



**Wisconsin Department of Agriculture, Trade and Consumer Protection**  
 Division of Animal Health, Attn: Gena Goldade  
 PO Box 8911  
 Madison WI 53708  
 608-224-4889

PLEASE PRINT

**BRAND RECORDING APPLICATION**

sec. 95.11 Wis. Stats., Ch. ATCP 14, Wis. Adm. Code

Legal Name		Doing Business As (DBA)	
Entity: <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Cooperative		Contact Name & Phone	
Address	City	State	Zip
Primary Phone	Work Phone	Mobile Phone	Fax Number

**NOTICE:** A brand is recorded for a specific location on the animal and must be applied to that location **ONLY**, regardless of species of livestock being branded. **A separate brand must be recorded for each different location intended to be used on the animal. Please request a separate application for each different brand location being recorded.**

Indicate the species and location of the brand:

*Brands for both cattle and equine can only be used on a location allowed for both species.*

**Cattle**

- Right Ear (cattle only)
- Left Ear (cattle only)
- Right Side of Neck
- Left Side of Neck
- Right Shoulder
- Left Shoulder
- Right Rib Cage
- Left Rib Cage
- Right Hip
- Left Hip

**Equine**

- Right Side of Head (equine only)
- Left Side of Head
- Right Side of Neck
- Left Side of Neck
- Right Shoulder
- Left Shoulder
- Right Rib Cage
- Left Rib Cage
- Right Hip
- Left Hip

- Upper Lip (equine only)
- Lower Lip (equine only)
- Forehead (equine only)

**INSTRUCTIONS:** Please indicate your 3 choices of brand in the boxes below. Your first choice will be recorded if it does not conflict with a brand that is already recorded. If your first choice is taken, we will select the first one of your remaining choices that does not conflict with any brands that are already recorded.

*Note: Provide a quality brand image in the space below. The image will be scanned "as is" for the official certificate. Do not use pencil or marker, only use black or blue pen. Or you may glue a printed brand image in each space.*

1st Choice	2nd Choice	3rd Choice
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**ENCLOSE A CHECK OR MONEY ORDER FOR \$20.00, PAYABLE TO:**  
 Wisconsin Department of Agriculture,  
 Trade and Consumer Protection, or  
**WDATCP.**

**THIS BRAND MUST BE RENEWED IN THE YEAR: 2014**

I understand that, if this application is approved, the brand as shown by me shall become my personal property and that no brand which conflicts with this brand shall be recorded.

Applicant's Signature and Title (if applicable)

Date

# Chapter ATCP 14

## LIVESTOCK BRANDING

ATCP 14.01	Definitions.
ATCP 14.02	Application for recording of brands.
ATCP 14.03	Expiration and renewal of recorded brands.
ATCP 14.04	Disease control identification.

ATCP 14.05	Brand identification.
ATCP 14.06	Brand site.
ATCP 14.07	Brand design.
ATCP 14.08	Livestock brand certificate.

Note: Chapter Ag 14 was renumbered ch. ATCP 14 under s. 13.93 (2m) (b) 1, Stats., Register, April, 1993, No. 448.

**ATCP 14.01 Definitions.** The following terms, as defined, shall apply in the interpretation and enforcement of these rules:

- (1) "Department" means the state of Wisconsin department of agriculture, trade and consumer protection.
- (2) "Person" means any individual, partnership, corporation, association or other business entity.
- (3) "Farrell system" means a numbering system using symbols other than Arabic or Roman numerals.
- (4) "Brand" means an identification mark as defined in s. 95.11 (1) (a), Stats.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75; correction in (1) made under s. 13.93 (2m) (b) 6., Stats., Register, February, 1996, No. 482.

### ATCP 14.02 Application for recording of brands.

(1) Applications for the recording of a brand shall be made on forms provided by the department and shall include:

- (a) The applicant's name and address
- (b) A facsimile of the desired brand.
- (c) The site location for the brand as authorized under s. ATCP 14.05 (2) and (3).
- (d) The signature of the applicant.

