



Registering a Business Name

What is a Business Name?

A business name is the name your customers know you by. If you trade under a name other than your legal name, you'll generally need to register it.

Why Register?

- Trade under a professional name
- Build credibility
- Promote your brand
- Open accounts using your trading name

Before You Begin

- ☐ Active ABN
- ☐ Chosen business name
- ☐ Business structure
- ☐ Contact details
- ☐ Payment method

Steps

1. Choose a suitable business name.
2. Check ASIC availability.
3. Check trademarks and domain names.
4. Register through the Australian Government Business Registration Service.
5. Pay the fee and keep your confirmation.

Choosing a Good Name

- ✓ Easy to remember
- ✓ Easy to spell
- ✓ Relevant to your business
- ✓ Domain available

Common Mistakes

- Not checking trademarks
- Forgetting domain availability
- Assuming a business name is a trademark

FAQs

Do I need one? Yes, if trading under a name other than your own.

Does it protect my brand? No, trademarks are separate.

Scan to visit the official Australian Government Business Registration Service.

