



# Establishing a registered business entity and DBA

We've compiled important information and resources to help you set up a registered business entity (LLC, C Corp, S Corp) and DBA ("doing business as") in your state.

## Establishing a registered business entity and DBA:

1. Disclose your DBA as an outside business activity (OBA) in RegEd.
2. Locate an available name for your business in your state and confirm the name is not copyrighted. We also recommend you check whether the name is being utilized in close neighboring states, so as to help prevent confusion.
3. Consult with a tax professional to file a legal entity.
4. Purchase a domain for your DBA through GoDaddy or another domain host. Some website vendors will offer to do this for you, but it's often easier if you directly own and retain control of the site.
5. Contact a website vendor to set up your website (if needed). Normal setup time is around four weeks.
6. Contact a Trademark Attorney. By having a trademark for your DBA, you gain all the benefits and protections of having a registered trademark.

## Contact Smarsh to set up your business email:

Once your domain has been secured, contact Smarsh to set up your business email. Include the following information and instructions for forward of old email addresses, as needed.

- ✓ Domain Name
- ✓ Primary contact—name, phone number and email address
- ✓ Desired migration date
- ✓ Technical contact—name, phone number and email address
- ✓ Broker-dealer name
- ✓ List of email addresses at your domain with the associated name and rep ID for each



Contact Smarsh at [smarshtransfers@osaic.com](mailto:smarshtransfers@osaic.com) to get started