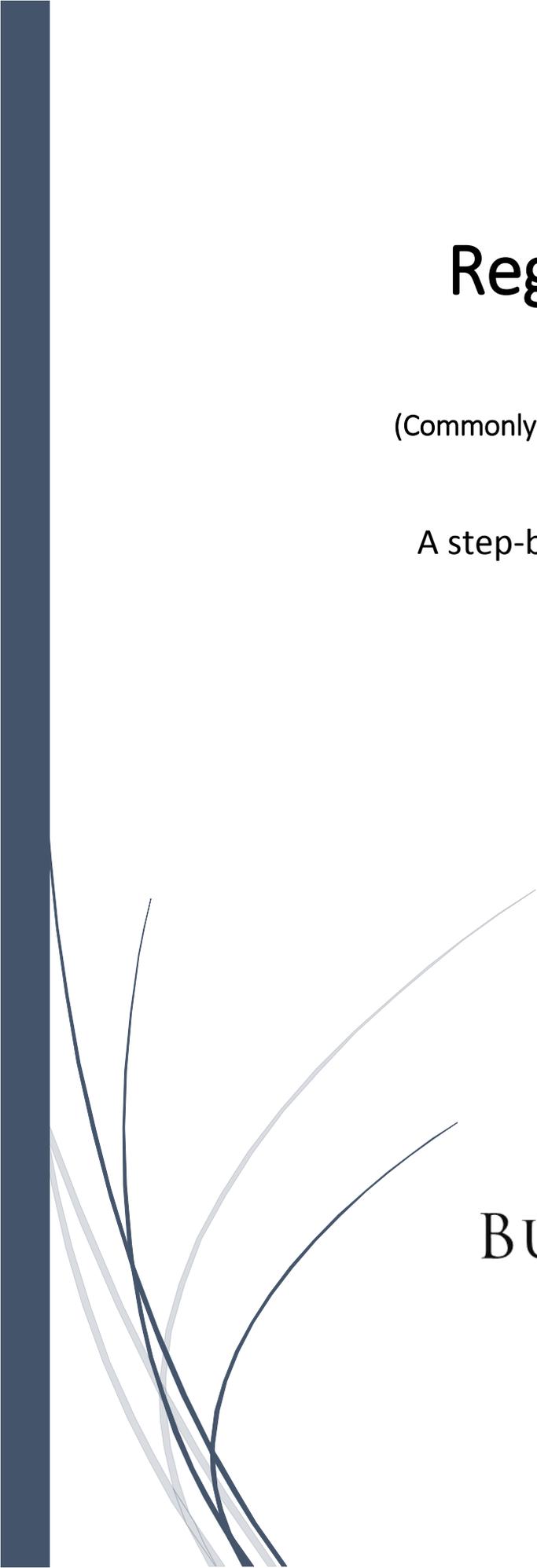


Registering a Fictitious Name

(Commonly referred to as a “Doing Business As” or “DBA”)

A step-by-step guide to using the Secretary of
State’s Online Business Filing System



BUSINESS SERVICES
MISSOURI
SECRETARY
OF STATE



This guide is designed to help individuals navigate the Missouri Secretary of State's online business filing system ([Online Business Portal](#)) to file a fictitious name registration. Please view our [FAQ page](#) for further information about fictitious names.

Please consult an attorney and accountant before filing with our office. Choosing the proper business entity for you and your business is an extremely important decision that must be tailored to every person's unique needs and circumstances. This guide does not provide tax or legal advice. It is only designed to navigate the Missouri Secretary of State's online filing system.

