

User guide

ASIC Connect

How to register a business name for the first time if the holder is an individual (sole trader)

The screens and data pictured in this guide are examples only. Actual screens can have minor differences in text and layout.



Register a business name

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- ASIC Connect is the online system used to manage your business name.
- You can lodge an application for a business name online from your ASIC Connect account.
- This guide explains how to apply for a business name if the holder is an individual (sole trader). Other business name holder types will result in different screens and questions being asked.
- You must have an Australian Business Number (ABN) registered to an individual (sole trader) or an ABN application reference number to apply for a business name (unless an exemption applies).

Please note: if you are in the process of reinstating a cancelled ABN you will need to wait for this to be finalised with the Australian Business Register before you apply for a business name with ASIC.

- We have different payment methods you can use to pay your registration fee. These include paying online by credit card or later by BPAY or invoice.
- Further assistance using ASIC Connect can be accessed via the
 Presp State button at the top right-hand side of the screen.

How to register a business name for the first time if the holder is an individual

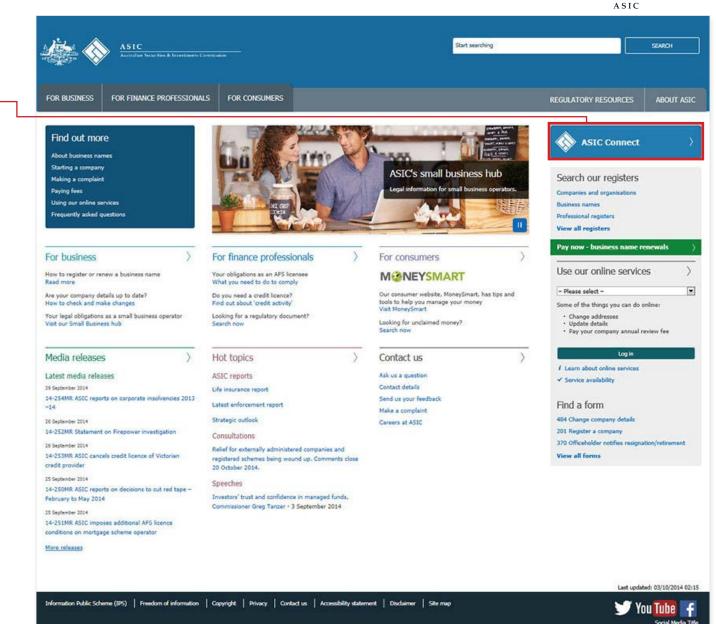


Get started

Visit our website at www.asic.gov.au. Click on the blue **ASIC Connect** box. This will take you to ASIC Connect.



How to register a business name for the first time if the holder is an individual





Get started

First, you will need to sign up for an ASIC Connect account.

Select **Sign up** in the blue ASIC Connect box.

You can also choose to log in with an **AUSkey**.



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How to register a business name for the first time if the holder is an individual

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Get started

- 1. Read the information about ASIC Connect.
- 2. Select **Sign Up** to create a new ASIC Connect account.



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How to register a business name for the first time if the holder is an individual



Get started

Sign up

- 1. Enter your email address. This will become your username.
- 2. Enter a password that is a minimum length of nine characters, consisting of three of the following lowercase (a-z) and uppercase (A-Z) alphabetic characters, numeric characters (0-9) or special characters (!\$#%). It cannot contain any two consecutive characters that appear in your user ID, first name or last name. It must not be one of your previous eight passwords.
- 3. Enter your personal details (given name, family name, phone).
- 4. Select a security question from the drop-down box and enter the answer.
- 5. Tick the box to confirm you have read and accept the terms and conditions.
- 6. Select Create account to continue.

