



NEWS RELEASE

Peak-Performance  
E-Marketing™

FOR MORE INFORMATION,  
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FOR IMMEDIATE RELEASE: October 28, 2008

## TIPTOPICS LLC AWARDED U.S. TRADEMARK FOR TIPTOPICS® BRAND

INDIANAPOLIS, IN — TipTopics LLC, a Central Indiana-based e-marketing service provider, has been granted a trademark by the United States Patent and Trademark Office. The official trademark registration recognizes and protects the term "TipTopics" as the brand's unique advertising service of creating and delivering -- primarily via email and internet channels -- topical, tip-filled articles.

According to Company Founder and President Bob Chenoweth, TipTopics' "showcase" articles are custom-crafted for each client, and delivered to email and Web targets via its exclusive Peak-Performance E-Marketing™ system. "The TipTopics solution," he said, "combines email marketing with content hosting on TipTopics.com. Beyond that, our proprietary information engine maximizes client exposure through the use of strategically targeted and placed article links." The granting of a U.S. trademark, Chenoweth said, "certifies the strong connection between the term 'TipTopics', the Company's overall brand, and our unique system of preparing and delivering topical, tip-filled content designed to showcase our clients' expertise and business services."

TipTopics LLC offers several service packages and options, including print-ready tri-fold brochures, TipTopicsTV™ videos and more. For more information, visit [www.TipTopics.com](http://www.TipTopics.com) and click the "About TipTopics" tab or call 1-888-Get-Tip-1.

P.O. Box 47276  
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**TipTopics, Page 2**

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**About TipTopics LLC:** Founded in 2007 by marketing and content professional Bob Chenoweth, TipTopics LLC provides strategic email and Web-based marketing services to businesses and professional service providers. The company operates **TipTopics.com** as a content portal presenting client articles as "Top Tips for Peak-Performance Living™". Its "Peak-Performance E-Marketing™" system is a proprietary solution designed to maximize client exposure, reach and opportunities for business growth. TipTopics is a registered trademark of TipTopics LLC.

For more information, visit [www.TipTopics.com](http://www.TipTopics.com) and click the "About TipTopics" tab.

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