



Guide to Clinic Naming

When must I have my proposed clinic name approved by the College?

As a practising Denturist, you need to have your clinic name approved by the College of Denturists of Ontario's (CDO) Executive Committee unless you are using your own name as recorded in the CDO's Register (e.g. "John Doe Denture Clinic").

Do I have to register the name with the Ontario government?

If you are incorporating your clinic then you will also have to submit the name to the Ontario government as part of the incorporation process. The Ontario government will make a determination about whether it accepts the name of the corporation. If the name of the business is different than the name of the corporation, the business name will also have to be registered with the Ontario government. Business name registration applies to:

- Sole proprietorships
- Partnerships

For more information on incorporating in Ontario please follow this link:

<https://www.ontario.ca/page/start-run-and-change-corporation>

- * ***Please note that registration of the clinic name with the Ontario government does not mean that the name will be approved by the Executive Committee. Further, approval by the Executive Committee does not mean that the Ontario government will register the name.***

If I am the new owner of an existing clinic, can I use the previous owner's name?

New owners of an existing clinic cannot use the name of the previous owner when the business is purchased since the clinic name must include the name of the current owner (one exception would be if both owners have the same name). However, the clinic can include in its advertising that the clinic formally operated under the name of the previous clinic.

What if I am intending to use a geographic location in my clinic's name?

When choosing a name for a clinic, members should be aware that if the name includes a geographic location and the clinic subsequently moves to a different geographic location the name of the clinic will need to be changed to reflect the new location.

If I register my clinic name with the College, is the name protected?

Registration of a clinic name with the College, or inclusion in the College's register, does not protect the name of a clinic. Members should consult with their own legal counsel for advice on how to protect the name of a clinic or business.

For more information:

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