

Agency Name Availability

Selecting your Security Guard Agency Name

In starting up a security guard agency, the first thing you will need to do is get approval of your agency name through the Licensing Unit. Securing your agency name with the Arizona Corporation Commission and/or a trade name through the Arizona Secretary of State's office does not guarantee your name with the Licensing Unit. The Licensing Unit's standards for name approval are much more stringent. The Licensing Unit must consider other factors before approving your agency name. We have sole proprietor agencies and partnerships that are not required to register with the Arizona Corporation Commission and/or Secretary of State's office. We also have uniform administrative rules that require the word "Security" to be used on uniforms when the agency name does not contain the word security. This could cause a conflict with the agency name in certain situations. The general purpose of restricting similar names is to avoid confusion to the public. This confusion can cause complaints and misinformation provided to the public.

To avoid confusion, the following guidelines should be used.

Choosing a Name for your Security Guard Agency

The business name rule expressed below and the method the Licensing Unit uses to approve names is not a difficult process. We strongly encourage you to receive approval of a name through the Licensing Unit "before" seeking this through the [Arizona Corporation Commission](#) and/or [Arizona Secretary of State](#) as our standards of approval are much more stringent. To be approved for an agency name all you have to do is the following:

1. Review the information below.
2. Choose at least three (3) potential names for your agency, in the order of preference, that you would be comfortable using.
3. Call the Licensing Unit at 602-223-2361 to see if your proposed agency name is available.

Security Guard Agency

Arizona Administrative Code [R13-6-207](#)

Business Name

- A. The Department shall not grant a license to an agency with a name that includes the words "United States," "Federal," "State of Arizona," "Police," or "Bureau of Investigation," or a name that associates the business with any governmental or law enforcement agency.
- B. The Department shall not grant a license to an agency with a name that includes "corporation," "corp.," "incorporated," "Inc.," or "L.L.C." unless corporation papers are filed with the Arizona Corporation Commission or approval to operate as a foreign corporation is obtained from the Arizona Corporation Commission.
- C. The Department shall not issue a license to a corporation or limited liability company using a trade name unless the trade name is registered with the Arizona Secretary of State's Office. A sole proprietorship or partnership may, but is not required to, register a trade name.
- D. The Department shall not approve a new business name that is similar to the business name of a currently licensed agency.
- E. The qualifying party of an agency, resident manager, and agency associates and employees shall do business and present themselves under the name on the agency license.
- F. A qualifying party shall do all business under the name and at the address that is on file with the Department and noted on the agency license. The qualifying party shall ensure that both the agency name and license number are listed on all letterhead and business cards and included in advertising and contracts with clients.

Security Guard Agency Name Guidelines

The general purpose of restricting similar names is to avoid confusion between the different security guard agencies to the general public. It is also possible that the general public might confuse security guard agencies with state and federal law enforcement. Confusion has caused complaints and misinformation to the public. To avoid confusion, the following guidelines should be used when selecting an agency name.

1. **Banned words:** The following words **MUST NOT** be part of an agency name.

Examples:

- a. *United States*
- b. *Federal*
- c. *State of Arizona*
- d. *Bureau of Investigation*
- e. *Police*
- f. *Officer*
- g. *Patrolman*
- h. *Deputy*
- i. *Marshall*
- j. *Agent*
- k. *Sheriff*

2. **Name Similarities:** Names that are so similar that it would cause confusion to the general public are not available.