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Connect **Gearch Registers** within: Select 📥 Home "A A* 🚔 💽 Help 🖬" Sign up Quick Links ▶ Australian Business Register 🗹 ABN Lookup Your details * Mandatory fields Find ACN ▶ Australian Business Account 🗹 Enter your details below. Australian Business Licence and Information Service Note: If you are acting on behalf of another person, you must enter your own details. ASIC cannot assist customers who are not recorded on our system, even if they are set up as an authorised lodger. ▶ Trade Mark (TM) Check ▶ Franchise Council of Australia <? * Username (email address): 1 ▶ NZ Companies Office I * Confirm username (email address): ▶ Information Brokers * Password: <? 2 A Follow ASIC * Confirm password: FOLLOW US ON Luitter * Given name: 3 See more on You Tube Other given names: Join us on facebook * Family name: (()) ASIC WEBCAST * Phone: O Work O Home O Mobile * Security question: -- Select --- <? 4 * Security answer: <? * I have read and accept the terms and conditions of the ASIC Electronic Lodgement Protocol. 5 100 We may use the details you provide on this page to contact you if there is a problem with a transaction. See how we use your information. ◀ Back Create account

How to register a business name for the first time if the holder is an individual



Log in

We will send an activation email to the email address you provided. This can take up to 15 minutes to reach you depending on your email provider.

After you receive your email, open it, and click on the **Activate ASIC Connect account** link. If this does not work, you can copy and paste the link from your email into your web browser.

Log in using your email address and password provided on the previous screen.

ASIC Connect	Search ASIC Register Within: Select For:	s M Ga
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Image: Second structure If you have already signed up, log in by entering your username (email address) and password below. Username (email address): Username (email address): (email address): Password: Eorgotten your password? Log in ►	 Need help Don't have an account? Sign up Forgotten your password? How to lodge online Having trouble logging in? 	 ABN Lookup ¹ ABN Lookup ¹ Find ACN ¹ Australian Business Account I Australian Business Licence a Information ¹ Trade mark check ¹ Franchise Council of Australia NZ Companies Office ¹ Information Brokers ¹
Sign up Don't have an account? Sign up now via link below Sign up	 Information about business names Search ASIC's registers See more on YouTube 	Follow ASIC Follow US ON Ewitter See more on Yall Tube Join us on facebook

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Adding to your business details

When you log into ASIC Connect for the first time, you will be prompted to add business names to your account.

- 1. If you do not have an existing business name, select **No**.
- 2. Select Licences and registrations.

If you do have an existing business name that you would like to link to your account, read our How to link business names to your account user guide.

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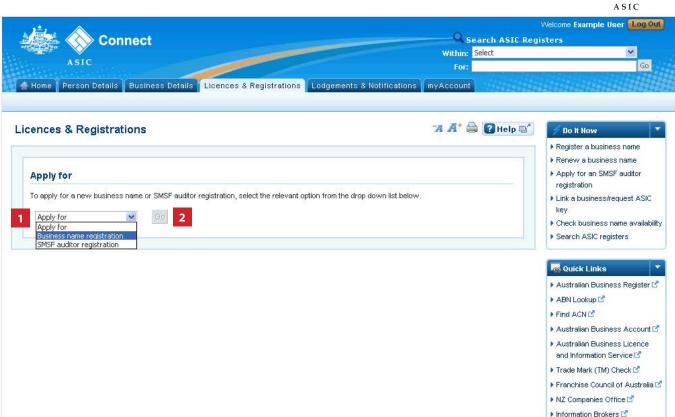
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How to register a business name for the first time if the holder is an individual



Register a business name

- 1. Select **Business name registration** from the drop-down box.
- 2. Select Go to continue.



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How to register a business name for the first time if the holder is an individual

Register a business name

- 1. Read the information about applying for a business name.
- 2. Tick the boxes under **Things to be aware of** after you have read and understood the information.
- 3. Select **Get Started** to start your application.

