

SENT VIA REGISTERED MAIL / EMAIL

Date: [Insert Date]

To:

[Name of Recipient/Entity]

[Address line 1]

[Address line 2]

[City, State, Zip Code]

[Email Address]

**RE: CEASE AND DESIST - NOTICE OF INTELLECTUAL PROPERTY
INFRINGEMENT**

Dear [Name of Recipient],

This firm represents [Your Name / Company Name] (the "Rights Holder") in connection with its intellectual property enforcement matters. The Rights Holder is the exclusive owner of all rights, titles, and interests in the following trademarks and/or copyrights: [List specific Trademarks/Patents/Copyrights].

Following a formal investigation conducted between [Start Date] and [End Date], we have obtained conclusive evidence that you are engaged in the unauthorized production, distribution, marketing, and/or sale of counterfeit goods bearing the Rights Holder's intellectual property. Specifically, our investigation confirmed the following activity:

- **Evidence Reference:** [e.g., Test Purchase ID / Investigation Report #]
- **Location/Platform:** [e.g., Website URL, Physical Address, or Marketplace Storefront Name]
- **Nature of Infringement:** [e.g., Sale of counterfeit handbags, unauthorized use of logo on apparel]

Your actions constitute trademark counterfeiting, trademark infringement, and unfair competition under [Insert Applicable Law, e.g., The Lanham Act / Local Statutory Code]. These activities cause irreparable harm to the Rights Holder's brand reputation and deceive the public.

DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:

1. Cease and desist from all manufacturing, importing, advertising, and selling of counterfeit products.
2. Remove all infringing listings from online platforms and deactivate any associated domain names.
3. Provide a full accounting of all sales related to these counterfeit goods, including gross revenue and remaining inventory levels.
4. Identify the source/supplier from whom you obtained the counterfeit items.
5. Deliver all remaining counterfeit inventory to our office for destruction.

6. Pay the sum of \$[Insert Amount] as a settlement for damages and investigative costs incurred to date.

You have until [Insert Deadline Date, e.g., 10 business days from today] to provide written confirmation that you have complied with these demands. Failure to respond will leave the Rights Holder with no choice but to pursue formal legal action, which may include seeking statutory damages, injunctive relief, and the recovery of attorney's fees.

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

Sincerely,

[Your Signature]

[Your Printed Name]

[Title/Position]

[Company/Law Firm Name]

[Phone Number]