

The WAR Report – War IP Law PLLC

Opening Salvo

Welcome to the very first edition of The WAR Report! At War IP Law, our goal is simple: to help innovators, entrepreneurs, and businesses of all sizes protect what matters most—their intellectual property. We care about your intellectual property, as much as — and sometimes even more than — its owners do. After all, intellectual property is our business.

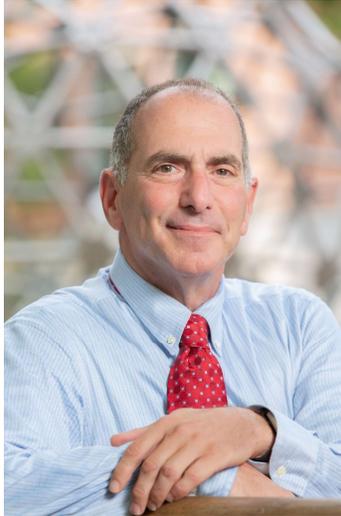
You've been included in this mailing because you are a current client or you've responded to one (or more) of our emails in the past. If you'd rather not receive future copies of the WAR Report, please unsubscribe below.

Our Mission

At War IP Law, our mission is to protect and champion the ideas that shape the future. We deliver strategic, personalized intellectual property solutions that safeguard innovation, strengthen brands, and empower our clients to grow with confidence. By combining legal excellence with a forward-looking approach, we help transform intellectual property from a shield of protection into a driver of lasting success.

Founder's Musings

Do you believe in ghosts, spirits, or non-physical intelligent entities? I was definitely a skeptic before my recent trip to New Orleans, Louisiana. During this visit, we stayed at two hotels that are allegedly haunted, and we participated in a “paranormal investigation.” While I didn't walk away with “proof” that ghosts, spirits, or non-physical intelligent entities exist (can such a thing actually be proven?), I'm not as much of a skeptic as when I arrived in New Orleans. Does a toilet flushing by itself (twice) really prove anything? Further investigation into whether these entities exist will require additional research in other locations so check back in future War Reports for our continuing exploration of this fascinating topic.



Warm regards,
Steven War
Founder & Managing Partner, War IP Law PLLC

From the WAR Room

We believe that the biggest benefit of working with us is confidence—confidence that our clients’ innovations are secure, their brands are strong, and their businesses are protected against costly disputes.

- **Personalized Strategies** – Every business is unique. We tailor IP strategies that align with your goals, budget, and growth stage.
- **Protection on All Fronts** – From patents to trademarks and copyrights, we help secure your assets at every step.
- **Clarity in Complexity** – IP law can be intimidating. We break it down into plain language and clear action steps.
- **Proactive Guidance** – Our clients don’t just get legal documents; they get a trusted advisor to anticipate risks and identify opportunities.
- **Peace of Mind** – With your ideas protected, you can focus on what you do best—innovating, building, and growing your business.

Rules of WAR (more rules to follow)

Rule #1: Scammers Don’t Take Prisoners

Trademark scams are becoming more sophisticated, often preying on new applicants unfamiliar with the process. If you receive a suspicious notice demanding immediate fees for trademark “registrations” or “renewals,” pause and verify before acting.

- ✓ Always verify the source. - Official USPTO communications come only from “uspto.gov.”
- ✓ If an attorney is representing you, the Trademark Office will only communicate with your attorney.
- ✓ When in doubt, contact your attorney first. If you don’t have an attorney, call us at (202) 800-3750 or schedule a 30 minute discovery call with us. .

This simple rule can save your business thousands — and your peace of mind from unnecessary costs — or worse, from giving sensitive information to fraudsters.

After the WAR

(Nearly) Foolproof Way to Avoid Scams Involving U.S. Trademarks

Trademark scams are becoming more sophisticated and widespread, targeting individuals who have not yet filed an application, applicants with pending applications, registrants and applicants whose applications have been abandoned. Scammers often impersonate the United States Patent & Trademark Office (“USPTO”), sending official-looking notices by email, text, or mail. Scams can be targeted at:

1. Individuals who have not yet filed a trademark application: Scammers pretending to be attorneys who can assist you in drafting and filing your trademark application.
2. Abandoned Applications: Scammers claim a third party has filed a similar mark and demand immediate payment to “save” your rights.
3. Pending Applications: Applicants receive fake invoices for publication or maintenance fees that appear to come from the USPTO and appear to be urgent.
4. Registered Marks: Owners may get letters warning of “imminent expiration” unless they pay a renewal fee to an unofficial agency. Scammers also send owners invoices for the scammer to pay the maintenance fee months or years before the window to pay the maintenance fee even opens.

These communications often look legitimate, referencing real deadlines or case numbers, but they are designed to create panic and extract money. Much of the information related to your trademark is public information available directly from the USPTO.

Helpful Hints to Spot a Scam:

- The USPTO does not send invoices or request payments by text message.
- Official emails always come from “@uspto.gov.”
- Fees are only paid through your USPTO.gov account.

Best Protection: Work with a qualified trademark attorney. Attorneys of record receive all official USPTO correspondence, know how to recognize fraudulent communications, and can guide you on legitimate deadlines and filings.

At War IP Law, we routinely help clients avoid these traps. If you receive a suspicious notice, don't immediately pay or reply — forward it to us instead. A few minutes of review can save thousands of dollars and safeguard your rights.

Read our full guide on avoiding trademark scams here: [Avoiding Trademark Scams](#)

Voices of WAR – What motivates you?

Motivation is rarely about sheer willpower — it's about clarity and connection. Willpower alone is usually not sufficient to achieve the desired outcome. People are most driven when they understand why something matters to them and they can connect daily actions to a larger purpose or vision. Motivation thrives when goals feel meaningful, achievable, and aligned with personal values. Motivation is fueled by progress, however small, and reinforced by a support system that celebrates growth along the way. Ultimately, what motivates people is not external pressure but the deep internal belief that their efforts will create change that matters to them.

What motivates you? Reply and share your story — we may feature it in a future WAR Report.

Final Salvo

Every idea deserves protection — it's the bridge between creativity and lasting impact.

 Disclaimer: This newsletter is for informational purposes only and does not constitute legal advice.