

APPLICATION FOR REGISTRATION OF TRADE NAME

John A. Gale, Secretary of State
Room 1301 State Capitol, P.O. Box 94608, Lincoln, NE 68509
(402) 471-4079
<http://www.sos.state.ne.us>

Submit in Duplicate

PUBLICATION REQUIREMENT: Neb. Rev. Stat. §87-219 "Every duplicate of the registration of a trade name shall be published by the applicant once in a newspaper of general circulation published in the city or village where the business is to be located, or, if there is no newspaper in the city or village, in some newspaper of general circulation in the county. Proof of such publication shall be filed in the office of the Secretary of State and with the county clerk of the county where the principal office is located, within thirty days from the date of registration with the Secretary of State. **If proof of publication is not filed with the Secretary of State and the county clerk within the thirty days, the registration shall be cancelled by the Secretary of State.**"

Trade Name _____

Name of Applicant _____

Address _____
street address city state zip

Applicant is ___ Individual ___ Corporation ___ Limited Liability Company ___ Partnership

___ Limited Liability Partnership ___ Limited Partnership ___ Other (specify) _____

If other than an Individual, state under whose laws entity was formed: _____

Date of first use of name in Nebraska _____

General nature of business _____

Signature of Applicant or Legal Representative

Please Note:

Registration of a trade name with the State of Nebraska does not guarantee that a similar name has not been registered nationally with the U.S. Patent and Trademark Office. To check national availability go to: <http://www.uspto.gov/main/trademarks.htm>

FILING FEE: \$100.00

Registration Expires 10 years from date of filing

**SEE THE PAGE BELOW FOR INSTRUCTIONS TO
PUBLISH LEGAL NOTICE OF A TRADE NAME**

Trade Name Publication

The following are the statutory requirements for publishing notice of your Trade Name:

- 1) You are required by law to publish one legal notice in a newspaper stating you have registered a Trade Name with the Secretary of State's Office. The newspaper must have a general circulation in the city or village where the business is to be located or if there is no newspaper in the city or village, in a newspaper of general circulation in the county.
- 2) As soon as you have received the duplicate copy of the filed Trade Name application back from the Secretary of State's office, we suggest that you immediately take this duplicate copy of your application to the newspaper so that the newspaper has the exact information to publish the required legal notice of the Trade Name.
- 3) You should verify that the information in the legal notice is an exact duplicate of the information on the Trade Name application, either by double-checking the notice the day it is published in the newspaper or by asking the newspaper for a proof of the notice prior to publication. If the legal notice was published with incorrect or incomplete information, you will need to re-publish the legal notice again, as soon as possible, so that you are still able to get proof of the publication from the newspaper to the Secretary of State's Office (and County Clerk) filed properly within the statutory 30 day timeframe.
- 4) After the newspaper has published the legal notice, the newspaper will provide a notarized Affidavit of Publication.

NOTE: The Affidavit must be filed with the Secretary of State's office and the County Clerk's office (of the county where the principal office is located) within 30 days of the date of registration of the Trade Name with the Secretary of State's office.

You may wish to verify with the newspaper whether they will send the Affidavit of Publication directly to our office or to you. **It is your responsibility to insure that the Affidavit is filed within the 30 day timeframe allowed by law.**

If the Affidavit is not received by the Secretary of State's office within 30 days of the filed registration of the Trade Name, the registration shall be canceled by the Secretary of State per Nebr. Rev. Stat. §87-219.

There is NO fee to file the proof of publication with the Secretary of State's Office. Please contact the County Clerk for their fee.

The Affidavit of Publication should be mailed to:

Secretary of State's Office
Business Services (Corporations)
PO Box 94608
Lincoln, NE 68509