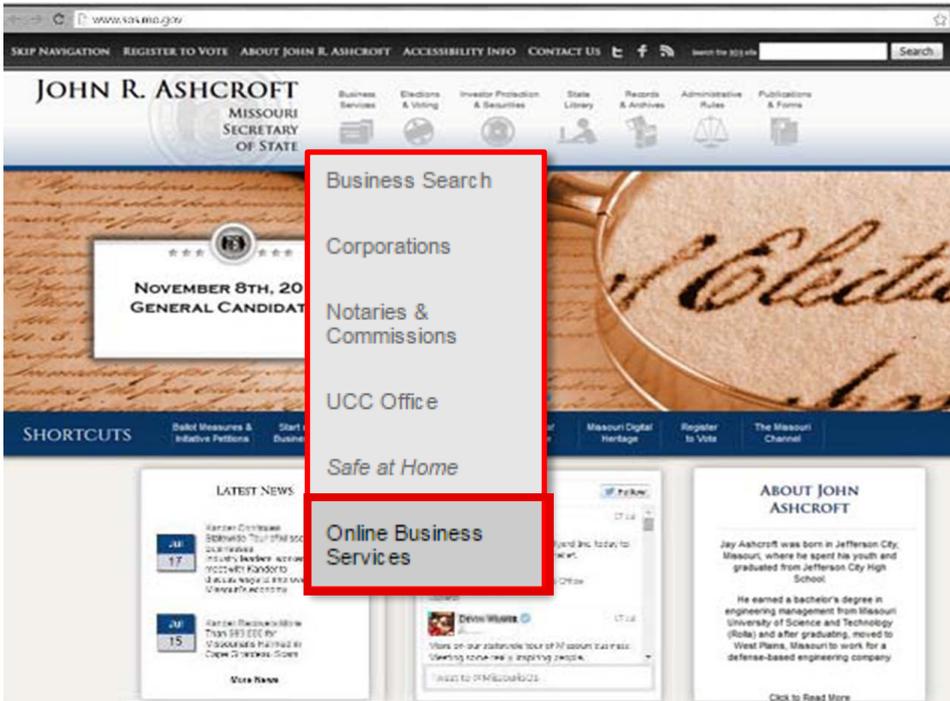
Please give us a call at 1-866-223-6535 or email us at corporations@sos.mo.gov if you have any questions about the registration process.

Links to additional business resources are listed on the final page.

The screenshot shows the homepage of the Missouri Secretary of State's website. At the top, there is a navigation bar with links for 'SKIP NAVIGATION', 'REGISTER TO VOTE', 'ABOUT JOHN R. ASHCROFT', 'ACCESSIBILITY INFO', and 'CONTACT US'. Below this is a header for 'JOHN R. ASHCROFT MISSOURI SECRETARY OF STATE' with various service icons. A large banner features a magnifying glass over a document with the text 'NOVEMBER 8TH, 2016 GENERAL CANDIDATES'. Below the banner is a 'SHORTCUTS' section with buttons for 'Ballot Measures & Initiative Petitions', 'Start a Business', 'Search for a Business', 'View the Blue Book', 'Safe at Home', 'Missouri Digital Heritage', 'Register to Vote', and 'The Missouri Channel'. The main content area includes 'LATEST NEWS', a 'Tweets' section with a tweet from @MissouriSOS, and an 'ABOUT JOHN ASHCROFT' section.

