

1 21 NCAC 10 .0217 is adopted as published in 36:11 NCR 970-972 as follows:

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3 **21 NCAC 10 .0217 PROFESSIONAL ENTITIES**

4 (a) A chiropractor who seeks to deliver chiropractic services through a professional corporation or professional limited
5 liability company shall obtain Board approval for such entity's Articles of Incorporation/Organization prior to filing
6 such Articles with the Secretary of State.

7 (b) No proper names of persons other than licensees may be included in the name and all professional entities must
8 include the word "Chiropractor," "Chiropractic," or the name of a licensed chiropractor who is an owner of the
9 professional entity. The name of a professional entity shall not be false or misleading. For the purposes of this rule,
10 "misleading" is defined as possessing the capacity or tendency to create a mistaken understanding or impression.
11 Misleading includes a name that implies services beyond the scope of practice set forth in Art. 8, Chapter 90 of the
12 NC General Statutes.

13 (c) The professional entity may not be identical or so similar in name to an existing registered business entity as to be
14 misleading. Business entities organized for the primary purpose of providing professional chiropractic services shall
15 not contain the name of an individual unless:

16 (1) The named individual is licensed under this statute; or

17 (2) The named individual is either a deceased or retired owner of the business, provided that the
18 professional entity has permission to use the name of the deceased or retired owner.

19 (d) The professional entity shall specify its business structure in all printed material and social media by use of the
20 designation "P.C.," "P.A.," or "P.L.L.C."

21 (e) If a living owner of a professional entity whose surname appears in the entity name becomes a "disqualified person"
22 as defined in G.S. 55B-2, the name of the professional entity shall be changed to comply with G.S. 55B.

23 (f) A professional entity shall not change its name or operate under an assumed name without first applying to the
24 Board for a determination that the proposed name meets the requirements of this Rule. Requests for name changes
25 and requests to operate under an assumed name shall be submitted in writing to the Board. Requests shall contain the
26 following:

27 (1) Name, email address, and phone number of the requesting person;

28 (2) Name, email address, and phone number of the incorporating licensee;

29 (3) Requested name of the professional corporation; and

30 (4) Mailing address of the professional corporation.

31 Use of an assumed name that has not been registered pursuant to Art. 14A of G.S. 66 shall be prima facie evidence of
32 using a misleading name.

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34 *History Note: Authority G.S. 90-154.2; 90-157.3; 55B-12;*
35 *Eff. July 1, 2022.*