

# INFORMATION MEMORANDUM



**For the Sale Of The**  
**“TALK GREENER”**  
**and**  
**“GREENER SOLUTIONS”**  
**Names**

## INVESTMENT HIGHLIGHTS

A unique opportunity to buy the trademarks, company names and URLs of two green names.



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# Talk Greener

## Assets for sale

- 1.1 European trademark registration no 005527312 as a word mark in the following categories:

Classification	Description
9	Telecommunications equipment ; new or used mobile telephones; parts and filings for mobile telephones ; cases, covers and stands for mobile telephones; ear pieces , headsets and microphones for mobile telephones , mountings for hands-free telephones; batteries , battery chargers.
35	Retail Services connected with the sale of mobile telephones, other telecommunications equipment, parts and accessories there for and telecommunications services.
38	Telecommunications services; providing and operating landline and mobile telephone networks; providing telecommunication connections to computer networks; rental of telecommunications equipment.

## 1.2 Domain names

Talk Greener Core URLs		
www.talkgreener.co.uk	www.talkgreener.com	www.talkgreener.de

1.3 **Talk Greener logos:**



## Background

- 1.4 Talk Greener was an additional trading name used by the Greener Solutions Group in the UK and Germany for the same purpose of recycling mobile phones, and briefly as an MVNO (Mobile Virtual Network Operator) in Germany.
- 1.5 Talk Greener has greatest relevance in the telephony sector but also has great potential, due to its simple but strong “call to action”, to be applied to any other sector if used creatively. For example, a company could simply have an initiative or blog that involves talking about green issues, so the name ‘Talk Greener’ would be appropriate in this regard.
- 1.6 Talk Greener’s website currently redirects to the owner’s new business. As with the Greener Solutions name and trademark, Talk Greener is being replaced with a new brand hence it being available for sale.

## Benefits

- 1.7 The Talk Greener name is simple, clean and flexible suggesting green connotations for telephony, communications and other related services. It offers the buyer:
  - Trademarks which have European-wide protection.
  - Domain names have the potential for global coverage.
  - Potential to register the trademark in new categories.
  - A relevant and strong brand in the growing ‘green’ sector.

## 2 Greener Solutions

### Assets for sale

- 2.1 European trademark registration no. 008420895, as a figurative mark for the words combined with the logo as in paragraph 2.4 below in the following categories:

Classification	Description
9	Telecommunications equipment ; new or used mobile telephones; parts and filings for mobile telephones ; cases, covers and stands for mobile telephones; ear pieces , headsets and microphones for mobile telephones , mountings for hands-free telephones; batteries , battery chargers.
35	Retail Services connected with the sale of mobile telephones, other telecommunications equipment, parts and accessories there for and telecommunications services.
37	Repair and refurbishment of electronic equipment and parts, accessories and consumable therefor.
39	collection , transport and storage of used electronic equipments and parts , accessories and consumable therefor
40	Recycling of electronic equipment and parts, accessories and consumables therefor: sorting, separation and disposal of waste; consultancy services in the field of recycling and waste disposal.
45	consultancy services in the field of environmental regulation

## 2.2 Domain names:

Greener Solutions Core URLs		
www.greenerolutions.com	www.greenerolutions.de	www.green-solutions.co.uk

Variations on greener solutions URLs

Variations on greener solutions URLs		
www.greenergroup.co.uk	www.greener-solution.org.uk	www.greensolution.biz
www.greener-solution.biz	www.greenerolutionsgroup.co.uk	www.green-solution.biz
www.greener-solution.co.uk	www.greenerolutionsgroup.com	www.greensolution.eu
www.greener-solution.co.uk	www.greenerolutionsrecycling.biz	www.green-solution.eu
www.greener-solution.com	www.greenerolutionsrecycling.co.uk	www.green-solution.info
www.greener-solution.com	www.greenerolutionsrecycling.com	www.green-solution.net
www.greener-solution.eu	www.greenerolutionsrecycling.eu	www.green-solution.org
www.greener-solution.eu	www.greenerolutionsrecycling.info	www.greensolution.org.uk
www.greener-solution.info	www.greenerolutionsrecycling.net	www.green-solution.org.uk
www.greener-solution.net	www.greenerolutionsrecycling.org	www.greenerolutions.org.uk
www.greener-solution.org	www.greenerolutionsrecycling.org.uk	www.green-solutions.org.uk

