

**Date:** [Insert Date]

**VIA [Insert Method: e.g., Certified Mail / Email / Marketplace Messaging System]**

**To:**

[Infringing Party Name / Store Name]

[Address, if known]

[Email Address]

[Platform/Marketplace Name, e.g., Amazon, eBay, Etsy]

**RE: CEASE AND DESIST TRADEMARK INFRINGEMENT**

Dear [Name of Seller or Business Manager],

I am writing to you on behalf of [Your Name or Company Name], the owner of the trademark "[Insert Trademark Name]". It has come to our attention that you are using our trademark in connection with the sale, marketing, and distribution of products on [Insert E-Commerce Platform] without our authorization.

**Trademark Information:**

Trademark: [Insert Trademark Name]

Registration Number: [Insert Number, e.g., USPTO #1234567]

Jurisdiction: [Insert Country/Region]

Your unauthorized use of this mark on your product listings (specifically: [Insert Product Listing URLs or ASINs]) constitutes trademark infringement and unfair competition. This use is likely to cause confusion among consumers regarding the source, sponsorship, or affiliation of your products.

**Therefore, we demand that you immediately:**

1. Cease and desist from all unauthorized use of the trademark "[Insert Trademark Name]".
2. Remove all infringing listings, images, and text from [Insert E-Commerce Platform] and any other websites you operate.
3. Confirm in writing within [Insert Number, e.g., 5] business days that you have complied with these demands.

If you fail to comply with this request, we will be forced to take further legal action to protect our intellectual property rights, which may include reporting this infringement to the platform's legal department and seeking damages.

We hope to resolve this matter amicably and look forward to your prompt response.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Company]

[Your Contact Information]