**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://dccs.wdfi.org](https://dccs.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 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

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**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:**
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