

Name Change vs. Name Correction

This document provides guidance to help determine whether a name change, or a name correction is needed.

Name Change

A name change is when a company completely changes their name.

There are a number of reasons for a company to change their name, including:

- 1) If the name no longer represents what they do, and may even constrict them.
- 2) The brand has become stagnant or has been through some controversy that tarnishes its name.
 - a. The company has outgrown their name.
 - b. The name causes brand confusion.
- 3) For trademark, legal or more practical reasons.
 - a. Legally being forced to change the name.
 - b. A company may be facing a PR disaster.
- 4) The company name is failing to stand out.
- 5) The company has expanded beyond their geography.
- 6) The company is named after its founder.
- 7) The company name is an acronym.

Examples of Company Name Changes:

- Omnova Solutions Inc to Synthomer Inc
- Simmons Feed & Supply Co to Simmons Feed & Supply LLC
- American Gypsum Co to American Gypsum Company LLC

Name Correction

A name correction is a spelling correction to a portion of the name or a company is missing a portion of their name.

Examples of Company Name Corrections:

- Dehy Alfalfa Mills to Dehy Alfalfa Mills Inc
- Southern Grout & Mortars Inc to Southern Grouts & Mortars Inc
- The Kansas City Southern Railway Co to Kansas City Southern Railway Co

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