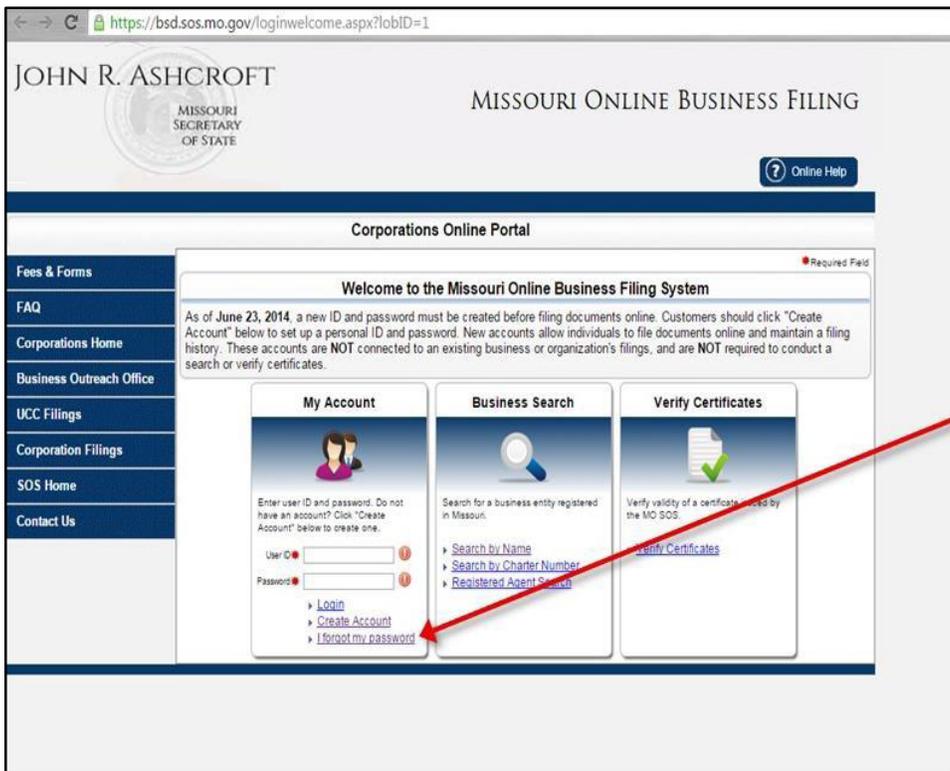
Step 1

Go to www.sos.mo.gov.



Step 2

At the top, under “Business Services,” mouse over and select the last option in the drop down menu titled, “**Online Business Services**”.



Step 3

Log into the online system. Each user must create an individual account. These accounts are unique and are separate from information associated with a business entity. If you already have an account and know your username and password, type them into the appropriate fields and click “**Login**”.

- If you do not remember your password, select “**I forgot my password**” and a temporary password will be emailed to you.
- If you do not remember your username, you will need to call our office for assistance at 1-866-223-6535 or create a new account.
- If you do not have an account, click “**Create Account**” to get started.

MY ACCOUNT ? Online Help

Create an Online Account

Fees & Forms
FAQ
Corporations Home
Business Outreach Office
UCC Filings
Corporation Filings
SOS Home
Contact Us

Select a unique User ID and Password. The secretary of state's office recommends you not share your password with others, keep it in a secure location, and change it regularly.

User ID
 Password Policy?
 Password Confirm Password
 Security Question
 Security Answer

Enter your name and address.

Individual Organization

Last Name First Name Middle Name
 Country USA
 Address Line 1 Address Line 2 Address Line 3
 City State MO County Postal Code -
 Phone Country Code
 Email Address Confirm Email Address

The State of Missouri makes no guarantees as to the accuracy of the information accessed, the timeliness of the delivery of transactions, and makes no warranties, expressed or implied. The Secretary of State's office, including its divisions, officers, and employees, will not be responsible or liable for any loss, consequence, or damage resulting directly from reliance on the accuracy, reliability, or timeliness of the information. The burden of responsibility remains with the filer to properly provide accurate, detailed and factual information. Any person or entity that relies on information obtained from this web site does so at the person's or entity's own risk. The user assumes the risk of verifying any materials used or relied on.

The account holder accepts responsibility for the online account established with the Secretary of State and agrees that the use of the online services will be performed in a professional manner. Further the account holder agrees that the information retrieved from Secretary of State databases will be used only in the course of normal

I Agree to the Terms and Conditions stated above.

CREATE ACCOUNT **CANCEL**

Step 3 (cont.)

Enter all the appropriate information into the boxes provided.

Check the box stating "I agree to the Terms and Conditions stated above" and click "Create Account".

