



## CONNECTICUT DEPARTMENT OF CONSUMER PROTECTION

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MICHELLE H. SEAGULL | COMMISSIONER

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From the Office of M. Caitlin S. Anderson  
Liquor Control Division Director

RE: Changing Your Trade Name

Liquor Control has a new online process for changing the trade name of your business.

You can now change your trade name through your [current e-License credential account](#). Using the online process will result in an immediate update to your trade name. Emailed, mailed, or faxed trade name change requests will no longer be accepted.

Steps to update your trade name:

1. Go to <https://elicense.ct.gov>.
2. Log into your active credential's account with your existing user ID and password. **(You must use the credential given to you when your permit was issued; do not create a new user ID.)**
3. Once logged in, scroll down to "More Online Services," and then click "License Maintenance."
4. Select the credential you wish to update and click "Start."
5. From the drop-down menu, select "Trade Name/DBA Notification Request" and complete the submittal process.
6. Once the trade name change request is submitted, you will receive an immediate email from the Department acknowledging the change. Upon receipt of the email, your trade name change is complete, and you will receive an updated permit by email reflecting the new trade name. The permit will be sent to the primary email address on record.

**Please note that a trade name change is not the same as a backer entity change. If there are changes to the backer entity, additional paperwork may be necessary.**

If you have any questions on this new process, please contact the Liquor Control Division by email at [dcp.liquorcontrol@ct.gov](mailto:dcp.liquorcontrol@ct.gov).