Connect ch ASIC Reg Within: Select ences & Registrations Lodger "A A" 🚔 🔁 Help 🖽" Apply for a Business Name Do It Nov Register a business name · Renew a business name 😊 Before you start + Apply for an SMSF auditor registration The application takes an average of 15 - 20 minutes to complete. You can choose to save and exit the application if you cannot complete it in one sitting. If you do, the information you entered will be saved for 90 days but the business name you entered will not be held and will be available for someone else to resister. Link a business/request ASIC key Resume your application by logging on to your account. Go to 'myTransactions' under the 'Lodgements and notifications' tab to resume your application. + Check business name availability Search ASIC registers 😌 Who can lodge an application? Quick Links + Australian Business Recister The proposed business name holder or a person authorised by them may lodge the application. Here are the steps to apply for a business name and the information you will need on hand. + ABN Lookup Step by step information is available in our How to apply for a business name quide. ▶ Eind ACNIS + Australian Business Account Step 1 Enter the Australian Business Number (ABN) or ABN application reference number of the + Australian Business Licence entity that will hold the business name and information Service 15 Find the ABN before you start, Don't have an ABN? Visit the Australian Business Register to apply, • Trade Mark (TM) Check 15 If you apply with an ABN application reference number, the business name will be held (but not registered) until your ABN application has been determined by the ABR. ▶ Franchise Counce of Australia + NZ Companies Office 2 Information Brokers ℃ Step 2 Enter the proposed business name and decide if you want to register it for 1 or 3 years To get ready you can check to see if the name is available 2 Need Help 7 Enter the business name you would like to register and select 'Check Name Availability'. Business name registration is case sensitive. You must enter the name exactly as it should appear on the register. + Business name registration > Linking a business Step 3 Enter the details of the proposed business name holder SMSF auditor registration Depending on the type of holder, details may include the: • full name, date and place of birth, and residential address of individuals Benew your business name Troubleshooting ACN or ARBN of companies or registered bodies, or organisation representatives for organisations that are not companies or registered bodies (do not have an ACN or ARBN). + Erequently asked questions Read more information about the details you will have to provide for the proposed business name holders. A Follow ASIC Step 4 Enter the addresses of the business You Tube 📑 You will need to provide: • a street address for the service of documents • a street address for the principal place of business, and • an email address You can also provide a mobile phone number for SMS reminders. Step 5 Confirm eligibility to hold a business name You will be asked to make specific declarations before you lodge the application including a declaration that the proposed business name holder (or any person involved in the management of the business) is not <u>dispusified under</u> the Business Names Reputation Act 2011. Step 6 Review and change the information if required You will have the opportunity to double-check all the information you have entered and edit it if required. Step 7 Declare You will be asked to declare that you understand the terms of lodgement of the application and that the information provided is true and correct. If you are lodging this application on behalf of the proposed holder, you will be asked to declare that you have the appropriate authority to lodge and make declarations on their behalf. See who may be authorised to lodge an application to register a business name for more information Step 8 Pay the registration fee Have your Visa or MasterCard ready to pay the registration fee, or pay by BPay. If you choose to pay later you will need to provide an email address so we can send you an invoice. We must receive payment within 10 business days or we won't register the name. Find out more about using this application, Things to be aware of Registering a business name does not give the holder exclusive name rights. The holder may be subject to legal action for using a business name that has the potential to mislead the public. In the holder may be indevientedly whroping someone elec's trade mark with the proposed business name. Choosing a business name that infringe an avoiding frade marks can be a costly exercise—it could mean hetry legal bils, drewn out disputes and even the closure of the business. That is why it's so important to undertake a trade mark. (10) block: 'use' Laviana's search objects. IV A holder that is part of a franchise needs consent from the franchise owner to use the business name. Vet the Council of Australia for more information about franchises-The holder should check for any state or territory business licences that may be required. Get tailored information about government-related licences, registrations and permits at the <u>Australian Business Licence and</u> Information Service (ABLS). The holder may want to register a domain name in addition to the business name. For more information and to search for available domain names before applying for a business name see the <u>Avatralan Domain Name</u>

Welcome Example User LogOut

IThe privacy notice explains how we collect and disseminate the information provided in this application.



How to register a business name for the first time if the holder is an individual

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ABN options

To apply for a business name , you must have either:

- an ABN, or
- an ABN application reference number.
- 1. Select the **relevant ABN option**.
- 2. Enter the **ABN** or **ABN application** reference number with no spaces in the field provided.
- 3. Select **Next** to continue.

