



May 23, 2022

**VIA EMAIL**

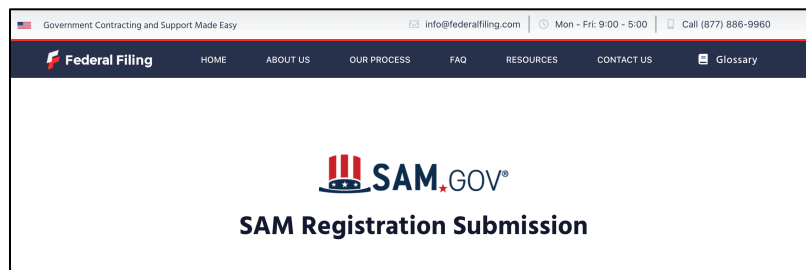
Fed Filing, LLC  
701 S. Howard Ave.  
Tampa, FL 33606  
info@federalfiling.com

Fresh Legal Perspective (Registered Agent for Fed Filing)  
6930 W. Linebaugh Ave.  
Tampa, FL 33625  
contact@BLTFL.com

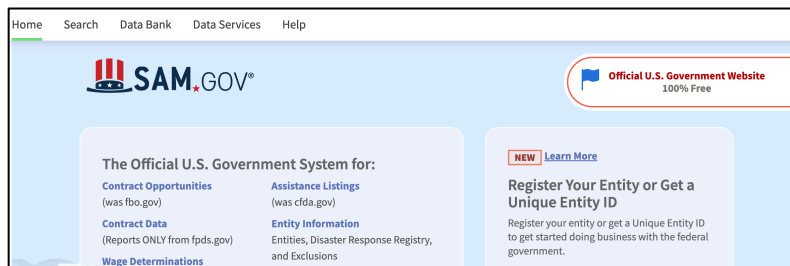
Re: Fed Filing LLC's Deceptive Imposter Marketing

To Whom It May Concern:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We have found that Fed Filing, LLC is deceptively disguising itself as a federal government agency when, in fact, it is a private for-profit company. Specifically, as the screenshots below illustrate, Fed Filing's website, [www.federalfiling.com](http://www.federalfiling.com), poses as SAM.gov,<sup>1</sup> an official government website that provides assistance with government grants and contracts, among other things.



Screenshot from [www.federalfiling.com](http://www.federalfiling.com)



Screenshot from [www.sam.gov](http://www.sam.gov)

<sup>1</sup> SAM stands for System for Award Management.

Fed Filing charges consumers \$999 for new registrations and \$399 for registration renewals, without ever disclosing that such registrations can be completed for free directly with the U.S. government.<sup>2</sup>

The image shows two side-by-side panels comparing 'New Registrations' and 'Renewals'. The 'New Registrations' panel features a dark blue header with the text 'New Registrations' and 'We Eliminate the Challenge!'. Below this, a dark blue box displays the price '\$999<sup>00</sup>' with a crossed-out '\$499' in red. It states 'Includes One Year of SAM Registration'. A list of five benefits with green checkmarks includes: 'Get a UEI Number', 'Coordinate Document Filing', 'Setup Government Accounts', 'Registration Guaranteed', and 'Annual Account Support'. A blue 'Get Started' button is at the bottom. The 'Renewals' panel has a dark blue header with 'Renewals' and 'Annual Renewals'. A dark blue box shows '\$399<sup>00</sup>' with a crossed-out '\$499' in red, and 'Per Year Includes Annual Support'. It lists four benefits: 'Free Profile Update', 'Administrator Changes', 'Personal Account Executive', and 'Less Than \$30 Per Month!'. A blue 'Get Started' button is at the bottom.

In addition, upon information and belief, Fed Filing solicits business by, among other things, emailing SAM registrants about their upcoming registration expirations and prompting them to renew their registrations by clicking a link that brings them directly to Fed Filing’s website, rather than SAM.gov, without ever disclosing the true identity of the email sender.

The screenshot shows an email interface. The subject is 'Upcoming SAM Registration Renewal'. The sender is 'Ross Halpin <ross@fedfiling.com>' with a profile picture containing the initials 'RH'. The recipient is redacted. The email body starts with 'Dear [redacted]', followed by 'Your System for Award Management (SAM) registration for [redacted] is expiring soon.' It then states: 'It is essential to renew your SAM registration as soon as possible so that any changes made to your account are updated without the risk of expiring and avoid any interruptions in conducting business with the U.S. government or receiving funds.' A blue button labeled 'Renew your SAM registration' is centered. Below this, the following fields are listed: 'Business Name [redacted]', 'DBA Name (if applicable) [redacted]', 'CAGE Code [redacted]', and 'UEI [redacted]'. The email ends with 'Thank you,'.

Screenshot of email received by a TINA.org reader

<sup>2</sup> <https://www.federalfiling.com/>.

Clicking on “Renew your SAM registration” in the email brings consumers to [https://www.federalfiling.com/checkout-page/?utm\\_source=sendgrid.com&utm\\_medium=email&utm\\_campaign=website](https://www.federalfiling.com/checkout-page/?utm_source=sendgrid.com&utm_medium=email&utm_campaign=website), where they are prompted to pay for a SAM registration renewal through Fed Filing.

**Federal Filing** HOME ABOUT US OUR PROCESS FAQ RESOURCES CONTACT US Glossary

**SAM.GOV®**

## SAM Registration Submission

Complete the form below to begin the process

**1 Client Information**

First Name \*

Last Name \*

Company Name \*

Email Address \*

Country \* United States (US) ▼

ZIP Code \*

UEI (optional)

CAGE Code (optional)

Contact Person (optional)

Phone (optional)

Signup for our newsletter (optional)

**2 Payment Information**

**Please Select SAM Registration Plan**

Product	Price
<input checked="" type="radio"/> 1 Year SAM Renewal	\$399.00
<input type="radio"/> 2 Year SAM Renewal	\$699.00
<input type="radio"/> 3 Year SAM Renewal	\$899.00
<input type="radio"/> New SAM Registration	\$999.00

[→ Register Now](#)

Your credit card details will be saved by our payment processor Stripe over a secure SSL connection and encrypted with AES-256. You can remove your card at any time.

**Safe & Secure**

**SAM Registration**

- ✓ Create SAM Account
- ✓ SAM Account Renewal
- ✓ Registration compliance
- ✓ Successful CAGE code validation
- ✓ Assistance with any SAM updates
- ✓ Account executive for a year

You must complete your System for Award Management (SAM) Registration to work as a Federal Contractor or apply for Federal Funding. Once completed correctly & without errors, your SAM Registration will be valid for one year from the date the registration is approved.

**Safe & Secure**

We Protect Your Privacy

100% Satisfaction

Your Data is Safe With Us

**Success Stories**

*I could not afford to waste my time on this process... I let the experts handle it.*

Tom M.

★★★★★

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*Easier to let the experts handle it, just like my taxes.*

Dennis M.

★★★★★

Based on this information, we intend to notify federal and/or state regulatory agencies that Fed Filing is engaged in a deceptive marketing campaign unless you appropriately address the issues described above and take steps to ensure that there is no future deception that misleads consumers into thinking Fed Filing is related to, or part of, SAM.gov.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is written in a cursive, flowing style.

Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.