

5 Tips For Naming Your Business

The name of your business is important. It distinguishes your business from competitors, communicates your brand identity to customers and is a significant source of the goodwill which attaches to your business.

Businesses that fail to build a solid, invulnerable name can unwittingly leave themselves exposed, unless protected with a registered trade mark.

Consider the below tips when naming your business to ensure it is trade mark-ready and will support your business for success:

1

Use fanciful terms

These are easily registerable. Red Balloon and Boost are, for instance, much easier to register than Online Gifts or Juice Bar.

2

Invent a word

Think Sony, Shopify, Ikea. Or consider combining words or parts of words, for example Pinterest.

3

Choose something unrelated

Apple is a ubiquitous example as a word not related to computers or technology.

4

Be covert or allusive

Goodstart is an example of a name that indirectly describes the intentions of an early learning centre but is not specific to the company's services.

5

Think non-descriptive

Descriptive names, such as Brisbane Lawyers, are difficult to register and do not allow a business to distinguish itself from competitors.

The names that you select for your company and business are not random or meaningless. Over time they become a unique symbol that is synonymous with what you do and how you do it.

A registered trade mark is an investment in the success of your business.

Brainstorm ideas here