

Worksheet 1: Business Name Brainstorm & Availability Tracker

Check name availability free at njportal.com/DOR/BusinessNameSearch. New Jersey's pharma and healthcare communities are LinkedIn-active — check there for informal conflicts too.

STEP 1 — Brainstorm Your Names

Write down 5 name ideas. New Jersey courier names projecting reliability and professionalism perform best with pharma and healthcare vendor qualification teams.

Name Idea 1: *e.g. Garden State Courier LLC, Turnpike Express LLC*

Name Idea 2: *e.g. Garden State Courier LLC, Turnpike Express LLC*

Name Idea 3: *e.g. Garden State Courier LLC, Turnpike Express LLC*

Name Idea 4: *e.g. Garden State Courier LLC, Turnpike Express LLC*

Name Idea 5: *e.g. Garden State Courier LLC, Turnpike Express LLC*

STEP 2 — Run All Availability Checks

Check	Where	Name 1 ✓	Name 2 ✓	Name 3 ✓
New Jersey Division of Revenue	njportal.com/DOR/BusinessNameSearch			
USPTO Federal Trademark	tmsearch.uspto.gov			
Google Search	google.com			
LinkedIn (important in NJ)	linkedin.com			
Domain Name	namecheap.com or godaddy.com			
Newark Business License	newarknjgov.com (if Newark-based)			

STEP 3 — Final Decision

Chosen Business Name: *Must include LLC, L.L.C., or Limited Liability Company*

Backup Name 1:

Backup Name 2: