WISCONSIN DEPARTMENT OF FINANCIAL INSTITUTIONS (WDFI)

TRADEMARK FILINGS

User Guide – Online User – Trademark Filings

"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. <u>132.01</u>.

TIPS:

- Each image, logo, phrase or name must be a separate application and fee
- Decide if 'applicant' will register as an individual or under an entity.
- Must know which 2-digit classification of goods and services you will file under (Please see guide at www.wdfi.org)
- You must enter a date of first use (can't be more than 30 days in the future)
- When registering an image/logo you must describe fully as though we can't see it and upload the image you described in the designated area of the application. If you are NOT registering an image/logo you should skip 'Upload Mark' area
- When registering name/phrase enter only the words you want to Trademark in the trademark description area of the application
- Must be able to print application to get notarized and then scan and upload as a pdf (if notary has an embossing seal please shade/ink before you scan for upload)

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1 Online Trademark Filings

All of the available online Trademark filings may be accessed from the Trademark header menu.

0				sconsin Department of Financial Institutions og Wisconsin's Financial Future				
Dashboard	Search -	UCC -	Trademark -	Personalization -	Subscriptions -			
Deskhoerd								

Dashboard

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.

File Trademark Filing Online	
🔎 Select Filing 🔄 Filing Details 🔀 Processing 🛐 Review 🐧 Payment 🗸 Done	
Select Trademark Filing	
Filing Type: *Select Filing Type-	
Back Clear Process	

- 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...

If	Then
The user selects a registration	Click the Process button to proceed to the next screen.
The user selects a	1. Search for the desired filing.
subsequent filing or copy request	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.

	State of Wisconsin Department of Financial Institutions	
	Strengthening Wisconsin's Financial Future	JENNIFER BO Tuzistay, March 3
Dashboard Search - UCC - Trademark	- Personalization - Subscriptions -	Lo Lo
		* - Required
Trademark Registration		Instruction
Select Filing Review Trademark Registration	j Payment √ Done	
Applicant Information		
	● Entity ○ Sole Proprietor □ Applicant Same as Filer	
Entity Name:*		
Business Address:		
Attn:		
Address Line 1:*		Address Line 2:
Country:*	United States	Zp Cose*
City:* Email:		State* Wisconsin 🕑
		nue.
Mailing Address 🗆 If different than Business Add	255	
Address Line 1:*		Address Line 2:
Country:*	United States	Zip Code.*
City:*		State.** Wisconsin
3rd Party Address □Same as Filer		
Attn:		Email:
Address Line 1:		Address Line 2:
Country:	United States	Zip Code
City:		State: Wisconsin 🗹
Trademark Description		
Name or phrase to be registered OR detailed descri	ption of image or logo (See instructions for details).*	
	Date of First Use.* 03/31/2020	
Classifica	tion of Goods or Services.* - Select	
Upload Mark	endel duine shaeende ee duuine urland ne jeen- af i kaa	
	, model, device, shopmark or drawing upload an image of it here. xt file to upload (Max 10MB) Fillable PDFs must be flattened before submission, see instructions fo	r rhtalis
Selec		VANIDA
	Select File Upload	

Trademark Description	
Name or phrase to be registered OR detailed description of image or logo (See instructions for details).*	
Date of First Use:*	03/31/2020
Classification of Goods or Services.*	- Select -
Upload Mark	
If you are registering an image, logo, label, design, pattern, model, device, shopmark or	drawing uplead an image of it here.
Select file to upload (Max 10MB)	Filable PDFs must be flattened before submission, see instructions for details. Select: File Upload
Contact	
Contact Name:	
Contact Phone:	
Contact Email:	
Signer	
Printed Name:*	
Title.*	
	Back Continue
	Copyright 2020 State of Waxonsin

1. Complete the **Applicant Information** section.

The user may select **Entity** 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.

NOTE: The user may select the **Same as Filer** check box to automatically complete the fields with the filer's information.

5. Complete one of the following...

If	Then						
The user is registering a	1. Complete the Trademark Description section.						
trademark	2. Upload an image of the mark.						
	Trademark Description						
	Name or phrase to be registered OR detailed description of image or togo (S4e instructions for details)*						
	Date of Fired Use * G3/30/2020						
	Classification of Goods or Services.*Search V						
	Upload Mark						
	If you are registering an image, logo, label, design, pattern, model, device, shopmark or drawing upload an image of it here.						
	Solieit file to upload (Max 10MB) Fillable PDF's must be flattened before submission, see instructions for details.						
	Select File Upload						
The user is registering a	Complete the Trademark Description section (don't upload an image).						
trademark	Trademark Description						
without an image	Name or phrase to be registered OR detailed description of image or logo (See instructions for details) *						
	Date of Find Use* 03/30/2020						
	Classification of Goods or Services* _ Select -						

- 6. Complete the **Contact** section.
- 7. Complete the **Signer** section.
- 8. Click the 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.

