

Choosing a Small Business Name & Domain

-The right name can make your small business the talk of the town-

What do you want your name to communicate? The more your name communicates the less effort you will need to explain it. Consider the following keys when choosing a name for your business.

- ✓ Visual Memory—Choose a name that your customer can visualize and relate.
- ✓ Simple—Simple to spell and simple to read.
- ✓ Positive Connotation—key words that bring a feeling of trust e.g. “Security, Deseret or Affordable”

Domain—is your identification string that defines a realm authority in the internet. Do a search in www.register.com; <http://www.godaddy.com/> or any Domain Name System (DNS). Consider the following Do’s and Don’ts.

- ✓ Easily accessible.
- ✓ Put the most important keyword for your industry in the domain name.
- ✓ Register yourself as the owner. It’s just like a property.
- ✓ Remember to renew your domain name.
- ✓ Don’t use dashes, abbreviations or numbers.
- ✓ Don’t waste money on extensions other than .com. For most small businesses this is not needed. It becomes important when protecting a trademark or when patenting something.
- ✓ Don’t buy a domain without checking into its past. (Too similar to another company’s trademark.)

Trademark

Create, update or renew a Trademark or Service Mark—the exclusive right to use a brand, part of a brand or service. Others are prohibited from using your brand without permission—so are you. You would not want to be involved in a legal trademark dispute. This may bankrupt you, as you are getting ready to ship your first product orders. The trademark process may be difficult and complicated; therefore, **you should consider hiring a trademark attorney**. Here are a few guidelines to get you started:

- ✓ See if the name is available: <https://secure.utah.gov/bes/action>
- ✓ Create an Account with Utah.gov services at <https://secure.utah.gov/trademark/index.html>
- ✓ Do a search nationwide with United States Patent and Trademark Office <http://www.uspto.gov/>

