

ICONIX BRAND GROUP, INC.  
Form SC 13G  
October 02, 2017

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. \_\_\_\_\_)\*

ICONIX BRAND GROUP INC  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

451055107  
(CUSIP Number)

Pyn-An Sun  
Monecor (London) Limited (trading as ETX Capital)  
One Broadgate  
London EC2M 2QS  
United Kingdom  
+44 (0)20 7392 1508  
(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

31<sup>th</sup> December 2015  
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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NAMES OF REPORTING PERSONS

1

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Monecor (London) Limited (trading as ETX CAPITAL)

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

2

(a)

(b)

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

United Kingdom

SOLE VOTING POWER

5

5,150,018

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

SHARED VOTING POWER

6

00,000

SOLE DISPOSITIVE POWER

7

5,150,018

SHARED DISPOSITIVE POWER

8

00,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

5,150,018

CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

10

11 PERCENT OF CLASS  
REPRESENTED BY AMOUNT IN  
ROW (9)

9.02%

12 TYPE OF REPORTING PERSON  
(SEE INSTRUCTIONS)

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Item 1.

(a) Name of Issuer  
Iconix Brand Group Inc

Address of Issuer's Principal Executive Offices  
(b) 1450 Broadway  
Third Floor  
New York, NY 10018

Item 2.

(a) Name of Person Filing  
Monecor (London) Limited (trading as ETX Capital)

(b) Address of the Principal Office or, if none, residence  
One Broadgate, London, EC2M 2QS, United Kingdom

(c) Citizenship  
United Kingdom

(d) Title of Class of Securities  
Common Stock

(e) CUSIP Number  
451055107

Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e) An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with §240.13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);

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- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
  - (j) A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J)
  - (k) Group, in accordance with §240.13d-1(b)(1)(ii)(J).
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Item 4. Ownership.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

- (a) Amount beneficially owned: 5,150,018
- (b) Percent of class: 9.02%
- (c) Number of shares as to which the person has: 5,150,018
  - (i) Sole power to vote or to direct the vote 5,150,018
  - (ii) Shared power to vote or to direct the vote 0.
  - (iii) Sole power to dispose or to direct the disposition of 5,150,018.
  - (iv) Shared power to dispose or to direct the disposition of 0.

Instruction. For computations regarding securities which represent a right to acquire an underlying security see §240.13d-3(d)(1).

As part of this late report all missed reports from December 2015 to date are included in the table below:

Reporting Date	Position	Percentage
31 <sup>st</sup> December 2015	3,750,500	6.57%
31 <sup>st</sup> January 2016	7,363,873	12.90%
31 <sup>st</sup> December 2016	5,632,022	9.86%
Current Position	5,150,018	9.02%

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

Instruction. Dissolution of a group requires a response to this item.

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Item 8. Identification and Classification of Members of the Group.

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Item 9. Notice of Dissolution of Group.

Item 10. Certification.

(a) The following certification shall be included if the statement is filed pursuant to §240.13d-1(b):

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Monecor (London) Limited (trading as ETX Capital)

2 October, 2017

Date

/s/ Andrew Edwards

Signature

Andrew Edwards/Director

Name/Title

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