

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: _____

