

SENT VIA [EMAIL/CERTIFIED MAIL]

Date: [Insert Date]

To:

[Recipient Name/Registered Agent]

[Recipient Business Name]

[Recipient Address]

[City, State, Zip Code]

Re: NOTICE TO CEASE AND DESIST - Brand Name Confusion and Trademark Infringement

Dear [Recipient Name/Legal Department],

Our law firm represents [Your Client Name] ("Client") in matters regarding intellectual property and brand protection. It has come to our attention that your entity is operating under the name "[Infringing Name]," which is confusingly similar to our Client's established brand name, "[Client Brand Name]."

Our Client has utilized the name "[Client Brand Name]" in commerce since [Date of First Use] in connection with [Description of Services/Products]. As a result of long-term use and [Registration Number, if applicable], our Client holds senior common law and/or federal trademark rights to this name.

Your use of a nearly identical name for similar [Products/Services] is likely to cause, and may have already caused, significant consumer confusion. Under applicable trademark laws, this constitutes trademark infringement and unfair competition.

Good Faith Request

Our Client values fair competition and prefers to resolve this matter amicably without resorting to formal litigation. In the interest of a good faith resolution, we demand that you perform the following actions within [Number, e.g., 14] business days:

- Immediately cease and desist all further use of the name "[Infringing Name]" or any name confusingly similar to "[Client Brand Name]."
- Remove all references to the infringing name from your website, social media profiles, marketing materials, and signage.
- Provide written assurance to this office that you have transitioned to a non-conflicting name.

Failure to comply with this request may leave our Client with no choice but to pursue all available legal remedies, including seeking injunctive relief, monetary damages, and recovery of legal fees.

Please direct all further communication regarding this matter to our office. We look forward to your prompt cooperation.

Sincerely,

[Your Name/Partner Name]

[Law Firm Name]

[Phone Number]

[Email Address]