JOHN R. ASHCROFT
 MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT **HOME** **SEARCH** Shopping Cart ? Online Help

Welcome, Business Services Division [Log Out](#)

CORPORATIONS DIVISION

Fees & Forms
FAQ
Corporations Home
Business Outreach Office
UCC Filings
Corporation Filings
SOS Home
Contact Us

LLC Filings	Nonprofit Filings	Other Business Entities (Corps, LLP, etc.)	Additional Filings
<ul style="list-style-type: none"> Create LLC Amend/Correct LLC Change Req. Agent/Address All Other LLC Filings 	<ul style="list-style-type: none"> Create Non-Profit Corp. Amend/Correct Change Req. Agent/Address File/Print Registration Report All Other Non-Profit Filings 	<ul style="list-style-type: none"> Create a Business Entity Amend/Correct/Dissolve Change Req. Agent/Address File/Print Registration Report All Other Business Filings 	<ul style="list-style-type: none"> Request Reinstatement File a Merger File a Consolidation File a Pre-Clearance Submit a Service of Process Renew Name Reservation
Registration Reports	Certificates & Copies	My Account & Filing History	
<ul style="list-style-type: none"> Annual Report Renewal Report Registration Report 	<ul style="list-style-type: none"> Order Good Standing Order Certified Copies Verify Certificates Check My Orders 	<ul style="list-style-type: none"> Correct a Rejected Filing In Progress Filings Filing History Payments and Billing Update Account Update Password 	

Fictitious Names

- Register Fictitious Name
- Renew Fictitious Name
- Correct Fictitious Name
- Cancel Fictitious Name

Step 4

After you have successfully logged in, you will be directed to the filing "Home" tab. Locate the box titled "Fictitious Names" and click the first option: "Register Fictitious Name".

JOHN R. ASHCROFT
MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jon Barry Log Out

BUSINESS NAME TO BE REGISTERED

Business Entity Fees & Forms *Required Field

Business Entity FAQ

Business Entity Home Page

Business Entity Online Filing

Business Outreach Office

Business Entity Contact Us

UCC Online Filing

Secretary of State Home Page

PREVIOUS: NEW FILING NEXT: ADDRESS

FICTITIOUS NAME ADDRESS OWNERS REVIEW FILING SIGNATURE(S) SHOPPING CART

This information is for the use of the public and gives no protection to the name being registered. There is no provision in this Chapter to keep another person or business entity from adopting and using the same name. The fictitious name registration expires 5 years from the filing date. (Chapter 417, RSMo) A fictitious registration cannot be filed electronically if any of the following (with or without punctuation) is in the business name: Bank, Banking Trust, Trust Company, Trust Co, Trust Comp, Insurance Company, Insurance Co, Insurance Comp. If you want to use one of these designations in the name, you must submit a paper filing to the Secretary of State's Office, where the name may be reviewed.

The undersigned is doing business under the following name:
Name * ABC Manufacturing

Step 5

Type the name you would like to register in the “Name” field.

Carefully read the information highlighted in the yellow box. Take special note of the following regarding the registration of fictitious names:

- The registration of a fictitious name gives no protection to the name being registered.
- There is no provision to keep another person or business entity from adopting and using the name.
- The fictitious name expires 5 years from the filing date

Click “ADDRESS” to continue.

JOHN R. ASHCROFT
MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jon Barry Log Out

ADDRESS

Business Entity Fees & Forms *Required Field

Business Entity FAQ

Business Entity Home Page

Business Entity Online Filing

Business Outreach Office

Business Entity Contact Us

UCC Online Filing

Secretary of State Home Page

PREVIOUS: FICTITIOUS NAME NEXT: OWNERS

FICTITIOUS NAME ADDRESS OWNERS REVIEW FILING SIGNATURE(S) SHOPPING CART

A business address must be listed to include street and number, city, state and zip code; post office box alone may not be used as a complete street address. PO box address information must be entered in business address line 2 field (PO box cannot be entered in line one and is optional in line 2); if a PO box is listed in line 2, the zip code should match the PO box. The undersigned is doing business at the following address:

Country * USA

PO Box is not acceptable as the first line of the address.

Address Line 1 *
Address Line 2
City * State * MO Zip *
Address Line 3

Step 6

Enter the business address following the instructions provided.

NOTE: A post office box (PO Box) may not be used as a complete street address. The business address must include a street and number, city, state, and zip code.

Click “OWNERS” to move to the next step.

Step 7

Enter the information for all owners of the business.

Carefully read the instructions about owners and ownership highlighted in the yellow box.

