



## 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 mark on the state level.
- **Who does it help?**  
Registration of a 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 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 mark?**  
Rights and ownership in Wisconsin of a 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 Trademarks. Therefore, the Department of Financial Institutions (DFI) has only a partial listing of 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>. (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 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 Trademarks on the state level:**  
Trademark Records Section - [dfi-trademark@dfi.wisconsin.gov](mailto: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](http://www.uspto.gov).
- **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

**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](mailto:DFI-Trademark@dfi.wisconsin.gov)  
Phone: 608-266-8915  
TTY: 711