

**Date:** [Insert Date]

**VIA CERTIFIED MAIL / HAND DELIVERY**

[Store Manager/Owner Name]

[Retail Store Name]

[Store Street Address]

[City, State, Zip Code]

**RE: NOTICE TO CEASE AND DESIST - INFRINGEMENT OF [INSERT TRADEMARK/BRAND NAME]**

Dear [Store Manager/Owner Name],

I am writing to you on behalf of [Your Name or Company Name], the exclusive owner of the registered trademark and intellectual property rights for [Brand Name].

It has come to our attention that your retail location at [Store Address] is currently offering for sale, displaying, and/or distributing counterfeit goods that unlawfully bear the [Brand Name] trademark. Specifically, we have identified the following infringing items: [List specific items, e.g., "Counterfeit handbags labeled Brand X"].

The sale of counterfeit goods is a violation of federal and state laws, including the Lanham Act (15 U.S.C. § 1051 et seq.), which provides for significant civil and criminal penalties, including statutory damages of up to \$2,000,000 per trademark infringed.

**WE HEREBY DEMAND THAT YOU IMMEDIATELY:**

- Cease and desist from all sales, offers for sale, and displays of the infringing goods;
- Remove all counterfeit items from your retail floor and storage areas;
- Surrender all remaining inventory of the infringing goods to our representative or destroy them and provide proof of destruction;
- Identify the source/supplier from whom you purchased these counterfeit items.

Failure to comply with these demands within [Insert Number, e.g., 5] business days will leave us with no choice but to pursue formal legal action against [Retail Store Name] to protect our intellectual property rights. This may include seeking injunctive relief, monetary damages, and recovery of attorney's fees.

Please confirm in writing that you have complied with these demands.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Company]

[Your Phone Number]  
[Your Email Address]