

Shoemoney Tools

Photos

Podcasts

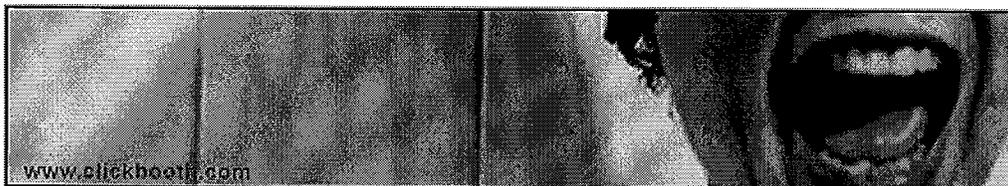
Kindle Edition

Store

Located In Lincoln Nebraska

Shoemoney - Skills To Pay The Bills

By Jeremy Schoemaker



Home Contact Advertising Bio Disclaimer Free Shirt Friday

Following S

ShoeMoney Media Group Vs Keyen Farrell

Posted 2 months ago by Jeremy Schoemaker

19 Comments



4579 BY FI



I actually had no intentions of discussing the case on my blog but after getting 80+ press inquiries I asked our attorney to help us put together an official statement.

Being on the front page of Techcrunch, SearchEngine Land, John Chow, Washington Post and other major major outlets will do that...

Please feel free to contact me using the contact us link. Thank you all for your support in this matter. I really appreciate your words of encouragement.

Its never easy when things have to come to a court room to get results.

Omaha, NE – “Shoemoney” is the registered trademark of ShoeMoney Media Group. The Group was founded by Jeremy Schoemaker.

Recently, a competitor of ShoeMoney Media Group began posting infringing advertisements online through the Google Adwords program. The advertisements used the word “Shoemoney” in their text. These unauthorized “Shoemoney” advertisements deceptively led Google users to a web site that was completely unrelated to ShoeMoney Media Group. ShoeMoney Media Group has learned that Keyen Farrell, a Google Adwords account specialist, was affiliated with the offending web site, www.myincentivewebsite.com.

To protect its Registered Trademark, ShoeMoney Media Group filed suit against Farrell on April 7, 2009. According to Mr. Schoemaker, “ShoeMoney Media Group has spent considerable time and money to build its brand and reputation in the market, and it will continue to vigorously protect its intellectual property rights and will aggressively pursue those persons who attempt to use its copyrights and trademarks for their own commercial gain.” The lawsuit is docketed in Nebraska’s Douglas County District Court as Doc. 1094 No. 482.

*Think of
at the P
Mansion
is over?*

CLICK HERE
THE LATEST

Among

Sh

Reader Favorites

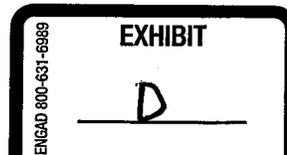
My Top 10 W
361 Comments

John Reese I
63 Comments

10k ppc expe
155 Comments

How To Get A
163 Comments

What People
62 Comments



It is not yet known how Mr. Farrell bypassed Google policy preventing advertisers from displaying trademarked terms in the text of their ads, nor is it known whether this was an isolated act of infringement or part of a larger pattern of infringing conduct.

Comments are disabled

19 comments. What say you?

RSS

TwitThis

Email

ShareThis

< Previous Post

Next Post >

Who's talking about it?

Google Employee Sued By ShoeMoney for TOS Violation « MULTIMAP.ME

April 15, 2009

Google Employee Sued For TOS Violation | Adultresources.info

April 15, 2009

Google Employee Sued For TOS Violation | Press Release -Reputation Management

April 14, 2009

Google Employee Sued For TOS Violation | Search-Internet Marketing

April 14, 2009

Google Employee Sued For TOS Violation : virtual gambling

April 13, 2009

Google Employee Sued For TOS Violation | SEO Ranking, Marketing and Tactic

April 13, 2009

Google Employee Sued For TOS Violation | News | Adsense Money Making Blog For Advice On Racking In The Cash With Adsense

April 13, 2009

Google Employee Sued For TOS Violation | Corporate Internet Reputation Management

April 13, 2009

Google Employee Sued For TOS Violation - News: Everything-e

April 13, 2009

Google Employee Sued By ShoeMoney for TOS Violation » PageTraffic SEO Blog

April 13, 2009

TaT: Lesestoff für Ostern ...

April 9, 2009

ShoeMoney, su demanda y el escándalo en Google AdWords | JuanCash.com

April 9, 2009

Google Adwo

188 Comments

Moving To Po

599 Comments

How To Outs

178 Comments

Making Mone

174 Comments

Acai Berry Di

From FTC

162 Comments

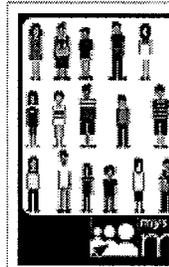
Hope And Ch

152 Comments

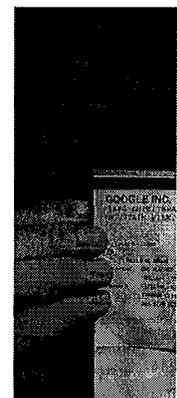
How To Beco

Online Blogg

137 Comments



Most V



Google Employee Alleged To Have Bypassed AdWords Trademark Policy For Own Benefit

April 9, 2009

Shoemoney vs. Google Employee? It's on Like Donkey Kong | Blippitt

April 9, 2009

Articles about Internet Marketing Experts as of April 9, 2009 | The Lessnau Lounge

April 9, 2009

ShoeMoney Vs Keyen Farrell

April 9, 2009

Internet Marketing Guru Sues 'Keyword Squatter' | Kikabink News

April 9, 2009

Earn More With Adsense » ShoeMoney Media Group Vs Keyen Farrell

April 9, 2009

ShoeMoney Media Group Vs Keyen Farrell | Free Money Guide

April 9, 2009

Comments are closed.

Publish

- ▶ TOP OFFER
- ▶ HUGE PROFITS
- ▶ 5% Referral

Join Us Today

Most Popular



Globalizer

ShoeMoney



