



Company Names

Things to consider on forming your company

If you are going to trade using your company name or you want to affix it to goods or packaging then it is important to avoid using other people's trade marks or trade names. If you find yourself threatened with legal action for unlawful use of someone else's name or trade mark then the costs associated with changing your name and dealing with the complaint can be significant. Therefore we recommend a few simple checks at the outset.

What do we do? - undertake clearance searches

We can carry out a trade mark search to see if there are any identical or similar names. We will also check the company register to see whether there are any other companies that could object to your choice of name because it is too similar.

What more can you do? - register your own name as a trade mark

You should consider registering your company name or trading name as a trade mark. This will assist if later you wish to complain about the use of your name by someone else. There are many instances in which other people may try to use your name or a similar name. This is unfair and can cause confusion to your customers. Examples include use on similar goods or services, in domain names or even on websites like Facebook or Twitter. Registering a trade mark will help prove your rights in those circumstances. For more information please see our note on registering trade marks for the United Kingdom and the European Community.

And? - monitor use of your trade mark

We can monitor other businesses registering similar company names or trade marks. This is a simple way to help maintain the uniqueness of your business and your brand by identifying disputes early and saving costs in resolving them.



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