Examples:

- a. *"Professional Security" is NOT distinguishable from "Professionalism Security"*
- b. *"Operational Security" is NOT distinguishable from "Operation Security"*
- c. *"Sunny Arizona Enterprise" is NOT distinguishable from "Sunny Arizona Enterprises"*
- d. *"Desert Southwest Services" is NOT distinguishable from "Desert SW Services" or "Desert Southwestern Services"*

3. **Entity identifiers or endings:** Words and abbreviations that are required to identify the type of business entity are disregarded when considering name availability and do NOT qualify a name as distinguishable. This includes abbreviated forms of the identifiers as well as foreign language equivalents. Thus, names otherwise identical except for the presence of any of the following words or abbreviations shall not be considered distinguishable:

Examples:

- *Corporation*
- *Company*
- *Incorporated*
- *Limited*
- *Co.*
- *Ltd.*
- *Corp.*
- *Inc.*
- *Limited Partnership*
- *Limited Liability Company*
- *Limited Company*
- *LLC*
- *LC*
- *Registered Limited Liability Partnership*
- *LLP*
- *Professional Corporation*
- *Professional Service Corporation*

- **PLLC**
- **PLC**
- **Professional Association**

Examples:

- **All night Company**
 - **All night Company, Inc.**
 - **All night Corporation**
 - **All night LLC**
 - **All night Limited Partnership**
- A name may NOT be comprised only of identifiers listed above.
- Examples:
- **Limited Liability Company**
 - **PLLC Incorporated Co.**
 - **Professional Association Corporation**
- Foreign corporations: "Words or abbreviations of like import in another language".
- Example:
- **"Los Gatos S.A., Inc." is NOT distinguishable from "Los Gatos Inc."**

- 4. And: "&" and "And" are NOT distinguishable. Agency names otherwise identical except for the presence of "and" or the ampersand symbol (&) or just a space between words will not be considered distinguishable.**

Examples:

- a. **"Rain & Sun Security" is NOT distinguishable from "Rain and Sun Security"**
- b. **"Len & Company, Inc." is NOT distinguishable from "Len and Company, Inc"**

- 5. Articles: Articles of speech (a, an, the) do NOT make a name distinguishable.**

Examples:

- a. **"Universe Security" is NOT distinguishable from "The Universe Security"**
- b. **"The Fly on the Wall agency" is NOT distinguishable from "Fly on the Wall agency"**
- c. **"A Hawk Eye Group" is NOT distinguishable from "Hawk Eye Group".**

- 6. Possessives: The possessive form of a word is NOT distinguishable from the plural.**

Examples:

- a. **"Steven's General Security" is NOT distinguishable from "Stevens General Security"**
- b. **"Walter's Protection Group" is NOT distinguishable from "Walter Protection Group"**
- c. **"JB's Security" is NOT distinguishable from "JBs Security"**

- 7. Marks of punctuation and differences in the use of special characters and all other marks of punctuation appearing in agency names are disregarded when considering name availability and do not qualify an agency name as being distinguishable. These characters will not appear as part of the agency name.**

Examples:

- **quotation marks ("")**
- **period (.)**
- **semicolon (;)**
- **exclamation (!)**
- **apostrophe (')**
- **back slash (\)**
- **pipe (|)**
- **question mark (?)**
- **parenthesis ()**
- **forward slash (/)**

- hyphen (-)
- degree (°)
- ellipsis (...)
- comma(,)
- brackets ([], { }, < >)
- underscore(_)
- carrot (^)
- colon (:)
- accent (´)
- dotted line(--)
- asterisk (*)
- greater/less than (< >) or any other special characters.

Examples:

- "ADC Construction Security" is NOT distinguishable from "A.D.C. Construction Security"
- "Reliable Security" is NOT distinguishable from "Reliable: Security"
- "Bob's Security" is NOT distinguishable from "Bobs Security"
- "Let's Secure It " is NOT distinguishable from "Let's Secure It!"

8. Roman and Arabic numbers are NOT distinguishable from words representing the numbers.

Examples:

- a. "Two Guys Walking" is NOT distinguishable from "2 Guys Walking"
- b. "Best Security Agency #3" is NOT distinguishable from "Best Security Agency No. Three"
- c. "Second Alert" is NOT distinguishable from "2nd Alert"
- d. "Brian's One to One Protection" is NOT distinguishable from "Brian's 1-2-1 Protection"
- e. "Mark 4 Building Security" is NOT distinguishable from "Mark IV Building Security".

