

**Name Approval Request**  
Section 1724.5 of the California Insurance Code

Check the box that applies to this request (one request per form):

- Name Reservation for New Business Entity
- Individual DBA Request (Sole Proprietor)
- DBA Name Change (Sole Proprietor)
- Business Entity DBA Request

Changes: please check choice(s):  business entity name change  
 business entity DBA change  
 merger of business entities

1. If you or the business entity is currently licensed with this department, please provide the name and license number.

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

2. For a producer license, the word “**insurance**” must appear 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** stated on the following link: <http://www.insurance.ca.gov/0200-industry/0020-apply-license/0300-business-license/name-approval-criteria.cfm>

For a bail license, the name must have the phrase **bail bond** or **bail bonds**.

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

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

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

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

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

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

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3. Type of entity or sole proprietor (please check one):

Sole proprietor (Individual)

Corporation

Limited Liability Company

Partnership

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

4. If merger or conversion please submit copy of approved documentation from the Secretary of State.

5. Additional comments:

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6. The fee for application or request for approval of true or fictitious name (except there is no fee when the name is contained in an original application) is as follows:

Producer \$58

Bail \$32

**(Submit copy of your Bail Bond Underwriting Agreement with your surety company).**

Adjuster:

Independent

Add or Change \$28

Reissue \$32

Public

Add or Change \$28

Reissue \$28

Mail documents and fees to:

Department of Insurance  
P.O. Box 1139  
Sacramento, CA 95812-1139

Signature: \_\_\_\_\_  
(Must be signed by Sole Proprietor or Officer of the Business Entity)

Title: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City	State	Zip code
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E-mail address: \_\_\_\_\_

If you have any questions, please call appropriate Unit noted below or email [LicDocuments@Insurance.ca.gov](mailto:LicDocuments@Insurance.ca.gov). You may also mail your concerns to the California Department of Insurance, 300 Capitol Mall, Sacramento, CA 95814.

- Business Entity Unit: (916) 492-3069
- Adjuster Unit: (916) 492-3085
- Bail Unit: (916) 492-3035

## **Name Approval Request (Continued)**

Information for Adjusters can be found in Sections 14042 and 15031 of the California Insurance Code.

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 of the California Code of Regulations.

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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 additional 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 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 California Insurance Code Sections 1724.5, 1759.10, 1811, 1841, 14042, and 15031).