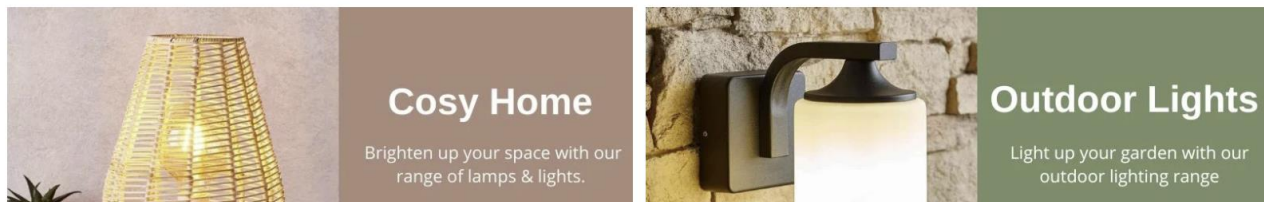
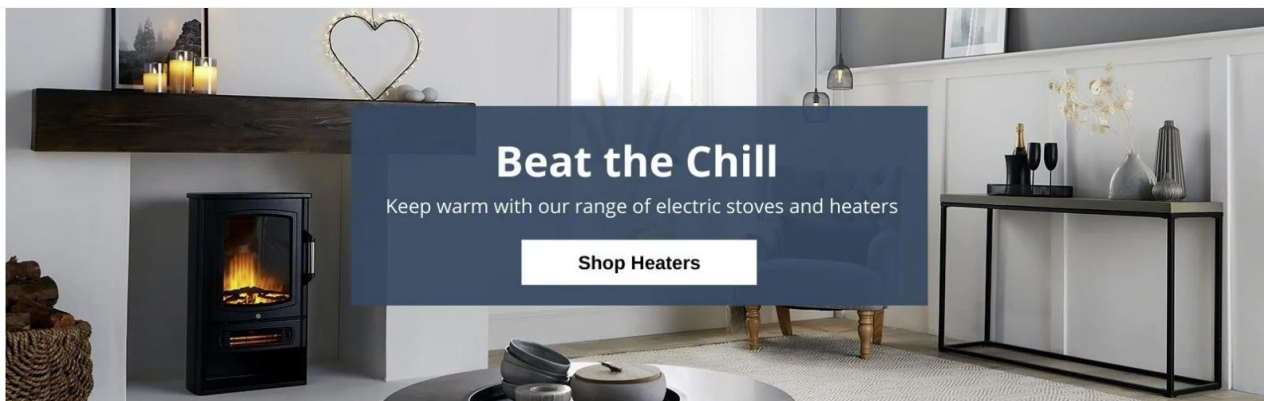


Big Home Shop Limited

Intellectual Property Assets – Information Memorandum



Big Home Shop

Big Home shop Limited trades the iconic online retail brand, True Shopping.

Established in 2012, True Shopping has become a well-known brand within the online retail space, recognised as a one-stop-shop for garden and home products.

The brand has a substantial product offering including garden furniture, firepits, indoor electric fires, lighting and DIY tools.

Reaching sales of circa £3 million in 2021, customers can purchase True Shopping products directly from its branded ecommerce website hosted at www.trueshopping.co.uk as well as through major online retail channels including Amazon, eBay and Wayfair.

Intellectual Property Assets



Brand & Reputation



Website Content



Domain Names



Social Media Accounts



Trade Marks



Customer Data



Brand & Reputation

The True Shopping brand is simplistic but effective, marketing thousands of modern products ranging from garden furniture to electric wood burner stoves to help customers create their ideal home and garden space.

Supported by a significant customer base and online presence, the True Shopping brand strives to provide quality and unique products at a competitive price.

