

URGENT: CEASE AND DESIST NOTICE

Date: [Insert Date]

To: [Affiliate Name/Entity Name]

Address: [Insert Address if known]

Email: [Insert Email Address]

Affiliate ID: [Insert ID Number]

RE: UNAUTHORIZED USE OF TRADEMARKS AND BRAND DILUTION

Dear [Name/Affiliate Manager],

This letter serves as a formal notice that [Your Company Name] ("the Company") has identified prohibited activities being conducted by you in relation to our registered trademarks and brand identity.

Specifically, it has come to our attention that you are engaging in the following actions:

- [Insert specific violation, e.g., using deceptive financial claims]
- [Insert specific violation, e.g., bidding on prohibited brand keywords]
- [Insert specific violation, e.g., creating unauthorized landing pages that mimic official company sites]

These actions constitute a direct violation of the [Name of Affiliate Agreement] signed on [Date] and pose a significant threat of brand dilution and reputational harm to our financial services. Your unauthorized marketing tactics mislead consumers and infringe upon our intellectual property rights.

DEMAND FOR IMMEDIATE ACTION:

We hereby demand that you immediately:

1. Cease and desist all unauthorized use of [Your Company Name] trademarks, logos, and proprietary content.
2. Remove all deceptive advertisements or non-compliant financial promotions from all digital platforms.
3. Provide written confirmation that these actions have been taken within [Number] hours of receipt of this letter.

Failure to comply with this notice will result in the immediate termination of your affiliate account and the forfeiture of all outstanding commissions. Furthermore, [Your Company Name] reserves the right to initiate formal legal proceedings to seek injunctive relief and monetary damages for trademark infringement and brand dilution.

Governing laws regarding financial advertising and intellectual property will be strictly enforced.

Govern yourself accordingly.

Sincerely,

[Your Name/Legal Representative Name]

[Title]

[Your Company Name]

[Contact Information]