



# Registration of Tradename/Trademark

Per Chapter 132 Wisconsin Statutes

### OFFICE USE ONLY

Received Date:

File Date:

Trademark/name ID:

- Registration is effective for 10 years.
- Filing fee is \$15.00 – Make checks payable to Department of Financial Institutions.

1. This is a:  first time registration  renewal registration      2. Date of first use

|           |         |             |
|-----------|---------|-------------|
| Month(MM) | Day(DD) | Year (YYYY) |
|-----------|---------|-------------|

3. Legal name of organization or individual applying for this registration

|  |      |       |     |
|--|------|-------|-----|
| 4. Street address or physical location of business                   | City | State | Zip |
| 5. Certificate mailing address (if different from physical location) | City | State | Zip |

6. Exact name or phrase to be registered. If registering a design, please provide a written description and include an example.

\_\_\_\_\_

7. Description of business and/or goods for which this registration will be used

|                   |       |       |
|-------------------|-------|-------|
| 8. Contact person | Email | Phone |
|-------------------|-------|-------|

|  |                                       |
|--|---------------------------------------|
| <p>9. I, the undersigned, certify that: I am the registrant or duly authorized representative; the information in this document is true and correct; the registrant has the right to the use of the subject registration applied for, and that no other persons or entities have such right either in identical form or near resemblance; that any attachments are correct and that the registrant is licensed or registered by a governmental office if required to do so, or is a resident of the United States.</p> | <p>10. Affix notary seal or stamp</p> |
|--|---------------------------------------|

|   |  |       |        |
|---|--|-------|--------|
| <b>Signature (to be signed in the presence of a Notary)</b> | <b>Subscribed and sworn to before me on this date/state/county</b> |       |        |
|   | Date   | State | County |
| Printed Name  | Notary Signature   |       |        |
| Title   | Commission Expiration Date   |       |        |

This document can be made available in alternate formats, upon request, to qualifying individuals with disabilities.

**Address:** Trademark Section  
 Department of Financial Institutions  
**Mail to:** PO Box 7847  
 Madison WI 53707-7847  
**Courier:** 4822 Madison Yards Way, North Tower  
 Madison WI 53705

**Contact Information:**  
 Phone: 608-266-8915  
 Fax: 608-264-7965  
 Email: [DFI-Trademark@wisconsin.gov](mailto:DFI-Trademark@wisconsin.gov)  
 TTY: 711

## Tradename/Trademark Registration Instructions

The name of a business, product, label, logo, or form of advertisement, are some examples of items that may be registered with the Department of Financial Institutions. The registration is not required, but is a good way to notify the public of the use of a certain name or mark. Conduct a general internet search and our website <https://www.wdfi.org/apps/TrademarkSearch/Search.aspx> , to be sure that the name you intend to register is not already in use.

The filing fee is \$15 per Tradename/Trademark payable to WI Dept of Financial Institutions. The registration remains on record for 10 years and may be renewed before the 10 year time period has expired.

A registration may be "assigned" to another party during the 10 year period, using the assignment form [http://wdfi.org/Apostilles\\_Notary\\_Public\\_and\\_Trademarks/forms\\_Trademark.htm](http://wdfi.org/Apostilles_Notary_Public_and_Trademarks/forms_Trademark.htm)

1. Check the appropriate box to indicate if this is a new registration or a renewal of an unexpired tradename/trademark.
2. Enter the date of first use or anticipated first use of the tradename/trademark.
3. Enter the full legal name of the entity (sole proprietor, corporation, LLC, partnership, etc.) that is registering the tradename/trademark.
4. Enter the physical location of the entity registering the tradename/trademark.
5. Optional - If the certificate should be mailed to a location that is different from the registrant's address in #4, enter the mailing address.
6. Enter the name you will be operating under **OR** the design you want to register.
  - a. Personal names are not allowed.
  - b. If the name entered on line 6 has an entity ending (Company, Co., Limited, Ltd., Corp., Inc., LLC, LLP, etc.), the name on line 6 must be the same as line 3.
  - c. If a design is being registered, a written description must be entered and a sample of the design must be included. Describe using detailed language so that a person would be able to get a good view of the design without actually seeing the design.
  - d. A **separate** application and fee are required for each name and/or mark registered or renewed. Enter a brief description of the business and/or goods for which this registration will be used.
7. Enter a brief description of the business and/or goods for which this registration will be used.
8. Provide the contact information for the person who will respond to correspondence regarding this registration.
9. Print your name and title and **sign ONLY in the presence of a notary.**
10. Notary must complete this section in its entirety.
11. Submit \$15.00 payment for each name/design registered, and mail the form(s) to the address listed at the bottom of the registration form. If applying for multiple names/designs, submit a separate application for each name/design. One check for all is acceptable.
12. Applications are processed every Wednesday. Once the application is processed, your information will be updated on <https://www.wdfi.org/apps/TrademarkSearch/Search.aspx> on the following Thursday. In addition, you will be sent a certificate as confirmation of the Tradename/Trademark that you submitted an application for. Contact us if you notice any discrepancies.

Email: [DFI-Trademark@wisconsin.gov](mailto:DFI-Trademark@wisconsin.gov)

Phone: 608-266-8915