

SERBIA LLC COMPANY NAME

The business name shall contain the company name, legal form and place of the company seat.

Rules of SBRA and the Conflicting Practice

Once the application for registration of a registered name is filed to SBRA, this institution questions and examines, ex officio, if the Register already contains the same or a similar name of another company or entrepreneur with the same or similar predominant business activity.

According to SBRA rules, two names must differ from each other by at least 3 characters, bearing in mind that generic words within the name are not relevant for that difference.

Therefore, words such as trade, company, group, Trans, corporation (korporacija), cellar (podrum), club (klub), as well as other words that describe business activity of the economy entity, will not establish the required difference. John Doe Doo = John Doe Corporation Doo...

Naming rules

→ The business name must contain a title, a legal form, and the place of the company's main office. It can contain other elements if that is written by law following the legal form.

→ The business name can not offend morals, can not contain abusive words, and can not provoke prejudices about legal form or the company's business.

→ The company's title must contain at least three characters (do not count numbers or symbols, -, & or similar).

→ The business name can be written in the Serbian language, whether Cyrillic or Latin. (Concretely, if the Memorandum of association or decision is written in Cyrillic, then the business name must be written in Cyrillic in the registrational application).

→ The same rules are applied both for small and capital letters because the business name must be identically written in the registrational application.

Notes

- The company's business name can contain the word 'Serbia', the name of a territorial unit or autonomous province of the Republic of Serbia, as well as derivatives or any other forms which remind of those words, with the approval of the authorities.

- The business name can contain the name of a foreign country or an international organization also with the approval of the authorities of that country.

- The company can have the name in another foreign language; it can use foreign words or characters as well as Arabic and Roman numerals (this possibility exists only for the title, not on the full business name of the company).

- If you add the founder's initials or two other letters or numbers, write a combination of existing titles, or divide that word with a hyphen or space, that application will not be approved.