




Anatomy of a Trademark Scam Letter


Once a trademark registration has been issued, trademark owners should be on the lookout for the inevitable “Renew Your Trademark” scam letters. Here, to assist trademark owners avoid these scams, we provide a breakdown of an actual scam letter that the trademark attorneys at our law firm recently received for our registered tagline – FIERCELY LOYAL®.

A graphic with the words "SCAM ALERT" in large, bold, yellow 3D block letters. The letters are set against a solid blue background and cast a soft shadow on the surface below them.

However, before we get to the scam letter, some background information on our tagline and trademark renewals might be helpful. The **FIERCELY LOYAL®** tagline and our mascot, “Jac,” the fiercely loyal black lab, were adopted by Chambliss after a client survey revealed that they believed that one of the best traits of the firm and its attorneys was our fierce loyalty. *(As a side note, we have successfully represented thousands of clients for years, and even decades for many, so we feel that the tagline fits.)*





We Are Fiercely Loyal. Like our mascot, “**Jac**” the black lab, we stand with you. Our attorneys and team put our clients’ goals, culture, and interests first and are unwavering in advocacy. We understand the financial, industry, and legal environments in which our clients operate, and we serve as trusted advisors to prevent or minimize threats, while capitalizing on opportunities.

And as shown below, like any responsible trademark owner, we decided to federally register the FIERCELY LOYAL tagline. The firm registered the tagline on January 28, 2014, as U.S. Registration No. 4,476,244. You may or may not know that registered trademarks have a 10-year term and must be renewed before the end of that term. The good news is that they can be renewed indefinitely, so long as the mark is still in use. So, the January 28, 2014, registration date mentioned above is important because it determines the next time our registration must be renewed — namely, January 28, 2024. So, keep that date in mind because it will be important shortly.

FIERCELY LOYAL	
Word Mark	FIERCELY LOYAL
Goods and Services	IC 045. US 100 101. G & S: Legal services. FIRST USE: 20130826. FIRST USE IN COMMERCE:
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85895146
Filing Date	April 4, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	August 27, 2013
Registration Number	4476244
Registration Date	January 28, 2014
Owner	(REGISTRANT) Chambliss, Bahner & Stophel, P.C. CORPORATION TENNESSEE Suite 1700 600 Chattanooga TENNESSEE 37450
Attorney of Record	David J. Hill
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

When we renew this registration, we submit a “Section 8 and 9[1],” which is a combined document filed with the U.S. Patent and Trademark Office. This document includes (1) our statement that we are still using the FIERCELY LOYAL tagline and (2) our application for the registration to be renewed for another 10-year term. When this combined document is submitted, a filing fee must be paid. Currently, that fee is \$525 for each class of goods or services covered by the registration. Our FIERCELY LOYAL registration covers only a single class (i.e., Class 45 for “legal services”), so our total fee to renew this registration will be \$525.

Now, on to the scam letter.

Below is a copy of a “reminder” letter we recently received from the “Patent & Trademark Bureau.” Pausing here, note the official-sounding name, “Patent & Trademark Bureau.” The scammer purposefully selected this name to trick trademark owners into thinking that this is a letter from the U.S. Trademark Office. Spoiler alert — it’s not. The official name — which appears on all official correspondence — is the “United States Patent and Trademark Office,” which is often abbreviated to “USPTO.”

Patent & Trademark Bureau
2058 County Line Road #113
Huntingdon Valley, PA 19006



REM
www.patentandtrademarkbur



Correspondence address

Chambliss, Bahner & Stophel, P.C.
Suite 1700
605 Chestnut Street
Chattanooga, TN 37450

Trademark name: FIERCELY LOYAL

Registration Number: 4476244

Number of classes: 1

Your trademark is about to expire. Renewal date: Jan. 28, ~~2022~~ 2024

Your trademark registration requires a filing between the 9th and 10th years after registration to remain valid.
Sign and return this document in order to renew your trademark.

