

TACTICAL BRAND EQUITY

Risk Mitigation &
Evidentiary Support for
Trademark Counsel

Specialized Intellectual Property Support | Est. 2025

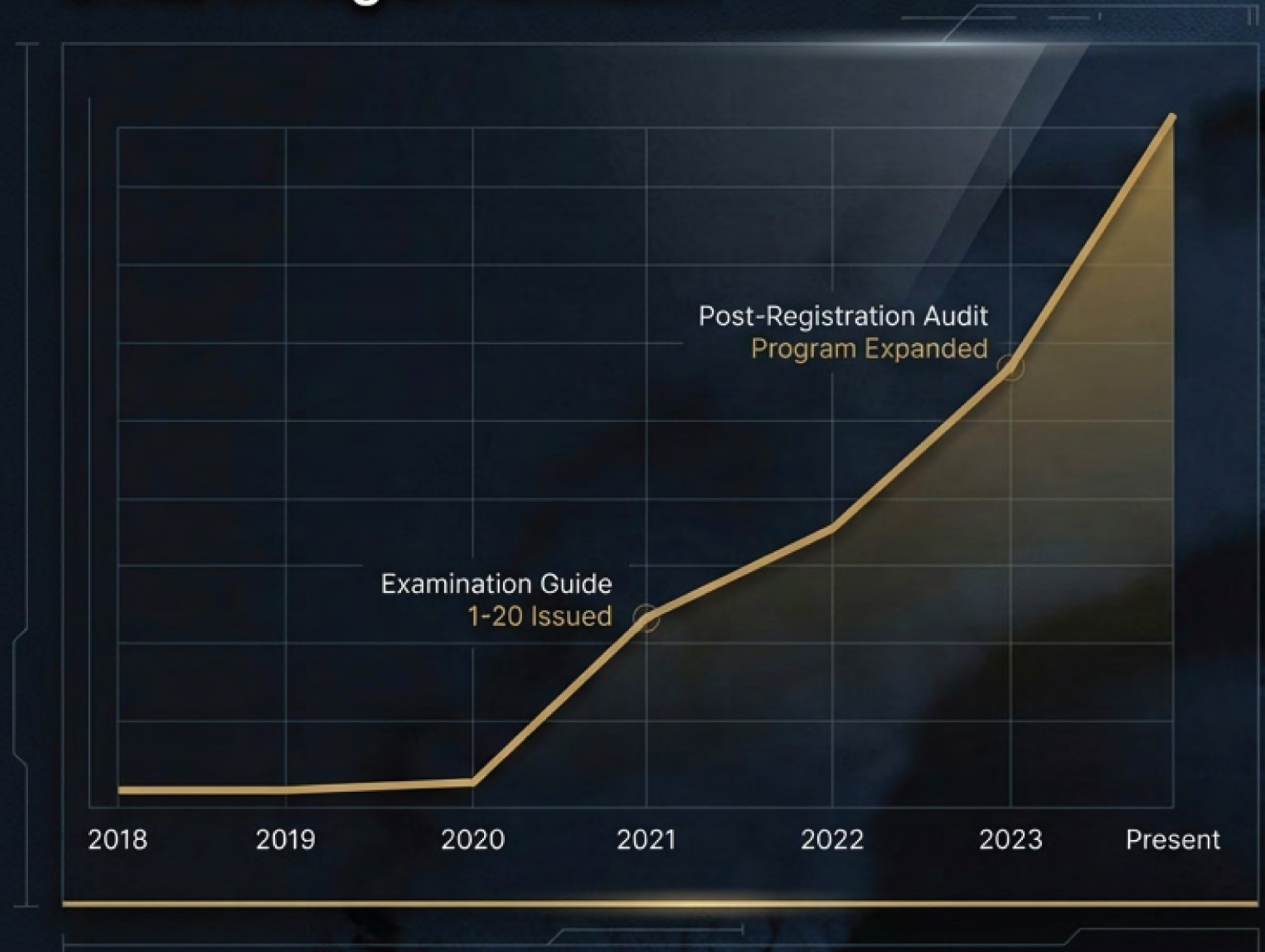


The Era of Forensic Scrutiny

Since 2019, the USPTO has pivoted from administrative acceptance to forensic analysis (Exam Guide 1-20). Examining Attorneys now act as image analysts, scrutinizing submissions for “floating pixels,” unnatural lighting, and metadata anomalies.

