

Reserve a company name



Need help with reserving a company name?



[View a short video on how to reserve a company name online.](#)

The clip will open in a new window.

Requires Adobe Flash Player version 7 or higher.

What you need to know before you reserve a company name

- Applying to reserve a name online with the Companies Office costs only NZ\$10.
- Begin by checking that your name is capable of being reserved (for example, it is not offensive nor does it contravene any enactment).
- Search the Companies Register and the register of trade marks to check that the name is not already in use or protected. [Learn more about searching the Companies Register.](#)
- Apply for your name online.
- Your name reservation letter will be delivered via email.
Note | Because of increased filtering of email by both ISPs and companies, you may not receive your confirmation email. Always check your trash, deleted, or quarantined folders for this confirmation email.
- Names used by companies that have been struck off are able to be reserved, provided that they are not the same or similar to another name on the Companies Register.

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Step-by-step instruction to reserve a company name

1. Confirm that the name will be allowed. For example, It cannot be too similar to another company name, offensive or contain certain words (such as, ANZAC, Royal, Bank) that are governed by other pieces of legislation. Symbols, such as @ cannot be used in the company name.
2. Search the Register to check that the name that you want is available.
3. Search the [Intellectual Property Office of New Zealand \(IPONZ\)](#) website check that the name you want is not trade marked in your area of business.
4. Apply for your name online - it only costs NZ\$10.
 - To reserve a company name online you must pay via credit card or direct debit.
 - You will need access to a computer that can open Adobe documents, a valid email address and a printer.
5. Retain your name reservation letter, it contains information you will refer to again later.
Note | Because of increased filtering of email by both ISPs and companies, you may not receive your confirmation email. Always check your

trash, deleted, or quarantined folders for this confirmation email.

6. Use your reserved name to register a new company or to change an existing company's name within 20 working days.

Important information

You must submit your application for incorporation to the Companies Office before the expiry date printed on the name reservation letter. If the company is not incorporated before this date the name will be forfeited and you will need to reapply and pay another NZ\$10 reservation fee.

Further information

[Make a name application online](#)

Whether you are applying for a name to form (incorporate) a company or to change a name for an existing company, the process is the same. It costs NZ\$10 to reserve a name online.

[Names that cannot be reserved](#)

Any company name may be reserved unless it comes within any one of three categories of names that must not be reserved.

[Protecting your business name](#)

A business starts building its brand (trading name or mark) from the day it opens. The longer a business operates the more valuable its brand recognition in the marketplace becomes.

[Names that contravene another act](#)

Certain names are protected by specific statutes. We will not approve these names without approval from the relevant authorities.