



# Branding and logos over the years

SHIPLEY, BLACKBURN, SUTTON & Co.  
CHARTERED ACCOUNTANTS



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## Shipleys Blackburn

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AGN shipleys

Managing partner John McGuin announces important internal news and explains its implications.



### New Status and Name

As from Monday 1 May, AGN Shipleys will become a Limited Liability Partnership (LLP) and will be known as Shipleys LLP. I want to take this opportunity to explain what this is going to mean for us and for our clients.

continue to be looked after by the same partners and staff, though the partners will be known as 'principals'.

When Limited Liability Partnerships were introduced in 2001, I said in *Shipsape* that we would wait to see how they worked in practice before considering LLP status for ourselves. The traditional form of partnership did provide us with some tax and regulatory advantages. But each partner had unlimited liability for all the firm's liabilities, including those arising from the action of any other partner, and this liability extended to our personal assets.

In addition, we believe that the new structure will allow us greater internal flexibility, and will assist us in planning and delivering the future of the business, to the long-term benefit of ourselves and our clients.

#### New Name

We have, very regretfully, been forced to drop the 'AGN' prefix from our name. We adopted this in 2000, to demonstrate our support for, and commitment to, our international organisation, AGN International Ltd.



We have now decided, in common with an increasing number of other professional firms, that the time is right for us to become an LLP.

Although AGN International is a worldwide association of separate and independent accounting and consulting firms, we now have to bow to professional advice that the continuing use of 'AGN' in our name could leave us open to claims from clients of other member firms with whom we had had no involvement. It's a mad situation, but we have to recognise the litigation risks involved.

The partners in an LLP do not have individual unlimited liability for any debts of the business, and in this respect an LLP is the partnership equivalent of a limited company. In an increasingly litigious world our legal advisers and insurers have urged us to take advantage of this protection, and it is certainly true that it will become increasingly difficult to expand our business by creating or attracting new partners if we do not make this change.

However, our commitment to cooperation among the member firms of AGN International remains unaltered, because we believe that it is important to be able to give our clients access to professional advice whenever and wherever in the world they may need it.

#### Business as usual

What will it mean for our clients in the short term? Actually, very little in practice. We shall have a new name and a new logo, as illustrated. We shall have to send out new, very long, engagement letters to clients in the coming months. But our business will continue as before, and clients will

#### Communication

One last point about the name change: our website and e-mail addresses will also officially change from 1 May, dropping the 'agn' initials. In fact, the new addresses are already in place, so you can start to use them now, though the old addresses will continue to work alongside the new for the time being.