Once the first owner has been entered, click **“SAVE OWNER”**

Step 8

If there are additional owners, click **“ADD OWNER”**. If there is only one owner click **“REVIEW FILING”** to continue to the next step.

NOTE: The total ownership percentage must equal 100% to continue.

FICTITIOUS NAME ADDRESS OWNERS REVIEW FILING SIGNATURE(S) SHOPPING CART

Review the filing information carefully. You may edit any information prior to proceeding to the signature page. Please note that you must check the acknowledgement box before moving to the next page.

PREVIOUS: OWNERS SAVE FILING NEXT: SIGNATURE(S)

Update Filer Acknowledgement Information
 Filer Name Barry, Jon Contact Barry, Jon
 Filer Address 600 West Main Street Phone 01(573) 522-1338
 Jefferson City, MO 65101

Update BUSINESS NAME TO BE REGISTERED
 Name ABC Manufacturing

Update ADDRESS
 Country USA
 Address Line 1 123 Main Street
 Address Line 2 Address Line 3
 City Jefferson City State MO Zip 65101

Update OWNER(S)

Type	Name	Address	Percentage Ownership	Since	To	Status
Individual	Smith, John	123 Main Street Jefferson City, MO 65101	50.00%			Active (Pending)
Individual	Smith, Jane	123 Main Street Jefferson City, MO 65101	50.00%			Active (Pending)

Total % Ownership 100

I acknowledge that the information provided above is true and correct.

PREVIOUS: OWNERS SAVE FILING NEXT: SIGNATURE(S)

Step 9

Review the information. If any changes are needed, click the “Update” button to the left of the section.

Click “SAVE FILING” to save the filing for completion at a later time.

To continue to the next step, check the box indicating “I acknowledge that the information provided above is true and correct” then click “SIGNATURE(S)”.

JOHN R. ASHCROFT MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jon Barry Log Out

SIGNATURE(S) Required Field

Business Entity Fees & Forms
 Business Entity FAQ
 Business Entity Home Page
 Business Entity Online Filing
 Business Outreach Office
 Business Entity Contact Us
 UCC Online Filing
 Secretary of State Home Page

All owners must affirm by signing below.

Section 575.060 RSMo

ADD SIGNER

Signers

Actions	Name	Type
No records to display.		

The undersigned understands that false statements made in this filing are subject to the penalties of a false declaration under Section 575.060 RSMo.

PREVIOUS: REVIEW FILING NEXT: SHOPPING CART

Step 10

All owners must sign the registration.

To add a signature, click “ADD SIGNER”.

JOHN R. ASHCROFT
MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jon Barry Log Out

SIGNATURE(S)

Business Entity Fees & Forms
Business Entity FAQ
Business Entity Home Page
Business Entity Online Filing
Business Outreach Office
Business Entity Contact Us
UCC Online Filing
Secretary of State Home Page

FICTITIOUS NAME ADDRESS OWNERS REVIEW FILING SIGNATURE(S) SHOPPING CART

All owners must affirm by signing below.

Section 575.060 RSMo

Add Signer

Individual Organization

First Name * John Middle Name Last Name * Smith Suffix

SAVE **CANCEL**

Signers

Actions	Name	Type
No records to display.		

The undersigned understands that false statements made in this filing are subject to the penalties of a false declaration under Section 575.060 RSMo.

Step 11

Add the signer. Indicate whether the signer is an individual or an organization by ticking the corresponding circle.

Click **“SAVE”** to move to the next step.

JOHN R. ASHCROFT
MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jon Barry Log Out

SIGNATURE(S)

Business Entity Fees & Forms
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Business Outreach Office
Business Entity Contact Us
UCC Online Filing
Secretary of State Home Page

FICTITIOUS NAME ADDRESS OWNERS REVIEW FILING SIGNATURE(S) SHOPPING CART

All owners must affirm by signing below.

Section 575.060 RSMo

ADD SIGNER

Signers

Actions	Name	Type
Update Delete	John Smith	Owners
Update	Jane Smith	Owners

The undersigned understands that false statements made in this filing are subject to the penalties of a false declaration under Section 575.060 RSMo.

