



**NameSnack**

#1 Business Name Generator

## How to Name a Business (Checklist)

### 1. Brainstorm

- a. Meet with team members and share ideas
- b. Think about what your company stands for
- c. Write down anything that comes to mind

### 2. Search Names

- a. Google the name(s) you like
- b. Search the U.S. Patent and Trademark database
- c. Search your state business directory

### 3. Test Name Options

- a. Send out surveys
- b. Take a poll among your employees

### 4. Trademark the Name

- a. File for a trademark with the U.S. Patent and Trademark Office
- b. Pay the trademark application fee

### 5. Register the Name with Your State

- a. Contact your state small business office
- b. Fill out the appropriate name registration form
- c. Pay the name registration fee

### 6. Start Marketing

- a. Get a logo
- b. Set up a website
- c. Create promotional materials



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