Checking the name before launching a brand · How to approach it?

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

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

Before ordering signage, verify the entity's name, domain and existing trademarks.

A starting point in practice

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

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

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. Keep the search printout, the date and the explanation for choosing the name.
2. Separately, check the availability of the name for registration and the risk of similarity to an existing market brand.
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-odluka