

SENT VIA REGISTERED MAIL / EMAIL

Date: [Date]

To:

[Broker Name/Agency Name]

[Broker Address]

[City, State, Zip Code]

**RE: CEASE AND DESIST - FALSE CLAIMS OF EXCLUSIVITY AND
UNAUTHORIZED REPRESENTATION**

Dear [Broker Name],

It has come to the attention of [Bank Name] ("the Bank") that your firm is currently marketing commercial lending products using language that implies an "exclusive," "official," or "authorized" partnership with our institution. Specifically, we have identified the following unauthorized claims: [List specific websites, emails, or brochures].

This letter serves as formal notice that [Bank Name] has not granted your firm exclusive rights to represent our commercial lending division, nor are you authorized to act as an official agent or legal representative of the Bank. Your current marketing materials are misleading to potential borrowers and constitute a violation of trademark protections and unfair competition laws.

WE HEREBY DEMAND THAT YOU IMMEDIATELY:

- Cease and desist from using the Bank's name, logo, or trademark in any marketing material that implies a special or exclusive relationship.
- Remove any language from your website, social media, and physical collateral suggesting you are the "sole" or "preferred" portal for our lending products.
- Correct any existing communications with clients where such misrepresentations were made.

Please provide written confirmation by [Date] that all misleading materials have been removed or amended. Failure to comply with this demand may result in further legal action, including claims for damages and injunctive relief, as well as notification to relevant financial regulatory authorities.

This letter is sent without prejudice to the Bank's rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Name/Signature]

[Title]

[Bank Name]

[Legal Department Contact Information]