

VIA [DELIVERY METHOD: E.G., CERTIFIED MAIL / EMAIL]

[Date]

[Recipient Name]

[Recipient Title]

[Recipient Company]

[Recipient Address]

**RE: NOTICE TO CEASE AND DESIST TRADEMARK DILUTION OF
"[TRADEMARK NAME]"**

Dear [Recipient Name],

We represent [Client Name] ("Our Client") in connection with its intellectual property rights. Our Client is the owner of the famous and distinctive trademark "[Trademark Name]," registered with the [Patent and Trademark Office Name] under Registration No. [Registration Number] (the "Mark").

It has come to our attention that your company is using the mark "[Infringing Mark/Name]" in connection with [Description of Recipient's Activity/Product].

Our Client's Mark is widely recognized and carries significant goodwill. Your unauthorized use of a nearly identical or similar mark constitutes trademark dilution by [blurring / tarnishment]. Such use weakens the distinctive quality of Our Client's famous Mark and/or harms its reputation, regardless of the presence or absence of competition or likelihood of confusion.

To protect Our Client's intellectual property rights, we demand that you immediately:

- Cease and desist all use of "[Infringing Mark/Name]" or any mark confusingly similar to Our Client's Mark;
- Remove the mark from all websites, social media, and digital platforms;
- Destroy or withdraw all physical marketing materials, packaging, and signage bearing the mark;
- Provide written assurance by [Date] that you have complied with these demands.

Our Client prefers to resolve this matter amicably. 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 rights, including seeking injunctive relief and monetary damages.

This letter is sent without prejudice to Our Client's rights and remedies, all of which are expressly reserved.

Sincerely,

[Attorney Name]
[Law Firm Name]