

## SAISHO Brand for Sale

Written by Marco Attard  
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Under contract to Dixons Store Group, IP firm Metis Partners is looking for offers for **Saisho** and **Miranda** made *before 4pm GMT on Thursday 26 May*.



**Saisho:** Created by Dixons Retail Plc in 1982, Saisho has become a household name in UK for multimedia players, dictation equipment, radios, hi-fi systems, docking systems, televisions (small screen flat panel), DVD players, telephones, fax machines and headphones. IP assets for sale include 16 registered trademarks protecting the Saisho brand and rights in the associated Goodwill in **Saisho**.

**Miranda:** Established over 50 years ago Miranda is a globally recognised in relation to camera and photographic equipment. It was originally created by the Japanese *Orion Camera Company* who used the name for their camera products. In 1981 the brand and associated trademarks were acquired by Dixons Retail Plc who continued to use

**Miranda** to brand a number of cameras and other related products including tripods, flashguns and even MP3 players. IP assets included in the sale include 20 registered trade marks and rights in the associated Goodwill in

**Miranda**.

Dixons has four other brands: **Logik**, **Sandstrom**, **Goji** and **Advent** – the computing brand. Another brand, **Matsui**, was rebranded as Currys Essentials as part of the brand changes.

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