



## How to Name a Business (Checklist)

1. **Brainstorm** \_\_\_
  - a. Meet with team members and share ideas \_\_\_
  - b. Think about what your company stands for \_\_\_
  - c. Write down anything that comes to mind \_\_\_
  
2. **Search Names** \_\_\_
  - a. Google the name(s) you like \_\_\_
  - b. Search the U.S. Patent and Trademark database \_\_\_
  - c. Search your state business directory \_\_\_
  
3. **Test Name Options** \_\_\_
  - a. Send out surveys \_\_\_
  - b. Take a poll among your employees \_\_\_
  
4. **Trademark the Name**
  - a. File for a trademark with the U.S. Patent and Trademark Office \_\_\_
  - b. Pay the trademark application fee \_\_\_
  
5. **Register the Name with Your State**
  - a. Contact your state small business office \_\_\_
  - b. Fill out the appropriate name registration form \_\_\_
  - c. Pay the name registration fee \_\_\_
  
6. **Start Marketing**
  - a. Get a logo \_\_\_
  - b. Set up a website \_\_\_
  - c. Create promotional materials \_\_\_