



ARIZONA DEPARTMENT OF PUBLIC SAFETY

SECURITY GUARD AGENCY NAME SELECTION GUIDELINES

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SECURITY GUARD AGENCY NAME SELECTION

In starting up a security guard agency, the first thing you will need to do is get approval for 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 for the public. This confusion can cause complaints and misinformation to be 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:

- A. Review the information below.
- B. Choose at least three (3) potential names for your agency, in order of preference, that you would like to use.
- C. Email the Licensing Unit at Agencies@azdps.gov to see if your proposed agency name is available.

Security Guard Agency

Arizona Administrative Code R13-6-207 Business Name

- D. 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.
- E. The Department shall not grant a license to any 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.
- F. 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.

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- H. The qualifying party of an agency, resident manager, agency associates, and employees shall do business and present themselves under the name on the agency license.
- I. 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 with 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 | g) Patrolman |
| b) Federal | h) Deputy |
| c) State of Arizona | i) Marshall |
| d) Bureau of Investigation | j) Agent |
| e) Police | k) Sheriff |
| f) Officer | |

- 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) "Dessert 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:

- | | |
|------------------------|---|
| a) Corporation | j) Limited Liability Company |
| b) Company | k) Limited Company |
| c) Incorporated | l) LLC |
| d) Limited | m) LC |
| e) Co. | n) Registered Limited Liability Partnership |
| f) Ltd. | o) LLP |
| g) Corp. | p) Professional Corporation |
| h) Inc. | q) Professional Service Corporation |
| i) Limited Partnership | r) PLLC |
| s) PLC | |

- t) Professional Association
Examples:
- i) All night Company
 - ii) All night Company, Inc.
 - iii) All night Corporation
 - iv) All night LLC
- u) All night Limited Partnership a name may **NOT** be comprised only of identifiers listed above.
Examples:
- i) Limited Liability Company
 - ii) PLLC Incorporated Co.
 - iii) Professional Association Corporation
- v) Foreign corporations: "Words or abbreviations of like import in another language"
Examples:
- i) "Los Gatos S.A., Inc." Is **NOT** distinguishable from "Lost 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:
- | | |
|---|-------------------------|
| a) quotation marks ("") | l) degree (°) |
| b) period (.) | m) ellipsis (...) |
| c) semicolon (;) | n) comma (,) |
| d) exclamation (!) | o) brackets ([, {, < >) |
| e) apostrophe (') | p) underscore (_) |
| f) back slash (\) | q) caret (^) |
| g) pipe () | r) colon (") |
| h) question mark (?) | s) accent (') |
| i) parenthesis () | t) dotted line (--) |
| j) forward slash (/) | u) asterisk (*) |
| k) hyphen (-) | |
| v) greater/less than (< >) or any other special characters. | |
- Examples
- i) "ADC Construction Security" is **NOT** distinguishable from "A.D.C. Construction Security"
 - ii) "Reliable Security" is **NOT** distinguishable from "Reliable: Security"

- iii) "Bob's Security" is **NOT** distinguishable from "Bobs Security"
- 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 form "Out Bound Guards"
 - e) "Northwest Security Services" is **NOT** distinguishable from "North West Security Services"
- 10) The use of upper and lower case letters within an agency name is disregarded when considering name availability. Thus, names otherwise identical except for a 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 subdivision 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 World Wide Web prefix or suffix is **NOT** distinguishable.
Examples:
- a) "myssecurityco.com" is **NOT** distinguishable from "mysecurityco.org"
 - b) "www.securitywatch.com" is **NOT** distinguishable from "http://securitywatch.org"
 - c) "RooseveltAreaSecurity.org" is **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 "keyword" means any word other than articles, prepositions, conjunctions, or entity identifiers, such as "corporation", "incorporated", "company", etc. The Licensing Unit will determine if keywords 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 most 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" are not already using these initials.
 - b) "ACE Security" **MIGHT** be distinguishable if "Andrew C. Eve's Security" or Arizona Charlie's Everyday Security Service" are 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 "Tamy & 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.

Please contact the Arizona Department of Public Safety Licensing Unit with any questions (*all contact information on the first page of this document*).