TRADEMARK		IMPORTANT INFORMATION
Type of mark	Servicemark	<p>Please return this document with your signature and/or company name in the appropriate space below if you would like to renew your trademark. Your trademark will be renewed for the period of another ten (10) years. renewal fee is \$1650 for one class and \$850 for each additional class for the whole period of ten (10) years. You will receive an invoice after we have received this signed document from you. By signing this document you automatically empower Patent & Trademark Bureau to act on your behalf. Patent & Trademark Bureau reminds companies when their trademarks are due for renewal. Trademarks may be lost if they are failed to be renewed in time. Patent & Trademark Bureau is a private business that is not endorsed by the government. Patent & Trademark Bureau provides the expertise that modern businesses need to navigate the Patent and Trademark registration and renewal process. This renewal is optional and not a reminder. If you have any questions regarding your renewal, please contact us via e-mail: info@patentandtrademarkbureau.com telephone/fax: 215 207 0140.</p>
Register	Principal	
Renewal date	Jan. 28, 2022 2024	
Filing date	Apr. 04, 2012 2013	
Date in location	Mar. 11, 2020	
Registration date	Jan. 28, 2019 2014	
Classes	045	
Serial number	.85895146	
GRAPHIC REPRESENTATION		
<p>FIERCELY LOYAL</p>		Date _____ / _____ / _____
		Name, Last name _____
		E-mail _____
		Position _____
		Signature _____

Next, the letter states:

Your trademark is about to expire. Renewal date: Jan. 28, ~~2022~~

However, as discussed above, our mark was registered on January 28, 2014, which means the renewal date is not until January 28, 2024 (as indicated by our markup). The letter also includes an incorrect filing date of April 4, 2012. This fake filing date was necessary because the fake registration date (January 28, 2013) occurred before the actual filing date (April 4, 2013). In other words, without this fake filing date, it would have appeared as if our mark was registered before it was even filed.

TRADEMARK	
Type of mark	Servicemark
Register	Principal
Renewal date	Jan. 28, 2022 2024
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Classes	045
Serial number	.85895146

Scammers send these types of “reminder” letters early, so if the trademark owner used a law firm for their trademark filings, the scam letter is received before the law firm’s authentic reminder letter is received. Next, these scam letters often include fake renewal dates to then rush trademark owners into responding and paying for a renewal that isn’t required yet. Again, they are hoping trademark owners do not speak with their trademark attorney first.

Next, note the renewal fee of \$1,650 for one class of goods or services, plus an additional \$850 for each additional class. Recall that the filing fee for Section 8 and 9 is only \$525 per class. And while we bill our clients to submit a Section 8 and 9 on their behalf, the amount billed is much less than the amounts in this letter. By the way, we have seen other scam letters that quote fees of as high as \$4,000 per class.

trademark will be renewed for the period of another ten (10) years. The renewal fee is \$1650 for one class and \$850 for each additional class for the whole period of ten (10) years. You will receive an invoice from

These scammers aren't all bad. But, at least they included a disclaimer in the last few lines of microprint, which indicates that they are not, associated with the U.S. government and that this renewal is only optional.

trademarks may be lost if they are failed to be renewed in time. Patent & Trademark Bureau is a private business that is not endorsed by the U.S. government. Patent & Trademark Bureau provides the expertise that modern businesses need to navigate the Patent and Trademark Office's registration and renewal process. This renewal is optional and only acts as a reminder. If you have any questions regarding your renewal process

If you or your business have questions related to trademark renewals, scams, or other related questions, please get in touch with a member of our [Intellectual Property](#) team.

[1] A brief aside – Before filing a combined Section 8 and 9 at the 10-year mark, a Section 8 declaration must also be filed between the 5th and 6th year following the registration of a mark. In other words, halfway through a trademark registration's first 10-year term, a declaration of continued use (Section 8) must be submitted in order for the mark to remain registered for the entire 10-year term. From then on, only 10-year renewals are required.