WISCONSIN DEPARTMENT OF FINANCIAL INSTITUTIONS (WDFI)

TRADEMARK FILINGS

User Guide – Online User – Trademark Filings

“Mark" means a label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement that is adopted or used by any person to designate, make known or distinguish any goods or service as having been made, prepared or provided by that person and that is registered by that person under s. 132.01.

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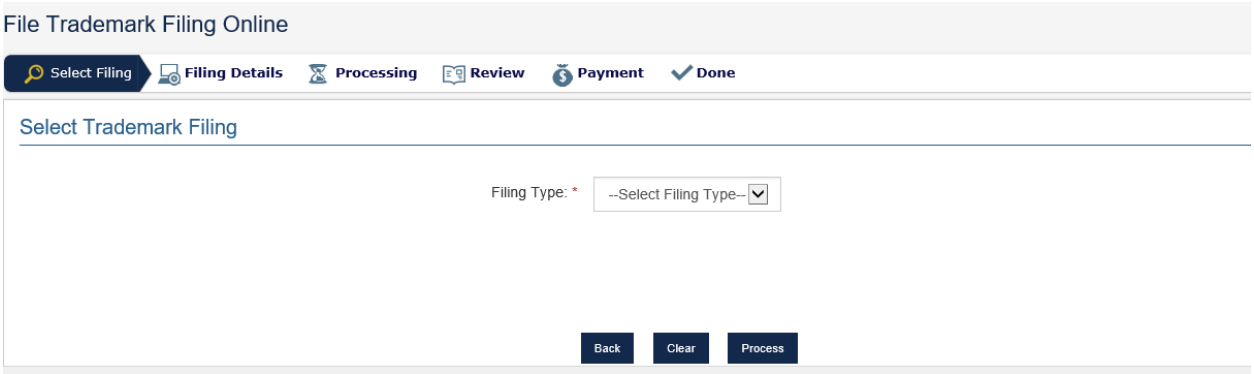
1 Online Trademark Filings

All of the available online Trademark filings may be accessed from the Trademark header menu.

NOTE: You must register, amend, assign, renew or cancel each mark separately. Example: If you have a 'name' & 'logo' to register these must also be done separately.

1. Select **Trademark > Trademark** to begin a filing.

   The system displays the File Trademark Filing Online screen.



2. Select the desired filing from the **Select Filing** drop-down menu.

3. Select the desired filing type from the **Filing Type** drop-down menu.

4. Complete one of the following…

If…	Then…
The user selects a registration…	Click the Process button to proceed to the next screen.
The user selects a subsequent filing or copy request…	1. Search for the desired filing. 2. Click the Process button to proceed to the next screen.

1.1 Trademark Registration

The initial processing screen for Trademark Registrations allows the user to enter information about the applicant and mark.

State of Wisconsin Department of Financial Institutions
Strengthening Wisconsin's Financial Future

JENNIFER BOOKER
Tuesday, March 31, 202

Dashboard | Search | UCC | Trademark | Personalization | Subscriptions | Logout

* - Required Field

Trademark Registration

Instructions

Select Filing | Processing | Review | Payment | Done

Trademark Registration

Applicant Information

Business Type : ◉ Entity ○ Sole Proprietor ☐ Applicant Same as Filer

Entity Name:*

Business Address:

Attn:

Address Line 1:*

Address Line 2:

Country:* United States

Zip Code:*

City:*

State:* Wisconsin

Email:

Phone:

Mailing Address ☐ If different than Business Address

Attn:

Address Line 1:*

Address Line 2:

Country:* United States

Zip Code:*

City:*

State:* Wisconsin

3rd Party Address ☐ Same as Filer

Attn:

Email:

Address Line 1:

Address Line 2:

Country: United States

Zip Code:

City:

State: Wisconsin

Trademark Description

Name or phrase to be registered OR detailed description of image or logo (See instructions for details):*

Date of First Use:* 03/31/2020

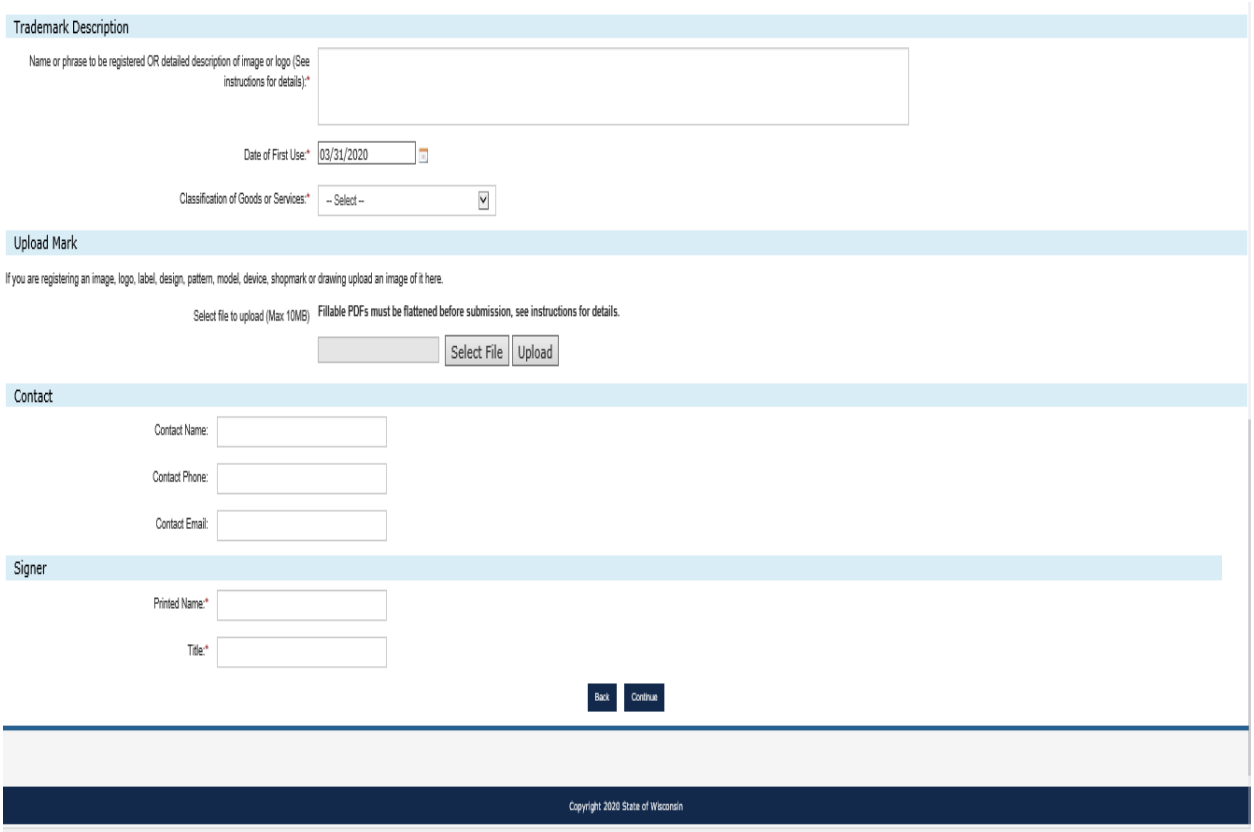
Classification of Goods or Services:* -- Select --

