

EMAIL TEMPLATE TO SELLERS

A) BASIC TRADEMARK INFRINGEMENT

We are from the legal department of Company. Company, Inc. (hereinafter "Company"), who, as you know as "Sinister" and "Company".

The [Company Name] ("Company") mark (Registration No. _____) is a Registered Trademark of Company. Company has recently learned that your company is selling parts on eBay identifying them as Company products. Thus, you are using the Company Trademark to correlate it to the goods you sell on your eBay website to cause confusion as to whether the goods emanate from you or Company. This type of trademark infringement is referred to as initial interest confusion.

This action constitutes trademark infringement and unfair competition. Immediately cease and desist. We informed eBay of your infringement.

This letter is not a complete recitation of all the claims, issues or facts related to this matter.

Sincerely,

Company