

THE KYEREMA

FSB LAW CONSULT'S MONTHLY NEWSLETTER

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HAPPY NEW YEAR



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Message From The Editor-In-Chief



Francisca Serwaa Boateng, Esq.

(Editor-in-Chief)

Happy New Year 2022!!!

It is with glad tidings of great joy that I welcome you all, our cherished readers and clients, to the year 2022. Last year was expected to be the end

of the COVID-19 scourge but boy, were we so wrong in our expectation. Most countries around the world were locked in on lockdowns as death rates rose. Then came the fast-spreading Omicron variant of the virus. Thankfully, the situation in Ghana was pretty manageable as we continued to observe the protocols. We are grateful that FSB Law Consult, your preferred boutique law firm, was spared the pandemic throughout the year.

We are happy to announce that we successfully published all the twelve editions of your beloved monthly newsletter, The Okyerema, for the year 2021. Indeed, The Okyerema remains an 'industry first' and leads the pack as the most read newsletter by law students, lawyers, our clients and the general public. Articles published in The Okyerema have been published by national newspapers, including the Daily Graphic. We have not looked back and the responses and feedback

we have received from our cherished readers have been beyond phenomenal.

As promised, in 2021, we brought you the latest information about FSB Law and most importantly, tit-bits about laws passed by Parliament and the judgments given by the Supreme Court every month. And The Okyerema gets results! Our article on the Ministry of Foreign Affairs & Regional Integration's directive on authentication of documents to institutions got to the Ministry's attention. Consequently, FSB Law Consult will be assisting the Ministry and other stakeholders this year to find a solution to the issue of fake documents. We intend to continue to bring you educative and informative articles on pressing issues in law and the country as a whole this year as well.

I am very thrilled about the exciting year we have ahead and I trust that you will continue to be with us on The Okyerema's journey to becoming the number one monthly Law firm newsletter in Ghana.

Here's to a COVID-19-free year full of optimistic hope and fulfilment of cherished dreams.

With the very best of wishes,

TRIVIA

Question

Who came to Oliver's rescue when Fagin recaptured him, according to the Oliver Twist narrative book?

A. Nancy

C. Charley Bates

B. Mr. Brownlow

D. Jack Dawkins

We will love to hear from you, please send your answers to info@fsblawconsult.com or whatsapp us on: 050 798 0400

Your Business Name As Your Brand

The first step in successful branding is naming your business or product, but it is also one of the most difficult. To be able to come up with a business name that will stand out and be recognized as a brand, there are many pointers to guide us. Below are a few of the guidelines to consider when choosing a name for a business or product.

Descriptive: A descriptive name is one that accurately defines your company or product. The advantages of adopting a completely descriptive name are that, it communicates your brand proposition immediately and it is easy to remember. Examples of a descriptive name includes Ghana Airways.

Evocative: The word 'evocative' stirs up vivid images, recollections, feelings or suggestive ideas. Using an evocative word as a brand name could imply an emotion or activity that the buyer should have. An example of such names is Nike; Nike is the Greek goddess of victory.

Historical: A historical name refers to naming your company after a former event or person. It could be a grandparent's name, an occurrence that occurred while bringing your idea to life, or a childhood memory. An example is Elisus-Beatty.

Arbitrary: This is a name based on random choice or personal whim, rather than any reason or system. This involves choosing a name for your brand that does not



By: Rhoda Agyeiwaa Oduro

relate to your product or service. An example is Apple. Apple company sells electronics not apples.

Composite names: Composite names are names formed by bringing two words together to make a new word or two parts of words. Depending on how well the two words fit together, you are instantly showing your creativity and intelligence.

Geographical: This is when you name your business after a place, country or landmark.

The pros to using a place in a brand name is that it can help with a brand story and give your brand context and meaning. It can also give you a global appeal.

Acronym: An acronym is a word or name that is made up from initials that spell out a longer title.

Your own name: Finally, we talk about using your own name as your brand name. This is probably most people's first thoughts, and then they start thinking of all the other ways that they could name their brand. If you are the face of your brand, it can work well. It adds a personal touch and people feel like they get to know you too. If you have a unique name, you'll end up high in the search results. If you're well known in your field already, using your name will help people find you.

References: [skillshare](#), [howtonameyourbrand](#)

FSB NEWS

Carols Night Team Members Group Picture



At our maiden Carols Service on 23rd December, 2021. We are grateful for how far He has brought us. It was a site to behold as we had lessons read by our members.

LAUNCH OF ELISUS-BEATTY TRUST SERVICES LIMITED

We will be launching our wholly-owned subsidiary, Elisus-Beatty Trust Services Limited (Elisus-Beatty) soon. Elisus-Beatty acts as corporate executor, administrator and trustee in administration of estates, offer company secretarial services and procures regulatory permits and licenses for individuals and companies.

Elisus-Beatty

**LAUNCH
ELISUS-BEATTY TRUST
SERVICES LIMITED.**

24
DAYS

45
MINUTES

WE CAN NOT WAIT TO SEE YOU!

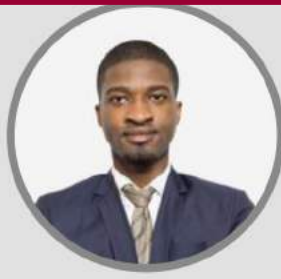
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