Upload Mark

If you are registering an image, logo, label, design, pattern, model, device, shopmark or drawing upload an image of it here.

Select file to upload (Max 10MB) Fillable PDFs must be flattened before submission, see instructions for details.

Select File | Upload



1. Complete the **Applicant Information** section.

   The user may select **Entity** (Must be registered in Wisconsin & in good standing) or **Sole Proprietor** for the Business Type. The name fields will update based on this selection.

   NOTE: The user may select the **Applicant Same as Filer** checkbox to automatically populate the **Applicant Information** and **Business Address** sections with the filer's information.

2. Complete the **Business Address** section.

   The system will complete the **City** and **State** fields automatically based on the zip code.

3. Complete the **Mailing Address** section as necessary.

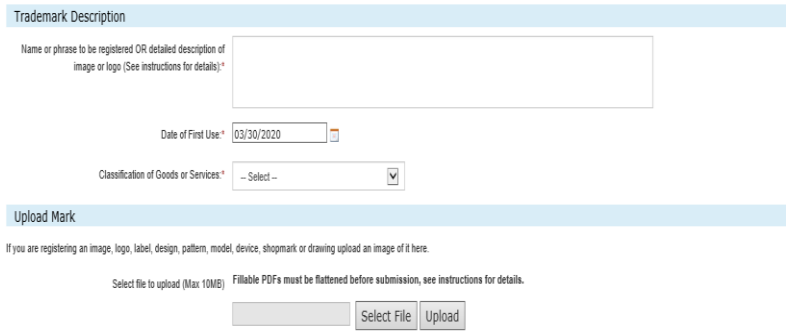
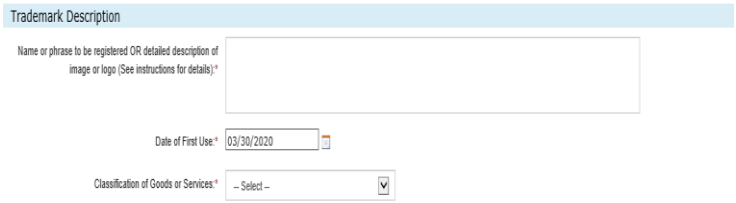
   The Mailing Address section is inactive by default. The user may select the '**if different than Business Address'** check box to activate these fields and complete them as necessary.

4. Complete the **3rd Party Address** section.

   The system will complete the **City** and **State** fields automatically based on the zip code.

NOTE: The user may select the **Same as Filer** check box to automatically complete the fields with the filer's information.

5. Complete one of the following...

If…	Then…
The user is registering a trademark…	1. Complete the **Trademark Description** section. 2. Upload an image of the mark. 
The user is registering a trademark without an image…	Complete the **Trademark Description** section (don't upload an image). 

6. Complete the **Contact** section.

7. Complete the **Signer** section.

8. Click the button.

   The system displays the **Review Filing** screen

1.2 Trademark Amendment

The initial processing screen for Trademark Amendments allows the user to amend address information for the selected Trademark.

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Tuesday, March 31, 20

Dashboard | Search | UCC | Trademark | Personalization | Subscriptions | Logou

* - Required Field

Trademark Amendment

Instructions

Select Filing > Processing > Review > Payment > Done

Trademark Amendment

Trademark Information

ID:	20131441510	Date of first use:	
Status:	Active	Classification of Goods or Services:	46-LEGACY
Registration Date:	03/06/2013	Expiration Date:	03/06/2023
Description:	STACKS MARKETING		

Applicant Information

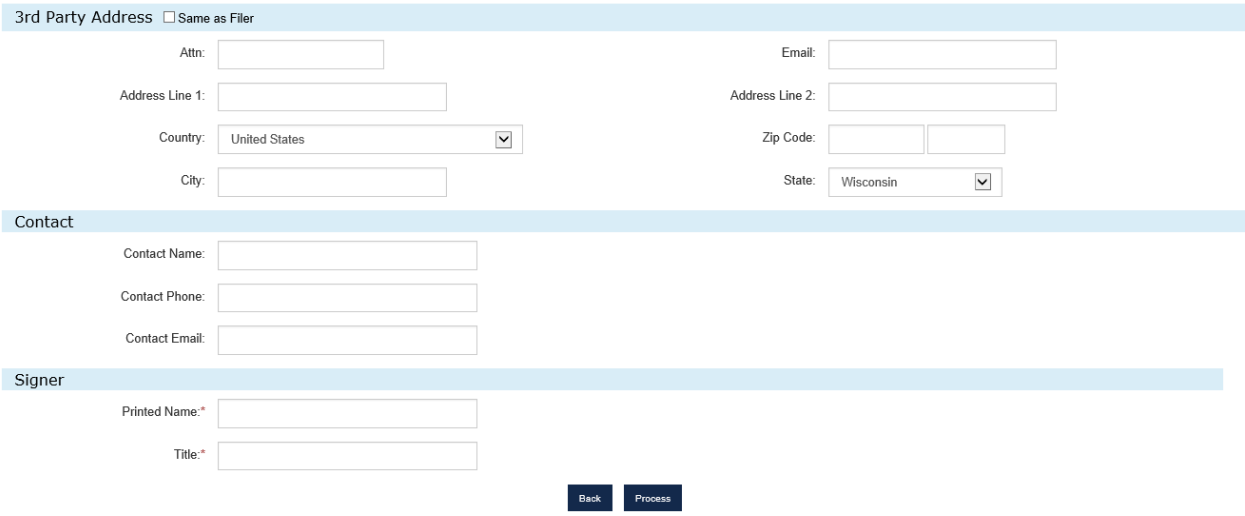
Type:	Entity
Entity Name:	FULFER LLC
Attn Business Address:	
Business Address:	LEGALZOOM.COM, INC., 100 W BROADWAY SUITE 100, GLENDALE, CA 91210 2479 N 66TH ST WAUWATOSA WI 53213 USA
Business Email:	
Business Phone:	
Attn Mailing Address:	
Mailing Address:	NONE
Attn Third Party Address:	
Third Party Address:	NONE
Third Party Email:	

