



Intellectual Property Office

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Your Reference: SMP
Trade Mark No: UK00004005009
Date: 14 June 2024

Dear Sir or Madam,

Trade Mark No: UK00004005009

Mark: STRATEGIC MANAGEMENT PARTNERS VALUES SUSTAIN VALUE (Figurative)

Series of Marks: 2

Owner: Clive Bonny

Class(es): 35,41

Registration Certificate

Please find enclosed a trade mark registration certificate for your trade mark detailed above.

To keep your trade mark registered, you must renew it every ten years on the anniversary of the filing date. We will write to remind you six months before the renewal is due.

Remember to tell us if you change your postal address or email details by sending us a 'Change of owner's name or address' (TM21A) form available on GOV.UK

<https://www.gov.uk/government/publications/trade-mark-forms-and-fees>

Now your trade mark is registered you can sell, market, licence and mortgage it. Further guidance is available on GOV.UK <https://www.gov.uk/guidance/license-mortgage-transfer-merge-and-market-your-trade-mark>

Warning: Misleading Invoices

Some companies may send you offers to register this trade mark in unofficial private registers.

Do not pay them.

Further guidance is available on GOV.UK <https://www.gov.uk/guidance/avoiding-misleading-payment-requests>

If you are a representative, please forward this warning to your client.

If the mark was filed in colour, the colour has been reproduced as accurately as our equipment allows.

Yours faithfully

Intellectual Property Office

TRADE MARKS REGISTRY



REGISTRATION CERTIFICATE

Trade Marks Act 1994 of

Great Britain and Northern Ireland

I certify that the marks shown below have been registered as a series of 2 marks under No. UK00004005009 effective as of the date 22/01/2024 and have been entered in the register on 14/06/2024

Signed this day at my direction

Adam Williams
REGISTRAR

Representation of Marks Mark 1



Mark 2

TRADE MARKS REGISTRY



REGISTRATION CERTIFICATE

Trade Marks Act 1994 of

Great Britain and Northern Ireland



VALUES SUSTAIN VALUE

The marks have been registered in respect of:

Class 35:

Advice and information about customer services and product management and prices on internet sites in connection with purchases made over the internet; Advice in the field of business management and marketing; Advice relating to the organisation and management of business; Advisory services relating to business management and business operations; Assistance in franchised commercial business management; Business management consultancy and advisory services; Business management consultancy as well as development of processes for the analysis and the implementation of strategy plans and management projects; Business management planning; Commercial and industrial management assistance; Consultancy of personnel recruitment; Consultancy services regarding business strategies; Corporate management assistance; Help in the management of business affairs or commercial functions of an industrial or commercial enterprise; Human resources management; Industrial management consultation including cost/yield analyses; Information and data compiling and analyzing relating to business management; Personnel consultancy; Personnel management; Business risk management services; Brand consultancy services; Advisory services for business management; Business process management and consulting; Employment consultancy; Employment consultancy services; Human resources consultancy; Management consulting; Management of customer loyalty, incentive or promotional schemes; Media research and consultancy; Organisation and management of business incentive and loyalty schemes; Personnel management

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consultancy services;Personnel management consulting;Recruitment consultancy services;Business advisory services, consultancy and information;Business management consulting with relation to strategy, marketing, production, personnel and retail sale matters;Mediation and conclusion of commercial transactions for others;Mediation of trade business for third parties;Negotiation and settlement of commercial transactions for third parties;Mediation of agreements regarding the sale and purchase of goods;Negotiation and conclusion of commercial transactions for third parties;Mediation of contracts for purchase and sale of products;Employment counselling;Consultancy regarding public relations communication strategies;Negotiation of business contracts for others;Negotiating and concluding commercial transactions for others;Business merger consultation;Consultancy regarding public relations communications strategy;Marketing consultation services;Business process management and consulting;Business strategy development services;Consultancy relating to business efficiency;Business consultancy services relating to product development;Business management consultancy in the field of executive and leadership development;Business and market research;Advisory services (Business -) relating to the exploitation of inventions;Business research for new businesses;Business recruitment consultancy;Corporate management consultancy;Psychometric testing for the selection of personnel;Personality testing for the selection of personnel;Testing to determine job competency;Interviewing for qualitative market research;Employment recruiting consultation;Management advice relating to the recruitment of staff;Business investigation;Organisational consultancy regarding customer loyalty programmes;Writing of publicity texts;Writing of business reports;Writing of business project reports;Editing of publicity texts;Comparison shopping services;Commercial administration of the licensing of the goods and services of others.

Class 41:

Coaching;Career counselling relating to education and training;Education and training in the field of business management;Training in business skills;Staff training services;Management training consultancy services;Business mentoring services;Team building (education);Arranging professional workshop and training courses;Conducting training seminars for clients;Courses for the development of consulting skills;Consultancy services relating to the education and training of management and of personnel;Personal development training;Providing training courses on business management;Training services in the field of project management;Training services relating to management consultancy;Adult education services relating to intellectual property;Publication of printed matter relating to intellectual property rights;Technological education services;Teaching and training in business, industry and information technology;Training of personnel to ensure maximum security protection;Consultancy services relating to the analysis of training requirements;Educational seminars relating to investigative procedures;Professional consultancy relating to education;Adult education services relating to environmental

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issues;Conducting of educational courses in business management;Script writing services;Book and review publishing;Publishing of stories;Publishing of books;Freelance journalism;Publishing of reviews.

In the name of Clive Bonny