

From: [REDACTED] <[REDACTED]@patentregistryhub.com>

Date: 5 December 2024 at 10:51:25 am AEDT

To: [REDACTED]

Subject: Trademark Infringement Final Notice For Business Name

Dear [REDACTED]

I trust this message 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.

Scammers often try to impose a sense of urgency.

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**.

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.

Scare techniques are used to prompt action.

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 [61272398150](tel:61272398150) and ask to be connected to me directly.

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

Thanks & Regards,

[REDACTED]  
Trade Mark Attorney

PATENTS REGISTRY HUB

The name of the patent attorney may be one that is known to you as scammers are using their identity.

Registered attorneys in Australia and New Zealand are listed on the [Trans-Tasman IP Attorneys Regulation website](#). Use the Find an Attorney search and call the attorney using the listed number to check the correspondence is really from them or reach out to your trusted legal advisor for advice.