Business Address:

Attn:			
Address Line 1:*	LEGALZOOM.COM, INC., 100 W B	Address Line 2:	2479 N 66TH ST
Country:*	United States	Zip Code:*	53213
City:*	WAUWATOSA	State:*	Wisconsin
Email:		Phone:	

Mailing Address ☐ If different than Business Address

Attn:			
Address Line 1:*		Address Line 2:	
Country:*	United States	Zip Code:*	
City:*		State:*	Wisconsin



1. Review the Trademark & Application information at the top of the screen.

2. Amend the **Business Address** section as necessary.

   The system will complete the **City** and **State** fields automatically based on the zip code.

3. Amend the **Mailing Address** section as necessary.

   The Mailing Address section is inactive by default. The user may select the '**if different than Business Address'** check box to activate these fields and complete them as necessary.

4. Amend the **3rd Party Address** section as necessary.

   The system will complete the **City** and **State** fields automatically based on the zip code.

   NOTE: The user may select the **Same as Filer** check box to automatically complete the fields with the filer's information.

5. Amend the **Contact** section as necessary.

6. Complete the **Certified** section.

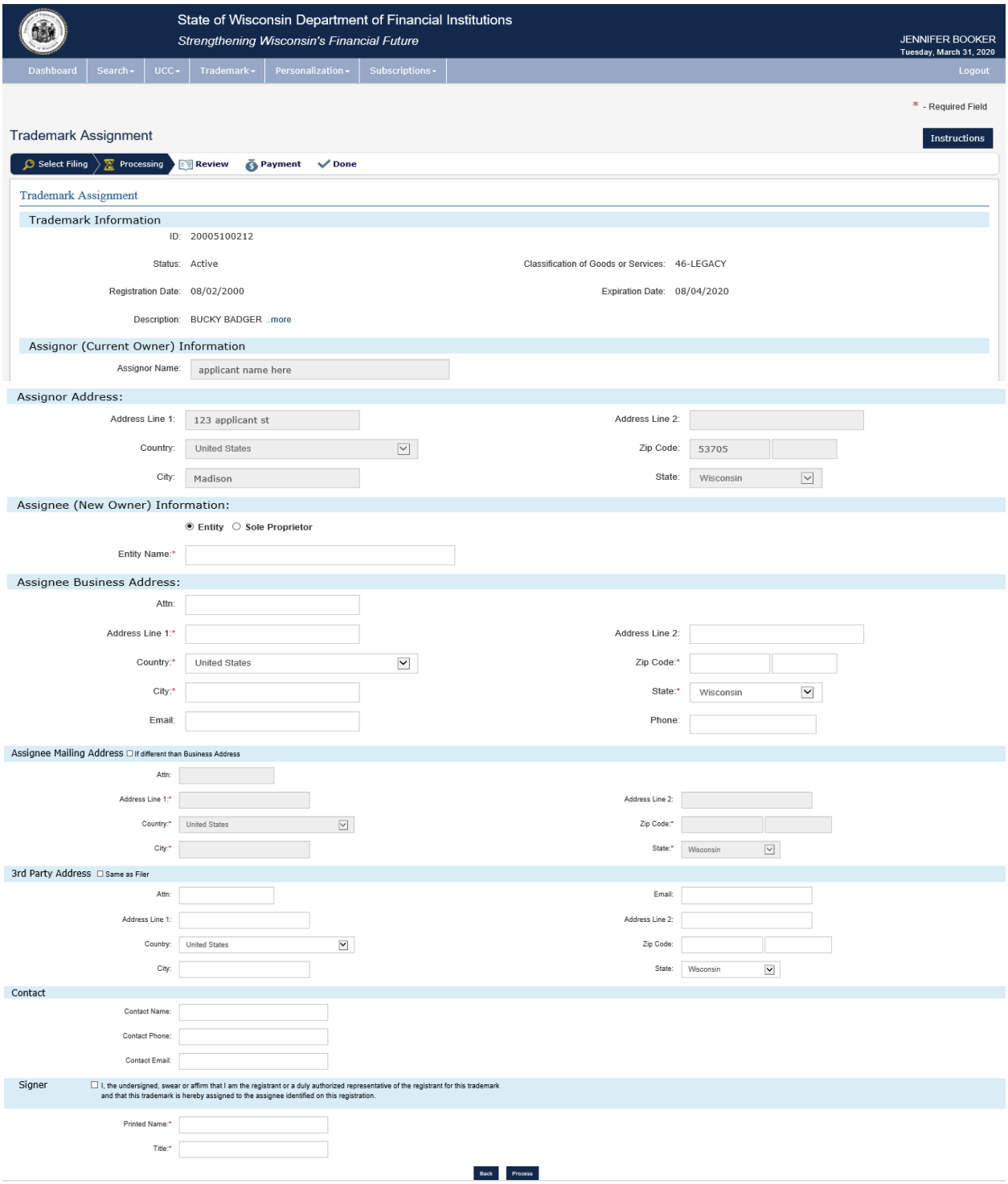
7. Complete the **Signer** section.

8. Click the **Process** button.

   The system displays the **Review Filing** screen.

1.3 Trademark Assignment

The initial processing screen for Trademark Assignments allows the user to add assignee (new owner) information. The Assignor sections of the screen are inactive by default and may not be edited.



1. Complete the **Assignee Information** section.

The user may select **Entity** (must be registered in Wisconsin & in good standing) or **Sole Proprietor** for the Business Type. The name fields will update based on this selection.

2. Complete the **Business Address** section.

   The system will complete the **City** and **State** fields automatically based on the zip code.

3. Complete the **Mailing Address** section as necessary.

   The Mailing Address section is inactive by default. The user may select the **if different than Business Address** check box to activate these fields and complete them as necessary.

4. Complete the **3rd Party Address** section.

   The system will complete the **City** and **State** fields automatically based on the zip code.

> **NOTE:** The user may select the **Same as Filer** check box to automatically complete the fields with the filer's information.

