

**CERTIFIED MAIL
RETURN RECEIPT REQUESTED**

Date

[infringing company name]

Attn: **[business owner]**

[address]

[city], [state] [zip code]

Re: **[trademark name]** Trademark

To Whom It May Concern:

It has been brought to our attention that your business, **[infringing company name]**, has been using the **[trademark name]** trademark in association with the marketing or sale of your products and services. It is possible that you were unaware of this conflict, so we believe that it is in our mutual interest to bring this matter to your attention.

[trademark name] is a registered trademark (U.S. Reg. No. **[registration no.]**) of our business, **[trademark owner/ company name]** and is used in conjunction with **[add description of how the mark is used in connection with goods and/or services]**. **[trademark owner/ company name]**'s federal registration has been in full effect for over **[insert number of years since mark was registered]** years. A copy of the federal trademark registration is attached for your reference as Exhibit A.

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 Lanham Act (the U.S. Trademark Act), also provides numerous remedies for trademark infringement and dilution, including, but not limited to, preliminary and permanent injunctive relief, money damages, a defendant's profits, provisions for the destruction or confiscation of infringing products and promotional materials, and where intentional infringement is shown (as would be the case here), attorneys' fees and possible treble money damages.

It is important that we exercise our right to protect our trademark. It serves as an important and distinctive representation of the origin of our products as well as the goodwill of our company.

State and federal law supports our position that confusingly similar trademarks may cause confusion among customers. This confusion may cause substantial harm to the trademark by facilitating the loss of its' effectiveness in establishing a distinct association between it, our products and services, as well as our company's goodwill.

Due to these concerns, and because unauthorized use of our federally registered trademark amounts to an infringement of our trademark rights, we respectfully request that you cease and desist in any further use of the **[infringing trademark name]** trademark in association with the sale, marketing, distribution, promotion or other identification of your products, or services.

This letter is sent without prejudice to **[trademark owner/company name]**'s rights and claims, all of which are expressly reserved. In addition to this certified mail, return receipt requested version of this

letter I am also sending you a copy of this letter by regular first class mail in case you refuse to accept the certified mail version this letter.

Please respond by letter: indicating your intention to cease and desist the use of the **[trademark name]** trademark, or any confusingly similar trademark, within ten (10) calendar days.

We hope that this issue may be resolved this way so we can avoid any further legal remedies as provided by state law and under federal law pursuant to the Lanham Act.

Sincerely,

[your name]

[title]

***This is not a substitute for legal advice and it is suggested that an attorney be consulted.**