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Note, finally, that this is a form letter focused on trademark infringement and containing various placeholders meant to be replaced with the pertinent facts on a case-by-case basis.]

[Trademark Owner]

[Trademark Owner Address]

[Date]

[Method of Delivery]

[Recipient]

[Recipient Address]

Re: Infringement of Trademarks Owned by [Trademark Owner]

To [Recipient]:

It has come to our attention that [Recipient] (referred to as “you” or “your”) is infringing [Trademark Owner]’s (referred to as “we,” “us” or “our”) trademark rights in [Details of Infringed Trademarks] (the “Infringed IP”). Accordingly, we are sending this letter to demand that you immediately cease such infringing activity, desist from such infringing activity in the future and comply with our other requirements set forth in this letter.

[Trademark Owner] is the owner of the Infringed IP in connection with [Describe Trademark Owner’s Business In Which It Uses The Infringed IP]. We have been using the Infringed IP in connection with such business in the United States for more than [Applicable #] years. The Infringed IP therefore is widely associated and closely identified with us and represents our substantial and valuable goodwill.

[Note to Draft: If the applicable mark(s) are registered with the USPTO, refer to that in a new paragraph here with relevant details, including the registration number(s).]

We have become aware that you are violating our rights in the Infringed IP by using the Infringed IP in connection with its [Describe Recipient's Infringing Activity]. For example, see enclosed/attached [screenshots or other evidence] demonstrating such infringing activity.

[Recipient]'s use of the Infringed IP in this manner appears to be made with the intent to trade on the goodwill associated with the Infringed IP. Your unlawful use creates the false impression that your goods originate from [Trademark Owner] or that we are somehow connected or associated with your goods, so as to deceive customers or to cause confusion or mistake as to the origin or affiliation of our respective goods. Your use is also likely to tarnish the reputation of our Infringed IP.

Your use of the Infringed IP subjects you to potential liability for, among other causes of action and sources of recovery, willful trademark infringement, false designation of origin and trademark dilution in violation of applicable state and federal law.

We therefore demand that you immediately:

1. Cease and desist from all further use of the Infringed IP and any other designations likely to cause confusion with or dilution of our trademarks; and
2. Destroy any materials in its possession or control bearing any designation likely to cause confusion with or dilution of our trademarks.

We further demand that you provide, by no later than the close of business on [Compliance Deadline], written confirmation that you will comply with these demands. You are specifically advised that any failure or delay in complying with these demands will likely compound the damages for which you may be liable. If we do not receive a satisfactory and timely response, we are prepared to take all steps necessary to protect our valuable intellectual property rights, without further notice to you.

The above is not an exhaustive statement of all the relevant facts and law. We expressly reserve all of its legal and equitable rights and remedies, including the right to seek injunctive relief and recover monetary damages.

Sincerely,

[Trademark Owner]

By: _____

Name:

Title: