Your practical *name-readiness checklist*

Before you build around the name, use this plain-language guide to organize the name, offering, ownership information, search notes, and launch timing before you make a larger investment.

> **This guide organizes information. It does not clear a name.**
> Completing these steps does not establish that a name is available, registrable, noninfringing, or legally appropriate to use.

For keyboard and screen-reader-friendly completion, use the guided digital worksheet on the page where you received this printable companion.

CLARIFY

Write down exactly what the name identifies and who is expected to own it.

LOOK

Search close versions online and in the official USPTO trademark database.

DECIDE

Identify what still needs attention before the launch or spending grows.

Part one

Describe the name and what customers will receive

EXACT NAME YOU ARE CONSIDERING

Example: Bright Path Business Academy. **Where to look:** Use the spelling planned for the website, logo, sales page, or offer.

WHAT WILL THIS NAME IDENTIFY?

Example: An online course that teaches new managers how to lead teams. **Where to look:** Use the one-sentence description from the website, business plan, or sales notes.

WHAT WILL CUSTOMERS BUY OR RECEIVE?

Example: Six coaching sessions, videos, and a workbook.

WHO IS IT FOR?

Example: First-time managers at small technology companies.

PERSON OR COMPANY EXPECTED TO OWN THE NAME

Example: Bright Path Consulting LLC or Jordan Lee. **Where to look:** Check formation documents, EIN records, contracts, tax records, and contributor agreements.

> **Ownership reminder:** Forming a company, registering a business name, or buying a domain does not by itself determine trademark ownership or legal clearance.

Part two

Build a useful list of name variations

A search should not stop with the exact wording. List versions that may look, sound, or mean something similar.

VARIATION TO CONSIDER	EXAMPLE	YOUR VERSIONS
Spacing and punctuation	Bright Path / BrightPath	
Sound-alikes and common misspellings	Brite Path / Bright Pass	
Shortened versions	Bright Path Academy	
Similar meaning	Clear Route Academy	
Plural, singular, or reordered wording	Bright Paths / Path Bright	
Handles and words without spaces	@brightpathacademy	

OTHER VERSIONS YOU PLAN TO SEARCH

Where to look: Say the name aloud. Consider shortened versions, common misspellings, similar words, and the wording without spaces.

Part three

Search the marketplace and public records

Use the exact name and your variations. The purpose is to identify results that deserve a closer look—not to reach a legal conclusion.

- ☐ General web search results
- ☐ Social platforms, handles, and hashtags
- ☐ Podcast, book, course, app, and industry directories
- ☐ Domain and business-directory results
- ☐ The official USPTO trademark database at tmsearch.uspto.gov

CLOSEST BUSINESS OR BRAND YOU FOUND ONLINE

Example: "BrightPath Coaching — leadership coaching in Georgia." **Where to look:** Record the name, what it sells, where it appears, and the date you viewed it.

CLOSEST RESULT IN THE USPTO TRADEMARK DATABASE

Example: "BRIGHT PATH, owned by Example Co., business training, Serial No. 12345678." **Where to look:** Record the owner, goods or services, status, and serial or registration number.

> **No result is not a conclusion.** A database may not show every party that could claim rights, and a potentially relevant name does not need to be identical.

Part four

Note your timing and the questions that remain

HOW PUBLICLY IS THE NAME BEING USED?

Where to look: Check websites, social profiles, invoices, launch emails, sales, packaging, and recorded content.

WHEN DO YOU PLAN TO LAUNCH OR SPEND MORE?

Where to look: Check the launch calendar, media buys, design contracts, printing, inventory, production, and web-development plans.

Questions that may justify pausing for closer review

- ☐ A similar name appears with related goods, services, buyers, or channels.
- ☐ The intended owner or contributor rights are unclear.
- ☐ The name is already connected to sales, a public audience, or a major launch.
- ☐ Renaming later would disrupt a book, podcast, certification, program, or product line.
- ☐ The name will support licensing, sponsorships, affiliates, or broader expansion.

WHAT IS THE MOST IMPORTANT UNRESOLVED QUESTION?

Part five

Use your notes to decide what comes next

Gather missing information

Complete the owner, offering, audience, search, or timing details you could not answer.

Compare close results

Place the names, offerings, buyers, and channels side by side without declaring a legal winner.

Refine the concept

Consider whether a more distinctive name or narrower concept would better support the business.

Discuss professional review

When the investment or uncertainty is growing, ask what scope of attorney search or strategy work may be appropriate.

Want to discuss the proposed name?

A $250 one-hour prepaid consultation may be used to discuss the name, offering, ownership questions, preliminary search results, and the appropriate next legal step.

The consultation does not include a comprehensive clearance search, written opinion, application preparation, or filing unless separately scoped and agreed to in writing. Scheduling or payment does not guarantee matter acceptance or create an attorney-client relationship.

SCHEDULE A CONSULTATION

Educational disclaimer. This resource provides general U.S.-focused trademark education. It is not a trademark search, clearance opinion, or legal advice and does not create an attorney-client relationship. It does not evaluate a particular name or situation. Search results can change. Completing this guide does not determine that a name is available, registrable, noninfringing, or legally appropriate to use. Representation begins only after conflicts clearance, a signed engagement agreement, and required payment.