From

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VIA** [ ]  **Certified Mail** [ ]  **Overnight Mail** [ ]  **Email** [ ]  **Facsimile** [ ]  **Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

To

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **Re: Cease and Desist – Trademark Infringement**

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

It has come to our attention that you are using the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name/ description of infringing trademark] trademark in connection with your goods and services. Your trademark is [ ]  the same as [ ]  similar to our trademark, specifically it: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­ [Describe the infringement].

In addition, your trademark causes confusion for consumers by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and dilutes the goodwill and distinctiveness of our trademark.

We are owners of the trademark, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Name of trademark]. We have used the trademark as early as \_\_\_\_\_\_\_\_\_\_\_\_, 20\_\_\_\_ establishing our priority in the trademark. Our trademark is registered with the United States Patent and Trademark Office, registration number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, issued on \_\_\_\_\_\_\_\_\_\_\_\_, 20\_\_\_\_. We have used our trademark for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Describe trademark use], in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [Geographic area]. Due to the similarities of the trademarks, your use of the trademark is likely to cause confusion and mistake among our consumers. Therefore, your unauthorized use of our trademark constitutes trademark infringement.

We hereby demand that you ( [ ]  immediately [ ]  within \_\_\_\_\_ days of the date of this letter) cease and desist from using our trademark. If you do not cease and desist the infringing activity within the above stated time period, we will be forced to take appropriate legal action against you and will seek all available damages and remedies.

Sincerely,

Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_