

SENT VIA REGISTERED MAIL / EMAIL

[Date]

[Recipient Name/Legal Department]

[Affiliate Company Name]

[Recipient Address]

[City, State, Zip Code]

[Email Address]

RE: CEASE AND DESIST - MISLEADING BRANDING AND UNFAIR COMPETITION

Dear [Recipient Name],

This letter is a formal notice on behalf of [Your Company Name] regarding your current marketing and branding practices on [Website URL/Social Media Platforms]. It has come to our attention that your affiliate promotional materials are being presented in a manner that creates a likelihood of consumer confusion regarding the relationship between our two entities.

Specifically, we have identified the following violations:

- Unauthorized or excessive use of [Your Company Name]'s trademarks, logos, and proprietary brand assets.
- Use of "mirror" or "impersonator" domains and landing pages that mimic our official corporate identity.
- Failure to provide clear and conspicuous disclosures that you are an independent affiliate and not a direct provider of [Specific Financial Service].
- [Insert specific example, e.g., Misleading use of the term "Official Site" in search engine metadata].

In the financial services sector, clarity is a regulatory requirement. Your current branding tactics may violate [Relevant Local/Federal Laws, e.g., The Lanham Act or FTC Guidelines] concerning deceptive advertising and trademark infringement. Such actions jeopardize our brand reputation and our standing with financial regulators.

WE HEREBY DEMAND THAT YOU:

1. Immediately cease and desist from using any branding that implies an official partnership, joint venture, or corporate identity beyond your authorized affiliate scope.
2. Remove or significantly modify all web pages that mimic the layout, color schemes, and design of [Your Company Name]'s official platforms.
3. Include a prominent disclaimer on all promotional materials stating: "[Affiliate Name] is an independent affiliate and is not owned or operated by [Your Company Name]."
4. Update all meta tags, page titles, and paid search advertisements to remove deceptive keywords.

Please provide written confirmation that these changes have been implemented no later than [Number of Days, e.g., 5] business days from the date of this letter.

Failure to comply with this demand may result in the immediate termination of your affiliate agreement, the withholding of pending commissions, and the pursuit of formal legal action to protect our intellectual property and regulatory interests.

Sincerely,

[Your Name/Legal Counsel Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]