

TRADEMARK CEASE & DESIST LETTER

Re: Infringement of the _____ mark

Dear _____:

We have recently discovered that your business is using the mark _____ for your service or product. We believe your use infringes on our ownership of the _____ mark. We learned of your use of the same or similar _____ mark on _____. We discovered your use of the mark _____.

We believe we have the exclusive right to use this trademark for the following reasons:

1. We have registered the _____ with the United States Patent and Trademark Office, Register No. _____ on _____.
2. We began using the mark _____ on _____. We have established priority in the mark because our use of the mark precedes your use.
3. Since _____ we have used the trademark on _____.

Because you are using the same or similar mark on the same or similar products, we believe your use of the mark has caused confusion among our consumers and is likely to continue to cause customer confusion in the future.

While the purpose of this letter is to open a dialogue between us, please be advised that we are prepared to take all actions necessary to protect our mark. You have infringed on our mark. You must cease and desist any use of the mark. Furthermore, you should sign the statement below certifying that you will cease using the mark. We recommend that you consult with an attorney before taking any action.

If you have any questions about this letter, please feel free to contact me.

Regards,

Signature of _____

Cease and Desist Agreement

I, _____, personally, and on behalf of _____, agree to immediately cease and desist from any and all further use of _____. If I or my company breach this agreement, _____ shall be entitled to all costs, including attorney's fees, related to any and all claims or actions brought to enforce this agreement and _____ shall be free to pursue all rights it had as of the date of this letter. I certify that I have the authority to enter into this agreement on behalf of myself and _____.

Signature of _____

Date

