

SENT VIA REGISTERED MAIL AND EMAIL

Date: [Insert Date]

To: [Name of Recipient/Legal Representative]
[Company Name]
[Address]
[City, State, Zip Code]

RE: FINAL WARNING REGARDING TRADEMARK DILUTION AND INFRINGEMENT

Dear [Name of Recipient],

We represent [Your Company Name] ("the Company") regarding its intellectual property rights. This letter serves as a final formal warning before the commencement of legal proceedings concerning your unauthorized use of the trademark "[Insert Trademark Name]" in your financial services advertising and promotional materials.

Our client is the owner of the following registered trademark(s):

- Trademark: [Insert Trademark Name]
- Registration Number: [Insert Number]
- Jurisdiction: [Insert Jurisdiction]

It has come to our attention that despite previous notifications dated [Date of Previous Notice], you continue to use [a mark/brand name] that is identical or confusingly similar to our client's registered trademark. In the financial services sector, where brand reputation and consumer trust are paramount, your continued use of this mark constitutes:

1. **Trademark Dilution:** Blurring the distinctiveness of our client's brand.
2. **Unfair Competition:** Creating a false association between your financial products and our client's established reputation.
3. **Consumer Confusion:** Misleading the public regarding the source or sponsorship of your services.

FINAL DEMAND FOR COOPERATION

To avoid immediate litigation, we demand that you perform the following by [Insert Deadline Date, e.g., 5 business days]:

- Immediately cease all use of the mark in all digital and print advertising, including websites and social media.
- Remove all meta-tags, keywords, and hidden text referencing the mark from your online financial platforms.

- Provide written assurance that you will not use the mark or any confusingly similar variations in the future.

Failure to comply with these demands by the aforementioned date will leave our client with no choice but to pursue all available legal remedies. This includes, but is not limited to, seeking injunctive relief, monetary damages, and the recovery of legal fees.

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

Yours sincerely,

[Your Name/Signature]

[Title/Position]

[Law Firm/Company Name]