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'Trademark Blink' Style Scam Targets Business Owners

Business owners, be aware of a new type of scam in the digital landscape currently masquerading as "Trademark Blink" and other similarly named entities (e.g., Trademark Urban, Trademark Pearl, Trademark Peak, Trademark Echo, Trademark Swipe, Trademark Orbiter, Trademark Aims, Trademark Founders, Trademark Ray, The Mark Keepers). Following the pattern of the earlier "Trademark Swift" scam, this scheme involves misleading emails offering trademark services.

Understanding the Scam

- **Unsolicited Offers:** An entity (most recently operating as "Trademark Blink") sends unsolicited emails claiming to provide trademark registration services.
- **False Urgency:** These emails often falsely claim that someone is trying to register your business's trademark, creating a sense of urgency.
- **Misleading Information:** The scam uses scare tactics and incorrect legal advice to pressure business owners into unnecessary services.

Red Flags

- Unexpected legal service offers via email.
- Extremely low prices for complex legal processes.
- Urgent language implying immediate legal action is necessary.

How to Respond

- **Do Not Engage:** Ignore these emails. Responding can lead to more scams.
- **Seek Legitimate Advice:** Consult with a reputable trademark attorney for genuine concerns.

- **Educate Your Team:** Inform your staff and colleagues about this scam to ensure they are also aware and cautious.
- **Report the Scam:** Help others by reporting these fraudulent activities to the authorities.

Stay Protected

Remember, legitimate legal advice and services regarding trademarks will typically not come unsolicited via email. Always verify the credentials of any legal service provider and consult with trusted professionals when dealing with intellectual property matters.

Need Help?

Scams like “Trademark Blink” exploit the lack of general knowledge about trademark law among business owners. It’s essential to stay informed and cautious. If you’ve encountered such a scam or need assistance with trademark-related matters, feel free to contact us for reliable and professional advice.

For more information, please contact the authors or any attorney in Frost Brown Todd’s [Trademark](#) practice.

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