



Tradenname/Trademark Information

- **Why register?**
If your bank, your customers or suppliers require you to register your business name or logo, submitting the application would register the name and/or mark on the state level.
- **Who does it help?**
Registration of a Tradenname/Trademark makes it a public record and enables consumers to identify the owner of a business.
- **Will I own the name and/or mark?**
Registration of a Tradenname/Trademark in Wisconsin *does not give ownership*; it does make it a public record that the registration is being used.
- **How do I own the name and/or mark?**
Rights and ownership in Wisconsin of a Tradenname/Trademark *are gained through usage*, not through the registration.
- **Am I required to register?**
No. [Wisconsin Statute 132.01](#) does not require the registration of Tradenames/Trademarks. Therefore, the Department of Financial Institutions (DFI) has only a partial listing of names/marks in use by businesses/individuals operating in Wisconsin.
- **How do I know if someone else is using it?**
Search the internet, DFI website at <https://dccc.wdfi.org>. Tradenname/trademark data base), telephone books, trade journals and other publications to be certain you are not infringing on another party's rights.
- **Should I contact DFI if someone uses my name or logo?**
No. The Department of Financial Institutions has no authority to determine who has rights to a name/mark. Any conflicts must be resolved by the parties involved, or by the courts.
- **How do I get exclusive rights to a name?**
To obtain an opinion regarding exclusive rights, please consult a private attorney.
- **Questions regarding Tradenames/trademarks on the state level:**
Trademark Records Section - dfi-trademark@dfi.wisconsin.gov or 608-266-8915.
- **Questions regarding a Trademark on the federal level:**
US Patent and Trademark Office (USPTO) - Website is www.uspto.gov.
- **Questions regarding Copyrights:**
US Copyright Office - Website is www.copyright.gov.
- **Questions regarding corporate names/registration:**
Corporation Section - 608-261-7577

Mailing Address:

Trademark Records Section
WI Dept of Financial Institutions
PO Box 7847
Madison WI 53707-7847

Physical Address for Express Mail/Courier:

Trademark Records Section
WI Dept of Financial Institutions
4822 Madison Yards Way, North Tower
Madison WI 53705

Contact Information:

E-Mail: DFI-Trademark@dfi.wisconsin.gov
Phone: 608-266-8915
TTY: 711