

SENT VIA [EMAIL / APP STORE PROVIDER / REGISTERED MAIL]

Date: [Current Date]

To:

[Developer Name / Entity Name]

[Address, if known]

[Email Address]

Re: Mobile Application: [Name of Infringing App]

App ID/URL: [Link to App Store Listing]

Dear [Developer Name],

I am writing on behalf of [Bank Name] ("the Bank") regarding your mobile application titled "[Name of Infringing App]," currently available on the [Apple App Store / Google Play Store].

It has come to our attention that your application utilizes trademarks, logos, color schemes, and user interface (UI) designs that are confusingly similar to the official mobile banking application of [Bank Name]. Specifically, your application uses [List specific elements, e.g., the Bank's logo, proprietary fonts, or "Look and Feel"].

The Bank is the exclusive owner of the registered trademark "[Trademark Name]" (Registration No. [Number]) and all associated intellectual property. Your unauthorized use of these assets constitutes trademark infringement, unfair competition, and consumer deception under applicable intellectual property laws. Such conduct is likely to mislead customers into believing that your application is an official product of, or endorsed by, [Bank Name], potentially compromising their sensitive financial information.

Accordingly, we demand that you immediately:

- Remove the infringing application from all app stores and distribution platforms.
- Cease all use of [Bank Name]'s trademarks, logos, and proprietary UI designs.
- Disable any backend servers associated with the application that may be collecting user data under the guise of [Bank Name].
- Confirm in writing no later than [Date/Time] that you have complied with these demands.

Failure to comply with this notice may result in further legal action to protect our intellectual property rights, including seeking injunctive relief and monetary damages. We have also notified [Apple/Google/Platform Name] of this infringement.

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

Sincerely,

[Your Signature / Name]

[Title/Position]

[Bank Name / Law Firm Name]

[Contact Information]