



New Hampshire Senate

News Release

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Birdsell supports increased protections for NH business' integrity

Concord, NH - Today, the Senate passed legislation, HB 1307, which would increase protections for existing businesses with regard to the naming of new businesses in New Hampshire.

Senator Regina Birdsell (R-Hampstead) issued a statement following the Senate vote.

"The name of a highly regarded business can be a priceless asset that represents both the reputation and integrity of a well-known business. There have been recent cases where a new business has chosen a name that is too easily mistaken for an existing business because there are few protections in place to prevent this type of naming infringement from happening."

"This legislation protects our local businesses and their reputation by giving the Secretary of State the authority and appropriate balance to better address any potential business naming conflict issues, further strengthening a business's ability to be successful in New Hampshire."

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