

**State of South Carolina**  
**Assignment of Trademark or Service Mark**  
**or Name Change of Registrant**

Check only one: ☐ Trademark or ☐ Service Mark  
Registration Number (if known): \_\_\_\_\_

Assignment fee: \$3.00 per mark

1. Name of original Applicant: \_\_\_\_\_

2. Name of the new Applicant: \_\_\_\_\_

3. New Applicant's principal place of business address: \_\_\_\_\_

4. New Applicant's place of business address in SC, if any: \_\_\_\_\_

5. New Applicant's mailing address (if different): \_\_\_\_\_

6. The new applicant is:            an individual or sole proprietor  
    *Choose only one.*                a corporation duly organized under the laws of the State of  
   South Carolina  
   State: \_\_\_\_\_

   a limited liability company duly organized under the laws of the State of  
   South Carolina  
   State: \_\_\_\_\_

   a partnership duly organized under the laws of the State of  
   South Carolina  
   State: \_\_\_\_\_

   Names of General Partners: \_\_\_\_\_

   other: \_\_\_\_\_

***\*The applicant type MUST match the name of the new applicant listed in response to question 2 and cannot be both an individual and an entity.***

7. Provide a description of the mark to be assigned, including any design elements:  
(the description should match the description of the mark as currently registered)

\_\_\_\_\_  
8. Has the applicant, or any predecessor in interest, ever filed an application to register this mark or portions of this mark or a composite of this mark with the United States Patent and Trademark Office?        YES    OR    NO

If you answered "YES", please provide the full particulars including the filing date, serial number and status of the application. If an application was finally refused registration or has otherwise not resulted in registration, please state the reason for this: \_\_\_\_\_

9. Please enclose a copy of the assignment instrument which authorizes or provides for the assignment of this trademark or service mark from the original Applicant to the new Applicant. If the assignment is due to an entity name change, please provide appropriate corporate filings documenting the change.

10. Please enclose three (3) original, identical specimens showing the mark as actually used. The specimens **MUST** reflect the mark as described. **Photocopies, hand-drawn specimens, and computer-generated images are NOT acceptable specimens.** Appropriate examples are listed below.

**The following specimens are acceptable for a service mark:**

- 3 actual business cards or pieces of letterhead showing the mark in connection with the service; OR
- 3 identical photos of a sign; OR
- 3 original brochures about the service (including menus); OR
- 3 actual advertisements for the service (including advertisements from newspapers or magazines); OR
- 3 color print-outs of the mark used on the applicant's Website, including the URL address; OR
- 3 identical photographs that show the mark as used in advertising the service (example: a photograph of a billboard).

**The following specimens are acceptable for a trademark:**

- 3 identical photographs of the goods that shows use of the mark on the goods; OR
- 3 tags or labels for the goods; OR
- 3 containers for the goods; OR
- 3 identical photos of a display associated with the goods.

**\*Letterhead, business cards, or invoices ARE NOT acceptable specimens for a trademark.**

***By signing this form, the Applicant affirms that all information given is truthful under penalty of perjury pursuant to the laws of South Carolina and the United States of America.***

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Printed Name of Applicant

\_\_\_\_\_  
Title (if signing on behalf of an entity)

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email Address

**NOTE:** THE ACCEPTANCE OF A TRADEMARK OR SERVICE MARK FOR REGISTRATION BY THE OFFICE OF THE SECRETARY OF STATE PROVIDES THE OWNER WITH A RIGHT TO USE SUCH MARK IN THE STATE OF SOUTH CAROLINA ON THE GOODS OR SERVICES IDENTIFIED IN THE REGISTRATION APPLICATION. HOWEVER, THE OFFICE OF THE SECRETARY OF STATE IS NOT REQUIRED TO SEARCH OTHER STATE OR FEDERAL REGISTRATIONS, INTERNET DOMAIN NAMES OR OTHER COMMON LAW (UNREGISTERED) USERS; THEREFORE, RIGHTS GRANTED BY THIS REGISTRATION MAY BE AFFECTED OR PREEMPTED BY PRIOR USE OR OTHER REGISTRATION OF THE MARK.

Send your completed application, specimens, assignment instrument and payment to:

**South Carolina Secretary of State's Office  
Attn: Trademarks Division  
1205 Pendleton Street, Suite 525  
Columbia, SC 29201**

You may contact the Trademarks Division of the Secretary of State's Office at [trademarks@sos.sc.gov](mailto:trademarks@sos.sc.gov).