ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · CHOOSE A COMPLIANT PRACTICE NAME

Practice name compliance checklist

The company-naming and designation checks to run before you commit to a name.

01 Company-naming rules

Set by the Companies Act 2006 Part 41. This is a signpost, not legal advice: confirm the specifics for your name.

- [ ] The name complies with the Companies Act 2006 Part 41 business-name rules.
- [ ] The name is not misleading about what the practice does or the status it holds.
- [ ] The name is clear on Companies House and does not clash with an existing one.
- [ ] A basic trademark search turns up no obvious conflict.

02 Professional-body designation

"Chartered Accountants" and "Certified" are restricted terms. Check your body's rules before you use either.

- [ ] An eligible ICAEW sole practitioner can use "Chartered" automatically.
- [ ] A company needs a majority of chartered directors and ownership to use "Chartered".
- [ ] If you are not eligible, you avoid "chartered", "certified" or any wording implying that status.
- [ ] If you are unregulated, "accountant" on its own is fine.

> WE CAN DO THIS FOR YOU
>
> We build the brand, we do not clear names. Confirm your eligibility with your professional body before you use a restricted term.
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03 Domain and handles

Lock these before you print anything or design a logo around a name you cannot keep.

- [ ] The .co.uk domain, and ideally the .com, is available.
- [ ] The social handles you want are free on the platforms you will use.
- [ ] A professional email address on your own domain is possible with this name.

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- [ ] Nothing you have chosen forces a name you cannot legally use.

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