Kansas Board of Examiners in Optometry Disapproved Trade Names

Requested name would be missleading. The Board feels that any trade name using a geographic area larger than a city should not be approved. Too similar to (NAME) Eye Clinic which is an MD and would confuse the public Use of the word TOTAL implies complete eyecare is available including Surgery & Laser Treatement Implies Superiority Implies Supe	TRADE NAME	REASON
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10/29/2020

Kansas Board of Examiners in Optometry Disapproved Trade Names

TOTAL EYE CARE CENTER	The word TOTAL may be misintrerpreted by the general public
	Use of the word TOTAL implies complete eyecare is available including
TOTAL EYE HEALTH	surgery & Laser Treatement
	Too simlar to Wichita Family Eye Care and would therefore confuse the
WICHITA FAMILY OPTOMETRY	public
Witchita Vision & Myopia Management Center /	
Wichita Vision & Myopia Control Center /	
Wichita Vision & Myopia Contol Clinic	The use of Wichita is too broad and would be misleading to the public

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