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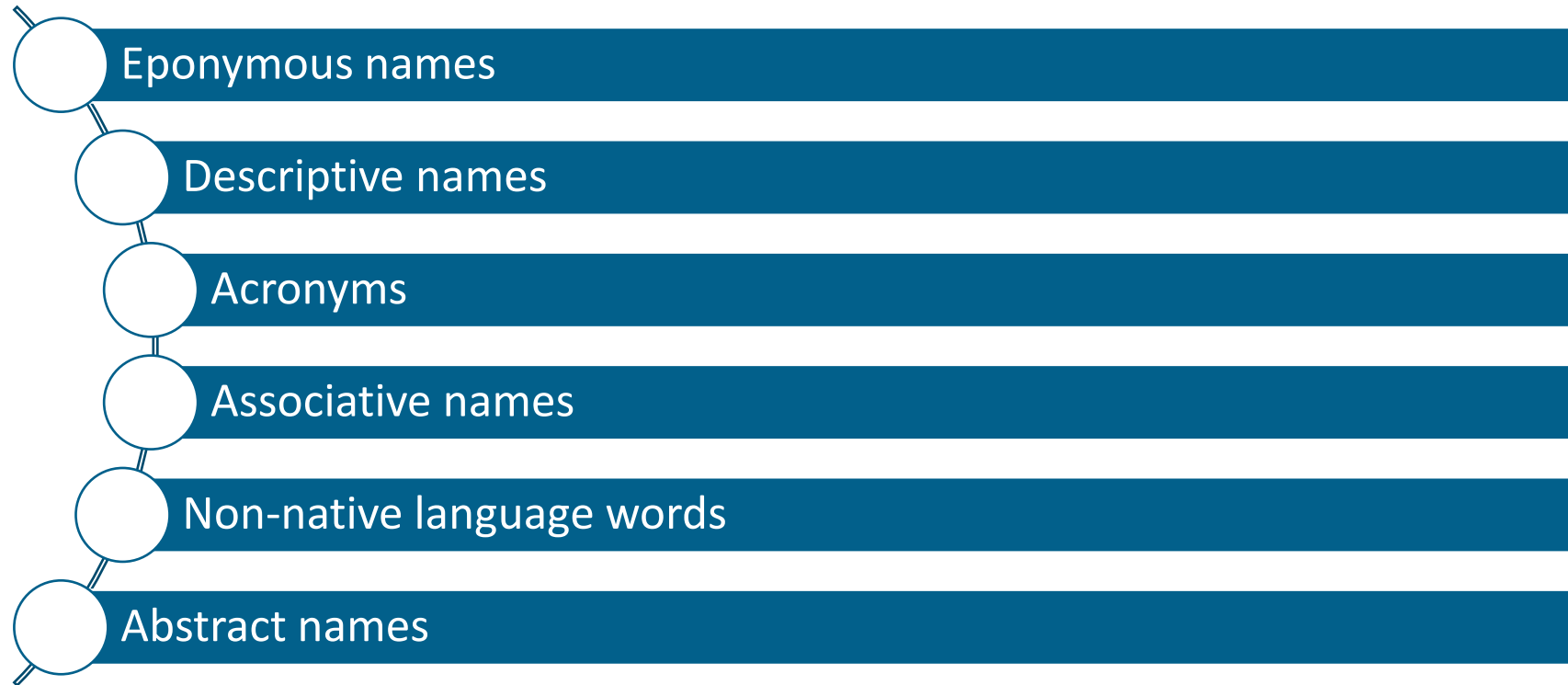
What's in a (Business) Name?

LEARNING OBJECTIVES

- Use best practices to develop a business name
- Determine if a trademark name is necessary for a business
- Identify the difference between a trademark and a copyright
- Determine when to secure a DBA (doing business as) for your business
- Explain the guidelines for naming a business

Naming a Business

How will customers recognize your name?



Registered Trademarks ®

- TM vs. ®
- The four benefits of registering a trademark:

- 1 No other business can operate under the trademarked name.**
- 2 The business's trademarked name can be used across state lines and still be protected.**
- 3 The business can use the registered trademark (®) symbol.**
- 4 The trademark is long lasting.**

Copyrights ©

- What's the difference between a copyright and a trademark?
 - A copyright protects a *representation* or *expression*.
 - A trademark protects a business's name, logo, or brand.
- Any minimally creative expression that is tangible can be copyrighted.
- Copyrights:
 - Don't have to be registered
 - Last for life
 - Are licensable

Doing Business As (DBA)

- A DBA helps sole proprietors separate personal and business finances and streamlines marketing materials.
- It can allow a business to eliminate “LLC” or “Corp” for simplicity.
- However, a DBA provides no legal protection.

Naming LLCs and Corporations

- Requirements for Business Naming
 - LLC names
 - Must include “LLC,” “L.L.C.,” “Limited Liability Company,” or “Limited.”
 - Must NOT include names like “Financial Organization,” “Bank,” “Union,” “Education,” “Olympics,” “Trade Board,” or “Corporation”
 - Corporation names
 - Must include “Corp.,” “Corporation,” “Inc.,” or “Incorporated”
 - Must NOT include names like “FBI,” “Treasury,” “State Department,” “City,” “Village of...,” or “University of...”

CHAPTER SUMMARY

- Naming a business is an important decision and impacts the success of the business.
- Choose a unique name using strategies like eponymous, descriptive, or abstract words.
- Registering trademarks can help protect your brand identity.
- Copyrights protect the intellectual property of the author or business.
- Utilize a DBA to operate under a simplified or market-friendly name.
- There are legal naming requirements for formal structures like LLCs and corporations.