

# APPLICATION FOR REGISTRATION OF TRADE NAME

Robert B. Evnen, Secretary of State  
P.O. Box 94608,  
Lincoln, NE 68509  
[www.sos.nebraska.gov](http://www.sos.nebraska.gov)

**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 within forty-five days from the date of registration in the office of the Secretary of State. **If proof of publication is not filed with the Secretary of State within the forty-five days, the registration shall be canceled by the Secretary of State.**"

Trade Name \_\_\_\_\_

Name of Applicant \_\_\_\_\_

Address \_\_\_\_\_  
street address city state zip

Applicant is

Individual	Partnership	Other (specify)
Corporation	Limited Liability Partnership	_____
Limited Liability Company	Limited Partnership	

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

\_\_\_\_\_  
Printed Name 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>

Registration Expires 10 years from date of filing

Make check payable to: Nebraska Secretary of State

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

FILING FEE: \$110 (In-Office) / \$100 (Online)

Revised 07/01/2021

Neb. Rev. Stat. §87-210

## **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 filed properly within the statutory 45 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 **within 45 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 45 day timeframe allowed by law.**

**If the Affidavit is not received by the Secretary of State's office within 45 days of the filed registration of the Trade Name, the registration shall be canceled by the Secretary of State per Neb. Rev. Stat. §87-219.**

There is NO fee to file the proof of publication with the Secretary of State's Office.

The Affidavit of Publication may be filed free of charge online at <https://www.nebraska.gov/apps-sos-edocs/>

Or, you may mail it to:

Secretary of State's Office  
Business Services Division (Corporations)  
P.O. Box 94608  
Lincoln, NE 68509