PREVIOUS: REVIEW FILING **NEXT: SHOPPING CART**

Step 12

Repeat Step 11 for each signer. Once all signers have been added, affirm the signatures by checking the box stating *“The undersigned understands that false statements made in this filing are subject to the penalties of a false declaration under section 575.060 RSMo”*.

Click **“SHOPPING CART”** to continue.

JOHN R. ASHCROFT
MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jonathan Barry Log Out

Shopping Cart

Required Field

SHOPPING CART PAYMENT CORRESPONDENCE

ADD ANOTHER FILING ORDER COPIES/CERTIFICATES

Shopping Cart

Actions	Priority	Item / Type	Filing Name	Quantity	Fee/Amount	Total Due
Modify Remove from Cart Delete	1	Application for Fictitious Name Registration	Fictitious Name Registration (D)	1	\$7.00	\$7.00

Total Items 1 Total Due: \$7.00 plus convenience fee*

A small convenience fee will be calculated once a payment method is selected. Convenience fees are not assessed, collected or retained by the state. You may read more about how convenience fees are calculated [here](#).

NEXT: PAYMENT

Step 13

Review the shopping cart. The fictitious name registration fee will be automatically added to the cart. The fee is \$7.00 plus a [convenience fee](#).

To add another filing, click **“ADD ANOTHER FILING.”**

To order copies/certificates, click **“ORDER COPIES/CERTIFICATES.”**

Click **“PAYMENT”** to continue the transaction.

JOHN R. ASHCROFT
MISSOURI SECRETARY OF STATE

MISSOURI ONLINE BUSINESS FILING

MY ACCOUNT HOME SEARCH Shopping Cart Online Help

Welcome, Jon Barry Log Out

Payment Information

Required Field

SHOPPING CART PAYMENT CORRESPONDENCE

Your payment total will be calculated once a payment method is selected. Convenience fees are not assessed, collected or retained by the state. You may read more about how convenience fees are calculated [here](#).

Shopping Cart (1 - Items)

Select Payment Method * Select
Credit Card
Electronic Check

Subtotal \$
Convenience Fee \$
Total \$7.00

The Missouri Secretary of State's Office accepts online payments using a credit card or E-Check (Electronic Bank Draft). E-Check is an easy and secure method that allows you to pay your filing fees or other fees or charges by bank draft.

- Electronic Bank Draft (E-Check) - You will need your routing number, checking account number, and your next check number.
- Debit & Credit Card - The Secretary of State's Office accepts MasterCard, Discover, Visa, and American Express. Debit cards are accepted and processed as credit cards.

NOTE: By accessing this filing and payment system, the user will be leaving Missouri's website and connecting to the website of Collector Solutions, Inc. The website of Collector Solutions, Inc., is a secure and confidential website.

I Agree to the Terms and Conditions stated above.

PREVIOUS: SHOPPING CART NEXT: SUBMIT PAYMENT

Step 14

Select a payment method from the drop down menu.

- The options are Credit Card or Electronic Check.
- If you'd like to pay through ACH, please contact our office at: **1-866-223-6535** or corporations@sos.mo.gov.

The [convenience fees](#) for this transaction are:

- Credit Card: \$1.25
- Electronic Check: \$0.50

Step 15

Complete the payment information.

Click the box stating *“I Agree to the terms and conditions stated above”*.

Click **“SUBMIT PAYMENT”** to continue.

The screenshot shows a payment form with the following sections:

- Shopping Cart (1 - Items):** Select Payment Method: Credit Card.
- Credit Card Information:** Card Type: Visa; Credit Card Number: 4*****; CVV: 123; Expiration: 01 - Jan 2017; Name on Card: John Smith.
- Billing Address:** Country: USA; Street Address: 123 Main Street; City: Jefferson City; State: MO; Postal Code: 65101; Phone: (573) 751-4936.
- Summary:** Subtotal \$7.00, Convenience Fee \$1.25, Total \$8.25.
- Terms and Conditions:** A checkbox is checked next to the text "I Agree to the Terms and Conditions stated above."
- Navigation:** "PREVIOUS: SHOPPING CART" and "NEXT: SUBMIT PAYMENT" buttons.

