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[**Enter date**]

Dear [**Enter name**],

I am [**Your position at Company**] for [**Enter Company name**]. It has come to our attention that your business is using the mark “[**Enter Trademark**]”. Please be advised that [**Enter Company name**] holds all rights to the “[**Enter Trademark**]” mark, both internationally and within the United States (U.S. Reg. No. [**Enter Reg. No.**]).

Our federal registration of this trademark provides us with certain proprietary rights. This includes the right to restrict the use of the trademark, or a confusingly similar trademark, in association with confusingly similar products or services. The “[**Enter Trademark**]” mark serves as an important and distinctive representation of our products as well as the goodwill of our company. The U.S. Trademark Act provides numerous remedies for a trademark holder to protect their mark, including preliminary injunctive relief, money damages, attorneys’ fees and possible punitive damages.

Your unauthorized use of our federally registered trademark amounts to an infringement of our trademark rights and we demand that you immediately cease and desist in any further use of “[**Enter Trademark**]” in association with the marketing, sale, distribution, or identification of your products and services.

Consider this letter your first and only warning: cease any and all use of our name and logo, both online and locally, and desist from any future use. We expect written confirmation that you will stop using the “[**Enter Trademark**]” mark by [**Enter date**]. Once we receive your confirmation, that will be the end of the matter.

We take this improper use very seriously. If you do not respond or otherwise take immediate action to comply, we will assume you have no intent to do so, and will continue violating our rights. We would therefore have no choice but to pursue legal action based on damages for trademark infringement as well as attorney’s fees and punitive damages because of your willful and repeated violations. We hope you cooperate with our demands and that we will not have to take this matter any further.

  Send your confirmation that you will comply with our demands to the email or address below:

[**Enter address**]

[**Enter e-mail address**]

Sincerely,