



Selecting your business name – checklist

Use this checklist to help you choose the right business name for your business:

- Is the business name available? You can check if a name is available at the [Australian Securities and Investments Commission \(ASIC\)](https://connectonline.asic.gov.au/RegistrySearch/faces/landing/bn/SearchBnRegisters.jspx) (<https://connectonline.asic.gov.au/RegistrySearch/faces/landing/bn/SearchBnRegisters.jspx>).
- Does the business name suit your brand?
- Is the name easy to say, hear and write or spell? This will help make sure people can find you through internet searches when, for example, they hear radio or podcast ads you run.
- Will the business name work in the future? Consider if the name will work if you change your goods or services.
- Has the business name already been [trade marked](https://www.business.qld.gov.au/running-business/risk/ip/types/trademarks/defined) (<https://www.business.qld.gov.au/running-business/risk/ip/types/trademarks/defined>)?
- Is the business name appropriate? Consider your customers' cultural expectations and ensure the name is not offensive or problematic.
- Is a potential competitor currently using your business name or one that is similar?
- Could your business name negatively affect the business in the future? Consider the financial or reputational risks that could come from having to change the name in the future.
- Is the business name available on key marketing channels (e.g. social media, domain name for your website)?

