

Date: [Date]

VIA CERTIFIED MAIL

[Company Name]
[Recipient Name/Legal Department]
[Street Address]
[City, State, Zip Code]

RE: CEASE AND DESIST ADVERTISING FALSE BANK APPROVAL

To [Company Name],

This letter serves as a formal demand that you immediately cease and desist from making false, misleading, and deceptive representations in your advertisements and solicitations regarding your relationship with [Bank Name].

It has come to our attention that your company is marketing loan modification services using language that implies or explicitly states that you are "pre-approved," "endorsed by," or "affiliated with" [Bank Name]. These claims are demonstrably false. [Bank Name] has not authorized your company to act on its behalf, nor has it granted prior approval for any loan modifications through your agency.

Your current marketing practices constitute:

- False Advertising under the Lanham Act;
- Deceptive Trade Practices under State Law;
- Trademark Infringement and Dilution;
- Unauthorized use of [Bank Name]'s proprietary information.

DEMAND IS HEREBY MADE THAT YOU:

1. Immediately remove all references to [Bank Name] from your website, social media, print advertisements, and telemarketing scripts.
2. Cease sending mailers that mimic the official stationery or branding of [Bank Name].
3. Stop representing to homeowners that a loan modification is guaranteed or pre-approved by our institution.

Failure to comply with this demand by [Deadline Date] will leave us with no choice but to pursue formal legal action, including seeking injunctive relief, monetary damages, and reporting your activities to the Consumer Financial Protection Bureau (CFPB) and the State Attorney General's office.

Govern yourself accordingly.

Sincerely,

[Your Signature]

[Your Printed Name]

[Title/Company Name]

[Contact Information]