

# Common signs of trademark scams

Social toolkit

2025



The scale and sophistication of scams is increasing across all phases of the trademark process, impacting applicants, registrants, attorneys, and even individuals and businesses who haven't submitted filings at the United States Patent and Trademark Office (USPTO).

But we're taking action to combat trademark scams, and we need your help to spread awareness.

### **How to use**

This social toolkit contains graphics and related messaging from the USPTO common signs of trademark scams social media campaign. It intends to raise awareness of common signs of trademark scams that trademark owners, small business owners, and entrepreneurs should watch for. The content is designed for easy sharing and posting and to incorporate into your efforts to raise awareness about scams.

### **Relevant hashtags**

Below are relevant hashtags to use when posting about the campaign:

#CommonSignsofScams

#StopTrademarkScams

#ProtectYourBrand

### **Create your own content**

While we've included standard social messages, you can also create your own messages to use with the provided graphics.

For example,

Spend your Saturday fishing, not phishing. Scammers use emails and texts to trick you into giving them your financial and personal data. But there are common signs to recognize a scam. Provided by #USPTO #CommonSignsofScams

### **Social media content**

Download graphics and use the accompanying suggested text or be inspired to create your own post for LinkedIn, Facebook, Instagram, or X (formerly Twitter) or for other presentations.

Download full graphics at [www.uspto.gov/trademarks/protect/scams-social-toolkit](https://www.uspto.gov/trademarks/protect/scams-social-toolkit).

# COMMON SIGNS

## Sample social messages

Trademark scams are big business. Know common signs to protect yourself and your brand from scammers. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams)  
Provided by #USPTO #CommonSignsofScams

Can you spot a trademark scam? Trademark scams are getting more complex, but there are still ways to spot them. Recognize common signs of a trademark scam. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams)  
Provided by #USPTO #CommonSignsofScams

Think you can't get scammed as a trademark owner? Think again. Trademark scammers regularly change their tactics, but you can learn common signs of a scam to help prevent falling for their tricks. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams)  
Provided by #USPTO #CommonSignsofScams

Trademark scams evolve. Learn the common signs of scams to help protect yourself. If you think you're experiencing a trademark scam, email [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 571-272-9250 (press 1). [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams)  
Provided by #USPTO #CommonSignsofScams

## STOP IF YOU EXPERIENCE ANY OF THESE:



**Pressure to act immediately**



**Demands for payment**



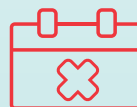
**Unsolicited communications or advertisements**



**Typographical or grammatical errors**



**Requests for personal information**



**Made up deadlines, renewal dates, application statuses**



**Suspicious calls or emails**

# PRESSURE TO ACT IMMEDIATELY



## Sample social messages

Trademark scammers pressure you to act fast, before you can think through what to do or say. They may tell you not to hang up or threaten you with losing money or your trademark rights. Don't fall for their threats. Resist the urge to act immediately. If unsure, contact [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199 (press 1).

[www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

We all know the feeling of being rushed. Trademark scammers know the feeling too, and they use it to pressure you to act before thinking. Pause. Take five. Resist the urge to act immediately.

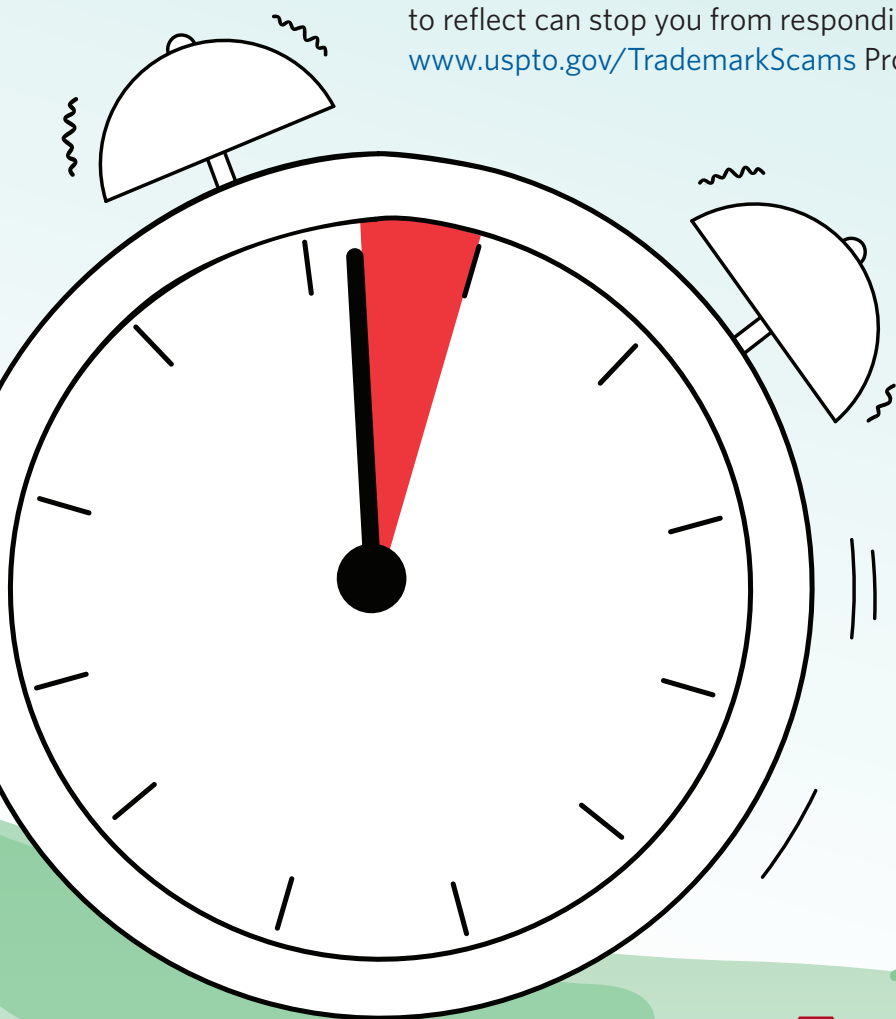
[www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Trademark scammers try to rush you into providing personal and financial information. They may even threaten you with losing money or your trademark rights. If you're feeling pressured, take a moment to stop and reflect. It'll help you avoid hasty decisions.

[www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Trademark scammers use urgency and fear tactics. "Act now or lose your rights!" They want you to panic. Pause and take a few deep breaths. Taking a moment to reflect can stop you from responding emotionally and without thinking.

