

**Date:** [Date]

**TO:**

[Name of Marketing Company/Entity]

[Address]

[City, State, Zip Code]

[Email Address, if known]

**RE: CEASE AND DESIST - DECEPTIVE MARKETING AND FALSE ENDORSEMENT**

To [Name of Contact Person or Compliance Department],

It has come to our attention that [Name of Company] is engaging in a deceptive email marketing campaign that falsely suggests an endorsement, partnership, or affiliation with [Name of Bank].

Specifically, your marketing materials dated [Date of Email] use the following misleading tactics:

- Unauthorized use of the [Name of Bank] name and/or logo.
- False claims that [Name of Bank] has approved, vetted, or recommended your products/services.
- Subject lines or headers designed to trick recipients into believing the communication is an official bank notice.

These actions constitute false advertising, trademark infringement, and unfair competition under both state and federal laws, including the Lanham Act. Such practices are deceptive to consumers and cause irreparable harm to the reputation and brand integrity of [Name of Bank].

**DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:**

1. Cease and desist from all use of the [Name of Bank] name, logo, or trademarks in any marketing materials.
2. Remove all false claims of endorsement or affiliation from your emails, websites, and promotional content.
3. Provide written confirmation within [Number] business days that these corrective actions have been taken.

Failure to comply with this demand will leave [Name of Bank] with no choice but to pursue all available legal remedies, including seeking injunctive relief, monetary damages, and legal fees.

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

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]

[On behalf of Name of Bank]