Checking the name before launching a brand · What if the process gets stuck?

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.

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

When a plan meets an obstacle

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

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

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. Before ordering signage, verify the entity's name, domain and existing trademarks.
2. Keep the search printout, the date and the explanation for choosing the name.
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-problem