

306-634-3895 | 403A 9th Ave, Estevan, SK, S4A2V4 | [info@southeastbusinessstartup.ca](mailto:info@southeastbusinessstartup.ca)



SOUTHEAST BUSINESS

**STARTUP**

# NAMING YOUR BUSINESS





## CHOOSING A NAME

Your business name is the first thing most potential customers will learn about your business. Your name has the ability to bring in customers or drive them away so choose it wisely.

Some things to keep in mind when choosing a name for your business:

- Be sure it reflects the product or service you offer.
- Think about how you want your business to be perceived.
- Pick something that is easy to pronounce and remember.
- Make it unique and distinctive to avoid confusion and legal issues.

## CHECK IF YOUR NAME IS TAKEN

Your business name must be unique. It cannot be the same as another business name that is registered in the Province or too similar to another business in the same industry in the Province.

### Step 1: Search the Internet

The first thing you should do is search your chosen name online to see if any results come up. This method isn't foolproof but it's free.

### Step 2: Do a Name Search with Corporate Registry

Before you apply to incorporate or register a business in Saskatchewan, you need to do a name search. In this type of search, the name you choose for your business is checked against other names in the Corporate Registry. The purpose of the check is to make sure that:

- the name meets the requirements for businesses of that type; and
- the name is not too similar to those of existing businesses.

You can either hire someone to do this or create an account with ISC's Corporate Registry (<https://corporateregistry.isc.ca/>) and do it yourself. Reserving a business name in Saskatchewan costs \$50.

When this is complete you will get a name reservation number that will expire after 90 days.

### Step 3: Do a Name Search in Other Jurisdictions (Optional)

If you are planning to do business in other Provinces or Countries, you may want to reserve and register your business name in those places too to make sure you can use the same business name in those places. Just because your business name is registered in Saskatchewan does not mean you can use it elsewhere in Canada.

## REGISTERING YOUR NAME

Once your name reservation is complete you have 90 days to register your name or you will have to do another name search and hope your name is still available.

You can use your registered name when incorporating your company (not covered in this pamphlet), to register a sole proprietorship/partnership, or to change the name of your Corporation.

### Registering Sole Proprietorships/Partnerships

In order to register a sole proprietorship with the Corporate Registry you will need to know your:

- Reserved business name (reservation number).
- Business address (this is the physical address; P.O. box numbers are not accepted).
- Mailing address.
- Your general partners physical and mailing address and effective date (this is the date the partnership started). (Only required for Partnerships)
- The applicants' full name, address including postal code and email address.

### Steps to registration

1. Log in to the Corporate Registry application (<https://corporateregistry.isc.ca/>).
2. Select 'file'.
3. Under the heading 'reserve a name or create a company' click on 'business names' and select the 'registration' option.
4. If your business name has expired/been cancelled select 'yes' and enter your entity number.
5. If you are registering a new business name, select the 'no' radio button and enter in your business name reservation number. (This number can be found in your 'my activity' page). Click 'continue'.
6. Complete the application and submit
7. The summary screen within the application will provide an overview of your registration.

### Changing the name of your corporation

To change the name of your corporation you need to fill out and file a Corporate Entity Change of Name form, which can be found here: <https://www.isc.ca/ISCForms/Documents/My%20Account/Corporate%20Entity%20Change%20of%20Name.pdf>

Once the name is registered to either yourself or your corporation it is pretty straightforward to switch it between the two so don't be afraid to register your name early.

## MORE THAN ONE BUSINESS NAME

You or your corporation are allowed to have more than one business name. If you want to do business under more than one name you must complete separate name reservations and register each business name separately.