

[Your Name/Law Firm Name]
[Address Line 1]
[Address Line 2]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Date]

[Recipient Name]
[Recipient Title]
[Credit Union Name]
[Address Line 1]
[City, State, Zip Code]

RE: CEASE AND DESIST TRADEMARK DILUTION OF "[INSERT TRADEMARK]"

Dear [Recipient Name],

We represent [Your Company/Credit Union Name] ("the Owner") regarding its intellectual property rights. It has come to our attention that [Target Credit Union Name] is currently using the mark "[Insert Infringing Mark/Slogan]" in its marketing materials, including but not limited to [list specific platforms, e.g., social media, website, print flyers].

The Owner is the proprietor of the registered trademark "[Insert Trademark]", Registration No. [Insert Number], registered with the [Relevant Patent and Trademark Office]. Since [Insert Date], the Owner has used this mark extensively in the financial services sector, establishing significant goodwill and brand recognition.

Your unauthorized use of a nearly identical mark in your marketing materials constitutes trademark dilution by [blurring/tarnishment]. Such use weakens the distinctive quality of our client's famous mark and creates a likelihood of confusion among credit union members and the general public regarding the source or affiliation of your services.

Accordingly, we demand that you immediately:

- Cease all use of the mark "[Insert Infringing Mark]" in any and all marketing, advertising, or promotional materials.
- Remove the mark from your website, social media profiles, and any digital displays.
- Destroy all physical inventory, brochures, or signage bearing the infringing mark.
- Provide written confirmation by [Insert Date] that you have complied with these demands.

Failure to comply with this demand may leave our client with no choice but to pursue formal legal action to protect its intellectual property, which may include seeking injunctive relief, monetary damages, and legal fees.

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

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]