

# Only you can protect your business's name

Contrary to popular belief, protection of a company's business name is not guaranteed by virtue of the assumed name registration process.

Depending on a company's legal form of business, registration occurs either at the state or county level, with each registration facility usually immediately to access and check names already filed with the other.

As a result, the entrepreneur is the one who must review existing names on file. In lawsuit arises over name rights, protection is determined based on the name by each party — rather than when or where the name was registered.

LET'S ASSUME Joe Smith decides to conduct his antique furniture business as a limited partnership or corporation under the name "Uniquely My Own."

Given Smith's legal form of business, he must register this name through the Corporations and Securities Bureau in Lansing. A name check is run on all names registered through the bureau.

Smith is given clearance and, for a minimal registration fee, is issued a five-year name protection permit statewide. This means that no other limited partnership or corporation may register "Uniquely My Own" for the next five-year period.

## focus: small business

### Mary DiPaolo

ALONG COMES Julie Wright, who decides to open a designer clothing store as a sole proprietorship or general partnership under the name, "Uniquely My Own."

Given Wright's legal form of business, she must register this name in the county where her business will be located. Since the county clerk's office does not have access to registra-

tioned assumed name data for surrounding counties or at the state level, a name check for her county is done and clearance is given to register "Uniquely My Own."

Wright is issued a five-year protection permit on a countywide basis. If Wright wants to extend protection to include surrounding counties,

she must register her shop's name at each county clerk's office within her current and proposed marketing area.

TWO MONTHS later, Jill Fleming, acting as a sole proprietor, registers "Uniquely My Own" in another county where she has opened a gourmet chocolate shop. Since no other business in the county had registered the same name, Jill is given clearance and issued her five-year protection permit.

Six months later, Fleming's business fails, and then Wright decides to extend protection into this county — while Smith decides to set up another store in the same county.

Even though Fleming's business is now defunct, the name cannot be registered for five years. Before registering any assumed name, the entrepreneur should seek out the assistance of a good business attorney to avoid becoming entangled in a lawsuit over the name rights by pursuing additional means of obtaining business name protection.

Mary DiPaolo is the owner of Mark Trends, a Farmington Hills-based small business consulting firm. She is producer and host of the cable television series, "Focus: The Small Business Environment."

## business people

Maffi E. Al-Najjar of West Bloomfield was appointed Medical Director of Oakwood Hospital's psychiatric partial hospital program in Dearborn. Al-Najjar has been on the medical staff of Oakwood since 1983.

Lawrence R. Smith of Birmingham was appointed a consultant to the Detroit office of William M. McCer-Meldinger Inc. Smith has more than 11 years experience as a consultant.

Christopher P. Kittides of Bloomfield Hills was named executive vice president of Blount Engineers Inc. Kittides has more than 23 years experience in the architectural/engineering field and will assume overall management responsibilities for coordinating company wide activities.

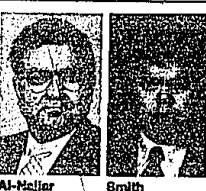
Robert L. Andrea of Troy was appointed manager of electronics manufacturing and integration at AA Gage, a Ferndale manufacturer of aerospace guidance test systems. Andrea had been with Advanced Manufacturing Systems of Troy.

Roger S. Naeyert, chairman of the board, chief executive officer and founder of Ellis Naeyert/Gehlbauer Associates Inc. has retired. A 1951 graduate of the University of Detroit, Naeyert earned a bachelor of science degree in mechanical engineering.

A registered professional engineer, Naeyert has been licensed to practice in Michigan and 34 other states. He is a past president and director of the Consulting Engineers Council of Michigan and a life member of the Society of Manufacturing Engineers.

Naeyert will continue to work with ENGA as a consultant in new business development and strategic planning.

Yale Levin, a Detroit-based partner of Price Waterhouse, was appointed senior vice president of



Al-Najjar Smith



Kittides Andrea



Naeyert Levin



Lipman Dolson



Meyers Hollidge

and chief financial officer of Midland SuperStores Inc. Levin, a Southfield resident, is a certified P.A. accountant and has worked with Price Waterhouse for 25 years.

Lipman, a metropolitan Detroit representative for Galaxy Corp. (Hills Inc.), was selected as Representative of the Year. Lipman, a Farmington Hills resident, was chosen on a basis of his performance in sales territory management and sales skills.

Rachel Dolson was promoted to manager of public relations in media and advertising for Cadillac Plastic and Chemical Co. in Troy. Dolson is responsible for all press relations, print advertising and direct mail program.

Jeffery C. Meyers of Birmingham was named manager of corporate accounting at Textron Inc. Prior to joining Textron, Meyers was with the Ex-Cell-Corp. in Troy.

Gary A. Hodge joined Eonic Inc. of Troy as product sales manager.

Samuel G. Leftwich, vice chairman and director of K mart Corp. in Troy, will retire May 26. Leftwich has been with K mart for 38 years and has been vice chairman since 1985.

Leftwich began his career as a part-time stockboy in 1948 in the Omaha, Neb., Kresge store. In 1950, he was promoted to assistant manager of a Kresge store in LaSalle, Ill. He was made a manager in 1956. In 1959, he was promoted to district manager.

