Checking a name before launching a brand · How to check it using an example?

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.

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

Checking by example

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

Keep a record of the search, the date and the rationale for choosing the name. If the name is too similar to another, try an alternative before proceeding.

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. 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-provjera