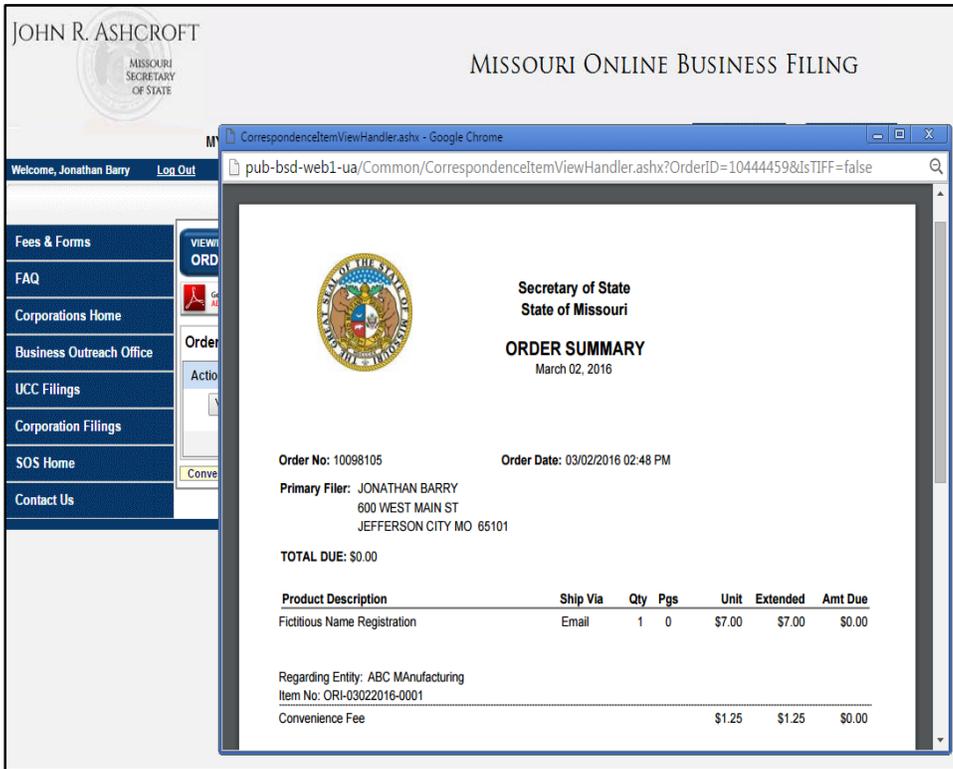
Step 16 (optional)

After you submit your payment, click **“VIEW/PRINT ORDER SUMMARY”** to view a printable pdf of your order summary.

The screenshot shows the Missouri Online Business Filing interface with the following details:

- Header:** JOHN R. ASHCROFT, MISSOURI SECRETARY OF STATE, MISSOURI ONLINE BUSINESS FILING.
- Navigation:** MY ACCOUNT, HOME, SEARCH, Shopping Cart, Online Help.
- Order Summary:**
 - VIEW/PRINT ORDER SUMMARY** button.
 - Filer:** Barry, Jonathan, 600 West Main St, Jefferson City, 65101 (United States).
 - Amount Paid:** \$8.25.
 - Payment Method:** Credit Card.
 - Payment Authorization:** Y871011Y.
- Order Items Table:**

Actions	Queue Item No	Description	Regarding Entity	Fee	Status
View Details	ORL-03022016-0001	Application for Fictitious Name Registration	ABC Manufacturing	\$7.00	Accepted
		Convenience Fee		\$1.25	
- Footer:** Convenience fees are not assessed, collected or retained by the state.

