State of Connecticut
Trade Name Application
(Business Organizations)

Trade Name Application (Business Organizations) Instructions

All business organizations should verify their business on business.ct.gov before filing a trade name. The business organization must show as active on business.ct.gov.

Filing Type Section

Original: For a brand-new trade name, choose "original."

Amendment: If changing information associated with a trade name already registered, choose "amendment." An amendment overrides or supersedes the original, and therefore should be completed the same as the original.

An amendment should not be used to transfer a trade name from one business organization to another. In this situation, cancel the original trade name and file a new trade name associated with the new business organization.

Trade Name Section

Trade Name: The trade name should be spelled exactly as it is to be used, including capitalization and punctuation. Characters available on a standard American keyboard can be used, like the dollar sign "$" at symbol "@" or ampersand "&." Do not use pictures or emojis that cannot be rendered as text by a computer.

Street Address: The street address for the trade name should be a physical address located within the filing town. On business.ct.gov, a business is either "domestic" or "foreign" – listed under "Citizenship/place of formation" in the general information section. A domestic business is one that formed by filing with the Connecticut Secretary of the State. A foreign business is one that formed elsewhere, but is registered to do business in Connecticut. Both are eligible to file a trade name.

Domestic Businesses: The street address should match the "business address" shown on business.ct.gov.

Foreign Businesses: Often, a foreign business's "business address" will be out of state. In this instance, the street address listed on the trade name application should be the business's principal business location in Connecticut. If this business has none, they should list the address of their registered agent.

Email Address: The email address will be used to notify the filers when the expiration date nears. Please ensure the email address is properly formatted with an at "@" symbol and a domain like "gmail.com."

Business Organization Section

Eligibility: The business organization must be registered with the Connecticut Secretary of the State. Before proceeding, look-up the business at business.ct.gov. The status of the business must be active.

Business Name: The business name must match exactly what is on record with the Secretary of the State. The name of the business as shown on business.ct.gov is the name that should be inserted in this box.

Business ID/ALEI: The business ID / authoritative legal entity identifier is a unique number given to every business organization registered with the Secretary of the State. You can find this number on business.ct.gov. This is a public number and not the same as an EIN.

Business Address: In all cases, this should be the same address as the business address for the business organization reported to the Secretary of the State. This address can be in a different town, state or country.

Acknowledgment Section

The person authorized to file the trade name on behalf of the business organization should sign the document in the presence of the town clerk or a notary public. The person must inform the town clerk or notary public of their title within the business organization and that such person is authorized to act on behalf of the business organization. The town clerk or notary public will complete the acknowledgement section.

True Copy Section

This section was added to address town clerks who routinely provide a certified copy of the trade name application back to the filer. Enter the town where the filing occurs, sign and date.

Town Clerk Only Section

Filing Date: This is the date the town clerk accepted the filing.

Expiration Date: This is five years from the day following the filing. Example, if the filing date is January 2, 2025, the expiration date is January 3, 2030.

Filing Number (Optional): Town clerks that use a filing system that produces a unique number for each trade name can enter the number here.

Volume and Page (Optional): Town clerks that use a volume and page method to record filings can enter the information here.