



## Quick Reference Guide

[www.PracticeUPOnline.com](http://www.PracticeUPOnline.com)

Follow Up to:

### Best Practices for Naming Your Advocacy or Care Management Practice

#### Questions to Ask to Help You Choose Your Name:

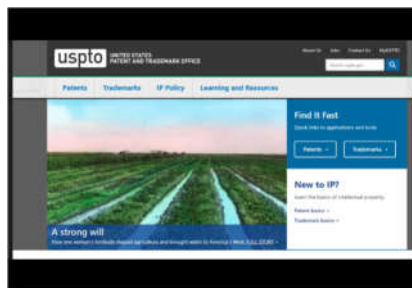
- ◆ Balance between limiting your practice and finding keywords that will work for search engines:
- ◆ Where will you perform your services?
- ◆ What services will you provide?
- ◆ How many professionals will work under your company name?
- ◆ Are you a nurse or other clinically trained professional?
- ◆ Advice: Avoid Alienation (and avoid the terms 'navigator' or 'navigation')
- ◆ Is your name of choice being used by someone else? (see notes below)
- ◆ How will you go out of business?

#### Check to see if your choice is already trademarked:

In Canada: [www.ic.gc.ca](http://www.ic.gc.ca)

In US: [www.USPTO.org](http://www.USPTO.org) > Trademarks > TESS

- Then choose: Basic Word Mark Search
- Type in your name of choice. Be sure it is set on Combined Word Mark and All Search Terms
- Then Submit Query
- You want the answer to be NO TESS RECORDS FOUND (because that means it might be available to you.)



#### Check to see if your web address is available:

Look for availability at WHOis.net.

If you're having trouble finding an available URL:

- Try other extensions like .net or .org or .care or others
- Try variations on the words you like (example: shift from 'advocates' to 'advocacy')

