

Date: [Insert Date]

VIA [Insert Delivery Method, e.g., Certified Mail / Email]

[Recipient Name]

[Recipient Title]

[Recipient Company Name]

[Recipient Address]

[City, State, Zip Code]

RE: NOTICE TO CEASE AND DESIST TRADEMARK DILUTION

Dear [Recipient Name],

We are writing to you on behalf of [Your Bank Name] ("the Bank") regarding your unauthorized use of the mark "[Insert Infringing Mark/Name]" in connection with your retail banking and financial services.

The Bank is the owner of the famous and federally registered trademark "[Your Trademark Name]" (Registration No. [Insert Number]), which has been used extensively in commerce since [Insert Year]. Due to our long-standing reputation and significant investment in retail banking operations, our mark has acquired distinctiveness and high recognition among consumers.

It has come to our attention that your current use of "[Insert Infringing Mark/Name]" is nearly identical or confusingly similar to our protected mark. We believe that your use of this mark in the retail banking sector constitutes trademark dilution by **[blurring / tarnishment]**. Specifically, your actions threaten to weaken the unique association consumers have between our mark and our high-quality financial services, thereby diminishing the distinctive quality of our brand.

Under applicable trademark laws, the owner of a famous mark is entitled to an injunction against another person who uses a mark in commerce that is likely to cause dilution of the famous mark, regardless of the presence or absence of actual or likely confusion, of competition, or of actual economic injury.

In order to protect our brand identity, we hereby demand that you:

- Immediately cease and desist all use of the mark "[Insert Infringing Mark/Name]" in all retail banking operations, marketing materials, and digital platforms.
- Transition your services to a non-infringing name within [Insert Number, e.g., 30] days.
- Confirm in writing by [Insert Deadline Date] that you will comply with these demands.

The Bank prefers to resolve this matter consumption and amicably; however, we are prepared to take all necessary legal actions to protect our intellectual property rights and seek appropriate remedies.

We look forward to your prompt response.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]

[Your Bank Name]