

[Your Credit Union Name]
[Your Address]
[City, State, Zip Code]
[Phone Number]
[Date]

[Recipient Name]
[Recipient Title]
[Competing Credit Union Name]
[Recipient Address]
[City, State, Zip Code]

RE: CEASE AND DESIST TRADEMARK INFRINGEMENT

Dear [Recipient Name/CEO],

It has come to our attention that [Competing Credit Union Name] is currently using the slogan: "[Infringing Slogan]" in its marketing materials, website, and promotional campaigns.

Please be advised that [Your Credit Union Name] holds the exclusive rights to the slogan: "[Your Original Slogan]". We have used this slogan in commerce since [Year] and it is [registered with the USPTO under Registration No. XXXXXX / protected under common law trademark rights].

Your use of a nearly identical slogan in the same geographical area and industry constitutes trademark infringement and unfair competition. This unauthorized use is likely to cause confusion, mistake, or deception among credit union members and the general public regarding the source or affiliation of your services.

We hereby demand that you:

- Immediately cease and desist all use of the slogan "[Infringing Slogan]" or any confusingly similar mark.
- Remove the slogan from all digital platforms, including your website and social media accounts.
- Destroy or recall all physical marketing materials, signage, and stationery bearing the infringing slogan.
- Provide written assurance to our office by [Date] that you have complied with these demands.

Failure to comply with this request may leave us with no choice but to pursue formal legal action to protect our intellectual property, including seeking injunctive relief and monetary damages.

We hope to resolve this matter amicably and look forward to your prompt response.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]

[Your Credit Union Name]