



June 2, 2022

VIA EMAIL

USA Filing
4079 Governor Dr.
San Diego, CA 91222
sales@USAFiling.com

Re: USA Filing’s Deceptive Imposter Marketing

To Whom It May Concern:

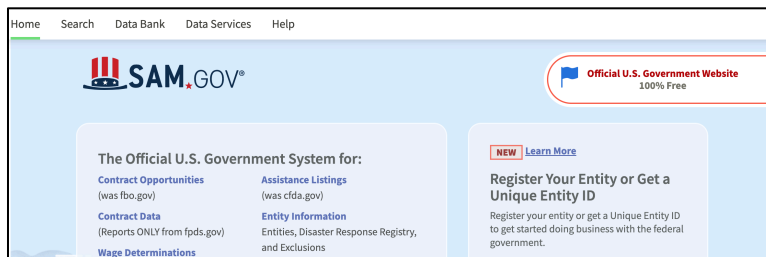
I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We have found that USA Filing is deceptively disguising itself as a federal government agency when, in fact, it is a private for-profit company. Specifically, as the screenshots below illustrate, USA Filing’s websites, including www.samfiling.com and www.usafiling.com, pose as SAM.gov,¹ an official government website that provides assistance with government grants and contracts, among other things.



Screenshot from www.samfiling.com/sam-renewal



Screenshot from <https://shop.usafiling.com/>

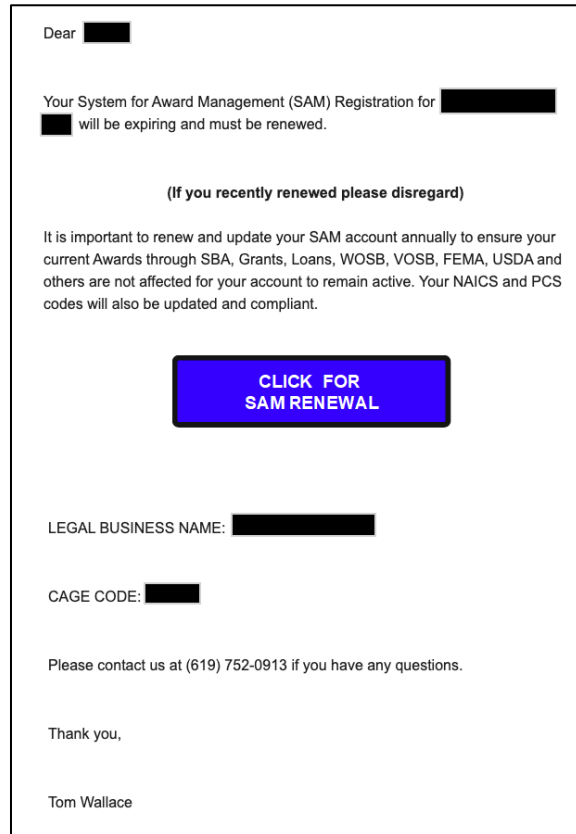


Screenshot from www.sam.gov

¹ SAM stands for System for Award Management.

USA Filing charges consumers \$899 for new registrations and between \$349 and \$799 for registration renewals,² without ever clearly and conspicuously disclosing that such registrations can be completed for free directly with the U.S. government.³

In addition, upon information and belief, USA 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 one of USA Filing’s website, rather than SAM.gov, without ever disclosing the true identity of the email sender.



Screenshot of email received by a TINA.org reader

Clicking on “CLICK HERE FOR SAM RENEWAL” in the email brings consumers to <https://samfiling.com/sam-renewal>, where they are prompted to pay for a SAM registration renewal through USA Filing.

² <https://shop.usafiling.com/>; <https://samfiling.com/sam-renewal>.

³ On samfiling.com, there is no disclosure whatsoever that such registrations can be completed for free directly with the U.S. government. On usafiling.com, the only disclosure is on an FAQ page where USA Filing states “If SAM is free and why do I need to pay? You do not need to pay. Each SAM Account is different. There are accounts that require knowledge for each year of renewing and other accounts are not as complex. An excellent comparison is the annual income tax. There are filings that do not require an accountant and there are others that require a ‘Schedule C’ and the knowledge of an accounting firm. Filing your taxes is also free.” <https://www.usafiling.com/faq>.

Based on this information, we intend to notify federal and/or state regulatory agencies that USA 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 USA 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.