DO'S AND DON'TS

COMPANY SET UP AUSTRALIA

WHEN CHOOSING A COMPANY NAME IN AUSTRALIA







DO'S

- Check if your name of choice is available
- Make sure it's not identical or nearly identical to an existing name
- Study the local customs in naming conventions to avoid choosing a name that might be indirectly racist or offensive
- Make sure the name shows your company's legal status (i.e., Pty (Proprietary), Ltd (Limited), and NL (No Liability))
- Register the name as a trademark for legal protection against imitators or competitors seeking to deceive your customers by using your name

DONT'S

- Choose a name that suggests illegal activity/ies
- Use restricted terms without government approval (i.e., trust, chartered, credit society, university, etc.)
- Use unknown words (made-up words, words with unusual spelling, or words that are compounded)
- Use a name that is already registered as a website domain name
- Choose a name that is already registered as a trademark, even if not yet registered with ASIC
- Use a name that is closely related or sounds similar to a competitor's company name

KEY CONSIDERATIONS WHEN REGISTERING YOUR COMPANY NAME

You must secure an Australian Business Number (ABN) before registering your name online with ASIC

You will be given a corporate key (called ASIC key) after registration. You can use it to change your company name or update your company details if needed

You can register a domain name without a website (if you want to reserve the name before building a website for your company)

NOT SURE WHERE TO START WITH CHOOSING AND REGISTERING THE RIGHT NAME FOR YOUR COMPANY IN AUSTRALIA?

We have helped hundreds of companies in Australia with choosing and registering the ideal company name for their business. We provide professional support from start to finish.



ENGAGE OUR SERVICES TODAY



COMPANYSETUPAUSTRALIA.COM.AU | +61 2 9119 8859 | LEVEL 1, 6-10 O'CONNELL STREET, SYDNEY NSW 2000