



## BRAND APPLICATION FORM FOR BRANDS RESERVED ON-LINE

A-2 Version 2009-11-15

### INFORMATION AND INSTRUCTIONS

This application form is for a brand that has been reserved on-line using the Brand Builder. If you have not reserved a brand on-line please use the "Brand and Honorary Brand Application Form".

#### Part A – Status of Applicant

Brands can be owned by individuals, partnerships or corporations.

#### Individuals

A brand can be owned by one or more individuals. If more than one individual owns a brand, they can be either joint owners or co-owners of the brand.

If two or more persons are **joint owners** of a brand, each person owns an undivided interest in the brand and has a "right of survivorship". Upon the death of one joint owner, the other owner(s) has ownership of the brand. On the death of one joint owner, the brand can be transferred to the survivor(s) by the surviving joint owner(s) filing with the Brand Registrar a Statutory Declaration of Surviving Joint Brand Owner along with satisfactory proof of death of the deceased joint owner. If the transferees do not want title to the brand and, potentially, the livestock bearing the brand to pass to the survivor(s), then joint ownership should not be used.

If two or more persons are **co-owners** of a brand, each person owns an undivided interest in the brand and, upon the death of one of the co-owners, the legal requirements governing wills and estates must be followed to transfer the deceased's interest (ownership) in the brand. Whether the deceased's interest in the brand will go to the co-owner or to another person will be determined by any Designation of Beneficiary Form filed with the Brand Registrar, the deceased's Will or, if there is no Designation of Beneficiary Form or Will, on the laws governing intestate succession.

If either Joint Owners or Co-Owners is not checked off on the Application Form, any brand owned by two or more owners will be co-owned. The election of joint ownership or co-ownership can be changed by the owners at any time.

Regardless of how two or more individuals own a brand, whether as joint owners or as co-owners:

- Any livestock bearing the above brand must be sold in the names of, or on behalf of, all of the owners of the brand. If not, the livestock or the sale proceeds may be held pending the livestock inspector being satisfied that the person in possession of the livestock is the owner of the livestock, the owner's agent or otherwise lawfully entitled to be in possession of the livestock or entitled to the sale proceeds.
- The sale proceeds must be payable to all of the owners of the brand and the holder of any livestock security interest in the livestock or the dam of the livestock being sold.
- If the livestock is being transported for sale and the livestock manifest does not direct payment to all of the owners of the brand, the livestock inspector will hold the

livestock or the sale proceeds until all of the owners of the brand sign the livestock manifest.

The ability to own a brand jointly or as co-owners was implemented for the sole purpose of simplifying the transfer of the brand on death of one of the brand owners. If all of the individuals owning the brand will not or do not own the livestock being branded then do not register the brand in the names of more than one individual.

If an individual, not associated in partnership with any other person, wishes to own a brand in a name other than his or her own name, he or she will be operating under a “trade name” and will be required to provide a copy of a **Declaration of Trade Name** that has been filed with the Registrar of Corporations under section 110 of the *Partnership Act*. The Declaration of Trade Name form can be obtained from Service Alberta at <http://www.servicealberta.gov.ab.ca> under Corporate Registries, Business names. If a brand is owned by two or more individuals under a name other than their own names, they are deemed to be a partnership for the purposes of owning the brand.

### Partnerships

If two or more persons wish to own a brand in a name other than their own names, they will be operating as a partnership and will be required to provide a copy of a **Declaration of Partnership** that has been filed with the Registrar of Corporations under section 106 of the *Partnership Act*. This form can be obtained from Service Alberta at <http://www.servicealberta.gov.ab.ca> under Corporate Registries, Business names.

### Corporations

Proof of registration as a corporation in Alberta and a copy of the last annual return filed by the company are required in order to register a brand in the name of a corporation.

If a corporation, not associated in partnership with any other person, wishes to own a brand in a name other than its legal corporate name, the company is operating under a “trade name” and will be required to provide a copy of a **Declaration of Trade Name** that has been filed with the Registrar of Corporations under section 110 of the *Partnership Act*. The Declaration of Trade Name form can be obtained from Service Alberta at <http://www.servicealberta.gov.ab.ca> under Corporate Registries, Business names.

<b>Part B – Applicant Name</b>
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The person or persons named on the Application form as the “Applicant” will be the owner of the brand. A brand must be registered in the name of the owner of the livestock which is the name under which the livestock will be sold.

The name(s) included on the application form as the “applicant(s)” should only be those persons who will own the livestock bearing the brand. For legal reasons, persons other than the intended owners of the livestock should not be included as an applicant on the application form and should not be one of the owners of the brand.

