

**Brand That Name Limited**  
**Company Registration Number 10152116**  
**Report and Unaudited Accounts**  
**Period 28 April 2016 to 30 April 2017**



Brand That Name Limited  
Report and Unaudited Accounts  
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Brand That Name Limited  
Report and Unaudited Accounts  
Company Registration Number 10152116  
Balance Sheet as at 30 April 2017

	Note	30 April 2017 £
Current assets		
Debtors	4	675
Cash at bank and in hand		<u>350</u>
		1,025
Creditors: Amounts falling due within one year	5	<u>(1,327)</u>
Net liabilities		<u><u>(302)</u></u>
Capital and reserves		
Called up share capital	6	1
Profit and loss account		<u>(303)</u>
		<u><u>(302)</u></u>

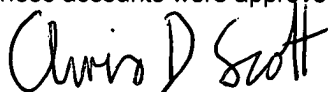
For the period ended 30 April 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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 and reports have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the profit and loss account has been taken.

These accounts were approved and authorised for issue by the director on 01/01/18



Mr C D Scott  
Director

1 General information

Brand That Name Limited is a private company limited by shares and incorporated in England under company number 10152116.

The address of its registered office and principal place of business is:

38 North Lane  
Oulton  
Leeds  
LS26 8TQ  
United Kingdom

2 Summary of significant accounting policies

Basis of preparation

The accounts have been prepared in accordance with applicable accounting standards including Section 1A of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS102) and the Companies Act 2006. The accounts have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The presentation currency is £ sterling.

The significant accounting policies applied in the preparation of these accounts are set out below.

Key sources of estimation uncertainty

The preparation of the financial statements requires management to make estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. There are not believed to be any estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Turnover

Turnover is measured at fair value of the consideration received or receivable, net of discounts and value added tax. Turnover includes revenue earned from the rendering of services.

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. If at the balance sheet date completion of the contract is dependent on external factors, then the revenue is recognised only when the event occurs. In such cases direct costs incurred up to the balance sheet date plus an overhead rate are recognised as revenue to the extent that they are recoverable.

Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are subsequently measured at amortised cost using the effective interest method, less any impairment.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Creditors

Short term creditors are measured at transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are subsequently measured at amortised cost using the effective interest method.

### 3 Employees

The average number of persons employed by the company (including the director) during the period was as follows:

	28 April 2016 to 30 April 2017 No.
Employees	<u>1</u>

### 4 Debtors

	30 April 2017 £
Trade debtors	<u>675</u>

### 5 Creditors: Amounts falling due within one year

	30 April 2017 £
Trade creditors	96
Other creditors	181
Accruals	<u>1,050</u>
	<u>1,327</u>

### 6 Share capital

Allotted, called up and fully paid shares

	30 April 2017 No.	£
Ordinary shares of £0.001 each	<u>100</u>	<u>0.10</u>
New shares allotted		

During the period 100 ordinary shares having an aggregate nominal value of £0.10 were allotted for an aggregate consideration of £0.10. 100 shares were allotted at par on incorporation of the company, on 28 April 2016. For the purposes of disclosure, these shares have been rounded up to £1.