(2) The application shall be accompanied by an initial recording fee of \$20. Failure to remit the recording fee or comply with requirements of sub. (1) shall be cause for the return of the application to the applicant.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75.

**ATCP 14.03 Expiration and renewal of recorded brands.** (1) All recorded brands shall expire on December 31, 1984, and every 10th year thereafter, unless application for renewal of the recorded brand is received prior to expiration date.

(2) Applications for renewal of a recorded brand shall be made on forms provided by the department and be accompanied by a renewal fee of \$10.

(3) Recorded brands shall be declared abandoned if application for renewal is not received by the department within 90 days after expiration date of the period for which the brand was recorded.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75.

**ATCP 14.04 Disease control identification.** No person shall apply a brand to livestock which would alter, deface or obliterate any markings used to identify animals for purposes of disease control.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75.

**ATCP 14.05 Brand identification.** Recorded brands may be applied to livestock only by means of a hot brand, freeze brand, and permanent tattoo method. Recorded brands, as applied to livestock shall be of a size and applied in such a manner as to be clearly readable and identifiable.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75.

**ATCP 14.06 Brand site.** (1) The location of a brand on livestock is an integral part of a brand, and if a single brand is

recorded for use on both cattle and horses, it may be recorded for use at a common site location. If the same brand is to be used at a different location on livestock, an additional fee shall be required.

(2) Brands for the branding of cattle may be recorded only for application at one of the following sites:

- (a) Right ear.
- (b) Left ear.
- (c) Right side of neck.
- (d) Left side of neck.
- (e) Right side of shoulder.
- (f) Left side of shoulder.
- (g) Right rib cage.
- (h) Left rib cage.
- (i) Right hip.
- (j) Left hip.

(3) Brands for the branding of horses may be recorded only for application at one of the following sites:

- (a) Right side of head.
- (b) Left side of head.
- (c) Right side of neck.
- (d) Left side of neck.
- (e) Right shoulder.
- (f) Left shoulder.
- (g) Right rib cage.
- (h) Left rib cage.
- (i) Right hip.
- (j) Left hip.
- (k) Upper lip.
- (l) Lower lip.
- (m) Forehead.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75.

**ATCP 14.07 Brand design.** (1) Numbers or numerals shall not be recorded as a brand unless accompanied by additional marking configuration.

(2) Single letters may be recorded as a brand, except for the letters "I" and "O" unless accompanied by additional marking configuration.

(3) If recording of a brand is refused for any reason, the department shall promptly notify the applicant stating reasons for denial.

(4) A configuration or design which can be read as a number through use of the "Farrell system" may not be recorded as a brand.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75.

**ATCP 14.08 Livestock brand certificate.** No brand shall be effective until approved and recorded and an official brand certificate is issued by the department. The department shall grant or deny a request for an official brand certificate within 20 business days after the request is made to the department, provided that the request is accompanied by all requisite information and documentation, including the proposed brand design.

History: Cr. Register, March, 1975, No. 231, eff. 4-1-75; am. Register, December, 1985, No. 360, eff. 1-1-86.

received, except to federally inspected slaughtering establishments and other slaughtering establishments approved by the state to receive diseased animals, and only if such swine are accompanied by a certificate of veterinary inspection.

(6) No person shall bring into this state any raw public or commercial garbage for feeding purposes or for deposit on any premises where swine are kept. Any garbage from vehicles serving food to passengers, if deposited in this state, shall be incinerated.

History: 1981 c. 66, 291; 1981 c. 391 s. 210; 2001 a. 56.

✓ 95.11 Livestock branding. (1) DEFINITIONS. As used in this section:

(a) "Brand" means an identification mark which is burned, tattooed or otherwise permanently marked onto livestock in accordance with department rules. A brand shall consist of a symbol, letter, or combinations of symbols, letters or numbers in a specific location but does not include ear notches or similar disfigurement, a mark which is solely a numeral or a mark required by law for official identification in disease control programs.

