



ARIZONA INSURANCE LICENSING SECTION  
2910 NORTH 44TH STREET, SUITE 210  
PHOENIX, ARIZONA 85018-7269  
[www.azinsurance.gov](http://www.azinsurance.gov)

## CERTIFICATE OF ASSUMED BUSINESS NAME (Form L-193)

**Make sure no one else is using the name that is substantially similar to the name you wish to use:**

- Use the "License Search" feature on the Department of Insurance web site ([www.azinsurance.gov](http://www.azinsurance.gov)) to see if another licensee is using a substantially similar name.
- Use the "Business Filings – Tradenames and Trademarks" menu option on the Secretary of State's web site ([www.azsos.gov](http://www.azsos.gov)) to see if anyone has registered a substantially similar name.

**The Department of Insurance does not issue paper license certificates.** You can view your license record, including any approved assumed business names, by using the "License Search" feature on the Department's Internet web site ([www.azinsurance.gov](http://www.azinsurance.gov)).

If the license holder or applicant is a business, enter the name; otherwise, leave blank.			If for an already licensed business, enter the AZ License #; otherwise leave blank
If the license holder or applicant is an individual, enter information for that individual below. If the license holder or applicant is a business, enter information for the designated responsible producer below.			
FULL Last Name	FULL First Name	FULL Middle Name	If the individual is licensed, enter the AZ License #; otherwise, leave blank
If you are changing an existing assumed name, enter the old name that you want to change.			
Enter the name that you want to use:			

## ACKNOWLEDGMENT AND CERTIFICATION

As the person conducting or intending to conduct insurance under the assumed name on this Certificate, or as the designated responsible producer (DRP) of a firm or corporation that is conducting or intends to conduct insurance under the assumed name on this Certificate, by my signature below, I hereby acknowledge and certify that:

- 1) If at any time the trade name, assumed name, sole proprietor etc listed above becomes a business entity (LLC, INC, Trust etc) I am aware that I will need to submit it a new business entity application and obtain a separate license for the entity to be compliant with AZ law;
- 2) In accordance with ARS § 20-297, a licensee must submit an updated CERTIFICATE OF ASSUMED BUSINESS NAME **before** doing business under any name other than the licensee's legal name;
- 3) The Director of Insurance may deny the use of an assumed business name, require the use of a different assumed business name or require the use of an assumed business name under this section if
  - the name is so similar to that of any firm, corporation or other entity already licensed or using an assumed name under a duly filed Certificate of Assumed Business Name as to cause uncertainty or confusion, or
  - the name would tend to deceive or mislead as to the nature of the business that is or will be conducted;
- 4) The licensee must notify the Insurance Department in writing within 30 days after any material change to the information provided on this form;
- 5) The filing of this certificate does not legally reserve the assumed business name as a trade name\*.

**\*NOTE:** You can reserve a trade name with the Office of the Arizona Secretary of State. If you received a Trade Name Certificate from the Arizona Secretary of State, please attach it to this Certificate. If you do not register your name with the Secretary of State and we receive a license application from a person whose genuine name or registered name is substantially similar to your assumed name, we may require you to stop using the assumed name.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_