

Nameguard

Just how well do you know your clients?

We know how important the names associated with your business are to you, which is why we have created NameGuard, the most sophisticated name watching service available.

What is NameGuard?

Nameguard monitors the Companies House register on a daily basis and identifies any companies, including newly formed companies and changes of name, who have registered a name similar to the name(s) that you are protecting.

We will email a weekly report in PDF format detailing the company names that have been identified and their registered number and registered office address.

If you wish to find out more about a reported company, we can provide a company search for just £14 plus VAT - a significant discount on our usual company search price.

How do I get started?

NameGuard is simple to set in motion. All we need from you is a list of names that you would like to protect. We also recommend that you monitor variations of those names, including any "brand nicknames". For example if we were to monitor "Marks & Spencers" we would also watch "M & S" and "Marks & Sparks". Our experienced team will discuss the watching criteria with you to make sure that your name is fully protected.

How much does it cost?

You pay an annual subscription fee for each name being monitored, discounts are available when monitoring multiple names, please see the prices below.

| Number of names being monitored | Price |
|---------------------------------|-----------|
| 1 name | £95 + VAT |
| 6 - 10 names | £85 + VAT |
| 11 names and over | £75 + VAT |

Next step?

To find out more please contact our expert Mike Sullivan.

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Jordans is a member of the Direct Marketing Association.

