Check whether you can use and protect the name

An available domain name does not establish that you can use or protect the name. Have your digital identity examined in relation to your activities, markets and existing rights.



Three different answers

Registering an address, using a name and protecting it as a trade mark answer three separate questions.

FROM SCOPE TO DECISION

01 **Describe the project**

Goods, services, markets and languages. Reuse the information in your naming brief.

02 **Look for similarities**

Exact name, spelling, sound and meaning. Add visible uses to register searches.

03 **Read the findings**

Name, holder, activities, territory, status and dates. Keep the link and access date.

04 **Prepare the decision**

Separate what is established, what remains open and the answers needed before committing.

POINT TO WATCH

No exact search result does not establish an absence of rights. Filing a trade mark does not replace examining existing rights.

YOUR FIRST ACTION

Build an initial search file.

Write down your scope, keep dated findings and formulate the questions still to examine. If specialist analysis is needed, give these materials to your adviser.