		State of Wiscon Strengthening Wi			nstitutions		JENNIFER BOOK
Dashboard	Search -	UCC+ Trademark+	Personalization -	Subscriptions -			Tuesday, March 31, 20 Logou
							* - Required Field
Trademark A	mendmen	ł					
Select Filing	\		ayment 🗸 Done				Instructions
Trademark An	/ _						
Trademark	Informatic	on					
		ID: 20131441510			Date of first use		
	Sta	atus: Active			Classification of Goods o Services		
	Registration D	Date: 03/06/2013			Expiration Date	03/06/2023	
	Descrip	tion: STACKS MARKETIN	3				
Applicant Inf		e: Entity					
	Entity Name	E FULFER LLC					
Attn Bi	usiness Address	5.					
В	usiness Address	EEGALZOOM.COM, IN	C., 100 W BROADWAY	SUITE 100, GLEND	DALE, CA 91210 2479 N 66TH ST WAUW	ATOSA WI 53213 USA	
	Business Emai	l:					
	Business Phone	ə:					
Attn	Mailing Address	ð:					
	Mailing Address	: NONE					
Attn Thir	d Party Address	5.					
Thir	d Party Address	: NONE					
Т	hird Party Emai	l:					
Business Add	Iress: Attr	ı:					
	Address Line 1:				Address Line 2:	2479 N 66TH ST	
	Country		INC., 100 W E		Zip Code:*		
	-			Y		53213	
	City				State:*	Wisconsin	
	Emai				Phone:		
Mailing Addre		nt than Business Address					
	Attr						
	Address Line 1	*			Address Line 2:		
	Country	* United States		\checkmark	Zip Code:*		
	City	*			State.*	Wisconsin 🕑	

3rd Party Address Same a	as Filer		
Attn:		En	nail:
Address Line 1:		Address Lin	e 2:
Country:	United States	Zip Co	ide:
City:		St	ate: Wisconsin 🔽
Contact			
Contact Name:			
Contact Phone:			
Contact Email:			
Signer			
Printed Name:*			
Title:*			
		Bask Brosses	

- 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.

	State of Wisconsin Depar Strengthening Wisconsin's F		nstitutions		JENNIFER BOOKER Tuesday, March 31, 2020
Dashboard Search - UCC -	Trademark - Personalizatio	n - Subscriptions -			Logout
					* - Required Field
Trademark Assignment					Instructions
🔎 Select Filing 🛛 🔀 Processing	🛐 Review 🐧 Payment 🗸	Done			
Trademark Assignment					
Trademark Information					
ID:	20005100212				
Status:	Active		Classification of Goods or Services: 46	5-LEGACY	
Registration Date:	08/02/2000		Expiration Date: 08	3/04/2020	
Description:	BUCKY BADGERmore				
Assignor (Current Owner) I	information				
Assignor Name:	applicant name here				
Assignor Address:					
Address Line 1:	123 applicant st		Address Line 2:		
Country:	United States	\checkmark	Zip Code:	53705	
City:	Madison		State:	Wisconsin	
Assignee (New Owner) Infor	mation:				
	Entity O Sole Proprietor				
Entity Name:*					
Assignee Business Address:					
Attn:					
Address Line 1:*			Address Line 2:		
Country:*	United States	~	Zip Code:"		
City:*			State:*	Wisconsin	
Email:			Phone:		
Assignee Mailing Address If different than Attn:	Business Address				
Address Line 1:*			Address Line 2:		
	United States	\checkmark	Zip Code:*		
City:*			State:*	Wisconsin 🗸	
3rd Party Address 🗆 Same as Filer					
Attn:			Email:		
Address Line 1:			Address Line 2:		
Country:	United States		Zip Code:		
City:			State:	Wisconsin 💌	
Contact Contact Name:					
Contact Name: Contact Phone:					
Contact Email:					
	or affirm that I am the registrant or a duly authoriz	ed representative of the registrant for	this trademark		
	hereby assigned to the assignee identified on this	registration.			
Printed Name:*					
Title:*			Back Process		

1. Complete the Assignee Information section.

The user may select **Entity** 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 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.

