

**DEPARTMENT OF INSURANCE**

PRODUCER LICENSING BUREAU  
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LIC 447-42A (Rev 07/2010)



**Name Approval Request**

- Name Reservation for New Business Entity
- Individual DBA request (Sole Proprietor)
- Changes (i.e.; business entity name change, individual dba change, and merger of business entities)

The use of any true or fictitious name (other than the bona fide natural name of an individual) by a licensee or applicant for such license is subject to disapproval by the Commissioner (Refer to Insurance Code Sections 1724.5, 1759.10, 1811, 1841, 14042, and 15031).

**Carefully Review the Enclosed Regulations**

1. To help expedite the processing of your request, use this informational form, completed in full print legibly or type required information). Return completed form with correct fee, see #9.
2. If you or the business entity is currently licensed with this department, please provide the name and license number.

Name \_\_\_\_\_ License # \_\_\_\_\_

3. List the business name you wish considered in order of preference. Five choices may be submitted.

1st: \_\_\_\_\_

2nd: \_\_\_\_\_

3rd: \_\_\_\_\_

4th: \_\_\_\_\_

5th: \_\_\_\_\_

Insurance Producers please note: fictitious name must denote insurance production; such as, insurance agency, insurance sales, insurance services, insurance marketing, insurance center or insurance solutions.

**Name Approval Request (Continued)**

4. Type of entity or sole proprietor

Sole proprietor (Individual):

Corporation:

A. Is this entity formed as a result of the merger of organizations?  
Yes  No  if yes, submit a copy of the merger agreement.

B. If already incorporated, submit a copy of the articles of incorporation.

Limited Liability Company:

A. Is this entity formed as a result of the merger of organizations?  
Yes  No  if yes, submit a copy of the merger agreement.

B. If already registered, submit a copy of the articles of organizations.

Partnership:

Other: (Please list) \_\_\_\_\_

5.

A. If name is to be used by a business entity (Corporation, Limited Liability Company or Partnership, etc.) list the principle nature of the entity's business.

\_\_\_\_\_

B. Approximately what percentage of the organization's income will be derived from insurance business?

80 to 100%     21 to 79%     20% or less

6. License type(s) under which the entity will use this name to conduct insurance business:

- Fire and Casualty Broker-agent
- Limited Lines Automobile Insurance Agent
- Personal Lines Broker-agent
- Life and Disability Analyst
- Surplus Line Broker
- Insurance Adjuster
- Bail Agent
- Reinsurance Intermediary-Broker
- Credit Insurance

- Life-Only Agent
- Accident and Health Agent
- Motor Club
- Administrator
- Special Lines Surplus Line Broker
- Public Insurance Adjuster
- Bail Permittee
- Reinsurance Intermediary – Manager
- Other



## Name Approval Request (Continued)

(Information for Adjusters per Insurance Code Sections 14042 and 15031).

Section 7540 of the Business and Professions Code states in part:

No licensee shall conduct a business under a fictitious or other business name unless and until he has obtained the written authorization of the bureau to do so.

The bureau shall not authorize the use of a fictitious or other business name, which is so similar to that of a public officer or agency or of that used by another licensee that the public may be confused or misled thereby.

The authorization shall require, as a condition precedent to the use of any fictitious name, that the licensee comply with Chapter 5 (commencing with Section 17900) of Part 3 of Division 7.

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Section 17900 of the Business and Professions Code states:

- a. As used in this chapter, "fictitious business name" means:
- (1) In the case of an individual, a name that does not include the surname of the individual or name that suggests the existence of additional owners.
  - (2) In the case of a partnership or other association of persons, a name that does not include the surname of each general partner or a name that suggests the existence of addition owners.
  - (3) In the case of a corporation, any name other than the corporate name stated in its articles of incorporation.
- b. A name that suggests the existence of additional owners within the meaning of subdivision (a) is one which includes such words as "Company," "& Company," "& Son," "& Sons," "& Associates," "Brothers," and the like, but not words that merely describe the business being conducted.
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The use of the words, "Corporation," "Corp.," or "Inc." will not be approved for an individual or partnership license. Limited Liability Companies must list the initials LLC's at the end of your dba (doing business as) name.

All names require the word "insurance" in the name followed by agency, services, marketing, sales, center or solutions. You may only have "one" dba (doing business as) name approved for your use, unless by right of purchase. All names must meet the [Name Approval Criteria](#).