Ownership of the brand should not be used as a means to pass the brand on to another person on the death of the Applicant. If an Applicant wishes to have the brand transferred directly to a specific person on his or her death, without having the brand form part of his or her estate, the Applicant can complete a **Designation of Beneficiary** form and file it with the Brand Registrar. On the death of the owner, unless the designation is revoked, the brand will be transferred to the named beneficiary upon receipt of an application by the beneficiary and proof of death.

## Applicants under 18 years of age

When a brand is registered in the name of a person under 18 years of age, the parent or guardian of the child is required to sign a Guardian's Acknowledgment of Responsibility under the *Minors' Property Act*. If the minor applicant is 14 to 17 years of age, the minor applicant will be required to sign the brand application form and consent to the guardian receiving the brand certificate on the minor's behalf.

### Part C – Applicant Contact Information

The legal description and premise ID number required for the application is for the location of the farm, ranch or pasture where the livestock bearing the brand will be kept.

The space provided in Part C is for the primary contact for the Brand registration which will be the person listed as "Applicant 1" for an individual applicant and the person listed on the first line of the authorized signing officers for partnership and corporate applicants.

### Parts A, B and C – Additional Applicants

All of the names and contact information of individual brand applicants, partners of partnership applicants and all corporate applicants must be provided on the Application Form. Please complete the **Additional Brand Applicant Form** and submit it with the Brand Application if there is more than one individual applicant, if the applicant is a partnership or if there is more than one corporate applicant. The Additional Brand Applicant Form is available from the Brand Registrar and on the LIS Website.

### Part D – Description of the Brand

Your brand must be registered before you are legally allowed to brand your livestock in Alberta. A rigid set of specifications is followed when issuing new brands. Registration restrictions are in place to ensure brands conform to established protocols and to ensure potential conflicts in similar brands is minimized among neighbouring producers.

#### Permitted locations of cattle and horse brands:

When brands are registered, they may be used in one of six positions on an animal:

**For Cattle:** Left Shoulder, Left Rib, Left Hip, Right Shoulder, Right Rib, Right Hip

**For Horses:** Left Jaw, Left Shoulder, Left Thigh, Right Jaw, Right Shoulder, Right Thigh

Your brand must be applied to the exact part of the animal specified on your registration certificate. This is because when the characters are applied to a different position on the animal, they become a completely different brand. If the brand is applied to the left shoulder when its registration says left hip, this could duplicate a brand already owned by someone else.

#### Design Brands Using the Following Rules

The basic design for most brands will consist of a combination of characters (letters and numbers) and symbols. Brands that do not meet the requirements of this brand registration policy will not be registered. The Brand Registrar will only authorize or approve brands that meet the following design specifications. Any new brand that does not comply with the specifications will not be issued as a working brand, nor may they be used on livestock.

- Any letter of the alphabet can be used in a brand except "Q". The letter "Q" will never be used because of its similarity to an "O".
- The letter "G" can only be used in the reverse position (see below) to avoid confusion with the letter "C" (which is never reversed).



- Any numbers except the zero "0" and the one "1" can be used. They are registered as the letters "O" and "I".
- The letter "I" can only be used without a top or bottom line.
- The letter "J" is used with no top line to avoid confusion with the letter "T".
- The following design characters can be used:



- These letters are allowed in the reverse position:



- These letters can be used in the lazy left position:



- These letters are allowed as monograms: "A", "B", Reversed "B", "D", Reversed "D", "E", Reversed "E", "F", Reversed "F", "H", "J", "K", Reversed "K", "L", "M", "N", "P", "R", Reversed "R", "U", "W".
- Only one lazy left or reverse character per brand is allowed.
- The following symbols can be used above or below characters of a brand.



Note: Half-diamonds must have the ends pointing toward the brand characters. The ends of the quarter circle must point away from the brand characters. The running bar "-" can only be used directly in front, behind or between two characters.












**The following restrictions are placed on new brand designs:**

- Lazy right characters cannot be used in new brands.
- One character inside another, inverted characters, hanging, walking, or flying in a brand. (Left to Right) cannot be used on new brands, for example:



- Inverted (upside down) letters and numbers are not allowed on new brands.
- The running bar with a single character will not be issued for cattle as a new brand.
- Two characters side-by-side without a symbol above them or below them will not be used for a new brand.
- Arbitrary signs of intricate design will not be registered except in special circumstances as in arbitrary and honorary brands.

