

AMENDATORY SECTION (Amending WSR 13-14-077, filed 7/1/13, effective 8/1/13)

WAC 308-124A-815 Prohibited firm and assumed names. (1) The department can deny, suspend, or reject a firm name((s)) or assumed name((s that are in the department's opinion:)) if it:

(a) Is derogatory((τ));

(b) Is similar or the same as ((ether)) another licensed firm name((sτ));

(c) Implies that ((it)) the firm is a public agency or part of government((τ));

(d) Implies ((nonprofit-or)) the firm is a not-for-profit organization;

(e) Implies it is a research organization.

(2) The following are nonexclusive examples of language that are deemed to be similar when used individually or in combination:

(a) The use of a different corporate designator, for example, Corp., Co., Inc., Ltd., and the like.

(b) The addition or deletion of an article or conjunction from the name, such as "the," "a," or "and."

(c) The use of a plural.

(d) The use of a geographic designator after the association's name. In the case of affiliates using the same name with a geographic or other designator, written consent will be required from the parent or affiliate.

(e) The abbreviation of a word in the same name.

(f) The substitution of a symbol for a word or vice versa.

(g) The use of the terms "realty," "real estate," "group," "real-tors," or "firm."

(3) A real estate firm shall not ((be issued a license nor)) advertise in any manner using a name which ((is in the department's opinion similar to currently issued firm or assumed name licenses or imply that either the real estate firm is a nonprofit organization, research organization, public bureau or public group)) has not been licensed by the department. A bona fide franchisee may be licensed using the name of the franchisor with the firm name of the franchisee.