5. Amend the **Contact** section as necessary.

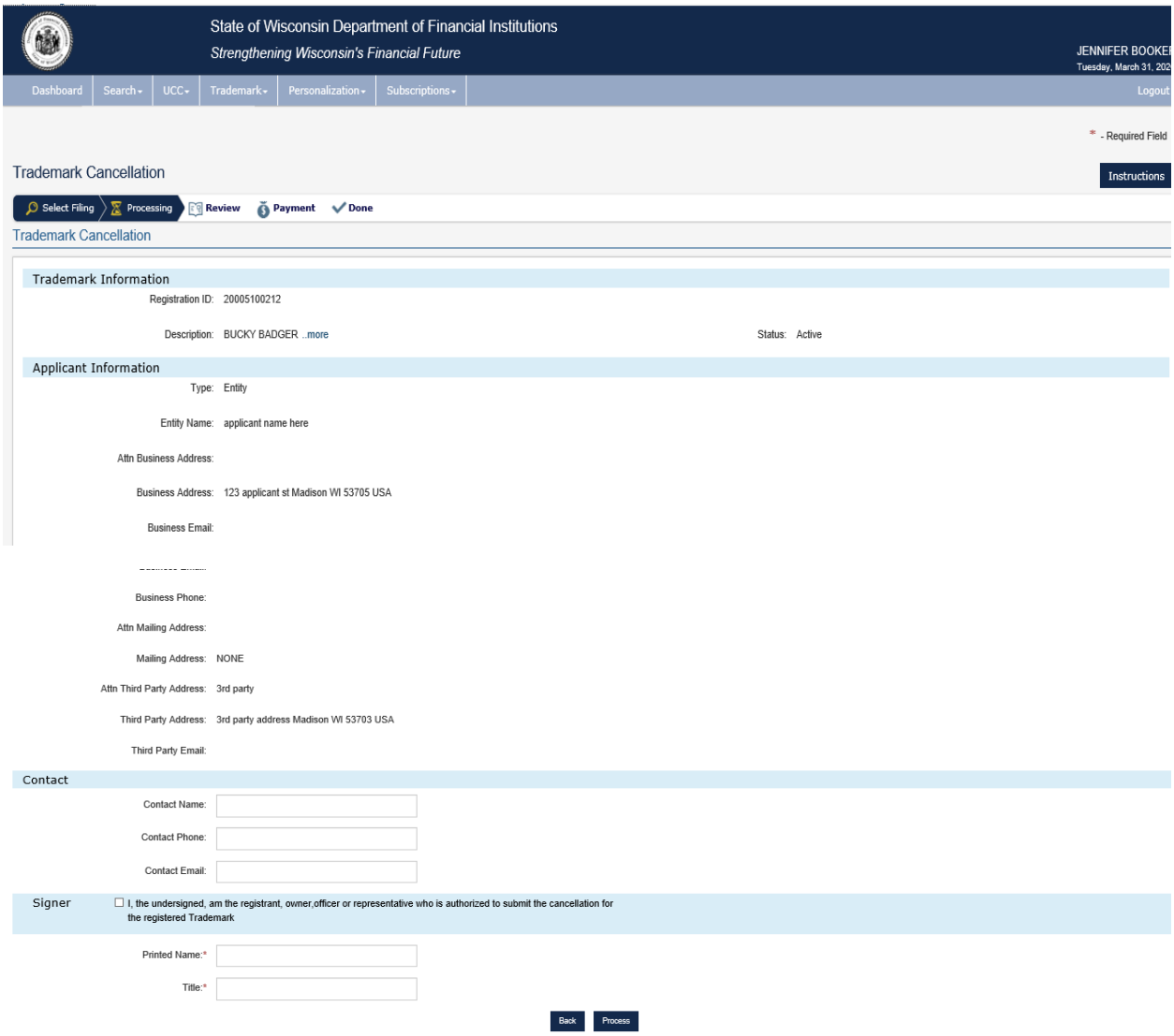
6. Complete the **Signer** section.

7. Click the Process button.

   The system displays the **Review Filing** screen.

1.4 Trademark Cancellation

The initial processing screen for Trademark Cancellation filings displays information regarding the trademark.



1. Review the Trademark and Applicant information at the top of the screen.

2. Complete the **Contact** section.

3. Complete the **Signer** section.

4. Click the

button.

   The system displays the **Review Filing** screen.

1.5 Trademark Renewal

The initial processing screen for Trademark renewal filings displays information regarding the trademark.

State of Wisconsin Department of Financial Institutions
Strengthening Wisconsin's Financial Future

JENNIFER BOOKER
Tuesday, March 31, 2020

Dashboard | Search | UCC | Trademark | Personalization | Subscriptions | Logout

* - Required Field

Trademark Renewal

Instructions

Select Filing | Processing | Review | Payment | Done

Trademark Renewal

Trademark Information

ID: 20105002100

Status: Active

Classification of Goods or Services: 46-LEGACY

Registration Date: 05/26/2010

Expiration Date: 05/26/2020

Description: TASTE OF WISCONSIN

Applicant Information

Type: Entity

Entity Name: WESTERN KIWANIS FOUNDATION OF KENOSHA, INC.

Attn Business Address:

Business Address: PO BOX 602 KENOSHA WI 53143 7515 26TH AVENUE KENOSHA WI 53143 USA

Business Email:

Business Phone:

Attn Mailing Address:

Mailing Address: NONE

Attn Third Party Address:

Third Party Address: NONE

Third Party Email:

Business Address:

Attn:

Address Line 1:* PO BOX 602 KENOSHA WI 5314:

Address Line 2: 7515 26TH AVENUE

Country:* United States

Zip Code:* 53143

City:* KENOSHA

State:* Wisconsin

Email:

Phone:

Mailing Address ☐ If different than Business Address

Attn:

Address Line 1:*

Address Line 2:

Country:* United States

Zip Code:*

City:*

State:* Wisconsin

Contact

Contact Name:

Contact Phone:

Contact Email:

