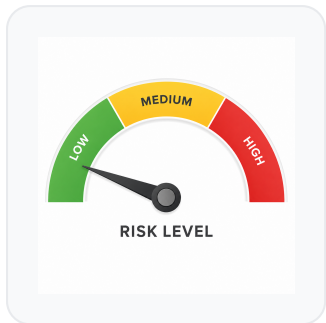


FOCUS AREA



BASELINE RISK



Understanding Your Score

GUIDELINE

This report evaluates your brand name across 8 critical pillars. Each pillar is assigned a risk level based on current market, legal, and digital data in Australia.

- **Low Risk:** High probability of successful launch and protection.
- **Medium Risk:** Moderate barriers; requires strategic mitigation.
- **High Risk:** Significant conflicts; launch is not recommended.

WHY SIMILARITY MATTERS

Phonetic similarity (sounds like) and material similarity (looks like) are the #1 reasons for legal rejection and customer confusion. We analyze variants like "Storey," "Stori," and "Insight" vs "Insights."

Strategic Methodology

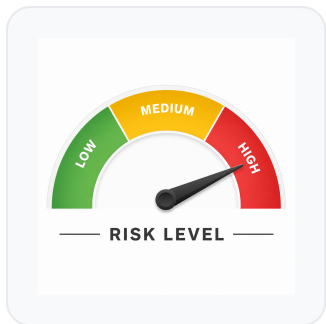
Our assessment follows the **Traffic Light Protocol**. We don't just look for exact matches; we simulate the "Confused Customer" test used by IP Australia and courts.

By the end of this report, you will have a data-backed recommendation on whether to **Proceed, Pivot, or Protect** your brand choice.

REGULATORY ICON



ASIC RISK



ASIC Findings

CRITICAL

- **Direct Conflict:** "STORY INSIGHTS PTY LTD" is actively registered (ABN 81 640 252 026) [1].
- **Legal Status:** Active since 2020.
- **Conflict Type:** Identical name match.

SIMILAR ENTITIES IN ASIC REGISTRY

STORY INSIGHT	Active
STORIES INSIGHTS	Active
STORY INSIGHTS AU	Active

Legal Analysis

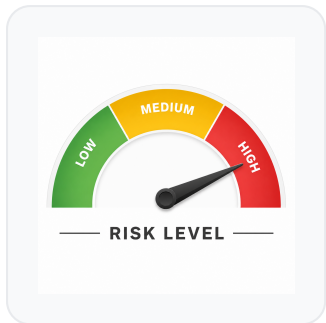
Under Section 147 of the Corporations Act, ASIC will not register a name that is identical to an existing one. Since "Story Insights Pty Ltd" already exists, your application for this exact name will be **automatically rejected**.

Even adding "Australia" or "Group" may not be enough if the core distinctive elements are identical to an established player.

TAX/ENTITY ICON



ABN RISK



ABN Findings

CONFLICT FOUND

- **Active ABN:** 81 640 252 026 is currently trading.
- **Entity Type:** Australian Private Company.
- **Location:** NSW, Australia.

SIMILAR TRADING NAMES

The Story Insight	Sole Trader
Insight Stories	Partnership
Stori Insights	Active

Entity Analysis

An active ABN means there is a live entity using this name for tax and commercial purposes. This creates immediate "Passing Off" risks.

If you trade under this name, you risk being sued by the existing ABN holder for misleading consumers into thinking you are associated with their established business.

IP PROTECTION



LEGAL RISK



IP Australia Findings

HARD BLOCK

- **Registered TM:** 2090846 ("STORY INSIGHTS") [2].
- **Class:** 35 (Business consultancy/Market research).
- **Status:** Registered & Protected.

PHONETICALLY SIMILAR TRADEMARKS

STOREY INSIGHTS	Potential Infringement
STORY INSIGHT	Direct Conflict
INSIGHT STORIES	High Similarity

Trademark Analysis

This is a "Hard Block." A registered trademark in Class 35 gives the owner exclusive rights to use "Story Insights" in Australia for business services.

Using this name would constitute **Trademark Infringement**. You could be forced to cease trading immediately and pay damages to the owner.

DIGITAL IDENTITY



DOMAIN RISK



Domain Search

UNAVAILABLE

Domain	Status
storyinsights.com.au	● TAKEN (Existing AU Agency)
storyinsights.com	● TAKEN (Parked/Global)
storyinsights.net	● Available

SIMILAR DOMAINS IN USE

thestoryinsights.com	Taken
story-insights.com.au	Taken
storyinsight.com.au	Taken

Digital Analysis

The primary AU domain (.com.au) is already owned by a competitor in the insights space. This is a major blow to your SEO and brand authority.

Customers will naturally type in the .com.au address and end up on your competitor's site. You would be permanently fighting an uphill battle for digital traffic.

SOCIAL IDENTITY



HANDLE RISK



Handle Status (@storyinsights)

TAKEN

Platform	Status	Similar Handles Found
Instagram	● Taken	@storyinsight, @story_insights
Facebook	● Taken	Story Insights AU, Story Insight
X (Twitter)	● Taken	@storyinsights_
YouTube	● Taken	Story Insights Official

Social Analysis

Exact handles are unavailable across all major platforms. Furthermore, numerous "similar" handles (e.g., @storyinsight) are already active, creating a high risk of user confusion.

Building a social presence requires consistency. Without the core handle, you'll be forced to use clunky alternatives like `@storyinsights_australia`, which are harder to remember and search.

SEARCH VISIBILITY



SEO RISK



SEO Metrics

EXTREME COLLISION

- **Keyword Competition:** 98/100.
- **Generic Overlap:** "Instagram Story Insights" dominates search intent.
- **Organic Rivals:** Meta, HubSpot, Sprout Social.

COMPETING SITES IN SEARCH RESULTS

facebook.com/insights	High Domain Authority
help.instagram.com	Primary Intent Match
storyinsights.com.au	Direct Brand Competitor

SEO Analysis

Your brand name is also a **functional feature name** for the world's largest social platforms. You aren't just competing with other businesses; you're competing with the Instagram Help Center.

Ranking for your own brand name would require a multi-million dollar SEO budget. Without it, you will remain invisible on Page 10+ of Google.

DISTINCTIVENESS



RECALL RISK



Market Distinctiveness

GENERIC

The name "Story Insights" is purely descriptive. In branding, descriptive names are the hardest to protect and easiest to forget.

CROWDED MARKETPLACE EXAMPLES

- | | |
|----------------------|----------------|
| Insight Storytelling | AU Agency |
| The Insights Story | UK Consultancy |
| Story & Insight | US Data Firm |

Branding Analysis

Because the name uses two generic dictionary words, it lacks "Stopping Power." Customers may remember you do "insights," but they won't remember your specific brand name.

This leads to **low brand equity** and high customer acquisition costs, as you have to constantly remind people who you are.

FINAL VERDICT



OVERALL RISK



Summary of Findings

CRITICAL RISK

The brand "Story Insights" is currently ****non-viable**** for launch in Australia due to multiple fatal conflicts.

- **Legal:** Direct ASIC and Trademark conflicts.
- **Digital:** Primary domain and social handles taken.
- **Market:** Extreme SEO collision with Meta/Instagram.

Strategic Recommendation

DO NOT PROCEED. Launching under this name would likely lead to a forced rebrand within 12 months and potential legal action from the trademark holder.

Recommendation: Pivot to a "Fanciful" name (e.g., *Storiq*, *NarrativeIQ*) that is unique, protectable, and available across all digital channels.