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 [https://dccs.wdfi.org](https://dccs.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@dfi.wisconsin.gov or 608-266-8915.

• **Questions regarding a Trademark on the federal level:**

• **Questions regarding Copyrights:**
  US Copyright Office - Website is [www.copyright.gov](http://www.copyright.gov).

• **Questions regarding corporate names/registration:**
  Corporation Section - 608-261-7577