

[SEC MEMORANDUM CIRCULAR NO. 14, October 24, 2000]

REVISED GUIDELINES IN THE APPROVAL OF CORPORATE AND PARTNERSHIP NAMES

In implementing Section 18 of the Corporation Code of the Philippines (BP 68), the following revised guidelines in the approval of corporate and partnership names are hereby adopted for the information and guidance of all concerned:

1. The corporate name shall contain the word "Corporation" or its abbreviation "Corp." or "Incorporated", or "Inc."

The partnership name shall contain the word "Company" or "Co.". For limited partnership, the word "Limited" or "Ltd." shall be included. In case of professional partnership, the word "Company" need not be used:

2. Terms descriptive of a business in the name shall be indicative of the primary purpose. If there are two (2) descriptive terms, the first shall refer to the primary purpose and the second shall refer to one of the secondary purposes.
3. The name shall not be identical, misleading or confusingly similar to one already registered by another corporation or partnership with the Commission or a sole proprietorship registered with the Department of Trade and Industry.

If the proposed name is similar to the name of a registered firm, the proposed name must contain at least one distinctive word different from the name of the company already registered.

4. Business or tradename of any firm which is different from its corporate or partnership name shall be indicated in the articles of incorporation or partnership of said firm.
5. Tradename or trademark duly registered with the Intellectual Property Office can not be used as part of a corporate or partnership name without the consent of the owner of such tradename or trademark.
6. If the name or surname of a person is used as part of a corporate or partnership name, the consent of said person or his heirs must be submitted except if that person is a stockholder, member, partner or a declared national hero. If such person can not be identified or non-existent, an explanation for the use of such name shall be required.
7. The meaning of initials in the name shall be disclosed in writing by the registrant.