



STATE OF HAWAII  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
INSURANCE DIVISION

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INSURANCE COMMISSIONER

July 1, 2019

MEMORANDUM 2019-6LIC

TO: All Insurance Licensees and Adjusters

FROM: Colin M. Hayashida, Insurance Commissioner

SUBJECT: Trade Name Approval

Act 070, signed into law by Governor David Y. Ige on June 7, 2019, requires the licensee to register the trade name with the Business Registration Division (“BREG”), Department of Commerce and Consumer Affairs (“DCCA”), prior to the use or change of a trade name to sell, solicit, or negotiate insurance in Hawaii. Upon registration of the trade name with BREG, the licensee may apply with the Insurance Division’s Licensing Branch to add or remove a trade name on an active insurance license by using the preapproved form ([Form NTA](#)). Act 070 takes effect on October 1, 2019.

To register a trade name with DCCA, you may visit the BREG Division’s website at <http://cca.hawaii.gov/breg/> and apply for a trade name registration on <https://hbe.ehawaii.gov>. Upon approval of the trade name registration, please complete and submit [Form NTA](#) with a copy of the trade name registration to the Insurance Division’s Licensing Branch. Form NTA can be emailed to [inslic@dcca.hawaii.gov](mailto:inslic@dcca.hawaii.gov) or faxed to (808) 587-6714. Trade names will not be accepted online via National Insurance Producer Registry (“NIPR”).

Any existing licensees using unregistered trade names will need to register their trade name with BREG. Insurance Division does not monitor whether a trade name is currently registered. It will be the responsibility of the licensee to take appropriate action.

If the application for use or change of a trade name is substantially identical to a legal name or trade name of a revoked license, the insurance commissioner will deny the use of the trade name on the insurance license.

For questions relating to the trade name registration, please contact BREG at (808) 586-2727 or visit <http://cca.hawaii.gov/breg/>.

For questions relating to the trade name on the insurance license, please contact the Insurance Division’s Licensing Branch at (808) 586-2788 or email [inslic@dcca.hawaii.gov](mailto:inslic@dcca.hawaii.gov).