED PARTY TRANSACTIONS

The company is under the control of the Executors of the Felix Dennis Estate.

Included within other debtors are amounts totalling £1,000 (2015: Other creditors £5,219) due from the Felix Dennis Estate.

6. SHARE CAPITAL

Allotted, called up and fully paid:

	31 Jan 16		31 May 15	
	No	£	No	£
Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>