(b) "Livestock" means cattle and horses.

(2) ADOPTION AND USE: Any person may adopt an exclusive brand by recording such brand under sub. (3).

(3) RECORDING; FEES. (a) Any person desiring to adopt any brand, not the recorded brand of another person, shall forward to the department a facsimile of the desired brand, together with a written application and a recording fee. Upon receipt the department shall record the brand, unless the brand is of record as that of some other person or conflicts with the recorded brand of any person. If the brand does not qualify for recording, or there is a conflict between applications received on the same date, the facsimile and fee shall be returned to the applicant. If the brand is accepted, the ownership thereof shall vest from the date of filing.

(b) In 1984 and every 10th year thereafter, every owner of a brand shall rerecord the brand according to department rules. At the expiration of each recording period the department shall notify every owner of a brand at the owner's address of record that the brand has not been rerecorded and that the brand must be rerecorded within 90 days. Failure to rerecord the brand is an abandonment of the brand, and it can be recorded by another applicant thereafter.

(c) Any recorded brand is subject to transfer as personal property. Instruments evidencing transfer of a brand shall be recorded by the department upon payment of a transfer fee.

(d) The fee for initial recording is \$20, and for rerecording and transfer is \$10. When any brand is recorded, the owner is entitled to one certified copy of the recorded brand. Additional certified copies may be obtained upon the payment of \$2 for each copy.

(4) SUIT BY OWNER. An owner of a recorded brand may sue for injunctive relief and damages arising from an unauthorized use of the owner's brand on livestock and a judgment in the owner's favor may include costs and reasonable attorney fees.

History: 1973 c. 239; 1993 a. 490, 492; 1995 a. 225.

Cross Reference: See also ch. ATCP 11, Wis. adm. code.

95.12 False pedigree. No person with intent to defraud shall obtain from any corporation, association, society or company organized for the purpose of improving breeds of domestic animals, a false certificate of registration of any such domestic animal in the herd or other register of any such corporation, association, society or company, or the transfer of any such certificate, or shall, with intent to defraud, give a false pedigree of any such domestic animal.

History: 2001 a. 56.

95.13 Misrepresenting breed of domestic animal. No person shall sell or barter or cause to be sold or bartered any domestic animal and represent, or cause to be represented that such domestic animal is a pure bred domestic animal, when in fact such domestic animal is not registered, or entitled to registry, in any pure breed registry maintained for such domestic animals; nor shall any person knowingly utter, pass or deliver to any person as

true, any false, or altered pedigree; nor shall any person refuse to deliver proper certificate of registry for any domestic animal sold or transferred by the person, having represented at the time of sale or transfer, and as an inducement thereto, that such domestic animal was registered and that the person possessed and would deliver a certificate of registry as evidence thereof, or that such domestic animal was entitled to registry and that the person would secure such certificate and deliver the same.

History: 1993 a. 492; 2001 a. 56.

95.14 Corporations to improve livestock. (1) Three or more adult persons of this state may form a corporation, without capital stock, to be managed and directed as herein provided, for the purpose of improving the breeding of livestock by such means and methods as may be deemed most advisable, and to receive and manage contributions therefor made from time to time by way of gifts, deed, devise, bequest or otherwise, and to expend the income thereof for the purpose of the corporation. The work of any such corporation shall be entirely educational and designed by practical work with the breeder upon the farm to result in a better understanding and practical application of the scientific and technical principles taught in agricultural colleges and experiment stations, so as to effect the greatest possible coordination between the science and the art or practice of breeding, but such work shall not be merged with the work of any educational institution. Any corporation organized hereunder shall have authority to pay all necessary expenses properly incurred in carrying out the purposes of the corporation, including compensation to employees and to directors for services actually rendered in conducting the affairs of the corporation, but no pecuniary profit shall ever be paid to any incorporator or director.

