Trademark clearance before launching a brand · What to note?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Keep the search printout, the date and the explanation for choosing the name.

Record and working document

Separately, check the availability of the name for registration and the risk of similarity to an existing market brand.

If the name is too similar to another, try another candidate before investing.

Working example · Checking a name before launching a brand

Separately, check the availability of the name for registration and the risk of similarity to an existing market brand.

Specific next steps

1. Separately, check the availability of the name for registration and the risk of similarity to an existing market brand.
2. If the name is too similar to another, try another candidate before investing.
3. After selecting, align the name in the register, contacts and templates.

Limits of application

For procedures covered by the START system.

Sources

START · Frequently Asked Questions

https://start.gov.hr/st/cesta-pitanja.html

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-poslovni-naziv-dokazi