“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.

Contents

1  Online Trademark Filings ......................................................................................................................... 3
  1.1  Trademark Registration ...................................................................................................................... 4
  1.2  Trademark Amendment ..................................................................................................................... 6
  1.3  Trademark Assignment ...................................................................................................................... 9
  1.4  Trademark Cancellation ................................................................................................................... 11
  1.5  Trademark Renewal .......................................................................................................................... 12
  1.6  Review Screen .................................................................................................................................. 13

2  Complete Processing .............................................................................................................................. 15
  2.1  Saved for Later Shopping Cart ........................................................................................................ 15
  2.2  Shopping Cart .................................................................................................................................. 15
    2.2.1  Add an Additional Filing or Search ............................................................................................ 15
    2.2.2  Delete a Filing from the Shopping Cart ..................................................................................... 15
    2.2.3  Pay and Complete Processing ................................................................................................. 15
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...

<table>
<thead>
<tr>
<th>If...</th>
<th>Then...</th>
</tr>
</thead>
<tbody>
<tr>
<td>The user selects a registration...</td>
<td>Click the <strong>Process</strong> button to proceed to the next screen.</td>
</tr>
</tbody>
</table>
| 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.
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.
5. Complete one of the following...

<table>
<thead>
<tr>
<th>If...</th>
<th>Then...</th>
</tr>
</thead>
</table>
| 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 **Continue** 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.
Trademark Amendment

Trademark Information

ID: 20131441310
Status: Active
Registration Date: 03/06/2013
Classification of Goods or Services: 46-LEGACY

Description: STACKS MARKETING

Date of first use: 03/06/2023
Expiration Date: 03/06/2023

Applicant Information

Type: Entity
Entity Name: FULFER LLC

Business Address: LEGALZOOM.COM, INC., 100 W BROADWAY SUITE 199, GLENDALE, CA 91201 2479 N 66TH ST WAUWATOSA WI 53213 USA

Business Email:
Business Phone:

Mailing Address: NONE

Third Party Address: NONE

Business Address:

Address Line 1:* LEGALZOOM.COM, INC., 100 W BROADWAY SUITE 199, GLENDALE, CA 91201 2479 N 66TH ST WAUWATOSA WI 53213 USA

Address Line 2:
Zip Code:* 33213
State:* Wisconsin
Phone:

Mailing Address

Address Line 1:*
Country:* United States
City:*

Address Line 2:
Zip Code:
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.

<table>
<thead>
<tr>
<th>Trademark Information</th>
<th>ID: 20093100212</th>
<th>Status: Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classification Goods or Services:</td>
<td>46-LEGACY</td>
<td></td>
</tr>
<tr>
<td>Registration Date:</td>
<td>08/02/2000</td>
<td>Expiration Date: 08/04/2020</td>
</tr>
</tbody>
</table>

#### Assignee (Current Owner) Information

- **Assignee Name:**
  - [ ] Significant Name: [ ]

#### Assignee Address:

- **Address Line 1:** [ ]
- **City:** [ ]
- **State:** [ ]
- **Zip Code:** [ ]

- **Country:** [ ]

#### Assignee Business Address:

- **Address Line 1:** [ ]
- **City:** [ ]
- **State:** [ ]
- **Zip Code:** [ ]

- **Country:** [ ]

#### Assignee Mailing Address:

- **Address Line 1:** [ ]
- **City:** [ ]
- **State:** [ ]
- **Zip Code:** [ ]

- **Country:** [ ]

#### 3rd Party Address:

- **Address Line 1:** [ ]
- **City:** [ ]
- **State:** [ ]
- **Zip Code:** [ ]

#### Contact:

- **Contact Name:** [ ]
- **Contact Phone:** [ ]
- **Contact Email:** [ ]

#### Signer:

- [ ] I, the undersigned, swear or affirm that I am the owner or a duly authorized representative of the owner for this trademark and that this trademark is hereby assigned in the assignee specified on this registration.

  - **Prefix:** [ ]
  - **Title:** [ ]

---

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 Process 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.

<table>
<thead>
<tr>
<th>Trademark Information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ID</td>
<td>2016002100</td>
</tr>
<tr>
<td>Status</td>
<td>Active</td>
</tr>
<tr>
<td>Classification of Goods or Services</td>
<td>46-LEGACY</td>
</tr>
<tr>
<td>Registrative Date</td>
<td>05/26/2010</td>
</tr>
<tr>
<td>Expiration Date</td>
<td>05/26/2020</td>
</tr>
<tr>
<td>Description</td>
<td>TASTE OF WISCONSIN</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applicant Information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Entity</td>
</tr>
<tr>
<td>Entity Name</td>
<td>WESTERN KIRKWA FOUNDATION OF KENOSHA, INC.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Address</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PO BOX 602 KENOSHA WI 53141 7515 28TH AVENUE KENOSHA WI 53141 USA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailing Address 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Line 1</td>
<td>PO BOX 602 KENOSHA, WI 53141</td>
</tr>
<tr>
<td>Country</td>
<td>United States</td>
</tr>
<tr>
<td>City</td>
<td>KENOSHA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>Contact Phone</td>
<td></td>
</tr>
<tr>
<td>Contact Email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Name</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
</tr>
</tbody>
</table>
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...

<table>
<thead>
<tr>
<th>If...</th>
<th>Then...</th>
</tr>
</thead>
<tbody>
<tr>
<td>The filing does NOT require a notarized copy of the form...</td>
<td>Click the Save and Add to Cart button.</td>
</tr>
</tbody>
</table>
| 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. |

File must be a flattened PDF. Submitting a fillable PDF form that has not been flattened will cause all information entered in fillable fields to be deleted.

How to flatten a PDF:

1. Open the PDF  
2. Click File.  
3. Click Print.  
4. Select Adobe PDF or Microsoft Print to PDF (or similar) from the Printer drop-down menu.  
5. Click Print.  
6. Select a destination on your computer to save the flattened PDF file, then click Save.  
7. The flattened PDF file can now be submitted.
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.

![Credit Card Payment Options](image)

**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.

![Pop Up Payment Options](image)

You are leaving the DFI site and being automatically transferred to US Bank where your payment will be processed.

**FAILURE** to follow the prompts and complete the process on the US Bank site will result in **PAYMENT with NO RECORDED FILING**.

- [ ] am US Bank E-Payment User

![Payment Process](image)
The system displays the payment screen.

4. Enter the payment information.

5. Click the **Continue** button.

   The system displays the Review Payment screen.
6. Click the Confirm button.

The system displays the Confirmation screen.
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.