CASE STUDY

How Business Name Protection Saved Curious Cubs from Brand Confusion

The Challenge: A Business Name Battle Close to Home

Kirsty founded Curious Cubs, an outdoor stay-and-play business, while on maternity leave. She wanted to give her business the best possible start, so she secured Business Name Protection to ensure her chosen name wasn't already in use and she could protect it from being copied in her local area.

Just 18 months later, a new stay-and-play business launched only two roads away - with a similar-sounding name. The situation quickly escalated when Kirsty's customers started noticing the resemblance.

"I had nearly 20 customers reach out - some to congratulate me on a 'new venture,' others to warn me about the other business. Within a week, half of my social media followers had started following them. My customers were booking with the new business, assuming it was mine."

This wasn't just an inconvenience - it was a direct threat to Kirsty's hard-earned reputation and business success.

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The Solution: Expert Help, No Legal Headaches

Thankfully, Kirsty had Business Name Protection in place, meaning she didn't have to navigate costly legal consultations or lengthy disputes on her own. She contacted National Business Register (NBR) and the team immediately took action.

"Mitch and Corin were exceptional - professional, knowledgeable, and efficient. NBR handled everything, communicating with the other business on my behalf. I didn't have to stress about legal fees or drafting letters. They resolved the issue quickly, and the other business changed its name."

The Outcome: Peace of Mind & Business Growth

With the name confusion resolved, Kirsty could focus on growing Curious Cubs instead of fighting to protect it. Her customers could clearly identify her business, and her reputation remained intact.

"Having NBR in my corner meant I didn't waste time or money on legal battles. I had peace of mind and could keep expanding my business - I was in the middle of training to turn Curious Cubs into a forest school. If you're wondering whether Business Name Protection is worth it, my answer is 100% YES."



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CURIOUS CUBS
FOREST SCHOOL & WOODLAND PLAY

Protect Your Business Before Problems Arise

Kirsty's story is a perfect example of how Business Name Protection prevents costly disputes, protects your brand's reputation, and ensures you remain in control of your business identity.

Don't wait for a competitor to start using a name like yours - protect it today!

- **Avoid costly disputes and stop copycats:** Reduce the risk of legal battles and forced rebrands.
- **Safeguard your business name from competitors:** Prevent customer confusion and potential loss of business.
- **Get up to £10,000 in legal coverage and support:** To assist in enforcing your rights against infringing parties.
- **Boost business credibility:** Recognised proof of trading for grants, loans, and Google Business Profile verification.
- **Utilise expert guidance:** We have over 40 years experience protecting business names across the UK.
- **Hassle-free and affordable:** Quick setup and cost-effective at just £125 per year, making it accessible for businesses of all sizes.

NBR
NATIONAL BUSINESS REGISTER

Learn more about: Business Name Protection

Contact us: info@nbrg.co.uk | 0800 069 9090