

Trade Name Publication

The following are the statutory requirements for publishing notice of your Trade Name:

- 1) You are required by law to publish one legal notice in a newspaper stating you have registered a Trade Name with the Secretary of State's Office. The newspaper must have a general circulation in the city or village where the business is to be located or if there is no newspaper in the city or village, in a newspaper of general circulation in the county.
- 2) As soon as you have received the duplicate copy of the filed Trade Name application back from the Secretary of State's office, we suggest that you immediately take this duplicate copy of your application to the newspaper so that the newspaper has the exact information to publish the required legal notice of the Trade Name.
- 3) You should verify that the information in the legal notice is an exact duplicate of the information on the Trade Name application, either by double-checking the notice the day it is published in the newspaper or by asking the newspaper for a proof of the notice prior to publication. If the legal notice was published with incorrect or incomplete information, you will need to re-publish the legal notice again, as soon as possible, so that you are still able to get proof of the publication from the newspaper to the Secretary of State's Office filed properly within the statutory 45 day timeframe.
- 4) After the newspaper has published the legal notice, the newspaper will provide a notarized Affidavit of Publication.

NOTE: The Affidavit must be filed with the Secretary of State's office **within 45 days of the date of registration** of the Trade Name with the Secretary of State's office.

You may wish to verify with the newspaper whether they will send the Affidavit of Publication directly to our office or to you. **It is your responsibility to insure that the Affidavit is filed within the 45 day timeframe allowed by law.**

If the Affidavit is not received by the Secretary of State's office within 45 days of the filed registration of the Trade Name, the registration shall be canceled by the Secretary of State per Neb. Rev. Stat. §87-219.

There is NO fee to file the proof of publication with the Secretary of State's Office.

The Affidavit of Publication may be filed free of charge online at <https://www.nebraska.gov/apps-sos-edocs/>

Or, you may mail it to:

Secretary of State's Office
Business Services Division (Corporations)
P.O. Box 94608
Lincoln, NE 68509