



# DBA's: What to Know

- DBA's stands for "Doing Business As." These are also known as trade names or fictitious names. Many businesses have corporate names, used for legal identification, such as for reporting income taxes. Many of these businesses choose to have the public know the business by a different name.

This is customary business practice for many businesses. A few examples:

Corporate Name	Trade, Fictitious, or "Doing Business As" Name
Deville Foods, Inc	Zaxby's
Gateway Hotels, LLC	Courtyard by Marriott
GMRI, Inc	The Olive Garden #1623
Dolgenercorp, LLC	Dollar General Store #3090

- The South Carolina Secretary of State's Office used to register these Trade, Fictitious, or "Doing Business As" names.

This State Office stopped registering these names some time before 2006.

- There is now no statewide registration of Trade, Fictitious, or "Doing Business As" names.
- When a business (whether an LLC, LP, Inc, etc. or Sole Proprietor) applies for a business license with a city, town, or county in South Carolina, most business license applications provide a space to indicate the business name as seen by the public.
  - *However*, cities, towns, or counties will not issue business licenses to businesses solely for the purpose of registering a "DBA" with them. This would only be good in that city, town, or county, anyway – not accepted or recognized statewide.
  - Business licenses must only be applied for and obtained where they are truly needed: in cities, towns, or counties with business license requirements and where the business is either (1) located in or (2) conducting business activity in those cities, towns, or counties.