

## Rinkya Achieves USA Mark Status

Tempe, AZ and Tokyo, Japan June 5- On May 20th, 2008, Rinkya, the Japanese Internet shopping service received it's Service Mark from the United States Patent and Trademark Office with registration number 3,430,161.

"This is a giant step for us," says Rinkya CEO Heather Russell. "As the largest Japanese internet shopping service in the English language, we needed the protection of a Trade Mark and Service Mark. As we move forward into the European marketplace from our new service in Italian, we had to be secure in our name and the quality we have built into it on a worldwide basis. We have built the most reliable internet shopping service that there is, and we needed to be sure that, not only could we maintain our high levels of service, but that we would have exclusive rights to the name that designated that service across the world."

Rinkya has not gone unrecognized. It stands 2020 on the INC 5000, and has been recognized one of the fastest growing, most innovative companies in the United States. Even in a time of general economic downturn, Rinkya has maintained a strong growth curve and is engaged in opening new markets on an international basis. The Service Mark recognition is just one more step for one of the world's fastest growing most innovative companies.

"It's funny," says Heather, "people always ask me what Rinkya means. Actually, it doesn't mean anything, or rather it didn't, I just made it up because I liked the sound of it. I later found out that it is close to the Japanese words for "link" and "shop." I didn't really mean to come up with that, but after thinking about it, it seemed to fit. Rinkya is the place to shop for the best links to the finest goods available on the Japanese internet. And now, we have a Service Mark that makes Rinkya unique. What started, as a dream has become a world recognized company. And now the name, really does mean something."

With this latest recognition, Rinkya now means a high quality, reliable, internet shopping service. The one and only service to legally use the name to designate that service across the world, Rinkya has moved step by step to become the best service of it's type in the English language. As it rolls out it's first venture into the European market with a site and service in Italian, Rinkya has no where to look, but up.

Rinkya Inc is a leading service provider for Japan auctions, stores, and specialty websites. Rinkya is on the Inc. Magazine 5,000 list of the fastest-growing private companies in the U.S.A. and has been featured in Dolls, Project Car Magazine, and the Gannett Newspapers Syndicate. The Japan branch has won several business awards from the Japanese Postal System and has been showcased in several Japanese business magazines.

For Further Information Visit : [www.rinkya.com](http://www.rinkya.com)

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