



Registering a Trade Name

A “trade name” is a name an owner uses to identify his/her business. “Trade names” are not registered at the state or federal level but are registered with local government, primarily in the county in which a business operates. (O.C.G.A. 10-1-490). If a trade name meets the criteria of a trademark or service mark, however, it also might be eligible for registration as such on a state or federal level.

Registering a business trade name is not the same thing as registering a corporation. Incorporating a business requires an attorney in most cases and is registered with the office of Secretary of State.

Registering a business trade name involves four easy steps:

1. Verify that the trade name to be registered is not currently in use in Rabun County by consulting the Trade Name books. The Trade Name books contain all of the trade names registered in this county. The Clerk’s office will be happy to help you research a business name.
2. Pick up an “Application to Register a Business to be Conducted Under Trade Name, Partnership or Others” in the office of the Clerk of Court.
3. After the form is completed and signed in the presence of a notary public, return it to the Clerk of Court, where it will be

recorded and a copy given to the applicant. The cost of recording is \$165.

4. Take a copy of the application to the legal organ of Rabun County, The Clayton Tribune, to be published for two consecutive weeks. The applicant is responsible for making sure this requirement is carried out and for the payment of any fees charged by the newspaper for running the legal advertisement.

Should the business change ownership or the name of the business change, a new and amended registration should be filled out.