In 1969, Leftwich was promoted to assistant regional manager of the Western region in 1971. He was made director of food operations at K mart International Headquarters in 1974. He was promoted to senior vice president, personnel and employee relations in 1977.

In 1981, he was elected president and chief operating officer and also elected to the board of directors. He was given the title of vice chairman in January 1985.

Larry Freed of West Bloomfield was promoted to systems officer in the systems development department at the National Bank of Detroit. Freed, an NBD employee for three years, holds a bachelor's degree in computer science from the

University of Michigan.

Lisa K. Linabery of Birmingham was named account executive on the Budd Co. and GMF Robotics account at D'Arcy Masius Benton & Bowles/Bloomfield Hills. Linabery previously worked as project manager of the agency's new business area.

Joseph J. Hanish was promoted to coordinator of special products and syndicate offerings at A.G. Edwards Birmingham office.

Anthony A. Paschke was promoted to controller and corporate vice president at Fireman's Fund Mortgage Corp. in Farmington Hills. Paschke joined FFMC in 1984 as vice president and deputy controller. In his 15 years of business experience, he has held positions in public accounting, banking and as an accounting instructor at the University of Detroit.

Dr. Peter J. Aronson of Birmingham was named vice chief of derma-

tology in the dermatology department at Detroit Receiving Hospital and University Health Center. Aronson serves on the medical staffs of Detroit Receiving Hospital and University Health Center, Harper-Grace Hospitals and Hutzel Hospital.

Carol S. Lawrence of Birmingham was promoted to senior media buyer for the office of Young & Rubicam. Other promotions included Kevin Condit of Birmingham to traffic coordinator and Stephen S. Dooley of Southfield to traffic coordinator.

Robin L. Alley was appointed as a registered occupational therapist for Ditty, Lynch & Associates Inc. in Birmingham. Alley holds a bachelor's degree of science in occupational therapy from Wayne State University. She will oversee the occupational therapy program of the company.

Marie Ellanstrub of the Birmingham office was inducted into Earl Keim Realty's Million Dollar Club,

with sales of more than \$8 million. Other new members include David Kopko of the Birmingham office with sales of \$5 million and Herie Solway of the West Bloomfield office and Lisa Jasky of the Birmingham office, both with sales of more than \$4 million.

James A. Garrity of Birmingham was appointed to the board of directors at Security Bancorp Inc. Garrity is president of Garrity Motor Sales in Hamtramck.

Patricia Carr, manager of Empire of America Federal Savings Bank's Greenfield office in Southfield, was elected assistant vice president in the company's Michigan division. Carr joined Empire of America's predecessor institution Metropolitan Savings Association in 1978 and was elected banking officer in 1984.

Julius Adrian Becker of Birmingham was promoted to second vice president and loan control officer of the Manufacturers National Bank.

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- PLATOON
- HANNAH AND HER SISTERS
- A ROOM WITH A VIEW
- THE MISSION
- CHILDREN OF A LESSER GOD

**\*BEST ACTRESS**

- JANE FONDA, *The Morning After*
- KATHLEEN TURNER, *Peggy Sue Got Married*
- SIBBY SPACEK, *Crimes of the Heart*
- BIDDUNE WEAVER, *Aliens*
- MARLEE MATLIN, *Children of a Lesser God*

**\*BEST ACTOR**

- BOB HOPKINS, *Monsieur*
- PAUL NEWMAN, *The Color of Money*
- WILLIAM HURT, *Children of a Lesser God*
- DEXTER GORDON, *Round Midnight*
- JAMES WOODS, *Savater*

**\*BEST SUPPORTING ACTOR**

- DENNIS HOPPER, *Hooliers*
- TOM BERENGER, *Platoon*
- WILLEM DAFOE, *Platoon*
- MICHAEL CAIN, *Hannah and Her Sisters*
- DENHOLM ELLIOTT, *A Room With a View*

**\*BEST SUPPORTING ACTRESS**

- PIPER LAURIE, *Children of a Lesser God*
- TESS HARPER, *Crimes of the Heart*
- DIANNE WUEST, *Hannah and Her Sisters*
- MAGGIE SMITH, *A Room With a View*

**\*BEST DIRECTOR**

- WOODY ALLEN, *Hannah and Her Sisters*
- ROLAND JOFFE, *The Mission*
- OLIVER STONE, *Platoon*
- DAVID LYNCH, *Blue Velvet*
- JAMES IVORY, *A Room With a View*

Send in your entry by Friday, March 27, 1987

**CONTEST RULES**

1. If more than one entry contains the most correct winners, the Grand Prize winner and subsequent prizes will be selected by random drawing.
2. Entries should be mailed to the address listed in the boxes in the lobby of any AMC Theatre or deposited at any Observer & Eccentric Newspaper office.
3. Employees of the Observer & Eccentric Newspapers, AMC Theatres, or TWA and their immediate families are not eligible.
4. Entry deadline is midnight Friday, March 27.
5. Limit one entry per person.
6. No purchase necessary to enter.
7. Judge's decisions are final.
8. Winners will be announced Monday, April 6, in the Observer & Eccentric's STREET SCENE section.
9. You may be 18 or older, to enter.

Send to:  
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