

# FORMACOMPANY

Choosing your Company  
Name in Ireland

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# Ireland - Choosing your Company Name



Choosing your company name is crucial when incorporating your new company. It will portray an image to your customer and is essential for branding and must be as flexible as your business potentially will be. Below you can read about a history of company names, and tips to help you choose the right name for your company.



## Free Company Namechecks

Company names in Ireland must be pre-approved for availability and acceptability. The Companies Registration Office has an advanced electronic name reservation system.

A name, if available can be reserved for up to 28 days upon payment of a non refundable fee.

- The Companies Registration Office will only refuse a name, if:
- It is similar, identical or phonetically the same as a name already on the register
- It is offensive
- It implies state sponsorship
- Use of certain words such as Bank, Insurance and Group will require pre-approval and special permission from relevant bodies.

We will check on the availability of your proposed name at The Companies Registration Office (CRO) and advise you of any potential conflicts with existing companies already on the register. [Click here to do a namecheck](#)

*With so much to consider, developing a new company name really is an art.*

## Company Names - Introduction

Naming a company used to be so simple. Financial firms, department stores and publishers featured the names of their founders. Dunnes Stores, Jefferson Smurfit Group, Ernst & Young, etc.

Many companies took the words that best described their business: Ryanair, Bank of Ireland and Bus Eireann.

The internet and its impact, both in the proliferation of new companies as well as the expansion of information and global awareness, have contributed to an explosion of names that frequently sound unrelated to a company's business and often use manufactured words, for example, Yahoo!, Proxicom, Aviva, Experian.

The Internet's lack of boundaries and wealth of information has made users comfortable exploring places and topics they were never aware of before. As a result, acceptance of words from other cultures and the exposure to the unknown and the unusual have made people less judgemental regarding new company names.

<i>Limited Companies</i>
<b>Timescale 2-3 days</b>
<a href="#">Click here to order a company</a>
<b>Company names must be pre-approved for availability</b>
<a href="#">Click here to do a namecheck</a>
<b>Cost</b>
<a href="#">Click here to see our fee table</a>

We will be happy to answer any question you may have about incorporating a Limited company in Ireland. Please click here to: [Ask us a Question](#)

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## Existing Company Names

A company cannot be incorporated in Ireland with any name that is identical or very similar to an existing company name, is offensive or would suggest state sponsorship. Also, there are restrictions for any name that requires approval of the government or central bank.

## Protected Company Names

Bank; Banker; Banking; Banc; Insurance; Re-Insurance; Assurance; Society; Co-op; Co-operative; and names suggesting connection with Government departments.

## Sensitive Company Names

When using either Group, Holdings or International in your company name, most countries expect the user to give evidence to justify the use of that name.

**Group** - You will need to provide evidence of association with two or more limited companies. If the name clearly shows that the company is to promote the interests of a group of individuals, then the name will normally be approved.

**Holdings** - You will need to provide evidence of holding 50% of the share capital of another company.

**International** - If you wish to use this word as a prefix, you need to show that the major part of the company's activities is in trading outside the country of incorporation. If you wish to use it as a suffix; approval will usually be given if you can show that its main activities are exports, or that it operates in more than one country overseas.

## Non Distinctive Words

It is generally recommended that company names include extra words so as to create a sufficient distinction between names. This will increase the possibility of the proposed name being accepted for registration. Certain words and their abbreviations together with accents and punctuation marks are not sufficient to distinguish between company names. Examples of such words include the definite article and the words "company", "co.", "corporation", "and", "&", "service", "services", "limited", etc. Place names are not considered distinguishing e.g. Ireland, Dublin, West, etc. or words such as Global, Universal or International.

Similar descriptive elements e.g. press/printing, staff agency/employment agency, or the inclusion in one name of only a general or weak qualification such as "system", "services", "international", "solutions", "enterprises" etc. are not be regarded as a sufficient distinction between company names.

## Company Name Check list

- Check that the name is available as a domain name.
- Can the name be easily pronounced.
- Can it be read quickly and clearly.

## Identifying a Winner

With so much to consider, developing a new company name really is an art.

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