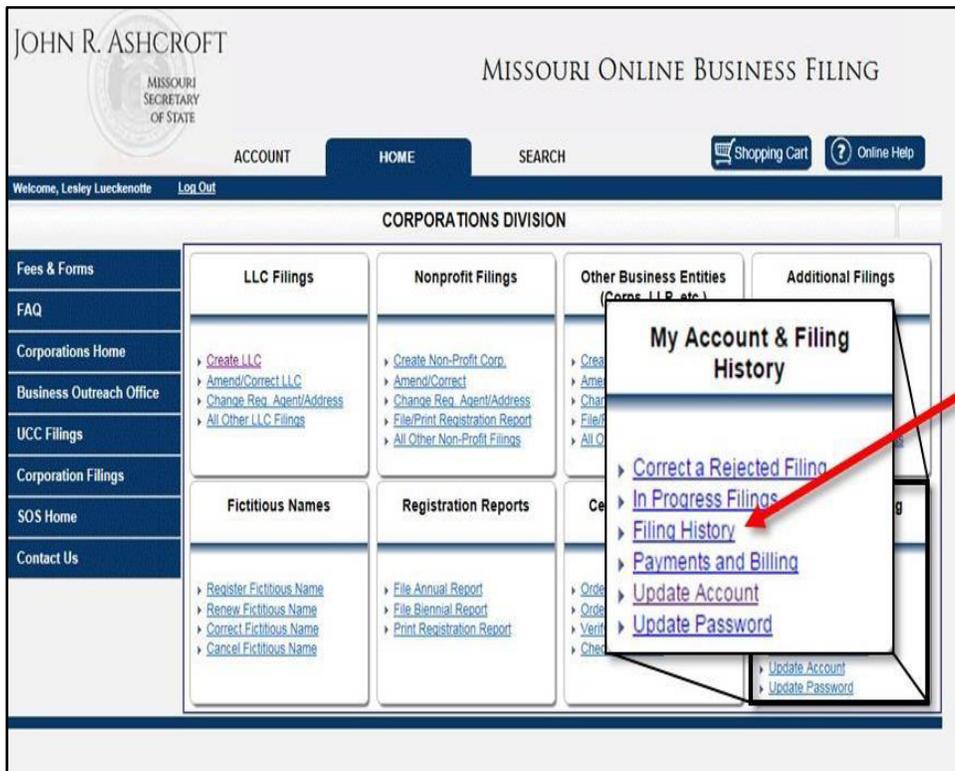


Step 16 (a) (optional)

Clicking “VIEW/PRINT ORDER SUMMARY” will produce a .PDF pop-up window.

You may save or print this document for your records.

You can always return to the Online Business Portal at a later time to re-view your past filings.



Step 17 (optional)

If in the future if you need to print or view filed documents, you may do so by going to the “My Account & Filing History” box from the home page and clicking “Filing History”.

Additional Reporting Requirements

What are the other reporting requirements for fictitious names?

Fictitious names expire and must be renewed every 5 years.

Please give us a call at 1-866-223-6535 or email us at corporations@sos.mo.gov if you have any questions about the registration process.

Resources for Entrepreneurs and Business Owners

Below are just a few links to the resources available to you when starting and growing a business in Missouri. Take some time to review these sites and take advantage of the many opportunities available to you.



www.ded.mo.gov

The Missouri Department of Economic Development has numerous resources for new and existing businesses. You can find a comprehensive list of all state business assistance programs and incentives at <https://ded.mo.gov/businesses/BusinessAssistance.aspx>



www.business.mo.gov

The Missouri Business Portal offers many resources to help businesses of all sizes and in all industries start, grow and manage their businesses. You can find educational resources about entrepreneurship to listings of hundreds of available shovel-ready sites and development properties.



www.mosourcelink.com

Focused on helping businesses and nonprofits in the startup and growth phases of their life cycle, MO SourceLink brings together resources from across the state. You can find information about how to evaluate your business idea: <http://www.mosourcelink.com/startup/evaluate-your-idea> and help finding free business counselors in your area using *TheResourceNavigator*: <http://www.mosourcelink.com/startup/meet-with-a-counselor>, <http://www.mosourcelink.com/resources/find-a-resource>