

Choosing a Name for your business:

If you are a sole proprietor or partnership (ie, not incorporated) you should probably register your name at County level to protect it.

The general procedure for doing this is:

1. Verify that the name is not already in use.
 - a. This could include checking the Corporations database at the state level, the Register of Deeds at the County level and/or the state and Federal Trademarks database.
2. Fill out an "Assumed Name" Form using your new name.
3. File in any Counties where the business resides or is conducting business.

1) Check at State Level for Corporation

Go to: <http://www.secretary.state.nc.us/Corporations/CSearch.aspx>

2) Check at NH County Level for Assumed names

Go to <http://srvrodweb.nhcgov.com/localization/menu.asp>

a) To search names from 1995-PRESENT:

- Look under **Official Public Records**
- Click on "SEARCH" which will bring you to Search Criteria form.
- type in the company name under GRANTOR
- select Document Type "Assumed Name" and click Search button.

b) To search names from 1966-1994:

- Go back to <http://srvrodweb.nhcgov.com/localization/menu.asp>
- Click on "OPR Pre-standard" link which will bring you to Search Criteria form.
- Type in the company name under GRANTOR and click Search button.

3) To register the assumed name:

You can do searches at the Register of Deeds and file the assumed name form there.

To File Assumed Name:

1) Download Assumed Name Forms here:

<http://www.nccommerce.com/servicenter/blio/forms/>

b) Fill out document and Get notarized (local bank or attorney should have a notary which will cost ~\$3)

c) Bring to Register of Deeds in any county you will be doing business in.

New Hanover County:

Call: 798.4530 Register of Deeds 216 N. 2nd St. Wilmington

<http://www.nhcgov.com/ROD/>

Pender County:

Call: Joyce Swicegood, 259-1225 Holly Building, 300 E Fremont St Burgaw

<http://www.pender-county.com/>

4) TRADEMARK SEARCH

Please contact an attorney concerning the use of names/trademarks.

1) Ensure that the name is not already trademarked:

Trademark FAQ: Go to: <http://www.uspto.gov/web/offices/tac/tmfaq.htm>

Trademark Search:

<http://tess2.uspto.gov/bin/gate.exe?f=searchss&state=6gm8dv.1.1>

State trademark:

<http://www.secretary.state.nc.us/trademrk/> (not searchable online)

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Marcia Russell, Trademarks Supervisor, Nancy Sasnett, Trademarks Specialist

The Trademarks Section, Department of the Secretary of State

PO Box 29622 Raleigh, NC 27626-0622

919-807-2162, 919-807-2215 (fax)

Other Resources:

Naming Your Business:

<http://www.entrepreneur.com/article/0,4621,289777,00.html>