



SD Secretary of State Trademark Renewal Instructions

Submission info:

- **Paper Submission:** A blank application may be obtained by going to <https://sdsos.gov/business-services/trademark-name-registration/trade-marks.aspx> or by requesting by email at trademark@state.sd.us or by phone (605)773-2797. The application must be printed in ink or computer generated and mailed along with the required filing fee to the Secretary of State's office at: 500 East Capitol Ave, Pierre, SD 57501.
- **Walk-in:** A blank application may be obtained in person at the Secretary of State's Business Services Office at: 215 East Prospect Ave, Pierre, SD 57501.

Applications must be accurately completed in their entirety. Applications that are inaccurate, incomplete or illegible will be rejected.

Renewal Information:

- Trademarks can be renewed beginning six months prior to the expiration date until the date of expiration.
- Trademarks that have expired CANNOT be renewed and must be filed as a NEW registration.

Application Info:

1. The application must be printed in ink or computer generated.
2. **Filing fee:** the filing fee for the renewal application is \$125. Make check, cashier's check or money order payable to the South Dakota Secretary of State. Applications submitted without the proper filing fee will be rejected.
3. **One sample showing the mark must accompany this application:** Failure to include a sample will result in rejection of the application.
 - The sample must match the previously registered mark and the description of the registered mark.
 - The sample must be no larger than 8 ½ inches by 11 inches and should be flat.
 - For trademarks, examples of acceptable samples are tabs or labels, invoices, brochures, catalogs, letterhead or business cards. If it is impractical to send actual samples because of size, photographs or other acceptable reproductions that show the mark may be sent.
 - For service marks, examples of are signs, brochures, advertisements, business cards or letterhead.
4. **Applicant Name:**
 - **If the applicant is a BUSINESS - Name and South Dakota Business ID of Applicant:** Enter the name of the business entity applying for the trademark. If the applicant is a registered South Dakota business entity, enter the South Dakota business ID.
 - **If the applicant is an INDIVIDUAL - Name of Applicant:** Enter the name of individual applying for the trademark.

5. **Business Address of Applicant:** Enter the complete business address of the individual person or business entity applying for the trademark. The address must include a street address and a mailing address if the mailing address is different from the street address. Please also provide a telephone number so that you may be contacted if there are questions regarding your application, and an email address so that we may send you reminders of when your mark registration will expire.
6. **Name of the mark:** Provide a name for the mark as registered on original application.
7. **Currently registered Classification of Goods or Services Number:** Enter the appropriate number of the class under which the mark is to be renewed.
8. **Signature and notarization:**
 - Printed Name of Authorized Person and Title: Failure to type or print the signature name and title of the signer (if the applicant is a business entity) will result in the application being rejected.
 - The application must be signed by the applicant. By signing the application, the applicant verifies under penalty of perjury that all the statements on the application are true and correct. Failure to sign the application will result in the application being rejected.
 - The signature of the applicant must be notarized. Proper notarization includes: 1) the original signature of the applicant, 2) the date the applicant signed the application, 3) the signature of the Notary Public, 4) the registered seal of the Notary Public, and 5) the commission expiration date of the Notary Public. Improper notarization will result in the application being rejected.