Trueshopping

Reviews 8,527 • Excellent



4.3





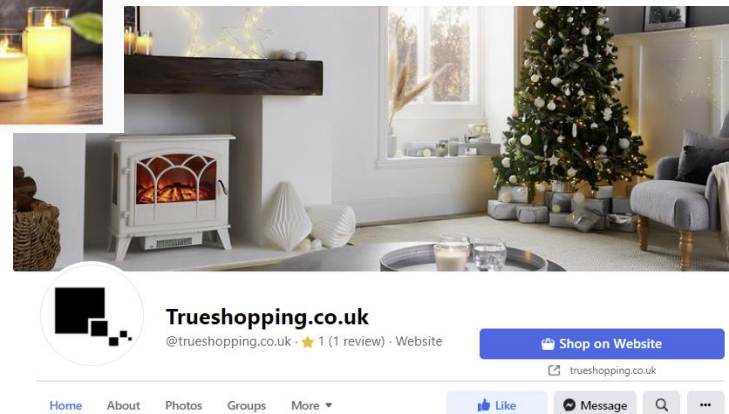
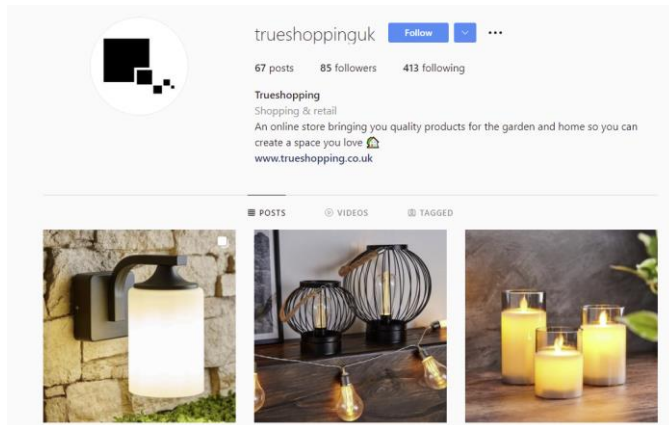
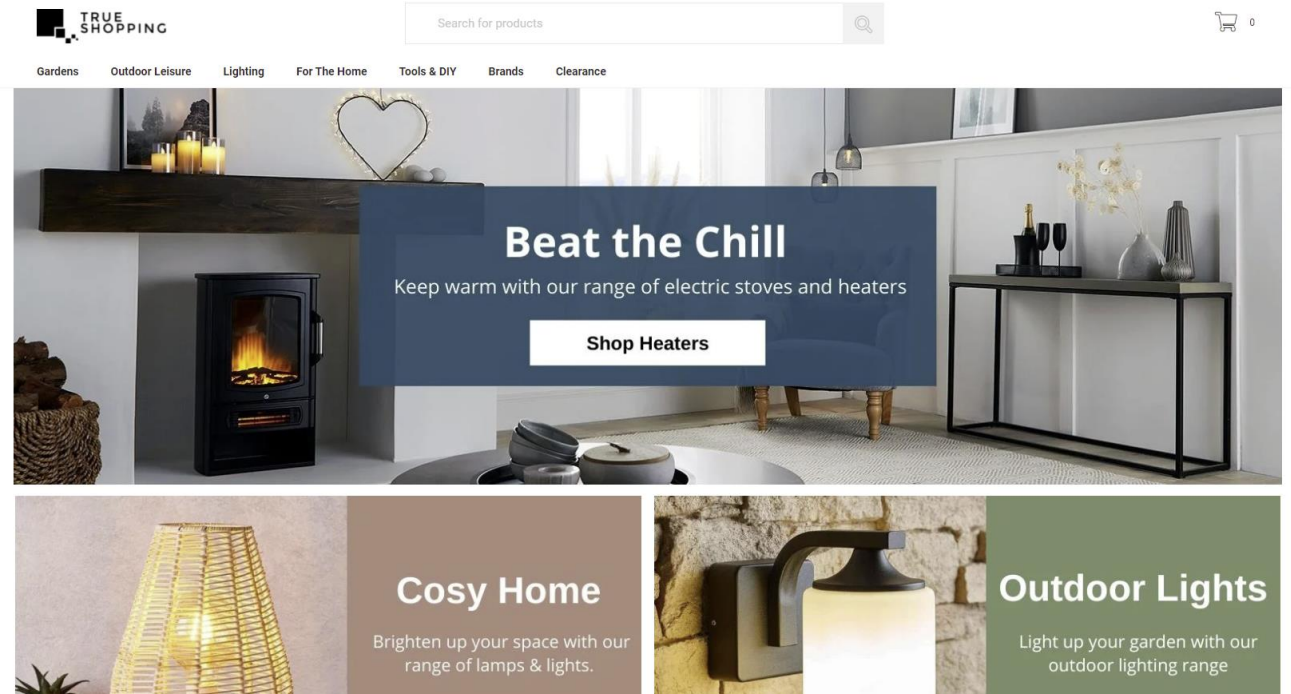
Trade Marks

