



**State of New Jersey**  
**DEPARTMENT OF BANKING AND INSURANCE**  
**LICENSING SERVICES BUREAU - INSURANCE**  
 PO Box 327  
 TRENTON, NJ 08625-0327

TEL (609) 292-7272  
 FAX (609) 984-5263

**BUSINESS NAME & TRADE NAME APPROVAL REQUEST FORM**

N.J.A.C. 11:17-2.8 states that the New Jersey Department of Banking and Insurance (NJDOBI) must approve all business and trade names of applicants for a resident New Jersey insurance producer license. It is strongly recommended that name approval by this Department is obtained prior to submitting an application for a resident New Jersey insurance producer license. Additionally, please be advised that recording of the name by the County Clerk or government entities does not guarantee acceptance by this Department. For this, as well as other reasons, all name requests should be approved by the Department of Banking and Insurance before the recording of the name by a County Clerk or other government entity. Names that do not comply with N.J.A.C. 11:17-2.8 will not be approved.

Please submit this completed form to Karla Christie via e-mail at [karla.christie@doji.nj.gov](mailto:karla.christie@doji.nj.gov) or faxed to (609) 964-4195.

**Review for approval may take up to 20 business days after receipt of request by the NJDOBI.**

Please list up to three name choices in order of your preference:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

New Jersey Insurance Producer License Number (If Applicable): \_\_\_\_\_

Federal Tax number-FEIN for Business Entity (If Applicable): \_\_\_\_\_

Please Provide Mailing Address and E-mail Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check type of approval requested below:

- \_\_\_ Business Entity Change of Formation (Resident Only)
- \_\_\_ DBA/Trade Name for (Sole Proprietorship Individual or Business Entity) (Resident Only)
- \_\_\_ Legal Business Name (Resident Only)
- \_\_\_ Legal Business Name Change (Resident Only)
- \_\_\_ Nonresident Consent Letter for Foreign Entity (Filing for COA)
- \_\_\_ Partnership (Resident Only)

After name approval by the NJDOBI, Sole Proprietorships and Partnerships should file with the County Clerk's Office. These business types are also required to register with the Division of Revenue, Client Registration obtaining the Certificate of Authority and a Tax Identification number. The Department of Treasury website is [www.state.nj.us/treasury](http://www.state.nj.us/treasury).