



Tradename/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 Tradename/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 Tradename/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 Tradename/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 www.wdfi.org (Tradename/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@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 (*Option 5*).

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
201 W Washington Ave Ste 300
Madison WI 53703

Contact Information:

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



State of Wisconsin – Department of Financial Institutions

Registration of Tradename/Trademark

Per Chapter 132 Wisconsin Statutes

Print

Reset

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)
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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
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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.	10. Affix notary seal or stamp
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Signature (to be signed in the presence of a Notary)	Subscribed and sworn to before me on this date/state/county		
	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: 201 W Washington Ave Suite 300
 Madison WI 53703

Contact Information:
 Phone: 608-266-8915
 Fax: 608-264-7965
 Email: 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, and 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/Notary_Public_and_Trademarks/defaultTrademark.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 legal name of the entity that is registering the tradename/trademark. For sole proprietors, enter the first and last name of the sole proprietor. For corporations, LLCs, partnerships, etc., enter the registered name of the entity.
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. If an entity name is entered (e.g. Corporation, LLC, LLP, etc.) the name must be exactly the same as #3. If the entry is a design or a combination of a name and design, a description must be entered and a sample of the design must be included.
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 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 and application for. Contact us if you notice any discrepancies.

Email: DFI-Trademark@wisconsin.gov
Phone: 608-266-8915