Signer

Printed Name:*

Title:*

Back | Process

1. Review the Applicant information at the top of the screen.

2. Complete the **Contact** section.

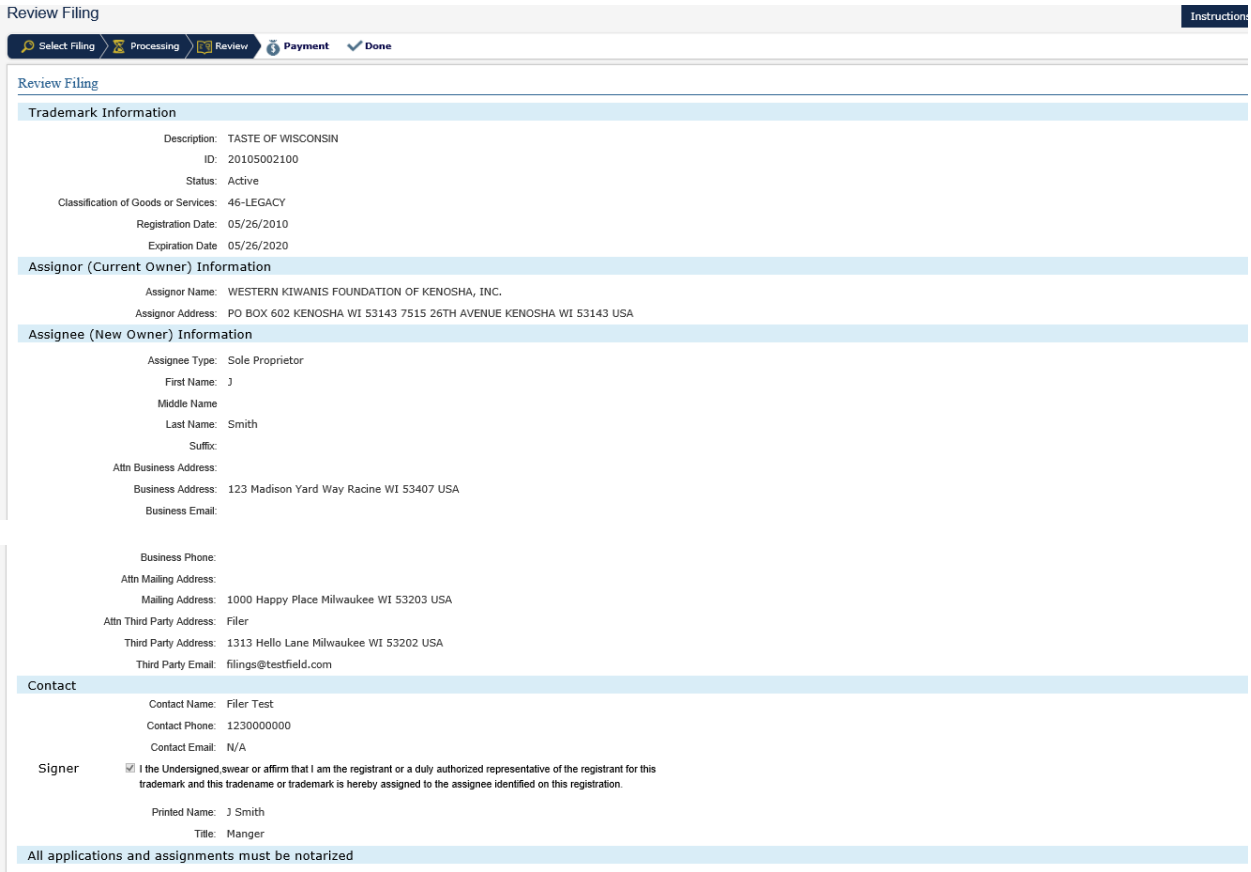
3. Complete the **Signer** section.

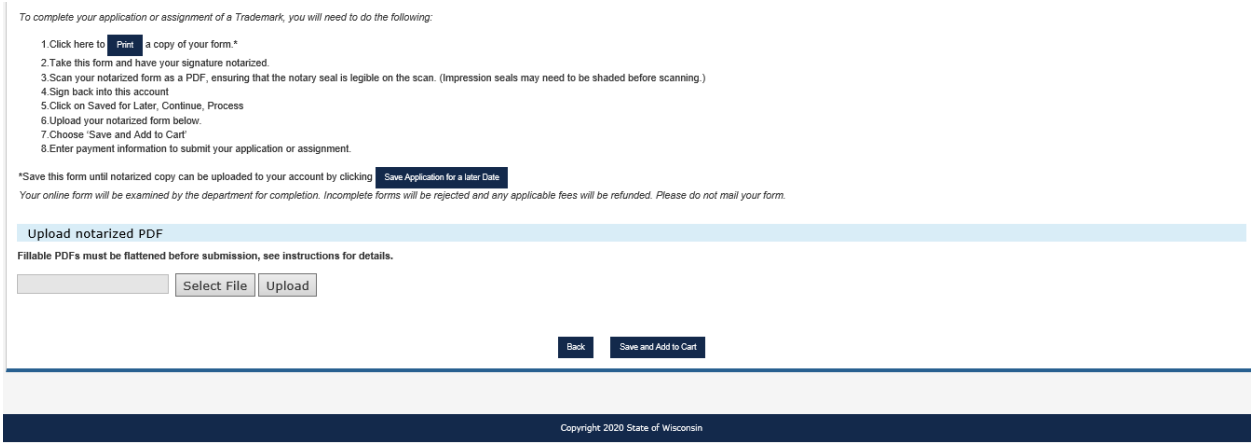
4. Click the Process button.

   The system displays the **Review Filing** screen.

1.6 Review Screen

The system displays all of the previously entered trademark information on the Review screen. The user should verify the information for accuracy before proceeding to the next steps.





