

Selecting a Company Name

Choosing a business name is an important step in the business planning process. Not only should you pick a name that reflects your brand identity, but you also need to ensure it is properly registered and protected for the long term. Selecting the right company name can be quite challenging and there are many things to consider including to check with the state register to ensure the name is available and to check for possible trademark infringement. If you already have a name in mind and plan to incorporate in the State of Kansas, you can check the name availability here: www.kansas.gov/businesscenter/index.html

Is the Name Available?

Enter business name:

[Guidelines & Restrictions](#) 

[Questions on Reserving a Name?](#) 

A Name Reservation is not required to form a new business. It is ONLY for those who intend to form a corporation or other entity, but require additional time to complete the necessary paperwork.

The state of Kansas does not register DBA, Assumed Name, Trade Name, Fictitious Name, or Sole Proprietorships. Reservation of a business name does not register the business or provide any legal rights to the name.

You should also check the trademark registration status of the name at www.uspto.gov and you can check URL availability at www.godaddy.com.

If you are having trouble coming up with a name, or the same you had selected has already been protected, there are cost-effective crowdsourcing options available to help develop new company name ideas. These sites not only help you to develop alternative name options from a variety of ideas, but also assist in completing the legal applications needed to obtain the name for incorporation purposes. These crowdsourcing websites includes sites such as Crowdspring.com, Sloganslingers.com, and Brandroot.com.

With a 100% money back guarantee, Crowdspring is the most widely used for crowdsourced creative services such as company naming. To start a company name project, it will cost \$299 in which \$200 of that fee will be the award prize to your designer(s). You can add more rewards which cost more to increase the interest of the participants. Or you can simply upgrade to gold package (\$399) which includes higher awards (\$239) and additional features such as basic promotion to your project, team collaborations tool and some privacy preference.

How it works:

1. Launch your Project

To launch a project, you should sign up using your email address and other personal information including phone number for verification purposes. Once you signed up, describe briefly about your company:

- what does your company do
- whether you require a name with .com or other URL with the exact name submitted
- what is your industry
- describe your customers (demographic info about your audience)
- what three things do you want your company name to communicate to your customers (image or what makes your company unique)
- list your company's top three competitors
- what character, tenor or spirit do you wish to convey
- specific words or phrases you do not like to be in your name
- specific words or phrases you like and you want to see incorporated in the name
- any files that you want to share with the designer

After you complete all the information, then you can name your project and set the project length. You can run your project from 3 to 14 days. To launch the project, you are also required to pay the fee up front. You can use either credit cards or PayPal as your payment method.

2. Receive Entries

With the silver package, expect to receive about 75-100 entries. In case you did not get at least 75 entries in the end of your project time, you are eligible to request for a refund.

3. Give feedback

Once you received some entries, it is better to give some feedback, so you can communicate with the designer(s) and shape their ideas to your need.

4. Choose your favorite

When you reach the deadline, you can now decide your favorite name. Crowdspring will handle the payment to the designer which makes the process is even easier.

5. Get your contract

Each package will include a free contract which will give you the full right to own the name. Crowdspring also will help you in case you experience a copyright violation in the future.