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ABN Options		Renew a business nam Apply for an SMSF audi registration	
	N) to apply for a business name. If your ABN application is still being processed, you can use ay the Australian Business Register. Select one of the following options, complete the details of	the ABN	t ASK
• The proposed business name holder has	an ABN	 Check business name a Search ASIC registers 	vailat
Enter ABN	* Mandatory field:	s Quick Links	
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*Enter ABN	2 Find ABN	 ▶ Find ACN III ▶ Australian Business Ac 	coun
C The proposed business name holder has	applied for an ABN and has an ABN application reference number. 📀	Australian Business Lic and Information Service	
C The proposed business name holder is ap	pplying as a joint venture which does not have an ABN, but all joint venture partners have an A	ABN	
	ies on business exclusively on Christmas Island, or the Cocos (Keeling) Islands and does not	Franchise Council of Au	
ADN		Information Brokers II	
C The proposed business name holder does	sn't have an ABN	? Need Help ?	
	3	Next > Business name registra	ition
	2	Linking a business SMSF auditor registratio	20
		 SMSF auditor registratio Renew your business r 	
		Troubleshooting	ane
		Frequently asked question	

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How to register a business name for the first time if the holder is an individual



Business name availability

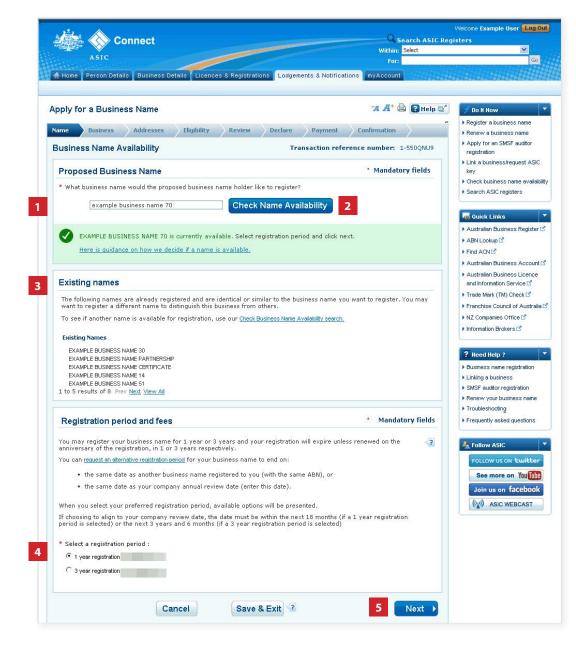
- 1. Enter your proposed business name in the field provided.
- 2. Select Check Name Availability.

The name you have entered will be highlighted in either of the following colours:

- green the name is available for registration;
- amber manual decision is required by ASIC; or
- red the name is unavailable. You will need to enter another business name.
- 3. Review the existing business names that are similar to the one you have proposed.
- 4. Select your preferred registration period (1 year or 3 years).
- 5. Select Next to continue.

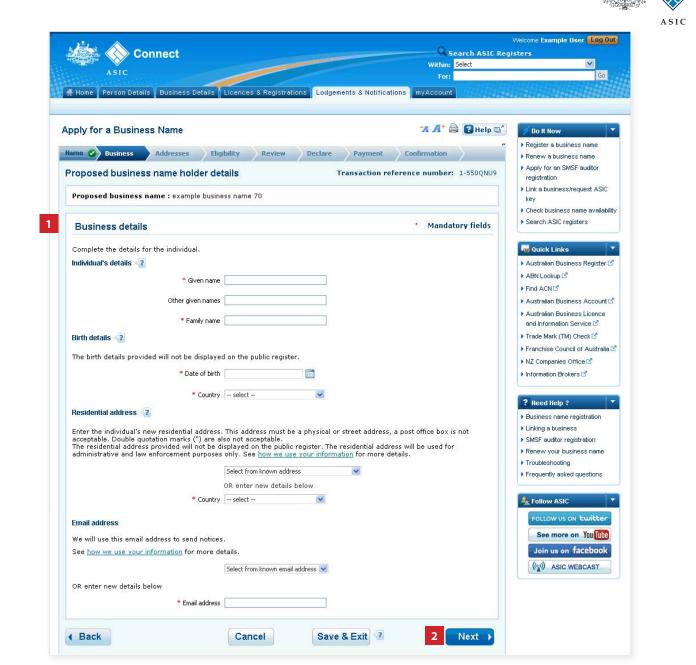
Note: If you select **Save & Exit** this will save the application for resuming at a later date. This does not complete the transaction.