[www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams



# DEMANDS FOR PAYMENT



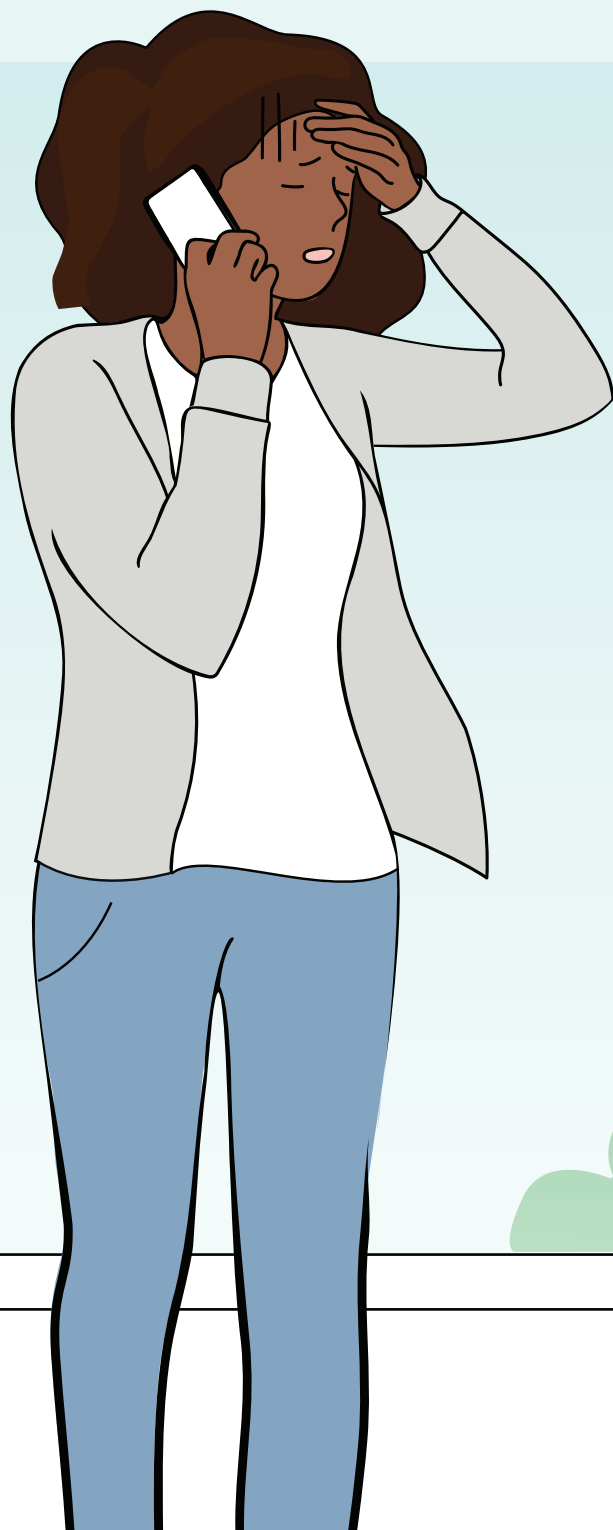
## Sample social messages

Trademark scammers often demand immediate payment or request specific payment methods. USPTO employees will never ask for payment information by phone, email, text, or by check or money order to third-party addresses. Think you're being scammed? Email us at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199 (press 1). [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

We expect to pay for most services these days, and trademark scammers take advantage. They demand immediate payment. Protect your wallet and your business! Check out the company demanding payment to see if they're legitimate. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Want to know how to spot a trademark scam? Listen to how people ask for payment. If a company reaches out and says you need to fix an issue by paying by phone, email, text, with a gift card, or through check or money order, stop. It could be a scam. The USPTO doesn't randomly reach out and demand payment. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

**Pay now or forfeit  
your application**



# UNSOLICITED COMMUNICATIONS OR ADVERTISEMENTS



## Sample social messages

Trademark scammers use deceptive or misleading notices to convince you to use their services. They might falsely claim their services are mandatory or threaten you with fines or loss of trademark rights if you don't use them. Don't be fooled by offers for services that aren't required, needed, or real. Think you're being scammed, email [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199 (press 1). [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Trademark scammers use deceptive communications to convince you to use services that aren't required, needed, or real. Don't be fooled! Verify communications or advertisements for services or requests for personal or payment information. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Can you spot a deceptive or misleading trademark notice? They often look official. They also often threaten you with costly fines, loss of your rights, or loss of important filings. Research the company that sent the notice to see if they're legitimate. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams



# TYPOGRAPHICAL OR GRAMMATICAL ERRORS



## Sample social messages

Trademark scams often contain spelling and grammar mistakes. Proofread and pay attention to spelling errors, typos, and grammatical mistakes. Be especially wary of variations or misspellings of “USPTO” — the official name is “The United States Patent and Trademark Office,” nothing else. Think you’re being scammed? Email TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199 (press 1). [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Remember grammar class? Those lessons come in handy when spotting trademark scams. Scam messages often contain spelling and grammar mistakes. Proofread and pay attention to spelling errors, typos, and grammatical mistakes. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Received an official looking trademark communication allegedly from the USPTO? Take a close look at the logo and name. The official name is “United States Patent and Trademark Office.” Often scammers use variations or misspellings of the official name and logo to trick people. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Let’s talk about capitalization. Trademark scammers tend to make punctuation and capitalization mistakes and miss words in written communications. If there’s a pattern of mistakes, the communication could be a scam. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams



# REQUESTS FOR PERSONAL INFORMATION



## Sample social messages

Scammers will say or do almost anything to get your valuable personal information. The USPTO will never ask for your personal information through phone, email, or text. Think you're being scammed? Email us at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199 (press 1).

[www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Trademark scammers are often after your valuable personal information. Always verify if requests for personal or payment information are legitimate, even if they seem to be from the USPTO. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

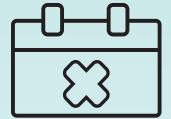
If you receive an email, text, or call asking for your valuable personal information, pause before responding. Trademark scammers often pretend to be from the USPTO to steal your personal information. Stay vigilant to protect yourself from getting scammed. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Be cautious of requests for personal or payment information. If something feels off or an offer or request seems too good to be true, it may be a trademark scam. Stay safe. Think before you share. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams





# MADE UP DEADLINES, RENEWAL DATES, OR REQUIREMENTS



## Sample social messages

Trademark scammers often make up deadlines to pressure you to quickly give them personal or financial information. Don't be pressured by invented deadlines. USPTO application and registration fees and deadlines are all publicly available on our website. Think you're being scammed, email us at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199 (press 1). [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Scammers often make up deadlines to pressure you to quickly give them personal or financial information. Verify deadlines on our website. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Deadlines and filing requirements are part of the trademark registration process. Scammers take advantage. They pretend to be from the USPTO and contact you about made up requirements. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