1. Review the previously entered information for accuracy.

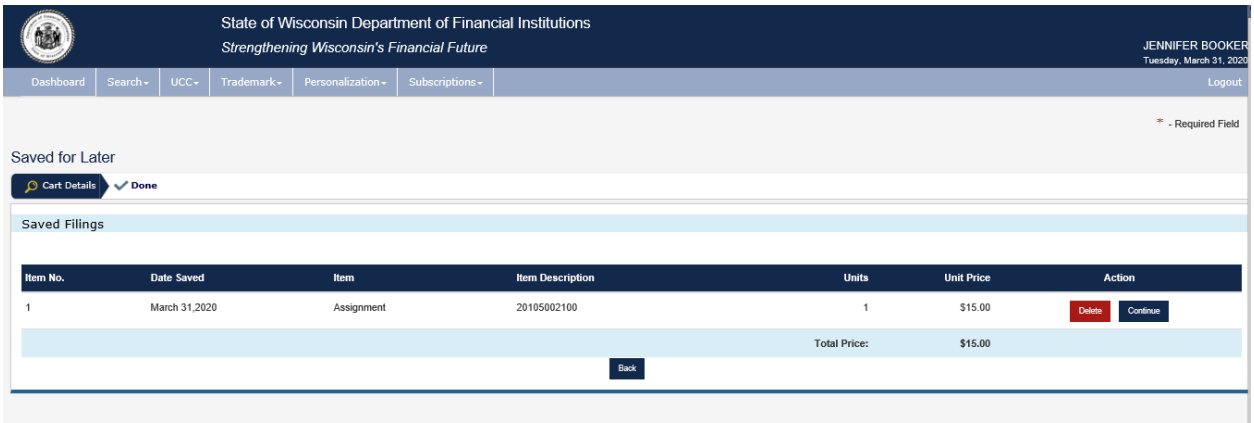
2. Complete one of the following…

If…	**Then…**
The filing does NOT require a notarized copy of the form…	Click the **Save and Add to Cart** button.
The filing requires a notarized copy of the form and the user has it ready to upload…	1. Click the **Select File** button. 2. Browse to the copy and select it. 3. Click the **Upload** button to complete the upload.
The filing requires a notarized copy of the form and the user does not have it ready to upload (or does not wish to upload it)…	The user may… • Click the **Save Application for a Later Date** button to save the progress on the filing in the **Saved for Later Shopping Cart** for processing at a later date. • Click the **Print button** and deliver a notarized copy to the Department for processing.

2 Complete Processing

2.1 Saved for Later Shopping Cart

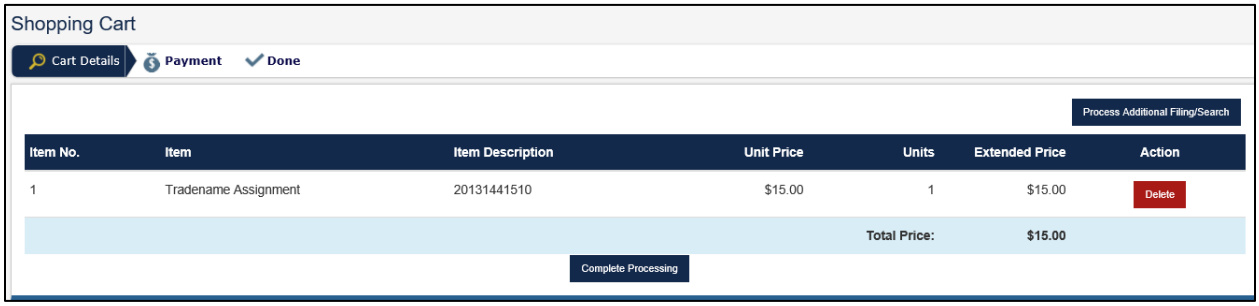
If the user saves an application for processing at a later date, the filing is stored in the Saved for Later Shopping Cart.



The user may click the Delete button to delete the filing from the Saved for Later Shopping Cart or the Continue button to return to the Review Screen for the selected filing.

2.2 Shopping Cart

The shopping cart is displayed when a filing is added to the cart. The user may proceed to payment, delete a filing, or add additional filings.



2.2.1 Add an Additional Filing or Search

The user may click the Process Additional Filing/Search button to add an additional filing or search.

2.2.2 Delete a Filing from the Shopping Cart

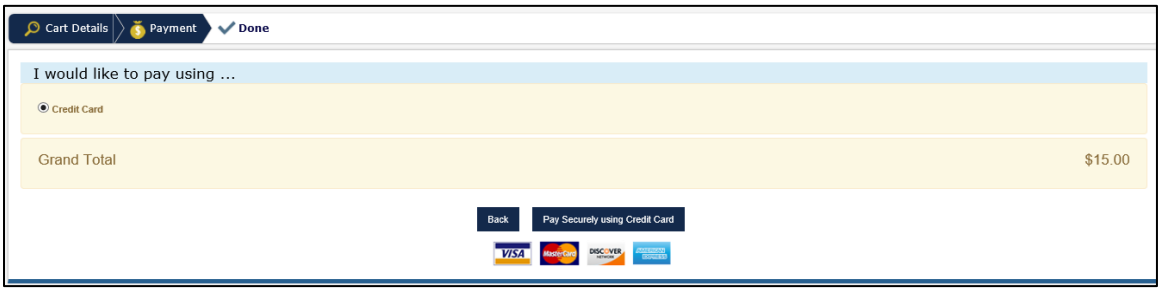
The user may click the Delete button to delete a filing from the shopping cart.

2.2.3 Pay and Complete Processing

The user must pay for their filings in order to complete processing.

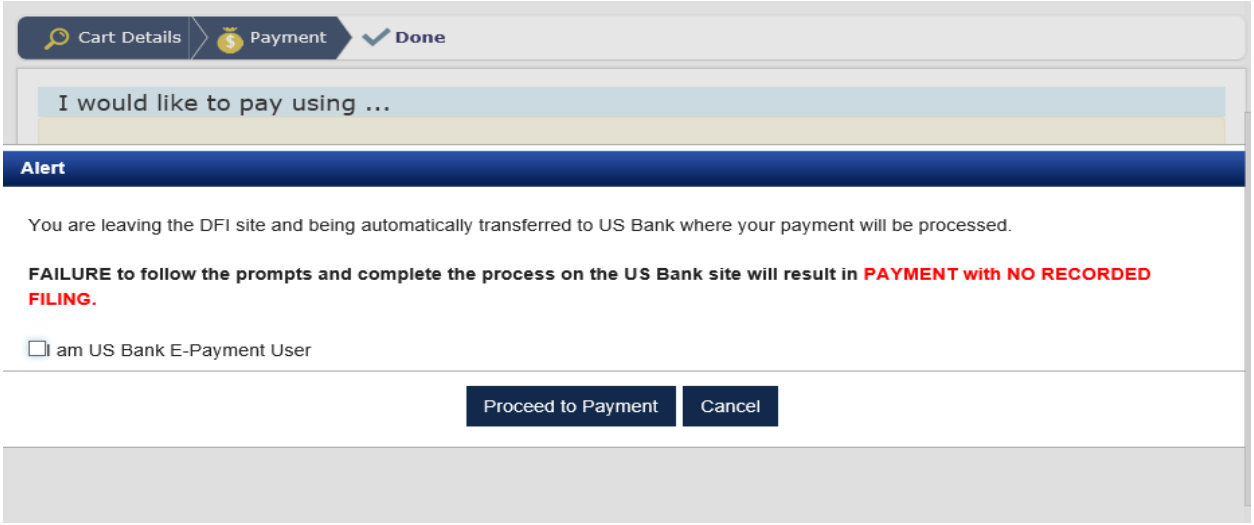
1. Click the **Complete Processing** button.