9. Word spacing or combining: A proposed agency name is deemed to not be distinguishable because of the addition or subtraction of spaces.

Examples:

- a. "Tri City Protection" is NOT distinguishable from "Tricity Protection"
- b. "Top Co " is NOT distinguishable from "TopCo"
- c. "Hilltop Watchers" is NOT distinguishable from "Hill Top Watchers"
- d. "Outbound Guards" is NOT distinguishable from "Out Bound Guards"
- e. "Northwest Security Services" is NOT distinguishable from "North West Security Services"

10. The use of upper and lower case of letters within an agency name are disregarded when considering name availability. Thus, names otherwise identical except for difference in the use of upper and lower case shall not be considered distinguishable.

Examples:

- a. "Azsec" is NOT distinguishable from "AZSEC"
- b. "NW Security" is NOT distinguishable from "nw security"

11. False implication of Government Affiliation: The name may not be one that might falsely imply governmental affiliation, local, state, or federal or any sub-division thereof without authorization to register such a name.

Examples:

- a. "Arizona State Protective Services" could imply the agency is associated with the State of Arizona.
- b. "I.R.S. Investigation Group" could imply the agency is associated with the Internal Revenue Service.

- c. *"BLM Park Security Services" could imply the agency is associated with the Bureau of Land Management.*
 - d. *"Tucson City Security" could imply the agency is associated with City of Tucson*
- 12. World-wide web prefix (www) or suffix (.com, .org, .net etc.): The addition of a worldwide web prefix or suffix is not distinguishable.**
- Examples:
- a. *"mysecurityco.com" is NOT distinguishable from "mysecurityco.org"*
 - b. *"www.securitywatch.com" is NOT distinguishable from "http://securitywatch.org"*
 - c. *"RooseveltAreaSecurity.org" NOT distinguishable from "Roosevelt Area Security"*
- 13. Abbreviations: Abbreviations and unabbreviated versions of the same words are NOT distinguishable.**
- Examples:
- a. *"The Wizard of AZ Services" is NOT distinguishable from "The Wizard of Arizona Services"*
 - b. *"Mister Security" is NOT distinguishable from "Mr. Security"*
 - c. *"St. Matthew's Security" is NOT distinguishable from "Saint Matthew's Security"*
 - d. *"Mt. Bradshaw Home Security" is NOT distinguishable from "Mount Bradshaw Home Security"*
 - e. *"I See You Technology" is NOT distinguishable from "I See You Tech", "I See You Tec", or "I See You Tek"*
- 14. Different spellings of proper names are NOT distinguishable.**
- Examples:
- a. *"Bird Security" is NOT distinguishable from "Byrd Security" or "Burd Security"*
 - b. *"Smith Security Watch" is NOT distinguishable from "Smyth Security Watch" or "Smythe Security Watch"*
 - c. *"Kelly CO" is NOT distinguishable from "Kelley CO" or "Kellie CO"*
- 15. Unique or Improper Spelling: A proposed agency name is NOT distinguishable from a currently licensed agency if the unique, archaic, or improper spelling of a word or words makes up the difference.**
- Examples:
- a. *"B-4 the Fall Home Watch" is NOT distinguishable from "B4 the Fall Home Watch" or "Before the Fall Home Watch"*
 - b. *"Kwik Konstruction Security" is NOT distinguishable from "Quick Construction Security" or "Qwik Construction Security"*
 - c. *"Brown Dog Security" is NOT distinguishable from "Brown Dawg Security"*
- 16. The following letters and specific symbols are NOT converted to the word/number equivalent and are NOT distinguishable: A-Z, % , \$ @ , #, + , = ,**
- Examples:
- a. *"\$ Store Security" is NOT distinguishable from "Dollar Store Security"*
 - b. *"Security + Services" is NOT distinguishable from "Security Plus Services"*
 - c. *"@Home Security" is NOT distinguishable from "At Home Security"*
- 17. Grossly offensive, obscene or names that have an illegal connotation: Names that contain words, phrases or references that are clearly derogatory to a particular group of people, such as gender, ethnic group, religious group, race etc., are commonly understood to have a profane meaning or usage, or that inappropriately promote abusive or unlawful activity will not be acceptable.**