2	3	4	5	6	7	8
9	10	11	12	13	14	
	17	18	19	20	21	
	24	25	26	27	28	

EXPIRING  
HURRY  
ACT NOW



# SUSPICIOUS CALLS, EMAILS, OR TEXTS

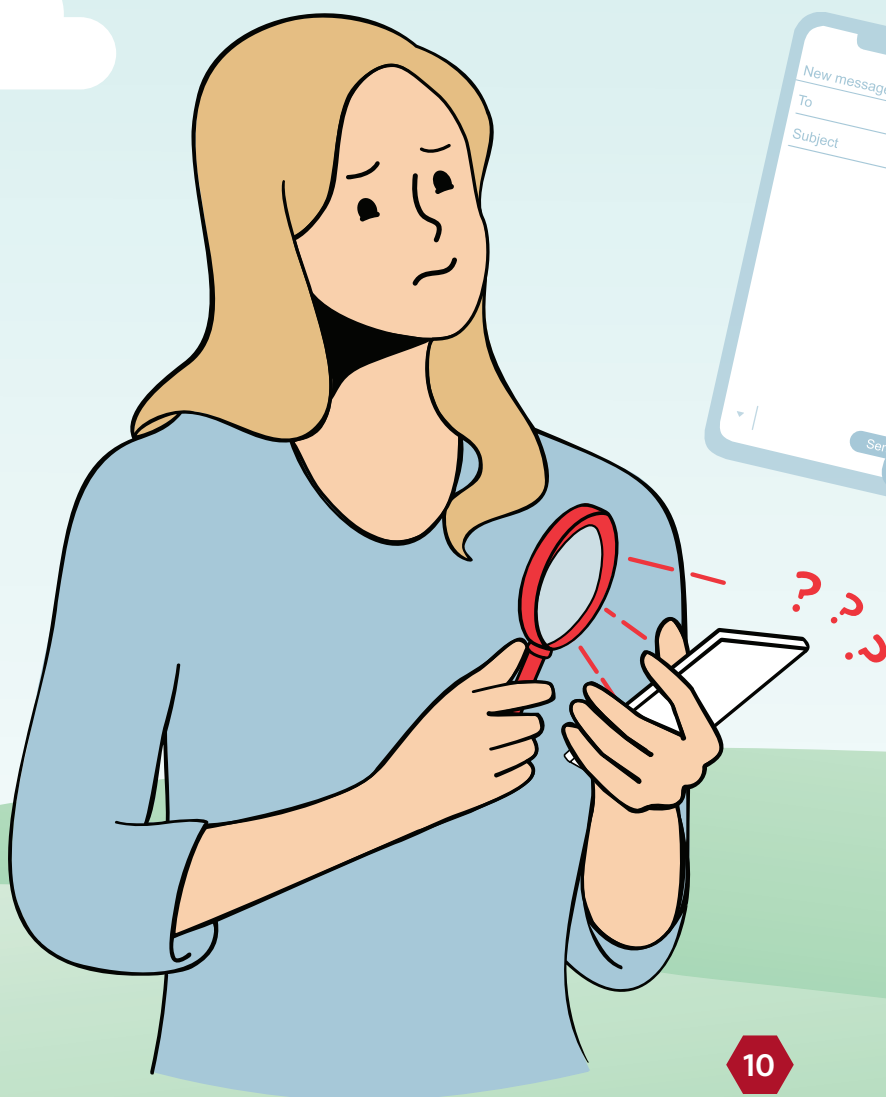


## Sample social messages

If you receive a call or email with an immediate request to pay or provide personal information for your trademark application or registration, it's likely a scam. Stop, take a breath, and contact the USPTO for verification. Think you're being scammed, email us at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199 (press 1). [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Scammers use fake texts, emails, and calls to steal your information. If you get an unexpected message about your trademark filing, stop and think before you respond. Stay alert, don't share personal information, and report suspicious messages. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams

Scammers pose as USPTO employees or trademark attorneys claiming to have information about your trademark application or registration or to help you with a filing. In reality? They're trying to steal your money or personal information. [www.uspto.gov/TrademarkScams](http://www.uspto.gov/TrademarkScams) Provided by #USPTO #CommonSignsofScams





**United States Patent and Trademark Office**

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