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How to register a business name for the first time if the holder is an individual

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Business name holder details

1. Enter the business name holder details in the fields provided.

Note: Some of this information will be publicly available. Select **How we use your information** for more details.

2. Select Next to continue.

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How to register a business name for the first time if the holder is an individual

Connect



Addresses

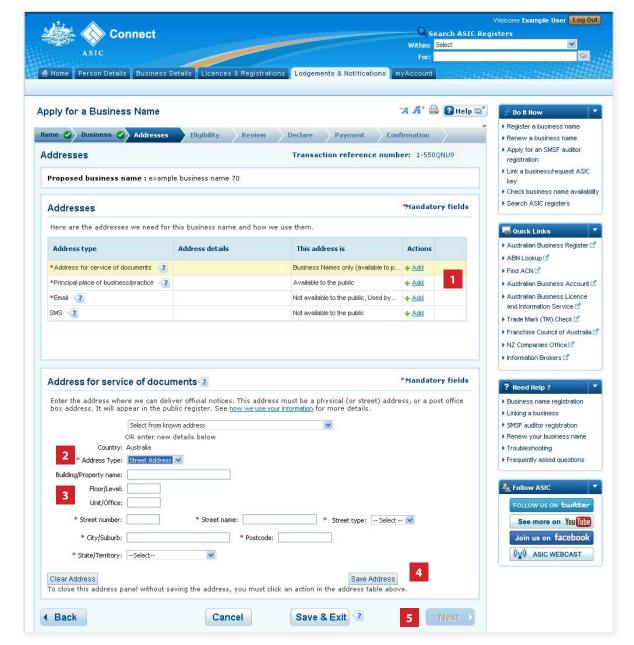
You must provide an address for service of documents, a principal place of business address and an email address. These addresses are mandatory. An SMS (mobile number) is optional.

- 1. Under the *Actions* column, select **Add** to add the relevant information.
- Select whether the address is a street or postal address from the dropdown box, and
- 3. Enter the address details in the fields provided.
- 4. Select Save Address.

Repeat the above steps to add the required addresses.

5. Select Next to continue.

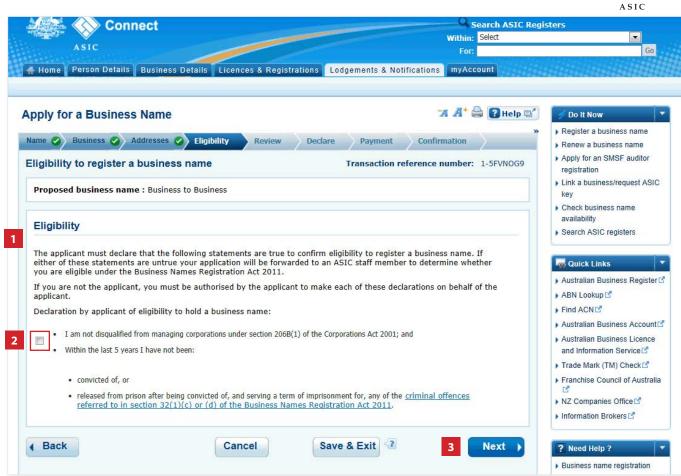
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Eligibility

- 1. Read the eligibility requirements for a business name holder.
- **2. Tick** the box to confirm you have read and understood the information.
- 3. Select Next to continue.



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How to register a business name for the first time if the holder is an individual

Review

- Review the business name details. Ensure you check that the business name is spelt correctly. You cannot go back to change this information once the application is complete.
- 2. Select **Edit** to change any details that are incorrect.
- 3. Select Submit to continue.