The Threat: Digital mockups—once standard industry practice—are now liabilities that trigger Office Actions and fraud inquiries.

USPTO Specimen Refusals Based on Digital Alteration



The Vulnerability in the Timeline

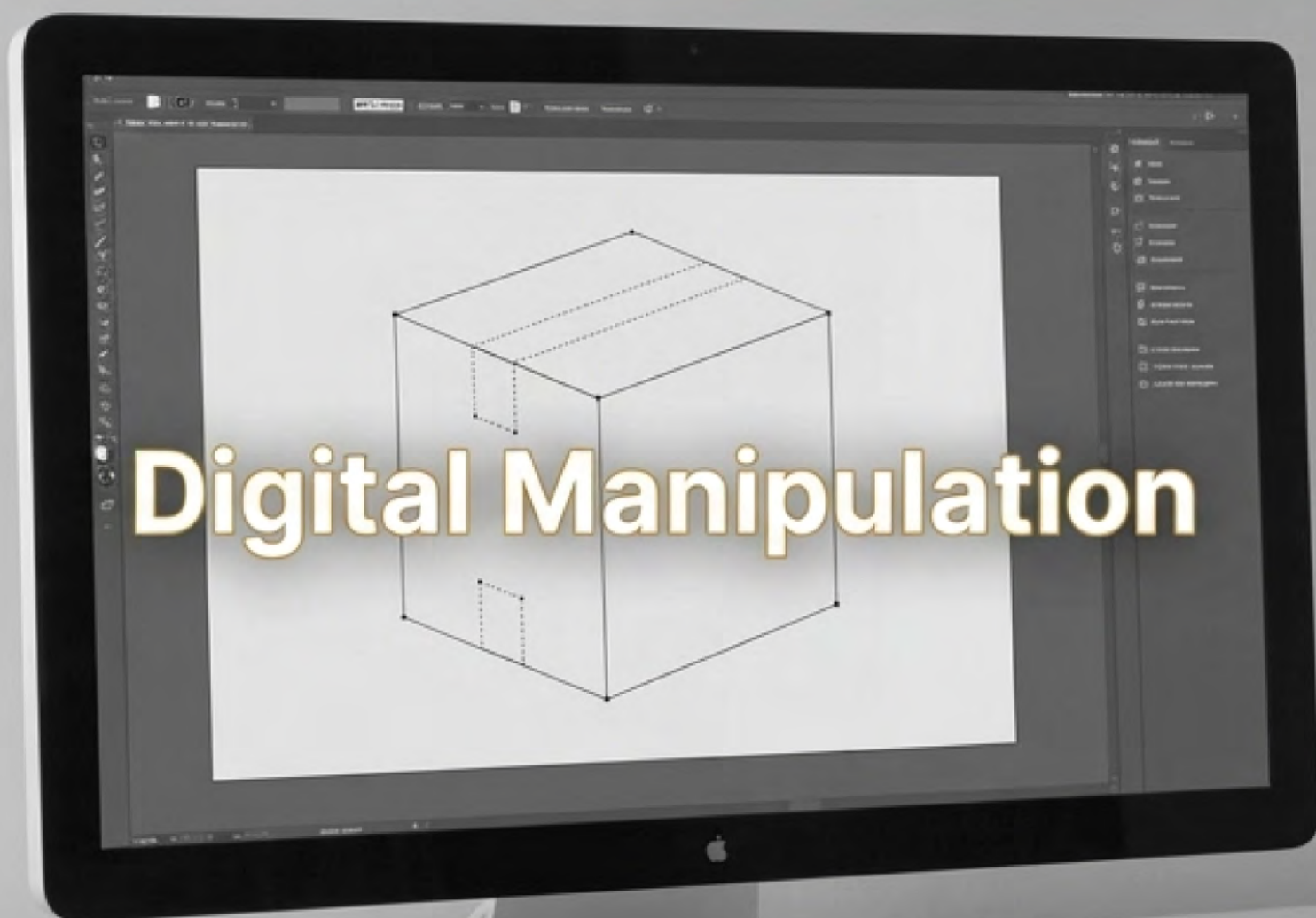


The Catch-22: Clients need registration to secure funding, but need production to get registration.

The Risk: Filing digital mockups to bridge this gap invites sanctions.

