



Companies and Intellectual
Property Commission

a member of **the dti** group

NOTICE TO ALL CUSTOMERS

REGISTRATION OF BUSINESS (“TRADING AS”) NAMES UNDER THE CONSUMER PROTECTION ACT, 2008

The purpose of this notice is to provide an update to the public regarding the provisions of the Consumer Protection Act, 2008 (the Act), relating to business names (Chapter 4, Part A, read with Item 5 of Schedule 2 of the Act).

The provisions relating to the registration of business names through the CIPC have not yet taken effect as the effective date for implementation thereof is still to be published by the Minister of Trade and Industry in the Government Gazette. This notice by the Minister must furthermore be given 6 (six) months prior to the implementation date.

As soon as the date has been published, it will be communicated to the general public by CIPC in print media and on the CIPC website, at www.cipc.co.za.

Until the provisions come into force, there is no prohibition on the creation and use of business names.

As from the date of implementation, business names will be required to be registered with the CIPC, unless a name has been in use for a period of more than 1 year prior to the effective date of implementation.

The CIPC will provide further information relating to the process and requirements for registration of business names in due course.

Yours sincerely

Astrid Ludin (Ms)
COMMISSIONER
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