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Welcome Example User Log Out 🚫 Connect Search ASIC Registers Within: Select × Person Details Business Details Licences & Registrations Lodgements & Notifications myAccount "A A* 🚔 😰 Help 🖃 Apply for a Business Name Do It Now Register a business name Name 🥝 Business 🥝 Addresses 🥝 Eligibility 🥝 Review Declare Payment Confirmation Renew a business name Apply for an SMSF auditor Review Transaction reference number: 1-5500NU9 registration Here are the details you have provided. You can select 'Edit' to change details or 'Submit' to proceed. Link a business/request ASIC key Check business name availability Proposed business name: example business name 70 Search ASIC registers Name ▼ <u>Hide</u> Quick Links 2 🖉 Edit 🕨 Australian Business Register 🗹 ABN Lookup Find ACN example business name 70 is currently available. ▶ Australian Business Account 🗹 **Registration Fee:** Australian Business Licence and Information Service 🗹 ▶ Trade Mark (TM) Check ピ Business **▼**Hide ▶ Franchise Council of Australia Edit ▶ NZ Companies Office Information Brokers 12 Individual's details Given name Example Family name User ? Need Help ? Birth details Business name registration Date of birth 08/01/1971 Country Australia State/Territory VIC Linking a business SMSF auditor registration Suburb/City Melbourne Residential address Renew your business name Country Australia Street number 25 Street name Example Street type St Suburb/City Melbourne Troubleshooting Frequently asked questions State/Territory VIC Postcode 3000 A Follow ASIC Email address LLOW US ON LWITTER Email address example@email.com See more on You Tube Join us on facebook Addresses ▼ <u>Hide</u> () ASIC WEBCAST Edit Address type Address details This address is 25 Example St Address for service of documents Business Names only (available to public) Melbourne V/IC 3000 25 Example St Melbourne VIC 3000 Principal place of business/practice Available to the public Emai example@email.com Not available to the public, Used by ASIC to se... SMS (Optional) Not available to the public Eligibility ▼<u>Hide</u> Edit 🖌 I am not disqualified from managing corporations under section 206B(1) of the Corporations Act 2001 Within the last 5 years I have not been: convicted of, or • released from prison after being convicted of, and serving a term of imprisonment for, any of the oriminal offences referred to in section 32(1)(c) or (d) of the ation Act 2011 3 Submit) < Back Cancel Save & Exit 🤗



How to register a business name for the first time if the holder is an individual



Declare

- 1. Read the declaration to ensure you agree with the conditions of the transaction.
- 2. Tick both boxes to confirm you agree.
- 3. Select your Authority for submitting the transaction.
- 4. If you are lodging on behalf of the applicant, you can select to add the business name to your ASIC Connect account.
- 5. Select Next to continue.

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Welcome Example User Log Out Connect Q Search ASIC Registers Within: Select Go For 🐥 Home 🛛 Person Details 🗍 Business Details 🚺 Licences & Registrations 🗍 Lodgements & Notifications 🗍 myAccount 🛪 🕂 🖨 💽 Help 🖬 Apply for a Business Name Do It Now Register a business name Declare Addresses Eligibility Review Payment Confirmation Name Business Renew a business name Apply for an SMSF auditor Declare Transaction reference number: 1-50Y4S8P registration Link a business/request ASIC Proposed business name : example business name 71 key Check business name availability Search ASIC registers * Mandatory fields Declaration * 🥅 This transaction is submitted for lodgement under, and is compliant with, the terms and conditions of the ASIC Electronic Quick Links Lodgement Protocol. 2 ▶ Australian Business Register * 🥅 To the best of my knowledge, the information supplied in this transaction is complete and accurate (it is an offence to provide false or misleading information to ASIC). ABN Lookup Find ACN ▶ Australian Business Account Australian Business Licence * Mandatory fields Authority 3 and Information Service * I declare that: Trade Mark (TM) Check 1 ▶ Franchise Council of Australia I am the applicant (proposed business name holder) or NZ Companies Office Information Brokers I am lodging this application on behalf of the applicant (the proposed business name holder) and am authorised to: · submit this application for lodgement on behalf of the applicant under the terms and conditions of the ASIC ? Need Help ? Electronic Lodgement Protocol; and Business name registration · make each of the above declarations on behalf of the applicant after making all due and proper enquiries. Linking a business SMSF auditor registration Adding the business name to your account Renew your business name I am authorised by the applicant to add this registration to my ASIC Connect account. This will allow me to view and Troubleshooting update the registration details. Frequently asked questions We may contact the applicant or the lodging party (if any) if we have any questions regarding this application for registration of a business name. Follow ASIC Payment methods for this application will be shown on the next screen. Next)

