



## THE LAW SOCIETY OF UPPER CANADA CHECKLIST TO THE APPLICATION FOR A PROFESSIONAL CORPORATION NAME CERTIFICATE UNDER PART II OF BY-LAW 7

**Lawyers and Paralegals who wish to practise law or provide legal services through a professional corporation are strongly encouraged to seek professional advice on the best business structure for their particular situation. An Application for a Professional Corporation Name Certificate is recommended and can save the corporation costs if the name is not approved and an amendment is required.**

**Applicants are encouraged to review the following sources of information about professional corporations:**

*Law Society Act*

Part II of By-Law 7

*Rules of Professional Conduct*, in particular, Chapter 4

*Paralegal Rules of Conduct*, in particular, Rule 8

Professional Corporation Name Guidelines (attached)

### APPLICATION REQUIREMENTS

1. Submit your completed and **original** Application for a Professional Corporation Name Certificate  
**DO NOT FAX or EMAIL**
2. Submit a separate application for each name to be considered
3. All corporate names must include the words "Professional Corporation" in full and not abbreviated or separated by any other words
4. All names must comply with section 3 of By-Law 7, as well as Section 4.2 of the *Rules of Professional Conduct* and/or subrule 8.03 of the *Paralegal Rules of Conduct*

The Law Society of Upper Canada may require further information from you before the application is approved. Omissions or inaccuracies in your answers may delay processing.

Questions about review and approval of applications should be directed to By-Law Administration Services by calling 416-947-3315 and asking to be transferred, or emailing [bylawadmin@lsuc.on.ca](mailto:bylawadmin@lsuc.on.ca)

**Mail to: The Law Society of Upper Canada, By-Law Administration Services  
Osgoode Hall, 130 Queen St W, Toronto, Ontario M5H 2N6**



THE LAW SOCIETY OF UPPER CANADA  
BY-LAW ADMINISTRATION SERVICES  
130 QUEEN STREET WEST, TORONTO, ON M5H 2N6

BYLAWADMIN@LSUC.ON.CA  
PHONE: 416-947-3315 OR 1-800-668-7380 EXT. 3315

The Law Society of Upper Canada | Barreau du Haut-Canada

## THE LAW SOCIETY OF UPPER CANADA APPLICATION FOR A PROFESSIONAL CORPORATION NAME CERTIFICATE UNDER PART II OF BY-LAW 7

### APPLICANT'S INFORMATION

#### 1. PERSONAL INFORMATION

Applicant's Full Name:

Law Society Number:

#### 2. BUSINESS CONTACT INFORMATION

Business/Employer Name and Address:

Telephone/Mobile:

Fax:

Email:

#### 3. THE PROPOSED NAME OF THE INTENDED PROFESSIONAL CORPORATION IS:

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Date: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

Print Name: \_\_\_\_\_

### IMPORTANT WARNING

If a certificate is issued in response to this application, the certificate will state only that the Law Society of Upper Canada does not object to the proposed name of your intended professional corporation. The certificate does **NOT** reserve the name, and does **NOT** mean that the Director appointed under the *Business Corporations Act* has approved the name. It is the responsibility of the applicant to determine that he/she has the legal right to use the proposed name.

**NOTE: You are not permitted to use the name of your intended corporation until you have applied for and been issued a Certificate of Authorization by the Law Society for your professional corporation.**

(for office use only)

Approved by:

Approval date:

# **Professional Corporation Name Guidelines**

*The following guidelines are used by staff to assist in determining whether the name of a professional corporation, or a proposed name, complies with the Law Society Act, the Law Society's By-Laws, the Rules of Professional Conduct and the Paralegal Rules of Conduct. Each name, or proposed name, is considered on its own merits on a case-by-case basis.*

1. A professional corporation name may not include language that would imply a connection to a specific geographic location. Legal clinics under the *Legal Aid Service Act, 1998* may continue to use names that indicate a connection with the communities they serve, in keeping with the purpose of the clinic structure.
2. A professional corporation name may not include language that would imply a connection with a government agency or with a public or charitable legal services organization.
3. A professional corporation name may not include language that would imply a connection with a cultural, racial, ethnic or religious group or organization.
4. A professional corporation name may not contain language that would imply a connection with any other entity or organization not already enumerated.
5. A professional corporation name may not include language that would imply that the professional corporation was the only or the best law firm or paralegal firm.
6. A professional corporation name may not include language that would imply a comparison between the services performed by that professional corporation and other firms.
7. A professional corporation name may not contain language that would be misleading as to the number of licensees practising with the professional corporation, or their status in the professional corporation.
8. A professional corporation name may not include language that would imply the existence of a partnership, association or affiliation between licensees when no such relationship exists (i.e. two sole practitioners who share office space carrying on business under a common firm name).
9. A professional corporation name may not include language that is specifically prohibited by statute (e.g. *Business Names Act, Business Corporations Act, Ontario Human Rights Act, Partnerships Act, Patent Act, Trade-marks Act, Copyright Act*).
10. A professional corporation name may not include language that is demeaning, degrading or derogatory.
11. A professional corporation name should not be too general or only descriptive.
12. The name of a professional corporation must include the words "Professional Corporation" or "Société professionnelle" and may not include the word "Limited", "Limitée", "Incorporated", or "Incorporée" or the corresponding abbreviations "Ltd.", "Ltée", or "Inc."