

17 CAR § 235-504. Firm names.

(a) A licensee may practice public accounting only in a form of organization permitted by the Public Accountancy Act of 1975, Arkansas Code § 17-12-101 et seq.

(b)(1) A licensee shall not practice public accountancy under a name which is misleading in any way, as to:

(A) The legal form of the firm;

(B) The persons who are partners, managers, members, officers, or shareholders of the firm; or

(C) Any matter with respect to which public communications are restricted by 17 CAR § 235-503.

(2) Names of one (1) or more past partners, members, or shareholders may be included in the firm name of a partnership, limited liability company, corporation, or its successor.

(3) A partner or member surviving the death or withdrawal of all other partners or members may continue to practice under a partnership or limited liability company name for up to two (2) years after becoming a sole practitioner.

(c) A fictitious firm name (that is, one not consisting of the names or initials of one (1) or more present or former partners, members, or shareholders) may not be used by a CPA firm unless such name has been registered with and approved by the Arkansas State Board of Public Accountancy as not being false or misleading.

(d) A firm may not include the term "Associates" or "Company" unless the firm has at least two (2) full time CPAs on staff.