CASE STUDY

How Business Name Protection Kept Ask 4 Steve in the Driving Seat

The Challenge: Another Business Using the Same Name

Since 2004, Ask 4 Steve built a strong reputation as a top-rated driving instructor in Nottingham, earning consistent 5-star reviews from learners. However, in 2009, Steve discovered that another business was using the same name - putting his hard-earned reputation at risk.

The Solution: Fast, Professional Support

Fortunately, Steve had secured Business Name Protection with National Business Register (NBR). Instead of facing a costly & unknown legal battle, he simply contacted NBR who he had registered his business with, & their team swiftly stepped in.

"They swiftly & professionally resolved the matter. Thanks to all at NBR for their help. I would certainly recommend this company."

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The Outcome: Reputation Intact, Business Protected

Thanks to NBR's quick action, the issue was resolved, & Ask 4 Steve maintained its brand identity, reputation & revenue. Steve continued to trust NBR to protect his business name right up until 2025 when Steve took well-earned retirement.

Protect Your Business Before Problems Arise

If your brand is your reputation, don't leave it unprotected. Business Name Protection ensures you stay in control of your business identity.

NBR
NATIONAL BUSINESS REGISTER

LEARN MORE ABOUT

Business Name Protection

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