

MAXIM BRANDING LIMITED
UNAUDITED FINANCIAL STATEMENTS
31 MAY 2014

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MAXIM BRANDING LIMITED

FINANCIAL STATEMENTS

YEAR ENDED 31 MAY 2014

CONTENTS	PAGE
Officers and professional advisers	1
Director's report	2
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

YEAR ENDED 31 MAY 2014

The director presents his report and the unaudited financial statements of the company for the year ended 31 May 2014.

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 year as a result of the termination of various royalty contracts in earlier years.

DIRECTOR

The director who served the company during the year 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 17/10/2014

MAXIM BRANDING LIMITED

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

YEAR ENDED 31 MAY 2014

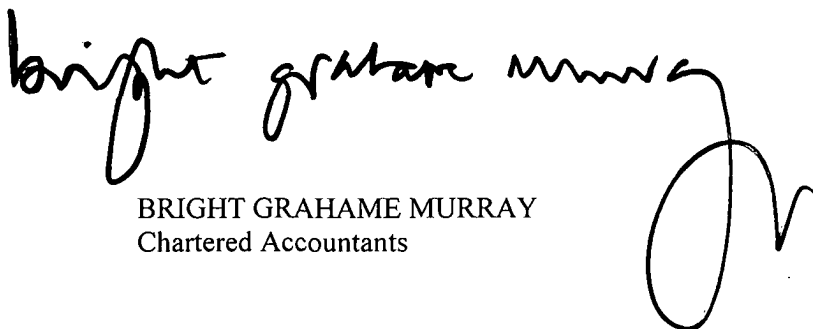
In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Maxim Branding Limited for the year ended 31 May 2014 from the company's accounting records and from information and explanations you have given us.

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 year.

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.

A handwritten signature in black ink, reading 'Bright Grahame Murray', with a large, stylized flourish at the end.

BRIGHT GRAHAME MURRAY
Chartered Accountants

131 Edgware Road
London
W2 2AP

30 October 2014

MAXIM BRANDING LIMITED

BALANCE SHEET

31 MAY 2014

	Note	2014 £	£	2013 £	£
CURRENT ASSETS					
Cash at bank		5,678		7,017	
CREDITORS: Amounts falling due within one year	3	<u>4,678</u>		<u>6,017</u>	
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	5		<u>1,000</u>		<u>1,000</u>
SHAREHOLDERS' FUNDS			<u>1,000</u>		<u>1,000</u>

For the year ended 31 May 2014 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 year in question in accordance with section 476; and
- The director acknowledges his responsibility 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 17/05/2014



I G H 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

YEAR ENDED 31 MAY 2014

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 year and has made neither a profit nor a loss. No Profit and Loss Account has therefore been prepared.

3. CREDITORS: Amounts falling due within one year

	2014	2013
	£	£
Other creditors	<u>4,678</u>	<u>6,017</u>

4. RELATED PARTY TRANSACTIONS

The company was under the control of Mr F. Dennis throughout the current and previous year until Mr F. Dennis passed away on 22 June 2014. On this date the company became under the control of the Executors of the Felix Dennis Estate.

Included within other creditors are amounts totalling £4,678 (2013: £6,017) due to Mr F. Dennis.

There were no other transactions undertaken with related parties such as are required to be disclosed under the FRSSE.

5. SHARE CAPITAL

Allotted, called up and fully paid:

	2014		2013	
	No	£	No	£
Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>