



MISSOURI SECRETARY OF STATE  
**TRADEMARK AND SERVICE MARK  
 APPLICATION**

CORPORATIONS SECTION  
 PO BOX 778  
 JEFFERSON CITY, MISSOURI 65102  
 (866) 223-6535

1. APPLICANT'S NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

IF APPLICANT IS A BUSINESS ENTITY, GIVE STATE OF REGISTRATION: \_\_\_\_\_

2. Applicant is seeking to register:  
 Trademark     Service mark

3. What is the number and class of goods and services connected with mark:

Do not write in this space

4. Briefly describe the goods and services used in connection with the mark:

5. Briefly describe how the mark is used in connection with such goods and services:

6. The mark has been used in business by the applicant (or predecessor) since \_\_\_\_\_  
 and used in the state of Missouri since \_\_\_\_\_

7. Give a written description of the mark:

8. The applicant is the owner of the trademark or service mark described in the application, and no other person has the right to use such mark in Missouri either in identical form or in such near resemblance as might be calculated to deceive or be mistaken for original mark.

I, \_\_\_\_\_, being first duly sworn, state that I am the applicant, or a lawfully authorized representative of the applicant, that I have read the above application and know its contents and that the facts stated therein are true:

\_\_\_\_\_ Signature \_\_\_\_\_ Title

State of \_\_\_\_\_ )  
 County of \_\_\_\_\_ ) ss.

Subscribed and sworn to before me this  
 day of \_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_  
 Notary Public

(Seal)

Typed or printed name \_\_\_\_\_  
 State of \_\_\_\_\_  
 Commissioned for \_\_\_\_\_ county  
 My commission expires \_\_\_\_\_

## INSTRUCTIONS

### TRADEMARK OR SERVICE MARK APPLICATION

1. Give the name of the person (or business entity) who will own the mark.  
Give the address and phone number for the owner of the mark.  
If the owner of the mark is a business entity, you must name the state in which the business entity was registered, (i.e. Missouri, Ohio, etc.)
2. Indicate if the mark is a trademark or a service mark. A trademark is the brand name of a manufactured product and a service mark is a name used to advertise the service offered by a business.
3. Refer to the classification numbers for the product or service on this information page. Name the class number for your product or service. Example: Class 29 for processed foods, a product; or Class 42 for retail sales, a service. Numbers 1–34 are trademark and 35–42 are service mark. Choose only one number per application.
4. Name the specific product or specific service offered by the person or corporation. If the mark is the brand name for a manufactured product, name that product, i.e. pizza, ladies clothing. If it is a device used to advertise services, you should name the service you offer, i.e. retail sales services or restaurant services.
5. Tell how you use the mark to advertise your product or service. Example: label on the product or on stationery associated with the service.
6. Give the date you first used the mark anywhere and the date it was first used in Missouri. No mark can be registered in this state until the mark is used in this state and the product or service is available in this state.
7. Describe the mark you are seeking to register. You should describe the colors and the most distinctive part of the mark.
8. This is the sworn statement of the owner. Type the name of the owner in this blank and the owner of the mark must sign on the signature line. The individual signing for a business entity should give his/her title beside the signature.

SEND 2 ORIGINAL COPIES OF THE COMPLETED APPLICATION, 2 ACTUAL SAMPLES OF THE MARK (NO PHOTO COPIES) SHOWING THE MARK IN USE, (IE: BUSINESS CARDS, LETTERHEADS, ADVERTISEMENTS) AND THE \$55.00 FEE TO:

Secretary of State's Office  
Corporations Section  
PO Box 778  
Jefferson City, MO 65102-0778

Checks made payable to: Director of Revenue

If you have any questions regarding this application, please call our office at (866) 223-6535.

## CLASSIFICATION OF GOODS AND SERVICES

The general classes of goods and services as provided in this section are established for convenience of administration of sections 417.005 to 417.066. A single application for registration of a mark may include any or all goods upon which, or services with which, the mark is actually being used comprised in a single class. In no event shall a single application include goods or services which fall within different classes of goods or services.

The classes of goods are as follows:

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|---|--|
| 1. Chemicals;                           | 18. Leather goods;                                   |
| 2. Paints;                              | 19. Nonmetallic building materials;                  |
| 3. Cosmetics and cleaning preparations; | 20. Furniture and articles not otherwise classified; |
| 4. Lubricants and fuels;                | 21. Housewares and glass;                            |
| 5. Pharmaceuticals;                     | 22. Cordage and fibers;                              |
| 6. Metal goods;                         | 23. Yarns and thread;                                |
| 7. Machinery;                           | 24. Fabrics;   |
| 8. Hand tools;                          | 25. Clothing;  |
| 9. Electrical and scientific apparatus; | 26. Fancy goods;                                     |
| 10. Medical apparatus;                  | 27. Floor coverings;                                 |
| 11. Environmental control apparatus;    | 28. Toys and sporting goods;                         |
| 12. Vehicles;                           | 29. Meats and processed foods;                       |
| 13. Firearms;                           | 30. Staple foods;                                    |
| 14. Jewelry;                            | 31. Natural agricultural products;                   |
| 15. Musical instruments;                | 32. Light beverages;                                 |
| 16. Paper goods and printed matter;     | 33. Wines and spirits; and                           |
| 17. Rubber goods;                       | 34. Smokers' articles.                               |

Classification of services marks are as follows:

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|-------------------------------|--------------------------------------|
| 35. Advertising and business; | 39. Transportation and storage;      |
| 36. Insurance and financial;  | 40. Material treatment;              |
| 37. Construction and repair;  | 41. Education and entertainment; and |
| 38. Telecommunications;       | 42. Miscellaneous.                   |