

[Your Name/Company Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient Name]

[Recipient Title]

[Recipient Company Name]

[Recipient Address]

[City, State, Zip Code]

RE: NOTICE TO CEASE AND DESIST - MISAPPROPRIATION OF BUSINESS DEVELOPMENT STRATEGY

Dear [Recipient Name],

It has come to our attention that [Recipient Company Name] is currently utilizing a business development strategy, including specific methodologies, proprietary market analysis, and strategic growth plans, that are the exclusive property of [Your Company Name].

The strategy in question was [developed by/entrusted to] you under the terms of the [Name of Agreement, e.g., Non-Disclosure Agreement or Employment Contract] signed on [Date]. This information constitutes a trade secret and proprietary intellectual property. Your unauthorized use of this strategy constitutes a breach of contract, unfair competition, and misappropriation of trade secrets.

We hereby demand that you immediately:

- Cease all use of the proprietary business development strategy and related materials;
- Return or destroy all physical and digital copies of documents containing this strategy;
- Provide written confirmation by [Deadline Date] that you have complied with these demands.

Failure to comply with this notice will leave [Your Company Name] with no choice but to pursue formal legal action to protect its interests, including seeking injunctive relief and monetary damages.

This letter is sent without prejudice to our rights and remedies, all of which are expressly reserved.

Sincerely,

[Signature]

[Your Printed Name]
[Your Title]