

Kansas Board of Examiners in Optometry  
Disapproved Trade Names

TRADE NAME	REASON
(NAME) COUNTY FAMILY VISION CARE	Requested name would be misleading. The Board feels that any trade name using a geographic area larger than a city should not be approved.
(NAME) EYE CENTER	Too similar to (NAME) Eye Clinic which is an MD and would confuse the public
(NAME) TOTAL EYECARE	Use of the word <b>TOTAL</b> implies complete eyecare is available including surgery & Laser Treatment
ADVANCED EYE CARE	Implies Superiority
ADVANCED VISION	Implies Superiority
ADVANCED VISION CARE;	Implies Superiority
ADVANCED VISION CENTER	Implies Superiority
ADVANTAGE EYECARE	Implies Superiority
COMPLETE EYE CARE CENTER	The word <b>COMPLETE</b> may be misinterpreted by the general public
COMPLETE VISION	The word <b>COMPLETE</b> may be misinterpreted by the general public
EYE ASSOCIATES	Too Broad
EYE ASSOCIATES OF (NAME)COUNTY	Requested name would be misleading. The Board feels that any trade name using a geographic area larger than a city should not be approved.
EYE CARE EXCELLENCE	Implies Superiority
EYE CARE SPECIALTIES	In Kansas, Optometrists are not allowed to declare specialties
EYE DOCS, THE	Too similar to the Eye Doctors and would therefore confuse the public
EYECARE CENTER	Too Broad
FAMILY EYE CARE	Too Broad
FAMILY EYE CARE CENTER	Too Broad
FAMILY EYE CARE OF OLATHE	Too similar to Olathe Family Vision Center and the therefore would confuse the public
FAMILY EYECARE SPECIALIST	Misleading - <b>SPECIALITIES</b> implies a superior Board Certified specialist whis is not the case
FAMILY VISION CARE	Too Broad
K-7 EYE CARE	Too Geographically specific
KANSAS CITY EYE CARE / KC EYE CARE	Too similar to <i>Kansas City Eye Clini c</i> and would cause confusion among the public.
KANSAS EYECARE CENTER	Requested name would be misleading. The Board feels that any trade name using a geographic area larger than a city should not be approved.
KANSAS FAMILY VISION CLINIC	Requested name would be misleading. The Board feels that any trade name using a geographic area larger than a city should not be approved.
KS VISION DEVELOPMENT CENTER	Requested name would be misleading. The Board feels that any trade name using a geographic area larger than a city should not be approved.
LIFETIME LOW VISION SPECIALTIES	In Kansas, Optometrists are not allowed to declare specialties
MAIZE OPTOMETRIC	Too Broad
MIDWEST EYECARE	Requested name would be misleading. The Board feels that any trade name using a geographic area larger than a city should not be approved.
OCULAR DIAGNOSTIC	Too Broad
OLATHE EYE ASSOCIATES.	Too similar to <i>Eye Associates of Olate</i> and would therefore confuse the public
PRECISION EYECARE	Implies Superiority
PREFERRED EYECARE CENTER	Implies Superiority
PREMIER FAMILY EYE CARE	Implies Superiority
PREMIER FAMILY EYECARE	Implies Superiority
PREMIER VISION	Implies Superiority
PRIMARY EYE CARE CENTER	The word <b>PRIMARY</b> may be misinterpreted by the general public
SHAWNEE VISION CARE, P.A.	Too Broad
TOTAL EYE CARE CENTER	The word <b>TOTAL</b> may be misinterpreted by the general public
TOTAL EYE HEALTH	Use of the word <b>TOTAL</b> implies complete eyecare is available including surgery & Laser Treatment

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WICHITA FAMILY OPTOMETRY

Too similar to *Wichita Family Eye Care* and would therefore confuse the public