



Trademark Cease and Desist Letter

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Via Certified Mail

[DATE]

[COMPANY NAME]
[ADDRESS]
[CITY, STATE, ZIP]

Re: “[TRADEMARK NAME]” Trademark

Dear _____:

It has been brought to our attention that your company has been using the trademark “[NAME OF TRADEMARK]” in association with the marketing or sale of your products and services. Please be advised that “[NAME OF TRADEMARK]” is a registered trademark (U.S. Reg. No. _____) of our business (copy enclosed).

Our federal registration of this trademark provides us with certain proprietary rights. We are entitled to restrict the use of the trademark, or a confusingly similar trademark, in association with confusingly similar products or services. Our trademark serves as an important and distinctive representation of our products as well as the goodwill of our company. We, therefore, find it is imperative to protect it against any misrepresentation that may cause substantial harm to our business by facilitating the loss of the trademark’s effectiveness.

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

We understand that it is possible that you were unaware of this conflict. We therefore, respectfully request that you respond by letter assuring us of your immediate actions taken to cease and desist the use of the trademark “[NAME OF TRADEMARK]”, or any confusingly similar trademark, within ten (10) calendar days of the receipt of this letter.

We hope that this issue may be amicably resolved so we may avoid any further legal remedies as provided by state law and the U.S. Trademark Act.

Sincerely,

[NAME AND TITLE]