**Types of brands that can be registered:**

Description	Cattle Brands	Horse Brands
One character with a symbol above or below		
Two characters, one over the other (without a symbol)		
Two characters, side by side (with a symbol)		
Two characters with a running bar before, after or between (on the rib position only)		Not allowed
Two characters (with a straight line, letters only) monogrammed with a symbol above or below or a running bar		
Three characters in a row (on rib position only)		Not allowed
One character with a running bar in front or behind the character	Not allowed	

**Online Brand Builder and Brand Wizard**

You can use the Online Brand Builder and the Brand Wizard available on the LIS website (see Reserving your brand) to:

- Design your brand,
- Find out if the brand you want is available, and
- Reserve your brand selection.

**Arbitrary Brands**

An arbitrary brand is a brand with a design that does not fit the policy of the Brand Registration office. For example, this symbol: a walking M, is an arbitrary brand.



Arbitrary brands can be registered in Alberta, but this is limited to only those arbitrary brands that have been approved in Alberta in the past (both current and expired). Registration of these arbitrary brands will be limited to only those positions currently approved per animal type (Horse: LJ, LS, LT, RJ, RS, RT) / (Cattle: LS, LR, LH, RS, RR, RH), and only to the species of livestock to which the arbitrary brand was once registered.

Information on brand history can be obtained from:

Stockmen's Memorial Foundation  
 Box 459  
 Cochrane, AB  
 T4C 1A7

Phone: 1.403.932.3782  
 Fax: 1.403.851.1324  
 Email: [library@smflibrary.ca](mailto:library@smflibrary.ca)  
 Website: [www.smflibrary.ca](http://www.smflibrary.ca)

### **Part F – Signature of each individual applicant**

This part of the application form is for the signature of individual applicants only. With respect to individual applicants who are under 18 years of age, if the minor applicant is under 14 years of age, the application form must be signed by the person's guardian on behalf of the minor. If the minor applicant is 14 years of age or older, the application form must be signed by the minor.

The signatures provided on the Application Form are for the purposes of registering and transferring the Brand or Honorary Brand and not for the purposes of selling livestock bearing the brand.

### **Part G – Signature of Corporate or Partnership applicant**

This part of the application form is for the signature of the authorized signing officer of the partnership or corporation.

The signatures provided on the Application Form are for the purposes of registering and transferring the Brand or Honorary Brand and not for the purposes of selling livestock bearing the brand.

### **Documents to be submitted with the Application Form**

Please ensure that the documents required to be submitted with the application form are included when you mail the application form to LIS.

### **Application Fee**

Please ensure that the application fee (if not paid by credit card on-line) accompanies the application form. The application fee can be paid by cheque, VISA or MasterCard. Please note that the application fee is **not refundable** once the Brand Registrar has approved the brand and issued a Brand Certificate.

### **Other Information**

#### **Publication of brand information**

Livestock Identification Services Ltd. maintains a registry of brands and honorary brands. The information provided on the brand application form is entered in the registry.

Any person may, on payment of \$25.00, have the registry searched and obtain an extract from the registry. Livestock Identification Services Ltd. publishes a Brand Book containing all of the registered brands and honorary brands and also posts all brands and honorary brands on its website. The name of the owner of the brand and the owner's town/city along with a picture of the brand or honorary brand and the description of the brand or honorary brand is published in the Brand Book and on the website.

#### **Change of Address and contact information**

In order for LIS to keep its brand registry up to date, owners of brands and honorary brands are required to notify LIS, in writing, of any change in their address and contact information.

## The Brand Registrar

For information regarding purchasing new brands, transferring brands, reporting an error in branding or brands in general, please contact:

Livestock Identification Services Ltd.  
#109, 264 Midpark Way SE  
Calgary, AB T2X 1J6  
[www.lis-alberta.com](http://www.lis-alberta.com)

Phone: 403-740-4105  
Toll Free: 866-740-4105  
Fax: 403-740-4124  
E-mail: [brands@lis-alberta.com](mailto:brands@lis-alberta.com)

Client No.

For Office Use Only

File No:

For Office Use Only



LIVESTOCK IDENTIFICATION SERVICES LTD.

Livestock Identification and Commerce Act

BRAND APPLICATION FORM FOR BRANDS RESERVED ON-LINE

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APPLICATION FOR A [ ] CATTLE BRAND or [ ] HORSE BRAND

Please read attached instruction sheet before completing this Brand Application form.

Part A - Status of Applicant – check the appropriate box(es)

- [ ] Individual – If more than one individual, as [ ] Joint Owners or as [ ] Co-Owners
[ ] Partnership [ ] Corporation

Part B – Applicant Name

If an individual(s) (if more than 4 owners attach Additional Brand Applicant form)

Over 18 years old\*

Applicant 1\*: Last Name First Name Middle Name [ ] Yes [ ] No
Applicant 2: Last Name First Name Middle Name [ ] Yes [ ] No
Applicant 3: Last Name First Name Middle Name [ ] Yes [ ] No
Applicant 4: Last Name First Name Middle Name [ ] Yes [ ] No

Trade name, if any: \_\_\_\_\_

\*Note: The person shown as Applicant 1 will be the primary contact and will receive the brand certificate. Please see instructions if any of the applicants are under 18 years of age.

