

Business Letter Changing Company Name

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There are many reasons to write a business letter. Changing company name is one of the most important reasons as it can be a defining moment in rebranding a business image.

Another common reason a business letter changing company name is written is to keep the public and clients abreast of current contact information. By sending out the letter, it can preserve legal rights to the name, as well as establish a brand name that can build intangible value.

Note that laws can vary from state to state, and country to country, thus in addition to maintaining proper documentation, the business should research and register with the proper governmental entities.

Business name changes can occur for a variety of reasons:

- New owners
- Change in strategic direction
- Updating or modifying an image
- Legal issues
- Merger/transaction
- Redefining business
- Highlighting new product

In every instance, business owners need to make sure clients can find the company on the Internet and through other media services. Further, customers may also need update or otherwise address contractual and other legal issues, especially if a new legal entity is created with the name change. Specifically, clients:

1. Need accurate names in databases
2. Have updated names for proper reflection in business transactions
3. Tax records such as MISC 1099s need to be properly completed

To achieve this goal, the business should provide notice well in advance of the name change. This notice should include all basic information, such as:

1. Complete name of business
2. Effective date of the new name
3. Sunset date of previous name (if different from effective date of new name)
4. Legal information that may accompany name change.

Modern Business Associates is an HR company that focuses on payroll and HR outsourcing. We routinely work with clients to tackle issues such as how to communicate a business name change to employees. As a Professional Payroll and HR outsource organization, our clients rely on us to help them effectively deal with these kinds of topics.