A REAL	State of Wisconsin Department o Strengthening Wisconsin's Financial			JENNIFER BOOKER Tuesday, March 31, 202
Dashboard Search - UCC -	Trademark+ Personalization+ Subscri	ions+		Logout
				* - Required Field
Trademark Cancellation				Instructions
	leview 👸 Payment 🗸 Done			
Trademark Cancellation	•			
Trademark Information				
Registration ID	20005100212			
Description	BUCKY BADGERmore		Status: Active	
Applicant Information				
Туре	Entity			
Entity Name	applicant name here			
Attn Business Address	c			
Business Address	123 applicant st Madison WI 53705 USA			
Business Email	t			
Business Phone:				
Attn Mailing Address:				
Mailing Address:	NONE			
Attn Third Party Address:	3rd party			
Third Party Address:	3rd party address Madison WI 53703 USA			
Third Party Email:				
Contact				
Contact Name:				
Contact Phone:				
Contact Email:				
Signer I, the undersigned, the registered Trade	am the registrant, owner,officer or representative v emark	is authorized to submit the cancellation for		
Printed Name:*				
Title:*				
		Back Process		

- 1. Review the Trademark and Applicant information at the top of the screen.
- 2. Complete the **Contact** section.
- 3. Complete the Signer section.



The system displays the **Review Filing** screen.

1.5 Trademark Renewal

The initial processing screen for Trademark renewal filings displays information regarding the trademark.

	State of Wisconsin Department Strengthening Wisconsin's Financia				JENNIFER BOOKEI
		riptions -			Tuesday, March 31, 202 Logout
					* - Required Field
Trademark Renewal					Instructions
Select Filing X Processing R F	teview 👸 Payment 🗸 Done				
Trademark Information	20105002100				
Status	Active		Classification of Goods or Services:	46-LEGACY	
Registration Date:	05/26/2010		Expiration Date:	05/26/2020	
Description	TASTE OF WISCONSIN				
Applicant Information					
	Entity				
Entity Name:	WESTERN KIWANIS FOUNDATION OF KEN	DSHA, INC.			
Attn Business Address:					
	PO BOX 602 KENOSHA WI 53143 7515 26TH	AVENUE KENOSHA WI 53143 USA			
Business Email:					
Business Phone:					
Attn Mailing Address:					
Mailing Address:	NONE				
Attn Third Party Address:					
Third Party Address:	NONE				
Third Party Email:					
Business Address:					
Attn:					
Address Line 1:*	PO BOX 602 KENOSHA WI 5314		Address Line 2	7515 26TH AVENUE	
Country:*	United States	V	Zip Code:1	53143	
City:*	KENOSHA		State. ²	Wisconsin	
Email:			Phone		
Mailing Address 🗆 If different than Bus	siness Address				
Attn:					
Address Line 1:*			Address Line 2:		
Country:*	United States	\checkmark	Zip Code:*		
City:*			State:*	Wisconsin 🖂	
Contact					
Contact Name:					
Contact Phone:					
Contact Email:					
Signer					
Printed Name:*					
Title:*					
		Back Proc	PCG		
		USIX PIUC			

- 1. Review the Applicant information at the top of the screen.
- 2. Complete the **Contact** section.
- 3. Complete the Signer section.



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.

view Filing	Instruct
🛇 Select Filing 🛛 🔀 Processing 🖉 🕅 R	Savier 👸 Payment 🗸 Done
Leview Filing	
Trademark Information	
Description:	TASTE OF WISCONSIN
ID:	20105002100
Status:	Active
Classification of Goods or Services:	46-LEGACY
Registration Date:	05/26/2010
Expiration Date	05/26/2020
Assignor (Current Owner) Info	rmation
Assignor Name:	WESTERN KIWANIS FOUNDATION OF KENOSHA, INC.
Assignor Address:	PO BOX 602 KENOSHA WI 53143 7515 26TH AVENUE KENOSHA WI 53143 USA
Assignee (New Owner) Inform	nation
Assignee Type:	Sole Proprietor
First Name:	, · · · · · · · · · · · · · · · · · · ·
Middle Name	
Last Name:	Smith
Suffix:	
Attn Business Address:	
Business Address:	123 Madison Yard Way Racine WI 53407 USA
Business Email:	
Business Phone:	
Attn Mailing Address:	
-	1000 Happy Place Milwaukee WI 53203 USA
Attn Third Party Address:	
	1313 Hello Lane Milwaukee WI 53202 USA
	filing@testfield.com
Contact	
Contact Name:	Filer Test
Contact Phone:	123000000
Contact Email:	N/A
	swear or affirm that I am the registrant or a duly authorized representative of the registrant for this s tradename or trademark is hereby assigned to the assignee identified on this registration.
trademark and the	
) Smith
Printed Name:	J Smith Manger

To complete your application or assignment of a Trademark, you will need to do the following:
1. Click here to Print a copy of your form.*
2. Take this form and have your signature notarized.
3. Scan your notarized form as a PDF, ensuring that the notary seal is legible on the scan. (Impression seals may need to be shaded before scanning.)
4.Sign back into this account 5 Cick con Sward for Lafer, Confinue, Process
6.Upload your notarized form below.
7.Choose 'Save and Add to Cart'
8.Enter payment information to submit your application or assignment.
*Save this form until notarized copy can be uploaded to your account by clicking Save Application for a later Date
Your online form will be examined by the department for completion, incomplete forms will be rejected and any applicable fees will be refunded. Please do not mail your form.
Upload notarized PDF
Filable PDFs must be flattened before submission, see instructions for details.
Select File Upload
Select rile opload
Back Save and Add to Cart
Copyright 2020 State of Wisconsin

- 1. Review the previously entered information for accuracy.
- 2. Complete one of the following...

