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**From:** hcounts@countslawkc.com  
**Sent:** Friday, July 24, 2009 5:51 PM  
**To:** hcounts@countslawkc.com  
**Subject:** Client Alert - Missouri Businesses - Fictitious Names

**Importance:** High

Good afternoon,

This client alert applies only to those who operate a business in Missouri using a name that is not your true name, whether you are an individual or an entity. That name is called a fictitious name, and you must register it with the Missouri Secretary of State. Failing to do so is a misdemeanor. The Missouri Secretary of State's website provides the following examples for better understanding:

*For instance, if John Doe is doing business under the name "John's Lemonade Stand," John Doe must register the fictitious name "John's Lemonade Stand." If the corporation known as Missouri Lemonade Manufacturing, Inc., is doing business under the name "Missouri Lemonade," it must register the fictitious name "Missouri Lemonade."*

The reason for this alert is to call attention to those of you who may have registered a fictitious name with the Secretary of State in Missouri prior to August 28, 2004.

Prior to that date, registered fictitious business names did not expire and renewals were not required. In 2004, the Missouri legislature changed the law and put a five (5) year limit on these names. As such, any fictitious name registered before the above date will expire on August 28, 2009. To prevent this, businesses will need to renew their registrations.

If you have additional questions or need assistance renewing your fictitious name registration in Missouri, please contact me.

Thank you, and have a great weekend!  
Heather

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