

DON'T CLICK ON ME® Secures Federal Trademark Registration for Interactive Apparel

DCOM LLC marks a major milestone for its reverse-psychology brand that turns a wearable QR code into a personal, changeable digital platform.

FORT MYERS, FL, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- DCOM LLC announced that [DON'T CLICK ON ME®](https://www.dontclickonme.com) has received federal trademark registration from the United States Patent and Trademark Office (USPTO), marking a significant milestone for a brand that combines apparel, QR technology and social media into an interactive, wearable platform.

The trademark was registered September 8, 2026, on the USPTO Principal Register under Registration No. 8,198,550, covering T-shirts and sweatshirts in International Class 25.

At the center of DON'T CLICK ON ME® is a simple idea built around technology and human behavior: a QR code driven by reverse psychology.

The words DON'T CLICK ON ME® appear with a scannable QR code, creating an immediate question for the person who sees it:

What happens if I scan it?

What happens next is controlled by the person wearing it.



DCOM LLC
APPAREL FOR A MORE AWARE WORLD

Dont Click on Me®
— NOW FEDERALLY REGISTERED —
BUILT ON REVERSE-PSYCHOLOGY QR CODE APPAREL

- USPTO Principal Register
- Reg. No. 8,198,550
- Registered Sept. 8, 2026
- Class 25: T-shirts & Sweatshirts

Reverse Psychology.
QR Culture.
Wear the Curiosity.

CURIOSITY LOOKS GOOD ON YOU.

SCAN IF YOU DARE

Dont Click on Me
MORE THAN A BRAND

EST. 2026
IDEAS APPAREL CULTURE ALWAYS ON

UNITED STATES PATENT AND TRADEMARK OFFICE

IDEAS BRANDS PEOPLE FURTHER

Same Message Bigger Future

DCOM LLC
CLOTHING THAT STARTS CONVERSATIONS
APPAREL FOR A MORE AWARE WORLD

DON'T CLICK ON ME® is now a federally registered trademark, marking a major milestone for DCOM LLC's wearable social media platform that lets users control and change the content behind their QR code anytime.

Each DON'T CLICK ON ME® QR code connects to the user's own personal platform. Social media profiles can remain permanently connected, while the user can add or update personal messages and hyperlinks and attach photographs and videos.

Most importantly, the content can be changed at any time without changing or replacing the QR code on the apparel.

A user might update a message, post a new photograph, attach a video or add a new hyperlink while keeping established social media profiles connected. The physical QR code remains exactly the same while the content behind it continues to evolve.

That ability transforms the QR code from a static link into a [wearable social media platform](#) controlled by the person wearing it.

"The shirt doesn't change. The QR code doesn't change. What changes is the content behind it," said a DCOM LLC spokesperson. "Your social media can stay connected while you decide what else you want people to see. Add a message, share a link, attach a photo or video, and change it again whenever you want. It's your content and your platform."

The concept is designed to bridge social interaction in the physical world with the content people already share digitally. Instead of telling someone where to find them online, the wearer becomes the connection.

And the invitation to interact is deliberately unconventional.

DON'T CLICK ON ME® does not ask people to scan. It tells them not to.

That use of reverse psychology is fundamental to the brand. The message creates curiosity, curiosity encourages the scan, and the wearer determines what the person discovers next.

Reverse psychology gets the scan. The user controls the experience.

DCOM LLC sees the concept as more than placing a QR code on clothing. By allowing users to maintain their social media connections while continually updating other content, DON'T CLICK ON ME® gives the wearer a digital presence that can change without changing what they wear.

YOUR PAGE.
Change it up any time.

DON'T CLICK ON ME

ONE QR. YOUR CONTENT. YOUR PLATFORM.

POST. UPDATE. SHARE. ANY TIME.

DON'T CLICK ON ME® turns a wearable QR code into a personal social media platform, allowing users to keep social profiles connected while updating messages, links, photos and videos anytime.

The federal registration represents an important step for DCOM LLC as the company continues developing the DON'T CLICK ON ME® brand and its concept of wearable, user-controlled social media.

About DCOM LLC

DCOM LLC is the creator of DON'T CLICK ON ME®, a wearable social media platform combining interactive apparel, QR technology and reverse psychology. Each QR code connects to a personal platform controlled by the user, where social media profiles can remain connected while messages, hyperlinks, photographs and videos can be added or changed at any time—all without changing the QR code itself.

DON'T CLICK ON ME® — Driven by reverse psychology.
Powered by curiosity.

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dntclickonme.com

“

The shirt stays the same.
The QR code stays the same. You control what

people discover—your social media, messages, links, photos and videos—and change it anytime.”
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Don't Click On Me®
ONE QR. YOUR PLATFORM.

WEAR IT. SHARE IT. OWN IT.

One QR code. Endless possibilities. Your content, your way.

POST
Update your content any time.

SHARE
One QR code for everything you want to say.

CONNECT
Link to your social media, photos, videos and more.

WEAR
High-quality, comfortable shirts for everyday wear.

GET YOURS AT
DONTCLICKONME.COM →

YOUR STORY. YOUR QR. NO LIMITS.

DON'T CLICK ON ME® gives users one QR code for their personal platform, where they can connect social media and update messages, links, photos and videos anytime without changing the QR code.

Instagram
Facebook
YouTube
TikTok