



N. XENOFONTOS LLC

Trade names in Cyprus

Introduction

Tradename vs. Trademark

A trade name, trading name, or business name is a pseudonym used by companies that do not operate under their registered company name.

It is very common to confuse the notions of a “trademark” or a “business name” (“tradename”). It is a fact that many people tend to have the belief that by registering a business name, exclusive proprietary rights in the name of a business are afforded. This is clearly not the case, and only trademarks can afford that kind of proprietary protection.

Registering a company name and/or a business name gives you no rights other than to stop someone else registering the exact same name at the Registrar of Companies.

Procedure for registration

1. Application for name approval. The name is subject to the approval of the Registrar of Companies, who may refuse to register it on the grounds that it may be similar to an existing one or is considered to be misleading or confusing.

Particulars to be included in the prescribed form:

- The proposed tradename;
- The place of business;
- The nature of work/activities under which the name will be used;
- The owner of the trade name and
- The date of commencement of business activities.

2. Upon approval, an application for registration of the trade name and request for certificate of registration.

After successful registration, the tradename remains valid and in the registerer until an application for removal is filed by the owner of the name. In case the owner ceases activities, then a notification must be submitted to the Registrar of Companies notifying this.

Examples:

'Ford' being short for Ford Motor Company

'Microsoft' being short for Microsoft (Corporation)

'Kodak' being short for The Eastman Kodak Company

'Coca-Cola' being short for The Coca-Cola Company

If you need assistance with registering your tradename in Cyprus, connect with us.

Connect with us

A: 140 Athalassas Avenue
3rd floor, 2024
Nicosia
Cyprus

T: +357 22 55 27 05
M: +357 99 332 532
E: info@xenofontosllc.com
W: www.xenofontosllc.com

Disclaimer

The information provided in this article is for general information purposes only. You should not rely on this material or information as a basis of making any business, legal or other decision. It is advisable to seek proper legal and or tax advice prior to entering into any transaction or relationship. © N. Xenofontos LLC 2020