

# Facts



# Information

[www.consumer.tas.gov.au](http://www.consumer.tas.gov.au)

Hotline : 1300 65 44 99



## **Business Name Registration**

Under the *Tasmanian Business Names Act 1962* you must register a business name if you carry on business under a name other than your own name, except if you conduct a business under your personal name or a company name registered with the Australian Securities and Investments Commission (ASIC). But if you add something to a personal name (such as '& Co', 'Group', 'Motors' etc.) then it must be registered.

### **Does registration protect the name?**

The answer is NO.

The purpose of registering a business name is to provide a public register from which the identity of persons who conduct business under names other than their own names may be established.

Business, company and domain names are best protected when they are also registered as trademarks. If your new business name is identical to another person's registered trade mark, you could be sued for infringement.

If you wish to find out more about trademarks contact IP Australia on 1300 65 1010.

### **How long is the name registered for?**

You must renew your business name every three years. If not renewed the name will expire and become available for registration by others.

In order to ensure you receive a renewal notice, it is essential that the Department be advised of any changes to particulars relating to the registration as they occur.

### **What happens after the name is registered?**

A renewal reminder will be forwarded to you every three years.

Also, once the name is registered you are required to:

- show the correct registered name on all stationery and in any advertising connected with your business
- renew the business registration every 3 years (if you wish to continue to trade under the business name)
- display the Business Name Certificate prominently at the principal place of business
- advise the Business Affairs Branch of any changes to details on the business name record.

**For further information on this subject visit our Website or  
Telephone 03 6233 2225**



Consumer Affairs and Fair Trading  
*Maintaining a fair, safe and equitable marketplace*