

WHY IS IT IMPORTANT IN CHOOSING YOUR NAME?

A BUSINESS NAME is important because it provides a unique identity for your business and to differentiate it from your competitors. To have the business name exclusively yours, you can either register it under the BUSINESS NAMES ACT (CHAPTER 92) as a Sole Proprietorship / Partnership, or under the Companies Act (Chapter 39) as a Company.

HOW TO CHOOSE A NAME FOR YOUR BUSINESS?

When choosing a business name, keep the following tips in mind

Do's:

- Choose the right name that will help create the right image for your business.
- The business name should reinforce the key elements in your nature of business.
- Assist the Registry by providing the meaning of your applied name (in English or Malay) if you have applied for name in a different language.

Don'ts:

- Submit names that are identical to the names and / or resembles names that are already registered under the Business Names Act or Companies Act.
- Submit names that do not have any meaning that can mislead the public as to the nature of its business.

The proposed name also SHOULD NOT contain any of the followings:

- Undesirable names
- The words "Royal", "Diraja" or any name that may suggest the patronage of the Sultan or connection with the Government of Brunei
- The word "Brunei", "Co-operative", "Savings" or "Trust / Trustee"

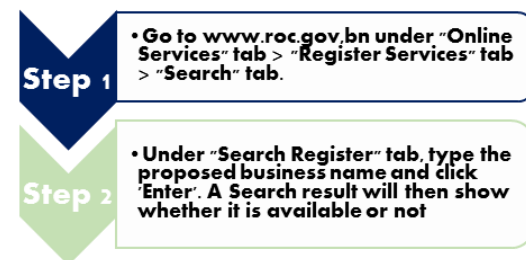
Please note that the registration of business name may be referred to the Relevant Licensing Authorities for their approval depending on the business nature applied. For more information, please refer to the table below:

GENERAL BUSINESS NATURES	REFERRAL AUTHORITIES
Finance Companies General Finance Companies Financial Leasing Companies	Autoriti Monetari Brunei Darussalam
Insurance Agents Money Changers Money Remittance Pawn Brokerage	
Music School	
Schools (Kindergartens, Primary, Secondary, Colleges, Pre-university centres, Foreign System School)	
Clinics Dental Services Optical Services General / Specialised Medical Services Pharmacies / Drug Store / Medicine Shops	Ministry of Health
Social Welfare Services Child Care Centres	Ministry of Culture, Youth and Sports
Repair of Motor Vehicles and Motor Cycles Repair and servicing of vehicles	Department of Land Transport
Any Consultancy services or Related Services	Registry of Companies and Business Names Approval will be given upon submission of relevant

HOW DO YOU CHECK THE AVAILABILITY OF A NAME ?

Before applying for a business name, check existing names to determine if your proposed business name is available. By doing so, you have a higher chance of getting the name approved and reduce the risk of complaints against your business entity's name.

To check the availability of your proposed business name, conduct a business name search with these steps :



The following are examples of when you want to do a thorough and comprehensive name search :

TYPES OF EXAMPLE:	PROPOSED NAME	SEARCH TIPS
Identical or Similar Names	GLC management services	Type to search "G.L.C.", "G & L.C.", "G.L & C." " G & L and C" and "G and "L.C.", etc.
	H.B Sdn Bhd	Type to search "H.B" "H&B" "H - B" "H and B" "H n B", etc.
Similar Pronunciations	Aishah Advertising Services	Type to search "Aysha" "Aysha" "Aisha" "Aisyah", etc
	D'Comel collections	Type to search "Comel" "The Comel" "D-Comel" "D.Comel", etc
Different Sequences	Ali Baba express	Type to search "Ali - Baba" "Express Ali & Baba"
Symbols—Not allowed	# hashtag Café'	Type to search "Hash Tag" "Hash" "Tag" "Hash-Tag" "Hash.Tag", etc
Names that can be misleading- Not allowed	Lego playhouse	Names that are already trademark. (Must have consent)

WHAT ARE THE FEES PAYABLE?

	Sole-Proprietorship / Partnership	Companies (Sdn Bhd / Bhd)
Nam Reservation	BND 5.00 per name	BND 5.00 per name
Extension of Name Reservation (Optional)	N / A	BND 10.00
Certificate of Registration / Incorporation	BND 30.00	BND 300.00
Total	BND 35.00	BND 315.00*

*a maximum fee of \$315 with optional extension of name reservation

FREQUENTLY ASKED QUESTIONS

Can I apply for a business name which is identical / has the same meaning with a business that is already registered in the Registry?

No. The business name applied will be rejected. You may have the option to write to the owner of the existing business for consent to use the same name or you may submit a new application with a different name.

How long does it take for a name to be approved?

2 working days.

Can I reserve 2 similar names for my new business as I have not decided on which name to use?

No, only a single name per application.

Can I reserve a name which is a trademark?

You cannot use a name that is trademarked, unless you provide an authorisation letter from the said company holding a trademark.

How long is the name reserved for? Can I get an extension?

Name Reservation will be 30 days. You are able to get an extension by maintaining Name Reservation for 60 days. However, the extension of name reservation is only applicable for Companies.

BUSINESS HOURS

Monday – Thursday, Saturday

8.00 am – 3.30 pm

C O N T A C T U S

REGISTRY OF COMPANIES AND BUSINESS NAMES DIVISION

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Website: www.roc.gov.bn

GUIDE TO CHOOSING A NAME

Registry of Companies
and Business Names
Ministry of Finance
Brunei Darussalam

