MODULE 4: BRAND, IDENTITY AND MESSAGING

Screen and secure your name

Lesson: Naming, domains and trademarks in Canada · about 15 minutes

Test your current or proposed name and list what you need to secure it.

Your business (name, service, main city):

1. Write your current name, or up to four candidates, with the descriptor each would carry.

2. Score each name from 1 to 3 on say, spell, available, protectable and grows. Total the scores.

3. Record the results of your Google, Maps, social handle, domain, trademark database and Ontario Business Registry searches.

4. List every domain and handle you own, who controls the login, and when each renews.

5. **Decide whether a trademark application is worth it this year, which Nice classes apply, and who will help you file.**

Check: can you now

- Screen a candidate business name against a nine-point checklist before committing to it
- Choose and secure a domain and social handles that you own and control
- Explain what an Ontario business name registration, a .ca domain and a CIPO trademark each do and do not protect

One change you will make this week