Trade Mark	Territory	Registration No.	Registration Date	Classes
TRUESHOPPING GROUP (Device) [Series of two]	United Kingdom	3027239	18 Jul 2014	35
TRUESHOPPING	United Kingdom	2446584	21 Mar 2008	35
TRUEKITCHENS and TRUE KITCHENS [series of two]	United Kingdom	00003259983	6 Dec 2019	11,20,35,37
TRUE (device) and TRUE (Device) [Series of two]	United Kingdom	00003259974	6 Dec 2019	7,8,11,20,35,37
TRUEBATHROOMS	United Kingdom	2509309	7 Sep 2009	6,11,20,21,35
TRUESHOPPING GROUP (Device)	United Kingdom	UK008012141 37	30 Jun 2015	35
TRUESHOPPING GROUP (Device)	Madrid Protocol	1214137	17 Apr 2014	35
TRUESHOPPING GROUP (Device)	European Union	1214137	30 Jun 2015	35

Website Content & Customer Data

A sleek and professionally designed e-commerce website supports the True Shopping brand, hosted at www.trueshopping.co.uk.

An extensive GDPR-compliant customer database comprising customers order history and contact details.



Social Media

Rights in social media assets are available across Facebook, Instagram, Twitter, Pinterest and YouTube.

All accounts showcase the True Shopping brand and its vast product range.

bestdiytools.co.uk	biard-home.co.uk	biard-home.com	biard-lighting.co.uk	biard-lighting.com	biardhome.co.uk
biardhome.com	bigdiyshop.co.uk	ceramictileshelp.co.uk	findbathroomandkitchenfitters.co.uk	raptortools.co.uk	johnhenrytools.com
biardlighting.com	biggraniteshop.co.uk	diygardentools.co.uk	fittedgranite.co.uk	thetrueshoppinggroup.co.uk	kitcheninstyle.co.uk
bigbedroomshop.co.uk	bigkitchenandbathroomshop.co.uk	eagle-tools.co.uk	fittedgranite.com	tooladdict.co.uk	trueheating.co.uk
bigbedroomshop.com	bigsinkshop.co.uk	eaglepowertools.co.uk	flushflooring.co.uk	truereward.co.uk	truehousehold.co.uk
bigbrandshop.co.uk	bigsinkshop.com	eaglepowertools.com	gianttools.co.uk	truerunner.co.uk	trueinstallers.co.uk
true-homes.co.uk	bigsteamcabinshop.co.uk	truefitters.co.uk	truekitchens.co.uk	mckinleytools.com	johnhenrytools.co.uk
true-kitchens.co.uk	truebathrooms.co.uk	truefooty.co.uk	truelivingrooms.co.uk	truerunning.co.uk	trueinstallers.com
true-rewards.co.uk	truebedrooms.co.uk	truegardening.co.uk	trueluggage.co.uk	trueshopping-group.co.uk	trueshopping-reviews.co.uk
true-tools.co.uk	truediningrooms.co.uk	truegardens.co.uk	truemotoring.co.uk	trueshopping-offers.co.uk	trueshopping.co.uk
truesoccer.co.uk	truediy.co.uk	tswordpress.co.uk	trueplumbing.co.uk	your-trade.co.uk	trueshopping.uk
truertools.co.uk	yukontools.co.uk	tswpmaster.co.uk	yukontools.com	yukon-tools.co.uk	trueshoppingltd.co.uk
yukon-tools.com					



Domain Names

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