   The system displays the Credit Card payment type options.

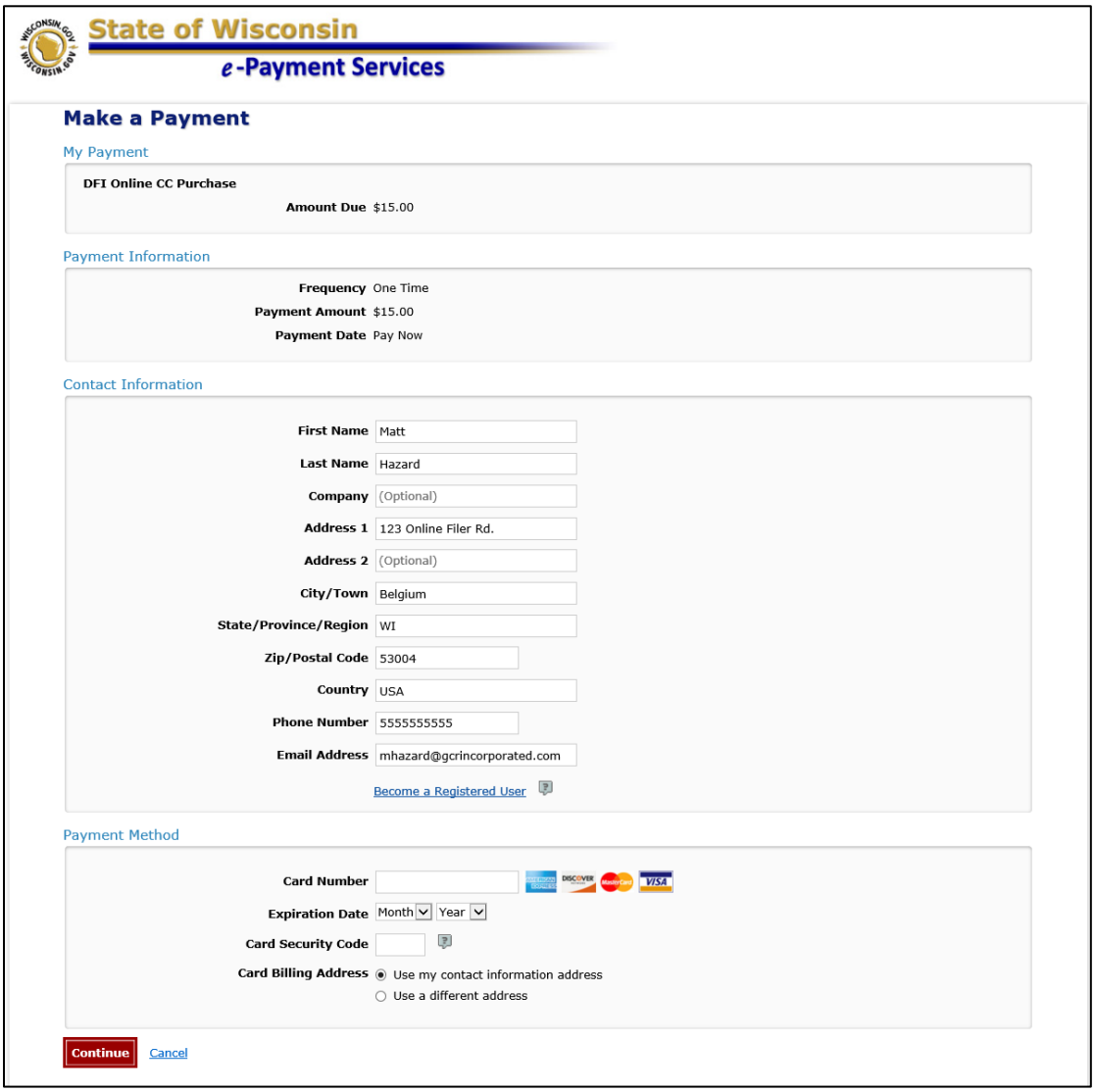


NOTE: Credit Card is selected by default.

2. Click the **Pay Securely using Credit Card** button.
3. A pop up will display to allow you to sign or create a US Bank account by checking the box or you can choose the **Proceed to Payment** to continue without signing into or creating a US Bank account.



The system displays the payment screen.

