



Changing Your Name: Do It Right Or Pay The Price

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Dealing with all the bureaucracy can be a colossal hassle.

Jake Wolff was reminded of that when his law school buddy Josh Gelb, who was engaged to be married, complained about how much time the process was costing his fiancée. Wolff thought back to his own wife's frustration with all the official hurdles she had to clear. "Out of the blue she said, 'I wish I could pay someone to do this,' " Wolff recalled. "A light went off in my head."

That light turned out to be [HitchSwitch](#), which Wolff and Gelb launched in 2009 to streamline the name-change process.