(2) Any corporation organized under this section shall be managed and directed by a self-perpetuating board of directors of 5 members, consisting of the dean of the College of Agricultural and Life Sciences of the University of Wisconsin-Madison, who shall be permanent chairperson of the board, and 4 others to be appointed in the first instance by the incorporators; at least 3 of the 5 members shall always be representative livestock breeders of the state. If the dean of the College of Agricultural and Life Sciences fails to act as a member of the board by reason of refusal, disability, or vacancy in the chair of the dean, the remaining members of the board shall appoint a representative livestock breeder to act in his or her place on the board until the time as such refusal, disability, or vacancy in the chair ceases to exist. Whenever the dean of the College of Agricultural and Life Sciences becomes a member of the board of directors after any such interim, the dean shall automatically become chairperson of the board.

(3) The term of office of all members of the board, except the permanent chairperson, shall expire one each year by lot. The remaining members shall elect a member to succeed the person whose term shall have thus expired. Vacancies occurring during the year may be filled at once by the remaining members.

(4) Any such corporation shall have the general powers of other corporations and its articles of organization shall conform to s. 181.0202 with such modifications as this section requires.





History: 1973 c. 335 s. 12; 1979 c. 32; 1993 a. 184; 1997 a. 79; 2001 a. 103.

95.17 Animal diseases; cooperation with United States. Whenever it is determined by the department and the state constitutional officers that it is necessary to combat dangerous diseases in animals in this state in cooperation with the U.S. department of agriculture and to destroy animals affected with or which have been exposed to any such disease or to destroy property in the disinfection of the premises or to do any other act or incur any other expense reasonably necessary in suppressing or combating such disease, the department may accept, on behalf of the state, the rules and regulations prepared by the U.S. department of agriculture under authority of an act of congress relating to the suppression of any such disease and cooperate with the authorities of the U.S. in the enforcement of their provisions; or it may follow such procedure as to inspection, vaccination, con-

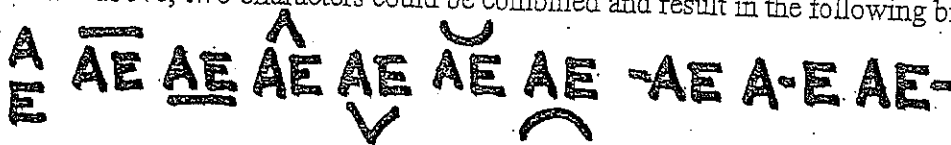
Brand System Characters

1. Upright letters - A through Z except I, G and Q
2. Reverse letters - R K G F E
3. Lazy letters - lazy to left only. M O W I Y
4. Numerals - 1 2 3 4 5 6 7 8 9 0

Brand Character Combinations -

1. Over Brands - One character directly over another. A P 7  
E R N
2. Bar Brands - Use  over or under two characters in horizontal plane.   
A E A E
3. Rafter or Half Diamond Brands - Use  over or under two characters in horizontal plane. Points of rafter toward the characters.   
A E A E
4. Quarter Circle Brands - Use a  above or below two characters in horizontal plane. The points arc away from the characters.   
A E A E
5. Running Iron Brands - Use a  before, between or after two characters.   
-A E A-E A E-
6. Monogram Brands - Are formed by straight-sided characters. A bar, rafter or quarter circle is added above or below to form a brand that could not be altered by addition.   
A E R K I P
7. Three Iron Brands - Made up of three characters in a horizontal plane, generally used on ribs.   
A E 7 X X

As outlined above, two characters could be combined and result in the following brands:






































































Arizona cowpuncher Evans Coleman once remarked that he knew cowhands "who could neither read nor write, but who could name any brand, either letters or figures, on a cow." A brand was the key to ownership in a business where ownership was everything. Many cattlemen, in fact, named their ranches after their brands and held the symbol in as proud esteem as did any knight his crest. Branding was an ancient practice before the first cow