The Consequence: Legal rights are lost in the window between the idea and the manufacturing run.

We Do Not Create Mockups. We Build Evidence.



Subjective. Risky. Artificial.



Tangible. Bona Fide. Audit-Proof.

We create limited-run physical inventory to establish “Bona Fide Use in the Ordinary Course of Trade” satisfying the Lanham Act.

The Priority Protocol: An Audit-Proof Chain of Custody



1. Regulatory Audit

Analysis of logo and class target. Verification of required informational matter (Net Wt, Ingredients, Identity) to prevent "Ornamental Refusals."



2. Physical Fabrication

Printing, cutting, and adhering to real substrates (glass, PET, cardboard). No digital overlays. Tangible production.



3. Forensic Capture

Metadata-verified photography in real-world "point of sale" environments. Natural lighting and perspective.



4. Secure Delivery

Delivery of a High-Res Evidence Pack and the physical unit to the client via secure courier.



The Ultimate Shield: The Affidavit of Production

Every engagement includes a signed **Affidavit of Production**. We stand as a third-party witness that the goods physically exist. This effectively audit-proofs your filing against 'digital alteration' refusals by providing an independent chain of custody.

Crimson Pro



High-Scrutiny Sector Expertise



Class 3: Cosmetics

Inter SemiBold



Class 34: Cannabis/CBD

Inter SemiBold



Class 32/33: Alcohol

Inter SemiBold



Class 25: Apparel

Inter SemiBold

The Difference is in the Details

THE RISK (Digital Mockup)



THE SOLUTION (Physical Specimen)



Engagement & Pricing Structure



Specimen Fabrication

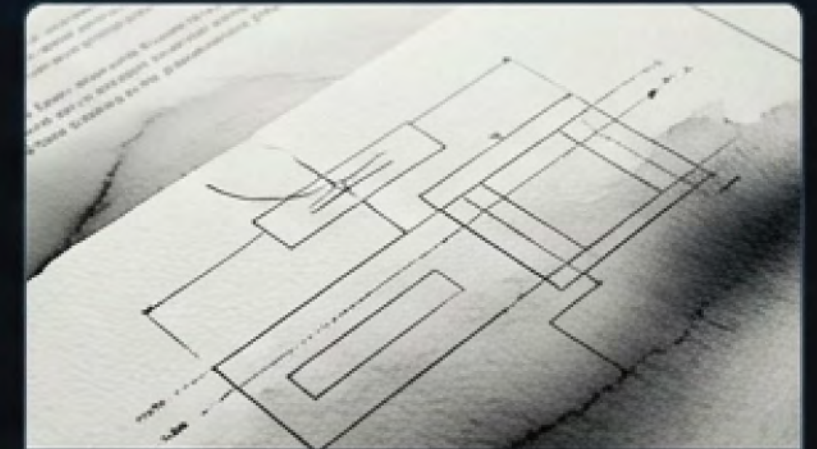
Starting at \$1,200 per mark/class

- Regulatory Aesthetic Audit
- Physical Production (Limited Run)
- Forensic Photography
- Affidavit of Production



Portfolio Management

Volume pricing available for 3+ marks. Ideal for **multi-class filings** or product lines.



Value Proposition

The cost of "Specimen Assurance" is **a fraction of the cost** of defending a single Office Action or refiling a rejected application.

Fixed-fee invoicing via Square. Transparent and professional. 

Use Case: Solving the “Intent-to-Use” Deadlock

Scenario:

A startup needs to file a Statement of Use (SOU) to perfect a priority date, but supply chains are delayed by 6 months.

The Tactical Solution:

We produced 50 “Launch-Ready” physical units for immediate market testing and photography.

Outcome:

Client secured registration and successfully demoed the product to investors using physical prototypes, converting “Intent” into “Bona Fide Use”.



Elevate Your Practice

For the Attorney

- Reduce malpractice risk.
- Stop explaining “floating pixels” to clients.
- Submit evidence with total confidence.
- Shift liability to a third-party producer.

For the Client

- Secure priority dates faster.
- Professionalize the brand launch.
- Bridge the gap between funding and manufacturing.
- Avoid costly re-filings.

“We don’t just design the box. We build the proof.”

TACTICAL BRAND EQUITY

Secure Your Filing.

Send us a pending logo for a complimentary
Regulatory Aesthetic Audit.

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