

VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

[Date]

[Recipient Name]

[Recipient Title/Company]

[Recipient Address]

[City, State, Zip Code]

RE: CEASE AND DESIST - MISAPPROPRIATION OF TRADE DRESS

Dear [Recipient Name],

This law firm represents [Name of Financial Institution] ("Our Client") in its intellectual property matters. It has come to our attention that your business is currently utilizing a visual identity, including but not limited to, [Specific elements: e.g., color schemes, signage design, interior layouts, website interface, and logo placement], that is confusingly similar to the established trade dress of Our Client.

Our Client has invested substantial time and resources in developing a unique and recognizable brand image. This trade dress serves as a primary indicator of source for our financial services and is protected under the Lanham Act and applicable state laws. Your unauthorized use of these elements is likely to cause consumer confusion, mistake, or deception as to the affiliation, connection, or association between your entity and Our Client.

Specifically, your use of [Description of Infringing Elements] at [Location/URL] constitutes trade dress infringement and unfair competition.

Our Client demands that you immediately:

1. Cease and desist from all use of the infringing trade dress;
2. Remove and destroy all signage, marketing materials, and digital assets that mimic Our Client's visual identity;
3. Provide written assurance by [Deadline Date] that you have complied with these demands.

Should you fail to confirm your compliance by the aforementioned date, Our Client is prepared to take all necessary legal action to protect its intellectual property rights, including seeking injunctive relief, monetary damages, and recovery of legal fees.

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

Sincerely,

[Your Name/Signature]

[Your Law Firm/Company]

[Your Contact Information]