

VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

Date: [Date]

[Recipient Name]

[Recipient Title]

[Recipient Company Name]

[Recipient Address]

[City, State, Zip Code]

RE: NOTICE OF TRADE DRESS INFRINGEMENT AND CEASE AND DESIST DEMAND

Dear [Recipient Name],

This letter serves as formal good faith notice that your company, [Recipient Company Name], is currently using trade dress that is confusingly similar to the proprietary trade dress of [Your Company Name] ("the Company").

1. Ownership of Rights

The Company is the owner of all rights, title, and interest in the trade dress used in connection with [Product Name/Line]. This trade dress includes, but is not limited to: [Detailed Description of Trade Dress: e.g., specific color schemes, packaging shapes, graphics, and overall "look and feel"]. This trade dress is non-functional and has acquired secondary meaning in the marketplace, serving as a source identifier for the Company's goods.

2. Infringing Activities

It has come to our attention that [Recipient Company Name] is marketing and selling a product, [Infringing Product Name], which utilizes a design and packaging nearly identical to the Company's trade dress. Your use of these elements is likely to cause consumer confusion, mistake, or deception as to the source, sponsorship, or affiliation of your products.

3. Demand to Cease and Desist

In the interest of resolving this matter without formal legal proceedings, we demand that you immediately:

- Cease and desist from all further use, manufacture, sale, and advertising of the infringing product trade dress;
- Remove all infringing materials from your website, social media, and third-party retail platforms;
- Destroy or alter all remaining inventory and marketing materials to remove the infringing elements; and
- Provide written assurance by [Deadline Date] that you have complied with these demands.

4. Reservation of Rights

This letter is sent without prejudice to the Company's rights or remedies, all of which are expressly reserved, including the right to seek injunctive relief and monetary damages should you fail to comply with this demand.

We look forward to your prompt response and cooperation.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]

[Your Company Name]