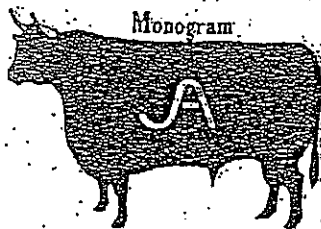
came to America. Certain 4,000-year-old tomb paintings show Egyptians branding their fat, spotted cattle. Hernando Cortés burned crosses on the hides of the small herd he brought with him to Mexico. The vaqueros passed the custom on to U.S. cowboys, who developed and refined their own calligraphy.

On any 19th Century ranch the greenest cowhand quickly mastered the three major elements of the brand-

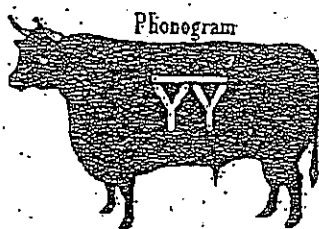
ing alphabet (*below*). He learned to read the components of a brand in correct order: from left to right, from top to bottom, or from outside to inside (a T inside a diamond translates as Diamond T, not T Diamond). In time he could pick out any one of hundreds of markings in a milling herd; a good cowboy, said Coleman, could understand "the Constitution of the United States were it written with a branding iron on the side of a cow."

Letters, Numbers and Variations		THE COWBOY'S CRYPTIC ALPHABET			
 Running W	 Flying 7	 Broken bar	 Bench	 Dollar sign	
 Long W	 Walking 7	 Rail	 Triangle	 Anchor	
 Tumbling right R	 Dragging 7	 Double rail	 Half diamond	 Broken heart	
 Tumbling left R	 Hooked Y	 Stripes	 Diamond	 Flying heart	
 Reverse R	 Braded Y	 Slash	 Diamond and a half	 Hay hook	
 Crazy R	 Barbed Y	 Reverse slash	 Rafters	 Key	
 Crazy reverse R	 Forked Y	 Broken slash	 Open A	 Tumbling ladder	
 Lazy left down R	 Y up Y down	 Broken reverse slash	 Goose egg	 Spur	
 Lazy left up R	 KM KM connected	 Quarter circle	 Dot	 Stirrup	
 Lazy left up R	 Triple K	 Half circle	<u>Pictorial Symbols</u>		
 Lazy right down R	 Triple K connected	 Circle	 Arrow	 Horse track	
 Lazy right up R	<u>Geometric Symbols</u>		 Broken arrow	 Bull head	
 Rocking 7	 Bar	 Double circle	 Bow and arrow	 Hat	
 Swinging 7	 Double bar	 Half box	 Rocking chair	 Turkey track	
		 Box			

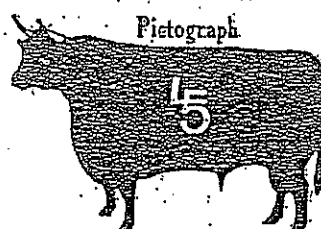
## FOUR TYPICAL BRANDS AND WHAT THEY MEAN



Charles Goodnight's simple and famous JA brand spells out the initials of his partner John Adair. The running curves have a practical purpose: sharp angles tend to blotch and blur the brand.



Rancher J. H. Barwise re-created the two syllables of his last name in symbolic equivalents that combine to form his brand. Read correctly from top to bottom, this puzzle works out as Bar Ys.



A gunslinger turned rancher arrived in the West with nothing but two .45-caliber pistols to his name. Later, when he made good as a cattleman, those two guns were memorialized in his brand.



"A man's a fool to raise cattle," said Texan T. J. Walker, and he took the word for his brand. Fun-loving cowpunchers with running irons would sometimes rope his bulls and change the F to a B.