

SENT VIA REGISTERED MAIL / EMAIL

Date: [Insert Date]

To: [Insert Name of Competitor Company]

Address: [Insert Competitor Address]

Attn: Legal Department / Management

RE: NOTICE TO CEASE AND DESIST TRADEMARK INFRINGEMENT

Dear [Insert Name of Contact Person or CEO],

We are writing to you on behalf of [Your Company Name] regarding your unauthorized use of our registered trademark(s) in your online advertising campaigns.

1. Ownership of Trademark

[Your Company Name] is the exclusive owner of the trademark "[Insert Trademark Name]" (the "Mark"), registered with the [Insert Trademark Office, e.g., USPTO] under Registration No. [Insert Number]. This Mark is used in connection with [Describe goods/services].

2. Nature of Infringement

It has come to our attention that your company is using our Mark as a keyword in search engine advertising (e.g., Google Ads) and/or within the text of your advertisements. Specifically, [Describe specific behavior, e.g., your ads appear when users search for our brand name, and your ad copy includes our trademarked name to divert customers].

3. Legal Violations

Your unauthorized use of the Mark is likely to cause consumer confusion, mistake, or deception as to the source or affiliation of your products/services. This conduct constitutes trademark infringement, unfair competition, and false advertising under [Insert Relevant Law, e.g., the Lanham Act].

4. Formal Demand

To avoid formal legal proceedings, we demand that you immediately:

- Cease and desist all use of the Mark in your advertising copy.
- Remove the Mark as a "keyword" or "trigger" in all search engine marketing platforms.
- Provide written assurance by [Insert Date, e.g., 5 business days from now] that these actions have been taken.

Failure to comply with this demand will leave us with no choice but to pursue all available legal remedies, including seeking injunctive relief, monetary damages, and recovery of legal fees.

This letter is sent without prejudice to [Your Company Name]'s rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]