



# ALEX PADILLA

## California Secretary of State

**FOR IMMEDIATE RELEASE**

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### **Secretary Padilla Announces Trademark and Service Mark Applications for Registration Can Now Be Filed Online**

**SACRAMENTO** – Secretary of State Alex Padilla announced today that for the first time, Californians can file trademark and service mark applications for registration online through [bizfile California](#), the agency’s online business filing and search portal.

[Click here to view the new trademark and service mark online submission platform.](#)

“By offering our trademark and service mark application process online we’re making it quicker, easier and more convenient to do business in California,” said Secretary of State Alex Padilla. “Previously, business owners could only submit their applications by mail or in-person. Now, they can submit trademark or service mark applications in minutes from the convenience of their laptop, tablet or smartphone.”

The new trademark and service mark platform was designed and implemented in an unprecedented seven week period in collaboration with the Secretary of State’s office, the California Department of Technology, and the [ThinkSmart LLC Platform](#).

There are more than 9,000 active trademarks and service marks in California. In 2017, 4,300 applications were submitted to the Secretary of State’s office. Each trademark or service mark applicant is required to pay the \$70 submission per classification code adopted by the [United States Patent and Trademark Office](#).

The online trademark and service mark platform is part of Secretary Padilla’s Digital Business Initiative to modernize and digitize the agency’s divisions, including the Business Programs Division. In 2017, The Secretary’s Digital Business Initiative [was recognized by the Governor’s office of Business and Economic Development \(GO-Biz\)](#) as a champion for “Breaking Barriers to Doing Business in California.” The Digital Business Initiative

includes an online [LLC and Corporation Statement of Information filing tool](#), 11 million searchable business records through [California Business Search](#), an updated search engine for the state's [successor-in-interest](#) claims, and a [Starting a New Business](#) resource page.

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