

SENT VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

Date: [Insert Date]

[Recipient Name]

[Recipient Title]

[Recipient Company Name]

[Recipient Address]

[City, State, Zip Code]

RE: CEASE AND DESIST - UNFAIR COMPETITION PRACTICES

Dear [Recipient Name],

This law firm represents [Your Name/Company Name] ("Our Client") in matters regarding its intellectual property and business operations. It has come to our attention that [Recipient Company Name] is currently engaged in business practices that constitute unfair competition under [Insert Applicable Law, e.g., Section 43(a) of the Lanham Act and State Business Codes].

Specifically, our investigation has revealed the following infringing activities:

- [Describe Activity 1, e.g., Misleading advertising regarding product origins]
- [Describe Activity 2, e.g., Trade dress infringement or confusingly similar packaging]
- [Describe Activity 3, e.g., Tortious interference with existing client contracts]

These actions are calculated to cause consumer confusion, deceive the public, and unfairly divert trade from Our Client. Such conduct causes irreparable harm to Our Client's brand reputation and market share.

DEMAND IS HEREBY MADE that you immediately:

1. Cease and desist from all unfair trade practices and deceptive acts described above;
2. Remove all infringing materials from your website, social media, and physical retail locations;
3. Provide a written accounting of all profits derived from these unfair practices;
4. Confirm in writing by [Insert Date] that you have complied with these demands.

Our Client prefers to resolve this matter amicably and without the expense of prolonged litigation. However, if we do not receive a satisfactory response by the aforementioned date, we are prepared to take all necessary legal action to protect Our Client's interests, including seeking injunctive relief, monetary damages, and recovery of attorney's fees.

This letter is formal notice of a legal dispute. You are hereby instructed to preserve all documents, emails, and electronic records related to [Describe relevant products/campaigns] until this matter is resolved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Law Firm Name]