



COLUMBIA COUNTY

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Register of Deeds

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Registration of Firm Names - Directions

1. You may register your firm name with the Register of Deeds if your firm is a (1) sole proprietorship, (2) general partnership, or (3) association.
2. If your firm is a corporation or limited partnership, you need to register it with the Wisconsin Department of Financial Institutions (DFI) Corporations Section (608-261-7577), 345 W. Washington Ave., and 3rd floor, P.O. BOX 7846, MADISON WI 53707-7846.

If your firm is a corporation and you wish to file a Trademark as per s.132.01, contact the [Secretary of State's Office](#). In addition, Trade Name documents (also termed, "Doing Business As") may be filed with the Secretary of State and recorded with the local register of deeds as per 132.04. For additional information visit www.wdfi.org

3. For firm names to be registered in this office use the Registration of Firm Names form. The form may be printed from this web page. It must be completely filled out legibly, using black ink. Your signature must be notarized, so don't sign until you are witnessed by a notary public.
4. Before filling out the form, you must check to make sure no one else in Columbia County is using your desired firm name. (1) First of all, check the listings in the phone directory. (2) Next, look in our real estate index either in this office or in "TAPESTRY". Just enter as much of the name as you can in the "last name" field. If you come to our office the search is free. If you search in Tapestry you will be charged \$6.95 for the search. (3) Third, you should check the DFI corporation names index at www.wdfi.org/apps/CorpSearch (4) The last step is to contact the Trademark specialist with the Secretary of State's Office at **608-266-8888**, then press 3, to make certain the name has not been used.
5. The fee for recording a firm name document is \$30.
6. Your form must be filled out completely. Be sure to put your return address and document drafter on the form. Send the recording fee, completed form and self-addressed stamped envelope to **Register of Deeds, PO Box 133, Portage, WI 53901**

If you have any questions, please contact the Register of Deeds office at 608-742-9677.