Checking the name before launching the brand · How to integrate the process into routine operations?

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.

After selecting, align the name in the register, contacts and templates.

Regular application

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

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-primjena