



Register a new brand

Step 1

Submit a livestock brand application to ODA. Include a \$25.00 fee for each species to be branded per location. For example, if the applicant wants only one brand for one location on cattle, the correct fee to submit is \$25.00. If the applicant wants to obtain a brand to be used on the left hip on both cattle and horses, the correct fee is \$50.00.

The application and fee are submitted to:

Oregon Department of Agriculture

P.O. Box 4395, Unit 17

Portland, OR 97208

When designing a brand, keep it simple--avoid a design with many corners, angles or circles. Blotching or burning together increases with the complexity of the design. Select at least four designs to submit in case one or two designs are already taken. List the brands in order of preference, as the first brand design found to be open is the design that will be issued to you. List only the brand locations (hip, ribs, etc.) you are willing to brand. Take into consideration how you will be branding and how it will affect the application of the brand. For example--will you be using a squeeze chute? Or, do you have electricity at the corrals?

Upon receipt of the application and fee, ODA will perform a conflict check to determine if the requested design is available for recording. When performing the conflict check, the requested design is compared with anything that could easily be misconstrued as the same or similar configuration. For example, when checking a "B" for availability, we look at the letter "B", as well as the number "8", the number "13", the letter "R", double stacked "boxes" and double stocked "O's". We also check the letter "B" and number "8" with a dash or bar or dot above, below and beside it. The conflict check can take five minutes or it can take two hours, and cannot be performed until the written request and fee are received by ODA.

Your brand application will be processed on a first-come, first serve basis. The first available design on your application is the one that will be issued to you. Turnaround time (from the time you place the request in the mail until the time you receive a response) is generally three weeks.

Step 2

Should a brand be available, an applicant has 90 days to meet the requirements of registration. A packet will be mailed containing the instructions and forms for completing the registration. Three requirements must be met before a brand can be registered: (1) A Title of Ownership must be signed by the brand owner; (2) an additional fee must be paid; and (3) a one-stamp impression branding iron must be built and a tracing of the design made.

Step 3

Upon receipt of the forms and additional fee, the items are reviewed. If all of the registration requirements are met, the brand is recorded and a Certificate of Recordation is mailed to the brand owner. The brand is not legal and cannot be used until it is recorded.