If	Then
The filing does NOT require a	Click the Save and Add to Cart button.
notarized copy of the form	
The filing requires a notarized copy of the form	1. Click the Select File button.
and the user has it ready to upload	2. Browse to the copy and select it.
	3. Click the Upload button to complete the upload.
The filing requires a	The user may
notarized copy of the form and the user does not have it ready to upload (or does not wish to upload it)	 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 <u>flattened PDF</u>. 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.

				isconsin Depart ing Wisconsin's F	cial Institutions				JENNIFER BOOKER Tuesday, March 31, 2020
Dashboard	Search -	UCC-	Trademark -	Personalization +					Logout
									* - Required Field
Saved for La	ater								
🔎 Cart Detail	s 🗸 🗸 Done	,							
Saved Filin	gs								
Item No.	[Date Saved		Item	Item Description		Units	Unit Price	Action
1	,	/larch 31,202	D	Assignment	20105002100		1	\$15.00	Delete Continue
						Tot	al Price:	\$15.00	
					Back	k			

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.

Shopping Ca	art					
🔎 Cart Details	🧿 Payment 🛛 🗸 Done					
						Process Additional Filing/Search
Item No.	Item	Item Description	Unit Price	Units	Extended Price	Action
1	Tradename Assignment	20131441510	\$15.00	1	\$15.00	Delete
				Total Price:	\$15.00	
		Complete Proce	ssing			

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.

🔎 Cart Details 🛛 🐧 Payment 🗸 Done	
I would like to pay using	
Credit Card	
Grand Total	\$15.00
	Back Pay Securely using Credit Card

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

	Proceed to Payment	
can choose the		to continue without signing into or creating a
US Bank account		

Cart Details Agyment Cone
I would like to pay using
Alert
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.
I am US Bank E-Payment User
Proceed to Payment Cancel

The system displays the payment screen.

<i>e</i> -Payment Se	rvices
Make a Payment	
My Payment	
DFI Online CC Purchase	
Amount Due s	\$15.00
Payment Information	
Frequency (One Time
Payment Amount	
Payment Date 8	Pay Now
Contact Information	
First Name	Matt
Last Name	
Company	
	123 Online Filer Rd.
Address 2	
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA
Phone Number	55555555
Email Address	mhazard@gcrincorporated.com
;	Become a Registered User
Payment Method	
Card Number	PICCOV PROCESSING
	Month V Year V
Card Security Code	
-	Use my contact information address
	O Use a different address

4. Enter the payment information.



The system displays the Review Payment screen.

e-Payment Se	ervices
Review Payment	
Please review the information below and select Confi	rm to process your payment. Select Back to return to the previous page to make changes to your payment.
Payment Details	
	Dept. of Wisconsin Financial Institutions DFI Online CC Purchase https://www.wdfi.org/
Payment Amount	\$15.00
Payment Date	02/04/2019
Payment Method	
Payer Name	Matt Hazard
Card Number	*1111
Expiration Date	Dec-2023
Card Type	Visa
Confirmation Email	mhazard@gcrincorporated.com
Billing Address	
Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA
Contact Information	
First Name	Matt
Last Name	Hazard
Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA
Phone Number	555555555
Email Address	mhazard@gcrincorporated.com

6. Click the button.

The system displays the Confirmation screen.

e-Payment Se	ervices
Confirmation	
You must click the "Continue" button below in a	order to return to the state agency's website.
Please keep a record of your Confirmation Number, o	r <u>print this page</u> for your records.
Confirmation Number WS2PCC00311192	D
Payment Details	
	Dept. of Wisconsin Financial Institutions DFI Online CC Purchase https://www.wdfi.org/
Payment Amount	\$15.00
Payment Date	02/04/2019
Status	PROCESSED
Payment Method	
Payer Name	Matt Hazard
Card Number	*1111
Card Type	Visa
Confirmation Email	mhazard@gcrincorporated.com
Billing Address	
Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA
Continue	
Process Filing	button to return to the WDFI Online Filing System.

NOTE: This step is imperative to submitting your filing for processing.

7.