How to register a business name for the first time if the holder is an individual



Payment

You can choose to pay for your registration using a credit card, or BPAY. Alternatively, you can request an invoice to be sent to you and pay later.

Pay Now

- 1. Select the **Pay Now** option.
- 2. Select **Pay Now** to continue.

To **Pay Later** go to page 20.



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 Select Payment Preference * Select how you would like to pay below. You can select to pay now by credit invoice. Pay now by credit card - selecting this option will open a new details. Once entered, it may take 2-3 minutes to process your successful, please wait at least 60 seconds before closing the su Pay later by BPAY - selecting this option will provide you with reference number to pay for this transaction. Please write down will require it to complete your payment through your financial i Pay later by invoice - selecting this option will generate an element of the selecting the selec	, secure window to enter your credit transaction. Once your payment is iccessful payment confirmation scree ASIC's biller code and a unique cust the customer reference number as nstitution. ectronic invoice that will be sent to th	n card n. omer ou e	Australian Business Licence and Information Service Trade Mark (TM) Check Franchise Council of Austral NZ Companies Office Austral NZ Companies Office Pranchise Council of Austral NZ Companies Office Austral NZ Companies Office Australian Companies Council of Austral NZ C
 Select Payment Preference * Select how you would like to pay below. You can select to pay now by credit invoice. • Pay now by credit card - selecting this option will open a new details. Once entered, it may take 2-3 minutes to process your successful, please wait at least 60 seconds before closing the su • Pay later by BPAY - selecting this option will provide you with reference number to pay for this transaction. Please write down will require it to complete your payment through your financial in the second se	, secure window to enter your credit transaction. Once your payment is iccessful payment confirmation scree ASIC's biller code and a unique cust the customer reference number as nstitution. ectronic invoice that will be sent to th	n card n. omer rou	 Australian Business Licence and Information Service L² Trade Mark (TM) Check L² Franchise Council of Australi NZ Companies Office L² Information Brokers L² Reed Help ? Business name registration Linking a business SMSF auditor registration
 Select Payment Preference * Select how you would like to pay below. You can select to pay now by credi invoice. Pay now by credit card - selecting this option will open a new details. Once entered, it may take 2-3 minutes to process your successful, please wait at least 60 seconds before closing the su Pay later by BPAY - selecting this option will provide you with reference number to pay for this transaction. Please write down will require it to complete your payment through your financial i Pay later by invoice - selecting this option will generate an el business's nominated email address within 48 hours. Note: You 	, secure window to enter your credit transaction. Once your payment is iccessful payment confirmation scree ASIC's biller code and a unique cust the customer reference number as nstitution. ectronic invoice that will be sent to th	n card n. omer rou	Australian Business Licence and Information Service Trade Mark (TM) Check Franchise Council of Austral NZ Companies Office Austral NZ Companies Office Pranchise Council of Austral NZ Companies Office Austral NZ Companies Office Australian Companies Council of Austral NZ C

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Payment

Pay Now - credit card payment

- 1. Enter your credit card details.
- 2. Select **Submit** to process the payment.



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How to register a business name for the first time if the holder is an individual



Payment

Pay Later

If you want to pay at a later date, you can do so by using BPAY or requesting an invoice to be sent to you.

- 1. Select the **Pay Later** option.
- 2. Select the **Invoice** or **BPAY** option.
- If you select **Invoice** it will be sent to your email address that was added in this transaction.
- If you select **BPAY** you will need to print or make note of the BPAY details and process your payment with your financial institution.
- 3. Select Pay Later.

