

Information on registering Tradenames (aka 'Doing Business As (DBA)' in Hawaii.

What is a Trade Name?

Trade Names is a formal declaration that an individual, company or organization is conducting business under a different name. Trade Names are also commonly referred to as “doing business as (DBA)”, “fictitious business names”, or “assumed business names”. All these terms mean the same thing.

Do I need one?

If you are using your own proper name as your company name Ailed Garcia Design, then you do not need to register a Trade Name/DBA in most cases in most states. However if you are working under another company name, example LUCID WHITESPACE, in some states, Trade Names/DBA must be registered, so business owners can use the name in contracts, open bank accounts, write and cash checks with that business name. Registration also discourages competitors from using your name or a similar one. **In Hawaii** a registering a Trade Name/DBA is not required. You should also note that registering a trade name does not automatically grant ownership to the party that has registered the name—continuous and constant use of the trade name indicates true ownership.

Advantages of Registering a Trade Name.

Registering a business trade name lets other businesses, who are thinking of using the same name know that specific name is already in use. By attempting to register a trade name the business owner is alerted if there is another business already in existence with that name. A registered trade name can help avoid legal name disputes down the road. *Some banks do require a trade name to be filed with the state of Hawaii prior to opening a business checking account or applying for a loan.*

Coming up with a Trade Name.

The business owner is responsible for doing a thorough name search to be sure the trade name is not already in use. If you have decided on a business name and find out that someone else already has that name, you may still be able to register it if you are in a different industry or trade. There may be restrictions on your Trade Name choice. For example, some states may not allow it to reference a geographical location unless you're located there.

Filing a Trade Name with the State of Hawaii.

Upon completing a General Excise Tax—Business License, in Hawaii you can register your Trade Name (a.k.a. DBA, assumed name or fictitious business name) yourself with your [Department of Commerce and Consumer Affairs \(Business Registration Division\)](#). Or of course you can use a legal document service such as [LegalZoom](#) to handle the entire process for you. A business does not need to file the trade name with the county. A standard filing will require payment and take three to five days. A rush filing can be accomplished in 1 day. A registered name is good for five years. The business owner is responsible for re-registering the trade name, as the State of Hawaii will send no renewal notice. Failure to renew the initial registration allows the name to be adopted by a rival company.

STEP 1:

To file online click this link (NOTE: You will be prompted to Login to the system to directly access the online form):
<https://hbe.ehawaii.gov/BizEx/filing/expert/index.eb>

—or—

To file in person or by mail, download/print the PDF: <http://hawaii.gov/dcca/breg/registration/trade/>
(click Forms>Form T-1)

STEP 2:

Fill out the form

STEP 3:

Review and Purchase online

—or — print completed PDF and mail with payment per the instructions

—or— print completed PDF and go to the Department of Commerce and Consumer Affairs (Business Registration Division) hand-deliver form and submit payment in-person.

FOR MORE INFORMATION CONTACT OR VISIT

Department of Commerce and Consumer Affairs (Business Registration Division)

Mailing Address: P. O. Box 40 Honolulu, Hawaii 96810

Office Address: King Kalakaua Building 335 Merchant Street, Rm. 201 Honolulu, Hawaii 96813

Contact phone numbers: (808) 586-2744 (administration) (808) 586-2727 (documents registration)

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