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COMPANY NAMES

The right name can be a highly effective marketing tool for any company.

The Companies Rules have now become part of the legislation governing the procedures at the Companies Office of Jamaica. These rules are geared towards protecting the names of companies, and ensuring that information filed with the Companies Office is of the required standard.

CHOOSING A NAME FOR YOUR COMPANY

The name of a company can be a valuable asset as it defines the company to customers and other persons in the Business environment. The right name can be a highly effective marketing tool for any company.

The Companies Act seeks to protect the names of companies from use by others and to ensure that the names used by companies are of an acceptable standard.

The guidelines below are intended to assist you in choosing a name for your company

1. The name of every company must end with the word " Limited" (excepting for those companies granted permission by the Minister to dispense with this requirement)
2. Make sure that the name of your company is unique and cannot be confused with the name of any existing company registered under the Companies Act. A Company may not be registered with a name that is identical or similar to the name of an existing company already registered under the Act, and therefore likely to cause confusion in the marketplace.
3. Ensure that the name of your company will not infringe on any registered trademark. A Company may not be registered with a name that infringes on a registered trademark.

4. A Company may not be registered with a name which is misleading. The name should not give a false impression of the business to be conducted by the company.
 - (i) A Company may not be registered with a name which - is offensive;
 - (i) Outrages public decency and morality;
 - (ii) Connotes an undertaking that is scandalous, obscene and immoral; or
 - (iii) Contravenes the national policy on security;
5. The use of certain words in a company name will require certification from the relevant professional or regulatory body. These words include:
 - "Engineer"**;
 - "Medical"**;
 - "Dental"**;
 - "Bank"**;
 - "Cambio"**;
 - "Pharmacy"**;
 - "University"**.

This certification must be presented when the company is being incorporated.

6. The name of a company should not imply connection with the Royal Family, The Government of Jamaica, a Government department, Statutory undertaking, local authority, or with any Commonwealth or foreign Government, or political party or leader unless the connection can be justified.
7. Some words are protected by statute: The word **"standard"** may only be used as specified in the Standards Act, and the term **"Blue Mountain"** may only be used with the permission of the Coffee Industry Board, for example.

