

SENT VIA REGISTERED MAIL / EMAIL

Date: [Date]

To: [Name of Recipient/Entity]

[Recipient Address]

[City, State, Zip Code]

[Recipient Email Address]

RE: CEASE AND DESIST - TRADEMARK DILUTION AND INFRINGEMENT

Dear [Recipient Name],

It has come to the attention of [Your Credit Union Name] that your organization is using the following trademark(s): "[Name of Rewards Program/Trademark]" in connection with your marketing, website, or business operations.

[Your Credit Union Name] is the exclusive owner of the aforementioned trademark(s), which have been used extensively in commerce to identify our proprietary member rewards programs. Through significant investment and long-term use, these marks have acquired distinctiveness and substantial goodwill among our members and the general public.

Your unauthorized use of these marks, or marks confusingly similar to them, creates a high likelihood of consumer confusion and constitutes trademark dilution by blurring and/or tarnishment. Such actions diminish the capacity of our marks to identify and distinguish our specific credit union services.

Accordingly, we demand that you:

- Immediately cease and desist from all further use of the trademark(s) "[Name of Rewards Program/Trademark]" or any confusingly similar variations.
- Remove all references to these marks from your website ([Your Website URL]), social media profiles, and any printed marketing materials.
- Provide written assurance to our office within [Number, e.g., 10] business days that you have complied with these demands.

If you fail to confirm compliance by [Deadline Date], [Your Credit Union Name] is prepared to take all necessary legal actions to protect its intellectual property rights, which may include seeking injunctive relief, monetary damages, and legal fees.

Please govern yourself accordingly.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]
[Your Credit Union Name]