If a partnership or corporation: (if more than one company or partnership attach Additional Brand Applicant form)

Partnership or Company Name \_\_\_\_\_

Corporate Access Number \_\_\_\_\_ on top R corner of Certificate of Incorporation

Trade name, if any: \_\_\_\_\_

The following individuals are authorized to sign on behalf of the corporation for the purposes of registering and transferring the brand and, in the case of a partnership are all of the partners in the partnership

Print Full Name Position Signature
Print Full Name Position Signature
Print Full Name Position Signature

\*Note: The person shown on the first line will be the primary contact and will receive the brand certificate.

**Part C - Applicant Contact Information**

**Location of the farm, ranch or pasture where the livestock bearing the brand will be kept**

Primary Location: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Premises ID \_\_\_\_\_  
 Quarter Sec Twp Rge Mer

or

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Premises ID \_\_\_\_\_  
 Lot Block Plan

**Contact information for Applicant 1 or the Corporation or Partnership applying for the brand**

Mailing Address: \_\_\_\_\_

Town/City, Prov: \_\_\_\_\_ Postal: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Note: if there is more than one applicant please provide the contact information for Applicant 1 above and attach a separate sheet with the required contact information for all the other applicants.**

**Part D - Description of the Brand**

1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	3 <sup>rd</sup> Choice	4 <sup>th</sup> Choice
Location: _____	Location: _____	Location: _____	Location: _____
Does the applicant presently own a brand:			Description:
<input type="checkbox"/> Yes <input type="checkbox"/> No – If Yes <input type="checkbox"/> Cattle Brand <input type="checkbox"/> Horse Brand			Location: _____

**Part E – Signature of each individual applicant**

The undersigned hereby declare that all of the above information is true and correct.

Date	Printed name of applicant(s)	Signature of applicant(s)

**Part F - Signature of Corporate or Partnership applicant**

The undersigned hereby declares that all of the above information is true and correct and undersigned has authority to complete this application on behalf of the partnership or the corporation.

<b>Date:</b>	<b>Print Name:</b>
	<b>Signature:</b>
	<b>Position:</b>

### Collection of Information

This information is being collected for the purposes of brand registry records in accordance with the *Livestock Identification and Commence Act* and the *Freedom of Information and Protection of Privacy Act*. Questions about the collection of this information can be directed to the Privacy Coordinator for the brand registry at LIS at 109, 264 Midpark Way SE Calgary Alberta, T2X 1J6. Phone (403) 509-2088 or (866) 509-2088

### Documents to be submitted with the Brand Application

Corporations	Certificate of Incorporation or Proof of filing of the most recent annual return
Partnerships or two or more applicants operating under a trade name	Filed Declaration of Partnership
A single applicant operating under a trade name	Filed Declaration of Trade Name
If applying on behalf of an applicant under 18 year of age	Guardian's Acknowledgment of Responsibility (required by the <i>Minors' Property Act – Minors' Property Regulation</i> ) – the form is available from LIS.

### Permitted Brand Locations

**For Cattle:** Left Shoulder, Left Rib, Left Hip, Right Shoulder, Right Rib, Right Hip

**For Horses:** Left Jaw, Left Shoulder, Left Thigh, Right Jaw, Right Shoulder, Right Thigh

### Application Fee

#### Payment Method – Application Fee - For a brand - \$231.00 (GST included)

Cheque enclosed payable to "Livestock Identification Services Ltd."

Charge to credit card  Mastercard  VISA

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please mail the original Transfer, the relevant supporting documents and cheque, if applicable, to:

Livestock Identification Services Ltd.  
#109, 264 Midpark Way S.E.  
Calgary, AB, Canada T2X 1J6

If you have any questions, please phone the Brand Registrar at **1-866-740-4105**

#### PLEASE NOTE:

LIS must receive a completed Brand Application Form within 30 days of the date the brand is reserved online, failing which your online brand reservation may be cancelled. If you paid the brand application fee by credit card LIS will issue you a credit card refund.

You **do not** have the right to use the brand that has been reserved online until your Brand Application has been approved and you have been issued a Brand Certificate by the Brand Registrar. Please **do not** purchase irons or brand your livestock until you have received your Brand Certificate from LIS.