The following items *DO* make an agency name distinguishable from another name:

1. **Key Words.** If two or more of the key words are different and are arranged in a different order. A "key word" means any word other than articles, prepositions, conjunctions or entity identifiers, such as "corporation", "incorporated", "company," etc. The Licensing Unit will determine if key words have been overused, therefore NOT distinguishable.
Examples:
 - a. *"Stacey's Security" is distinguishable from "Security guards by Stacey"*
 - b. *"John's Security Services" is distinguishable from "John's Protection Agency"*
 - c. *"Twice as good protection services" is distinguishable from "3 times the protection service"*
 - d. *"Universal Special Security Protection" is distinguishable from "Universal Security Concepts"*

2. **Foreign language names:** Words in a foreign language are not translated into English, but must consist of letters in the Roman alphabet, Arabic numerals (0, 1, 2, 3, etc.), or symbols capable of being readily reproduced by the Licensing Unit.
Examples:
 - a. *"Rio Verde Security" is distinguishable from "Green River Security"*
 - b. *"Evangelical Guard Services" is distinguishable from "Evangelico Guard Services"*
 - c. *"Paloma Blanca Seguridad" is distinguishable from "White Dove Security"*

3. **The use of geographical designations *may* make a name distinguishable.** The Licensing Unit needs to determine if the geographical designation has been overused, therefore NOT distinguishable.
Examples:
 - a. *"Ahwatukee Investigation & Security Services" is distinguishable from "Ahwatukee Guard Service"*
 - b. *"Arizona Jack of all Trades, Inc." is distinguishable from "Arizona Guard Service"*
 - c. *"Guard Services of Peoria" is distinguishable from "Security Guards of Peoria" or "Peoria Guards"*

4. **Names comprised of initials *may* be used but must be distinguishable from other agencies that may already be displaying the same initials on their uniforms, vehicles and stationery.** The Licensing Unit needs to research current licensed agencies to see if the initials are already in use.
Examples:
 - a. *"AB Security" might be distinguishable if "Alpha Bravo Security" or "Arizona's Best Security" is not already using these initials.*
 - b. *"ACE Security" might be distinguishable if "Andrew C. Eve's Security" or "Arizona Charlie's Everyday Security Service" is not already using these initials.*
 - c. *"TKO Personal Security" might not be distinguishable from "Technical Knock Out Personal Security"*
 - d. *"T&J's Guard Service" might not be distinguishable from "Tammy & Joes Guard Service"*

5. **Doing Business As (DBA) names:** DBA names or trade names *may* be used but must follow the same guidelines above. If using a DBA name registered with the Arizona Secretary of State in conjunction with a company name registered with the Arizona Corporation Commission, both names must be listed on all application documents and insurance certificates. The DBA name must be displayed on the: shoulder patch, breast patch or badge; letterhead, business cards and stationery; advertising and contracts with the client.
Examples:
 - a. *If using Smith's Personal Security, Inc. DBA Smith's Security, then Smith's Security must be displayed on shoulder patch, breast patch or badge, stationery, advertising and contracts.*

- b. If using AJ's Investigation and Security, LLC (FN) DBA Alan's Security Service, then Alan's Security Service must be displayed on shoulder patch, breast patch or badge, stationery, advertising and contracts.*
- c. If using Arizona Jack of all Trades, Inc. DBA Jays Security, then Jays Security must be displayed on shoulder patch, breast patch or badge, stationery, advertising and contracts.*

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