2.3 UK company names: Greener Solutions Group plc and Greener Solutions Limited.

## 2.4 Greener Solutions logos:



(As trademarked)

## Background

- 2.5 The Greener Solutions name is owned by Greener Solutions Group plc. Since 2002, Greener Solutions has recycled mobile phones, sold or donated by consumers, manufacturers, retailers and network providers, providing a responsible, charitable and ethical recycling solution complying with green regulation.
- 2.6 Greener Solutions Group plc is in the process of rebranding to another name, leaving the Greener Solutions name and related assets available for sale.
- 2.7 The Greener Solutions website is still operational but will be deactivated.

## Benefits

- 2.8 The Greener Solutions name is simple, evocative, adaptable and designed to convey green connotations. It offers the buyer:
- Trademarks which have European-wide protection.
  - Domain names which provide for global potential.
  - An attractive name that can be applied to a wide range of industries.
  - Potential to register the trademark in new categories.
  - A name that could grow to become a big green brand or an endorsement brand.

### 3 Why go green?

3.1 Going green is rapidly becoming a fundamental part of business and consumer behaviour. Success is no longer limited to how much profit a business can make and the value with which it services consumer needs and wants. Businesses must also deliver on green credentials for a number of reasons:

#### Consumer demand

3.2 Research finds consumer attitudes to green issues play an important role in purchase decisions:

- 77% of consumers state it is important for a company to be green.\*
- Consumers say that they will increase spending on green products as a result of their concern for the environment, irrespective of the economic climate.\*
- Consumers are using their knowledge to make green purchasing decisions, with clear product labelling demonstrating green credentials playing an important role.\*
- Consumers expect companies to do more for the environment.

#### Regulatory pressure

3.3 Local authorities, governments and regulatory bodies are increasing regulation governing waste and resource management, directly affecting all types of businesses. EU Directives ordering companies to take more responsibility for the environment include:

- EU Directive on Packaging & Packaging Waste (94/62/EC)
- EC Directive on Waste Electrical & Electronic Equipment (2002/96/EC)

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\* 2009 Image Power Green Brands Survey of consumers from Brazil, China, France, Germany, India and the UK and US

- EC Directive on End of Life Vehicles (2000/53/EC)
- EU Directive on Waste Batteries & Accumulators (2006/66/EC)

## Increased competitive advantage

- 3.4 Brand owners who wish to stay competitive must convince consumers and other stakeholders that they are taking green issues seriously. Practical and easy-to-implement green initiatives that deliver on the promise will be needed. They will become more effective when communicated through clear and simple names such as Talk Greener and Greener Solutions.
- 3.5 Research from company executives found companies are increasingly supporting 'green':
- 60% agree that climate change is strategically important to product development, investment planning and brand management.\*\*
  - 61% expect the issues associated with climate change to boost profits - if managed well. \*\*

## Commercial benefits

- 3.6 Going green can create many benefits for companies, including:
- Improved productivity and staff morale.
  - Cost savings through more efficient ways of working and processing.
  - Higher customer retention.
  - Improved customer loyalty.
  - Premium prices and potentially higher profits.

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\*\*McKinsey Global Survey 2007

## 4 Examples of green brands

Brands that successfully communicate their green credentials enjoy significant brand loyalty, as many consumer and business brands are finding out:



**Marks & Spencer's** Plan A initiative launched in 2007 with 100 commitments to be achieved in five years. It aims to engage customers and suppliers to help sustain a better environment. The initiative is named Plan A because there is no Plan B. Marks & Spencer has since increased its commitments to 180 to be achieved by 2015.

