

CEASE AND DESIST TRADEMARK INFRINGEMENT

[Sender's Full Name]
[Street Address]
[City, State, Zip Code]

[Date]

VIA [Certified Mail / Overnight Mail / Email (email address) / Other Method of Delivery]

[Infringing Party's Full Name]
[Contact Person Name, Title (if applicable and known)]
[Street Address]
[City, State, Zip Code]

Re: Cease and Desist – Trademark Infringement

Dear [Mr./Ms.] [Contact Person's Last Name] / To Whom It May Concern:

It has come to our attention that you are using the _____ [description of infringing party's trademark] in connection with your goods and services. Your trademark is [the same as / similar to] our trademark, _____ [description of user's trademark]. [User to enter a detailed description of how the infringing party's trademark is the same or similar to the user's trademark and how it causes confusion for user's consumers as to the source/origin of the goods and services.] [For examples, refer to Exhibit A to this letter.]

We are owners of the trademark, _____ [description of user's trademark]. We have used our trademark as early as _____ [insert the date the user first used trademark also known as "date of first use"] establishing our priority in the trademark. Our trademark is registered with the United States Patent and Trademark Office, registration number _____, issued on _____ [registration date]. We have used our trademark for _____ [types of goods and services where trademark is used] and in _____ [geographic areas where trademark is used]. Due to the same or similar trademark, [goods and services and geographic areas,] your use of the trademark is likely to cause confusion and mistake among our consumers. Therefore your unauthorized use of our trademark constitutes trademark infringement.

We hereby demand that you [immediately / within ____ [number of days] days of the date of this letter] cease and desist from using your trademark. If you do not cease and desist the

