







Company Name Registration

-  Maintains competitive advantage
-  Costs less than \$200
-  Instantly available online
-  Valid for as long as you're using it

Own your
limited liability
company,
cooperative
company,
unlimited
company
idea.

Find out more at iponz.govt.nz

Low cost option.

Your business name is your legal identity.

It can also be your brand if you register it as a trade mark too. Registering your business name is the first step in incorporating a company in New Zealand.

What it's for

Anyone, anything, anytime. As long as it's not identical (or almost identical) to another company name, or offensive, you can register it.

What it gives you

Exclusive ownership of that business name on the New Zealand Companies register. It makes it official, and provides you with a New Zealand Business Number which makes doing business easier.

How it works

You just need to make sure no one else is using it, and then apply with the New Zealand Companies Office.

Easy as that. If you want, you can reserve the name with them while you do a preliminary trade mark search to make sure you can also use your company name as a brand. We can even do the preliminary trade mark search for you.