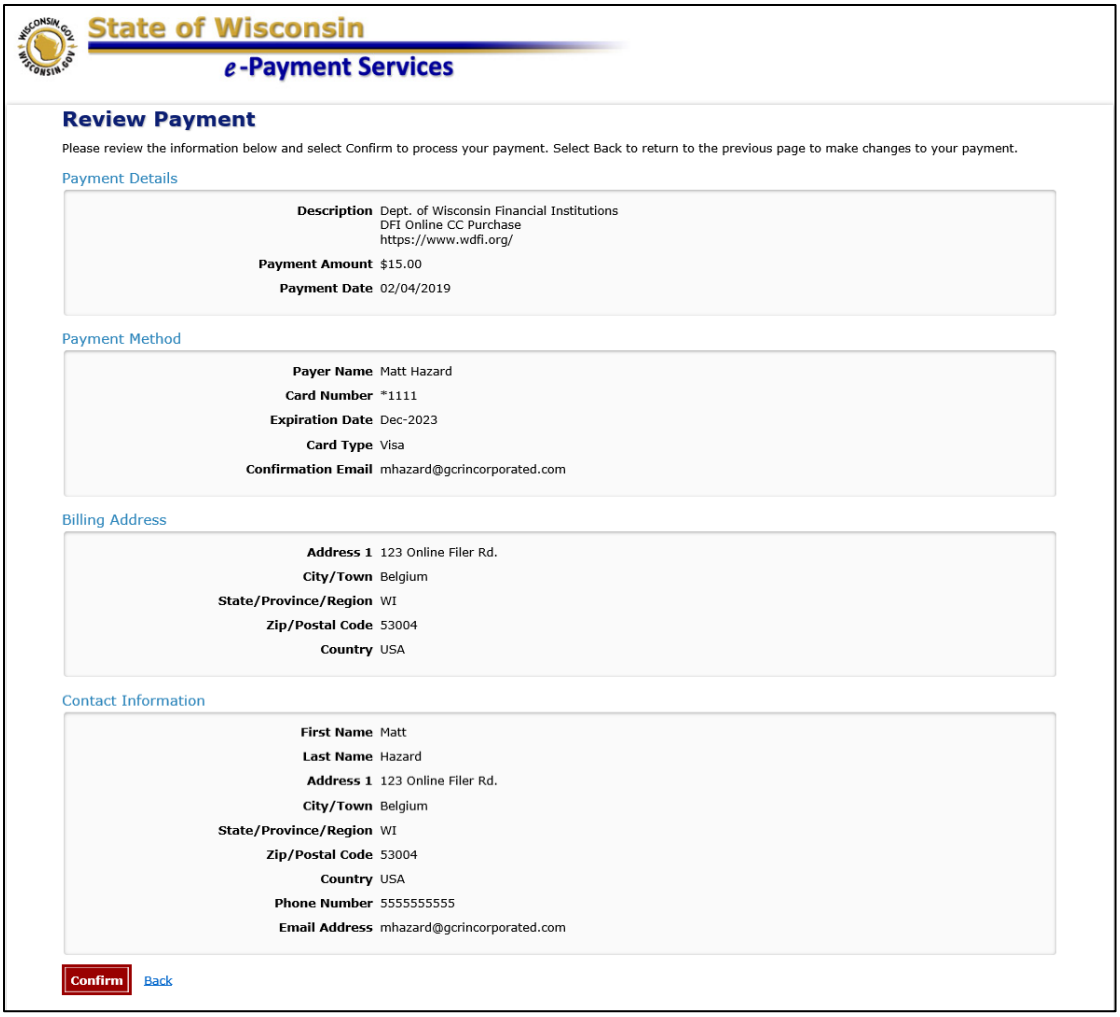


4. Enter the payment information.

5. Click the

button.

The system displays the Review Payment screen.



State of Wisconsin

e-Payment Services

Review Payment

Please review the information below and select Confirm to process your payment. Select Back to return to the previous page to make changes to your payment.

Payment Details

Description	Dept. of Wisconsin Financial Institutions DFI Online CC Purchase https://www.wdfi.org/
Payment Amount	$15.00
Payment Date	02/04/2019

Payment Method

Payer Name	Matt Hazard
Card Number	*1111
Expiration Date	Dec-2023
Card Type	Visa
Confirmation Email	mhazard@gcrincorporated.com

Billing Address

Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA

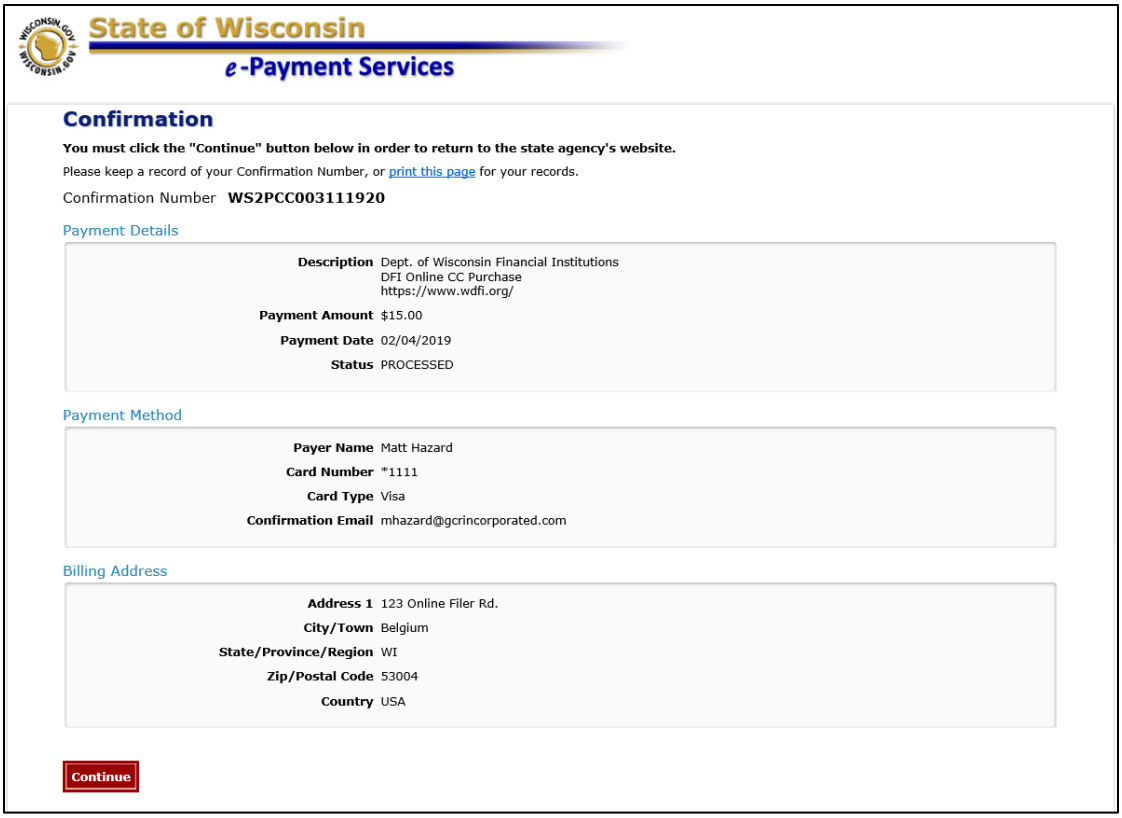
Contact Information

First Name	Matt
Last Name	Hazard
Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA
Phone Number	5555555555
Email Address	mhazard@gcrincorporated.com

Confirm Back

6. Click the **Confirm** button.

The system displays the Confirmation screen.



State of Wisconsin

e-Payment Services

Confirmation

You must click the "Continue" button below in order to return to the state agency's website.

Please keep a record of your Confirmation Number, or print this page for your records.

Confirmation Number **WS2PCC003111920**

Payment Details

Description	Dept. of Wisconsin Financial Institutions DFI Online CC Purchase https://www.wdfi.org/
Payment Amount	$15.00
Payment Date	02/04/2019
Status	PROCESSED

Payment Method

Payer Name	Matt Hazard
Card Number	*1111
Card Type	Visa
Confirmation Email	mhazard@gcrincorporated.com

Billing Address

Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA

Continue

7. Click the **Process Filing** button to return to the WDFI Online Filing System.

NOTE: This step is imperative to submitting your filing for processing.