

URGENT

Please Do Not Ignore This Letter It Affects YOU and YOUR Business.

You “could be” about to lose your business name or Identity

Date: Monday, 23 February 2004
From: Nathan Sage, *Business Marque*

Fellow Business Person,

It's a sobering fact. Every year **Business's like yours** literally have their identity snatched from right under their noses ... and its legal!

How many years has it taken you to build your reputation? Two, five, fifteen, twenty plus years? And ... you can lose it in just months, weeks or sometimes days. I know, doesn't seem right!

Losing Your Business “identity” Can Cause The Total Collapse Of Your Business. How? Let Me Explain ...

Lets say for the past 15 years you have been called “Browns Shoes”. All your Advertising, Letter Heads, Business Cards, Telephone numbers, Yellow page Ads and much more of your promotional materials more are under “Browns Shoes” and like I said, have been for 15 long years!

Suddenly one day you get a shocking letter. Its from a new multi-national company called “Browns Shoes” and **they have registered the name as an official “Trademark”**.

As they own the Trademark, they ask you to remove “**their name**” from your business (*they can do so legally*) or they will **pursue it through the courts**. You cant afford extortionate fees to defend against them. You feel you have no option but give up your time held name. Sound un-realistic? **It happens every year!**

It didn't have to happen though. It doesn't have to happen your business. **How well protected is the name of your business?**

Did You Know The Government Would Be Willing To Protect Your Name For FREE?

Yes, once your trademark has been registered and protected the Government recognise your right and will **protect those rights for you** at zero cost to you if needed.

Contact Us Urgently. We'll Show You Exactly How You Can Have...

- **10 Long Years of “LOCK & KEY” Protection** for your company name and any associated services.
- **The Creation of Instantly Valuable Company Asset.** Avoid future Trademark problems (*like new companies stealing your brand*).

As A Matter Of Urgency Do This Now. To Instantly Protect Your Companies Greatest Asset.

Contacts go here
Another sample from the copywriter in the Orange Beetle.
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