

SENT VIA [Insert Method, e.g., Email / Certified Mail / Social Media Platform Reporting Tool]

Date: [Insert Date]

To:

[Name of Impersonator/Account Owner, if known]

[Account Handle/Username, e.g., @Username]

[Platform, e.g., Instagram/Twitter/LinkedIn]

RE: CEASE AND DESIST - TRADEMARK INFRINGEMENT AND IMPERSONATION

To [Name or Username]:

I am writing to you on behalf of [Your Name or Company Name] ("the Owner"). It has come to our attention that you are operating a social media account on [Platform Name] under the handle [Infringing Handle] that uses the name, logo, and brand identity of [Your Trademarked Name].

The Owner is the exclusive proprietor of the trademark [Trademark Name], registered with the [e.g., USPTO] under Registration No. [Registration Number, if applicable]. This trademark is used in connection with [Describe goods or services].

Your unauthorized use of the Owner's trademark and brand assets constitutes:

- **Trademark Infringement:** Using a confusingly similar mark that is likely to cause consumer confusion.
- **Impersonation:** Falsely representing yourself as the Owner or an authorized affiliate.
- **Unfair Competition:** Damaging the reputation and commercial interests of the Owner.

The current content on your profile leads the public to believe that your account is official, authorized, or sponsored by [Your Company Name], which it is not. This activity is a direct violation of [Platform Name]'s Terms of Service regarding Impersonation and Intellectual Property.

Demand for Immediate Action:

To avoid further legal action, we demand that you perform the following within [Number, e.g., 48] hours of receipt of this letter:

1. Immediately cease and desist from using the name [Trademark Name] or any confusingly similar name in your handle, profile name, or bio.
2. Remove all trademarked logos, images, and proprietary content belonging to the Owner.
3. Permanently delete the account or transfer the handle to the Owner.
4. Confirm in writing that you have complied with these demands.

If you fail to comply within the specified timeframe, we will be forced to escalate this matter by filing a formal take-down notice with [Platform Name] and pursuing all available legal remedies, including seeking monetary damages and legal fees.

This letter is sent without prejudice to the Owner's rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]

[Your Contact Information: Phone/Email]