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Welcome Example User Log Out **Q** Search ASIC Registers Connect Within: Select Ent 👫 Home 🛛 Person Details 🗍 Business Details 🗍 Licences & Registrations 🔹 Lodgements & Notifications myAccount 🎢 🕂 🖨 🔞 Help 🖬 Apply for a Business Name Do It Now Register a business name Business Addresses Eligibility Review Declare Payment Confirmation Renew a business name Apply for an SMSF auditor Payment Transaction reference number: 1-550QNU9 registration Link a business/request ASIC Proposed business name : example business name 70 kev Check business name availability Search ASIC registers Fee details The following fee needs to be paid before the application can be processed Quick Links 🕨 Australian Business Register 🗹 Business : example business name 70 Type : Business Names ABN Lookup 12 1 year ▶ Find ACN I registration fee: Australian Business Account III TOTAL : Australian Business Licence and Information Service Select Payment Preference Trade Mark (TM) Check C Franchise Council of Australia II * Select how you would like to pay below. You can select to pay now by credit card, or pay later by BPAY or with an ▶ NZ Companies Office 🗹 invoice. Information Brokers 2 · Pay now by credit card - selecting this option will open a new, secure window to enter your credit card details. Once entered, it may take 2-3 minutes to process your transaction. Once your payment is successful, please wait at least 60 seconds before closing the successful payment confirmation screen ? Need Help ? · Pay later by BPAY - selecting this option will provide you with ASIC's biller code and a unique customer reference number to pay for this transaction. Please write down the customer reference number as you Business name registration will require it to complete your payment through your financial institution Linking a business · Pay later by invoice - selecting this option will generate an electronic invoice that will be sent to the business's nominated email address within 48 hours. Note: You cannot view this invoice through your SMSF auditor registration ASIC Connect account. Renew your business name Troubleshooting Pay now by Credit Card (VISA, MasterCard) Frequently asked questions Pay later <?</p> A Follow ASIC BPAY 2 We cannot process this transaction until you complete your payment through your financial institution. Please record the details below now as you will require them to complete your payment. You will not be able to FOLLOW US ON LWILLER access these details once you leave this page. See more on You Tube Biller Code: XXXXX Join us on facebook Customer Reference XXXXXXXXXXXXX < (()) ASIC WEBCAST Number O Invoice 3 Pay Later

How to register a business name for the first time if the holder is an individual

Confirmation

If you selected **Pay Now**, a confirmation of your transaction will be displayed.

- 1. Select **Print the transaction** to download a printable PDF version of the transaction.
- 2. Select one of the links under *What else can l do* for more information about other services.

Or

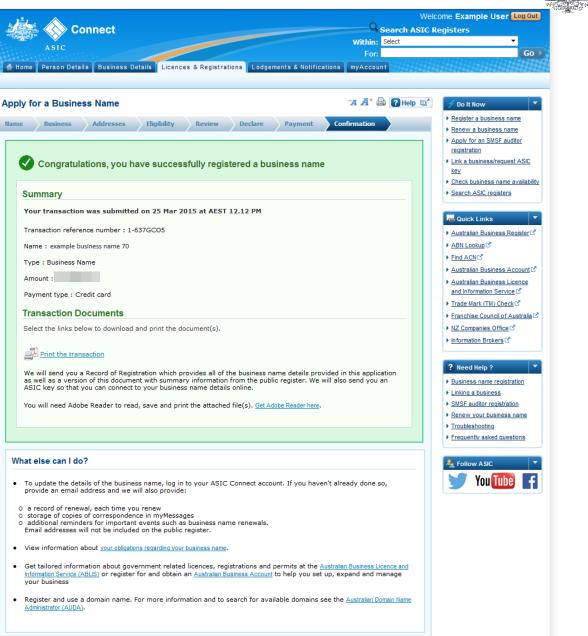
3. Select **Home** to return to the ASIC Connect home page.

If you selected **Pay Later**, a yellow screen will appear to state 'Pay Later - You have successfully applied to register a business name'.

This invoice will be emailed to your email address that was added in this transaction, not the email address associated with your ASIC Connect account, and payment must be made within 10 business days.

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How to register a business name for the first time if the holder is an individual



Home





ASIC