

**Date:** [Date]

**VIA ELECTRONIC MAIL AND SOCIAL MEDIA PRIVATE MESSAGE**

**To:**

[Name of Infringing Party/Account Owner]

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

[Platform, e.g., Instagram, TikTok, X]

**Re: NOTICE TO CEASE AND DESIST: Trademark Infringement of [Trademark Name]**

Dear [Name of Account Owner or "Account Administrator"],

I am writing to you on behalf of [Your Name or Company Name] ("the Owner"). It has come to our attention that your social media account, [URL or Handle], is using the trademark "[Trademark Name]" in a manner that is unauthorized and constitutes trademark infringement.

The Owner is the registered proprietor of the trademark "[Trademark Name]", registered with the [Name of Trademark Office, e.g., USPTO] under Registration No. [Registration Number]. This trademark is used in connection with [Description of Goods/Services].

Your unauthorized use of [the Trademark/a confusingly similar mark] in your [Username / Profile Bio / Posted Content / Hashtags] is likely to cause confusion, mistake, or deception among consumers regarding the source of your goods or services, or suggest a false affiliation, connection, or association with the Owner.

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

1. Cease all use of the trademark "[Trademark Name]" and any confusingly similar variations on your social media accounts;
2. Remove any infringing content, images, or profile names from the platform(s) identified above; and
3. Confirm in writing within [Number, e.g., 5] business days that you have complied with these demands.

If you fail to comply with this notice, we will be forced to take further legal action to protect our intellectual property rights, which may include filing a formal trademark infringement report with the social media platform and/or seeking injunctive relief and damages in court.

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]

[Your Company Name]

[Your Contact Information]