

From: [redacted]@tmregistryfilers.com <[redacted]@tmregistryfilers.com>
Sent: Wednesday, 29 January 2025 10:57 AM
To: [redacted]
Subject: Trademark Infringement Final Notice For Business Name
Importance: High

Inconsistent email addresses
Review past correspondence to verify the sender's email address.

Dear [redacted]
I trust this email finds you well.
We are contacting you with an urgent final notice regarding the trademark application for [redacted]. As previously mentioned, another party has initiated the trademark filing for this name. However, after conducting thorough research, we discovered that they are a recent startup with only a few months of use. In contrast, your business has a proven, longstanding history associated with this name.
In line with our company policy, we are giving you first priority to file the trademark due to your legitimate and established use. However, time is of the essence, and we require a response within the next 24 hours if you wish to proceed with the filing.

This is not legally correct.

Here's the situation:

- **If you proceed:** We will immediately file your trademark application through **IP Australia**, ensuring you secure exclusive ownership and legal protection of the name.
- **If you do not respond:** We will move forward with the other party's filing, as **IP Australia operates on a first-to-file basis**.

Scare tactics
Threats of severe consequences.

If the other party secures the trademark, they will gain exclusive rights to the name, and you will no longer have the legal right to use it. Under the **Trade Marks Act 1995**, this could result in severe consequences, including:

- **Cease-and-desist orders**, requiring you to stop using the name immediately.
- **Rebranding costs**, affecting your business name, marketing materials, and branding assets.
- **Legal action**, exposing you to potential claims, penalties, or damages.

Errors and inconsistencies
Typographical errors and inconsistent formatting.

We strongly recommend you act now to safeguard your rights and avoid any business disruption. If we do not hear from you within 24 hours, we will proceed with the other party's application, as we are unable to delay the filing process indefinitely.

To proceed or if you have any questions, please reply to this email or contact **front desk at 0870 926 844 and ask to be connected to me directly**.

We urge you to act promptly to protect your business and secure your rights.

Unwarranted urgency
Scammers often create a false sense of urgency, demanding immediate action.

Thanks & Regards,



Misuse of familiar names
Scammers exploit existing relationships to encourage compliance.

"Attorney" is not the correct title.