

[redacted]

Subject:

FW: Use of the Royal Name: Royalty in a Company name : Royalty Clothing Limited

From: [redacted]

On Behalf Of Protocol and Honours Mailbox

Sent: 30 October 2017 10:11

To: [redacted]

Cc: Protocol and Honours Mailbox

Subject: Use of the Royal Name: Royalty in a Company name : Royalty Clothing Limited

[redacted] [redacted]

Please find attached a request for the use of the word Royalty in a company name and our letter declining the request for your records.



RE: "ROYALTY
CLOTHING"



Re: "ROYALTY
CLOTHING"

[redacted]

| Protocol and Honours | Cabinet, Parliament and Governance Division | 4N.01 St Andrews House
Edinburgh EH1 3DG | [\[redacted\]@gov.scot](mailto:[redacted]@gov.scot) | [redacted]

Please consider the environment before printing this email.

Subject:

FW: "ROYALTY CLOTHING"

From: [redacted]

On Behalf Of Protocol and Honours Mailbox

Sent: 30 October 2017 09:57

To: Royalty Clothing

Cc: Protocol and Honours Mailbox

Subject: RE: "ROYALTY CLOTHING"

Dear [redacted]

Please find attached a response to your request to use the word "Royalty" in your company name.

Kind regards,

[redacted]

| Protocol and Honours | Cabinet, Parliament and Governance Division | 4N.01 St Andrews House
Edinburgh EH1 3DG | [redacted]@gov.scot | [redacted]

Please consider the environment before printing this email.

From: Royalty Clothing [redacted]

Sent: 26 October 2017 17:03

To: Protocol and Honours Mailbox

Subject: Re: "ROYALTY CLOTHING"

Hello,

Company Name - Royalty Clothing Ltd.

Owner - [redacted]

Address [redacted]

Products - Men and Womens Outwear - Hats,tees,hoodies ,joggers and jackets.

"ROYALTY" reason - Firstly, we ran some market research and 94% of 100 asked in Aberdeen liked the name Royalty for a clothing brand and would wear it on a piece of clothing. We also have 2 established and professionally designed logos featuring our own crown and the word "Royalty". The same is relative to my vision of designing clothes fit for a queen/king with a unique twist to make it modern and suitable for all age categories. Also Royalty tends to be associated with old and rich. We would like to use this and offer it to all ages and backgrounds of life whether they earn £10,000 or £100,000 we believe the word can have a significant meaning to those wearing it and can battle stereotypes that you must be rich to be Royal. I am a young entrepreneur with a big vision and many contacts to make this brand work and the name is perfect for my vision and suitable for everyone to wear.

Thanks,

[redacted],
RoyaltyClothingLtd.

On Thu, Oct 26, 2017 at 1:41 PM, <[redacted]@gov.scot> wrote:

Dear Sir/Madam

To enable to consider your request I will require the following information from you;

- Full name
- Address of where the company will be located
- The type of products/clothing you will manufacture
- The reason you wish to use the word "royalty" in your company name

Kind regards,

[redacted]

| Protocol and Honours | Cabinet, Parliament and Governance Division | 4N.01 St Andrews House
Edinburgh EH1 3DG | [redacted]@gov.scot | [redacted]

Please consider the environment before printing this email.

From: Royalty Clothing [redacted]
Sent: 25 October 2017 18:36
To: Protocol and Honours Mailbox
Subject: Re: "ROYALTY CLOTHING"

Hello,

Yes our company will be based in Aberdeen,Scotland.

Thanks, RoyaltyClothingLtd.

On Wed, Oct 25, 2017 at 6:32 PM, <[redacted]@gov.scot> wrote:

Dear Sir/Madam

Thank you for your email regarding use of the Royal Name 'Royalty' in company name "Royalty Clothing." Firstly, can I check with you that the company will be registered/based in Scotland?

Applications for companies in England are dealt with by the UK Cabinet Office. If your request is for a company in England I would suggest that you write to the UK Cabinet Office at [redacted]@cabinetoffice.gov.uk.

Kind regards

[redacted]

Protocol and Honours Team

Scottish Government

4N.02

St. Andrew's House

Regent Road

Edinburgh

EH1 3DG

[redacted]

From: Royalty Clothing [redacted]

Sent: 25 October 2017 15:17

To: Protocol and Honours Mailbox

Subject: "ROYALTY CLOTHING"

Hello, we are looking to use "ROYALTY" in our name, "ROYALTY CLOTHING LTD."

Thanks, [redacted]



T: REDACTED

E: REDACTED

REDACTED

Your ref: Permission to use a sensitive word in a company name: "Royalty"
Our ref: Use of Royal Names – "Royalty"
30 October 2017

Dear REDACTED

ROYALTY CLOTHING LIMITED

Thank you for your emails of 25th and 26th October regarding your request for permission to use the word 'Royalty' in your company name "Royalty Clothing Limited".

On the basis of the information supplied, I cannot see any justification for giving permission for you to use the word 'Royalty' in the above company name. Permission to use the word 'Royalty' in a company name is extremely restricted and only when it can be shown that there is a strong 'Royal' connection. I must stress that this in no way reflects badly upon either the quality of your company or its request; rather it is an indication of the rarity with which such Royal Names are granted nowadays.

May I suggest that you consider an alternative company name such as "Regal Clothing Limited"?

A copy of this letter will also be sent to Companies House in Edinburgh for their records.

Yours sincerely

REDACTED

REDACTED

Protocol and Honours Team