



## New Hampshire Secretary of State

### NAME AVAILABILITY GUIDELINES

EFFECTIVE JANUARY 1, 2019

**(1) An article.**

- The articles “a”, “an” and “the” do NOT make a name distinguishable when used in the business name.

**(2) Plural forms of the same word.**

- The plural form of a word does NOT make a name distinguishable.

EXAMPLE: GOOD DEED INC is NOT distinguishable from GOOD DEEDS INC

**(3) Phonetic spelling of the same name or word.**

EXAMPLE: CRISPY COOKIES is NOT distinguishable from KRISPY COOKIES  
ALL TECH is NOT distinguishable from ALL TEC, ALL TEX or ALL TEK

**(4) An abbreviation in place of a complete spelling of the entity name.**

- Abbreviations and unabbreviated versions of the same word are NOT distinguishable.

EXAMPLE: NEW ENGLAND is not distinguishable from NE or N.E.  
NORTH EAST is not distinguishable from NE or N.E.  
NEW HAMPSHIRE is not distinguishable from NH or N.H.  
TECHNOLOGY is not distinguishable from TECH

**(5) A suffix or prefix added to a word or any other deviation from or derivative of the same word, excluding antonyms and opposites.**

EXAMPLE:  
FINANCE SPECIALIST, INC. is NOT distinguishable from FINANCING SPECIALIST, INC.

**(6) A change in a word or name indicating entity status (designation).**

- Business designations - Words and abbreviations that are required to identify the type of business entity do NOT qualify a name as distinguishable. This includes abbreviated forms of the identifiers as well as foreign language equivalents.

EXAMPLE: JOHNNY'S JUMPERS LLC is NOT distinguishable from JOHNNY'S JUMPERS, LIMITED LIABILITY COMPANY and is also NOT distinguishable from JOHNNY'S JUMPERS, CORP

**(7) The addition of a numeric designation, unless consent is granted by the current name holder(s).** \* If consent is granted from all conflicts on record the name can be approved

EXAMPLE: BOOKSTORE I or BOOKSTORE ONE is NOT distinguishable from BOOKSTORE

EXAMPLE: CHLOE'S HOUSE III is acceptable with consent from CHLOE'S HOUSE I and CHLOE'S HOUSE II.

**(8) Differences in punctuation or special characters (*particularly characters used as a word replacement such as & or @*), unless it changes the clear meaning of the word.**

- Specific punctuation and symbols are NOT distinguishable.

""	quotation marks
.	period
;	semicolon
!	exclamation
'	apostrophe
\	back slash
	pipe
?	question mark
()	parenthesis
/	forward slash
...	ellipsis
,	comma
-	hyphen
~	tilde
[]{}<>	brackets
_____	underscore
^	carat
:	colon
`	accent

---	dotted line
*	asterisk
><	greater than/less than
#	pound sign/ number
%	percent sign
&	ampersand
\$	dollar sign
+	addition sign
=	equals sign
@	at sign

EXAMPLE: GREAT EXPECTATIONS is NOT distinguishable from GREAT EXPECTATIONS!  
DOLLAR STORE is NOT distinguishable from \$ STORE

**(9) Differences in whether letters or numbers immediately follow each other or are separated by one or more spaces.**

EXAMPLE: ABC Clothing is not distinguishable from A B C Clothing  
Discount Store 1 is not distinguishable from Discount Store1

**(10) An Arabic numeral representing a number, a Roman numeral representing the same number, or a word representing the same number appearing in the same position within otherwise identical names.**

- Numbers or Roman Numerals are converted to the word/number equivalent and will NOT make a name distinguishable, such as:

EXAMPLE: BOOKSTORE III is NOT distinguishable from BOOKSTORE THREE and is also NOT distinguishable from BOOKSTORE 3