

September 18, 2023

VIA UPS AND EMAIL

[Person & Address]

Re: Unauthorized Use of Trademark

Dear _____:

I am the brand protection manager from the legal department of [NAME OF COMPANY] (hereinafter "Company"), who, as you know, is the owner of various Trademarks.

Company owns the Trademark **Registration No. 5610473**. Since, at least as early as [INSERT DATE OF FIRST USAGE], Company has actively used and promoted its Trademark.

We have recently become aware of your use of our Trademark similar to the mark throughout your product offering. Use of this closely similar mark is likely to cause confusion, mistake or deception, among consumers who may mistakenly believe that [INSERT NAME OF INFRINGING COMPANY] products are affiliated with or licensed by Company when they are not. Your deceptive trade practice must stop immediately. Please reference the enclosed attachments for screen image samples we have captured from ecommerce site(s).

The mark is distinct to Company. Your egregious action by using the Company mark, is not only a serious willful infringement, but also may mislead others into thinking that this type of unlawful activity is somehow legal.

We hereby demand to immediately remove all images or any images that are confusingly similar to any marks owned by Company, you are also requested to immediately cease and desist using the mark for ALL products that you sell.

In view of your egregious infringement of Company's rights, we demand that you, [INSERT NAME OF INFRINGING COMPANY], any dealers/vendors, distributors or resellers, and any of its affiliates, partners, officers, employees, agents, or other persons or entities acting in concert with it or at its direction, **immediately cease and desist** from the activities described above and that you provide written assurances that you will:

1. Permanently refrain from using of all marks owned by Company. Specifically, all products, marks, copyrights and images or any confusingly similar variation thereof, in relation to your products and services and/in interchange or other parts numbers;
2. Remove any product and all references to the mark or any confusingly similar variation thereof from any and all products, packaging, websites, including but not limited to your online store, eBay, Amazon, and any other websites or physical locations, whether owned by you or a third party; and
3. Refrain from any and all depictions and references to the mark or any confusingly similar variation thereof from any and all consumer communication, product references, websites, including but not limited to your phone support, and any other services whether owned by you or a third party.

If we do not receive written assurances that you will comply with the above demand, we will have no choice but to presume you are not interested in an informal resolution of this issue.

[NAME OF COMPANY]

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This letter is not a complete recitation of all the claims, issues or facts related to this matter. This letter should not be construed as a waiver of any rights by Company including, without limitation, the right to seek monetary damages, equitable relief, and attorney's fees, all of which are expressly reserved.

If you have any questions, please feel free to contact us directly.

Very truly yours,

[NAME OF SIGNATORY]

Company
Global Brand Protection

Via UPS, Return Receipt Requested

Enclosure