<http://plana.marksandspencer.com/>



**Tesco's** latest brand, Greener Living, has six environmental policies emphasising that more work needs to be done for the environment. In working to achieve this, Tesco is building relationships with governments, businesses, academia and other influential organisations to work on a co-ordinated approach to tackle climate change.

<http://www.tesco.com/greenerliving/>



**The News of the World** has launched a campaign promoting green issues called Go Green & Save. The campaign has a dedicated website promoting green issues and brings environmental issues to consumers attention with energy saving ideas, products and promotions.

<http://www.newsoftheworld.co.uk/green/>



**Hewlett Packard** leads in the B2B sector with its HP Eco Solutions. HP ranked No.1 in the top 500 US green companies 2009. Its success is attributed to its active engagement with companies by offering sustainably designed products and ways to build energy efficient infrastructures to transform business processes.

<http://www.hp.com/hpinfo/globalcitizenship/environment/>



**The Scottish Government** has launched a campaign called Go Greener which provides tips and information on how to benefit from going green. It informs consumers and business on issues such as saving energy, reducing waste, transport and travel and greener shopping.

[http://www.infoscotland.com/gogreener/CCC\\_FirstPage.jsp](http://www.infoscotland.com/gogreener/CCC_FirstPage.jsp)



**British Gas** recently launched a Green Streets initiative engaging local communities to trial a micro-generation and energy efficiency technologies as part of £2m research project. If successful, there are plans to have the initiative rolled out across the UK.

<http://www.britishgas.co.uk/energy-efficiency/products/energy-innovation/green-streets.html>

Other brands leveraging green credentials include:



Economic success is attributed to Ben & Jerry's sustainable business practice being part of its corporate image.



McDonald's successfully changed its packaging to limit environment impact and received recognition for its efforts from consumers and various authorities



Patagonia's mission statement, which includes using businesses to inspire and implement solutions to environmental problems, has turned the brand into a hit with ethically-minded customers.



In 1992, Honda set out ways it could help preserve the global environment and created an "Environment Statement" detailing four key objectives which it hopes to carry out to help sustain the environment.

4.2 By using a clear, green brand, initiatives such as these are successful because they are easily implemented and meet several strategic objectives:

- Deliver on the promise to reduce wastage and its environmental impact.
- Encourage consumer participation by way of reward.
- Promote a cleaner and more environmentally friendly image.
- Meet ever increasing green demands from the consumer.

## **The opportunity for Talk Greener and Greener Solutions**

### **Investment opportunity**

4.1 Green is now the generic term used to describe environmentally friendly, ethical, eco and socially responsible products and services. Brands with green in their names, such as Talk Greener and Greener Solutions have an immediate advantage.

4.2 Talk Greener and Greener Solutions names present opportunities for a business to increase their green credentials, stay competitive and improve profitability. They are attractive names with significant green connotations and for this reason, are likely to be receptive in the green market.

4.3 With the right investment, Talk Greener and Greener Solutions could become valuable components of a new or existing business. They could be used as:

- New brands.
- Straplines.
- Product line extensions.

4.4 Both trademarks can be applied to a wide range of industries for B2C and B2B businesses including but not limited to: automotive, consultancy, food and drink, electronics, oil and gas, manufacturing and retail.

## Benefits

4.5 Both Talk Greener and Greener Solutions trademarks and other assets would be an attractive buy because they are:

- Clean and reputable.
- Protected throughout Europe in valuable growth categories.
- Potentially applicable in a wide range of new trademark categories.
- Intimately connected to popular green issues.
- Free of known conflicts with other business names in EU.
- Otherwise hard to obtain
- Available now.

## Growth prospects

4.6 Green brands have developed as an integral part of many businesses growth strategies. This has stemmed from consumer demand and regulatory and stakeholder pressure.

4.7 Owning Greener Solutions and/or Talk Greener gives the opportunity to increase competitive differentiation and meet consumer and regulator pressure by demonstrating support for green issues, helping the business grow.

## How to buy the trademarks

- 4.8 To register your interest to acquire either the Talk Greener and Greener Solutions names or both, please contact-

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