

## Naming Your Business

You are required to register your business name, if you are planning on obtaining financing for your business. To name your business, you first need to see if the name is available. You may check at [www.wdfi.org/apps/cris/](http://www.wdfi.org/apps/cris/).

There are differences in the procedure for sole proprietorships, corporations, limited liability companies, or limited liability partnerships. (For more information on these business structures, please see page 12.) For a sole proprietorship, you may register your business name with the Manitowoc County Register of Deeds located at Manitowoc County Courthouse, 1010 South 8th Street, 1st Floor, Room 107/P.O. Box 42, Manitowoc, WI 54221-0421. The Registration of Firm Names is available online at [www.wrdaonline.org/Forms/firmnameform.pdf](http://www.wrdaonline.org/Forms/firmnameform.pdf). To register your firm name a small fee is required. If you need assistance with the form, please contact the Economic Development Corporation of Manitowoc County at (920) 482-0540. For a corporation, limited liability company, or limited liability partnership, you must register your name with the Wisconsin Department of Financial Institutions. Call WDFI at (608) 261-7577 for more information.