

DBA- Doing Business As...

What is a DBA?

The [phrase](#) "doing business as" (abbreviated **DBA**, **dba** or **d/b/a**) is a [legal term](#) used in the United States, meaning that the [trade name](#), or [fictitious business name](#), under which the business or operation is conducted and presented to the world is not the legal name of the legal person (or persons) who actually own it and are responsible for it. In several U.S. states, DBAs are officially referred to using another term. Missouri uses **fictitious business names**. NOTE - this is not a replacement for obtaining a [trademark](#). A DBA filing carries no legal weight in instances where a trademark would be necessary.

How do I get a DBA?

DBAs are registered by the Missouri Secretary of State. **The current cost is \$7** to file. You can register in the ways listed below.

Apply Online- Obtain from the Missouri Secretary of State Website- <http://www.sos.mo.gov/business/formsAndServices.asp> and click **File a Fictitious Name** under Corporations Division in the left hand column.

Apply By Mail- Secretary of State
Corporations Division
PO Box 778/600 W. Mail St., Rm. 322
Jefferson City, MO 65102