

VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

[Date]

[Recipient Name]

[Recipient Title]

[Recipient Company Name]

[Recipient Address]

[City, State, Zip Code]

RE: NOTICE TO CEASE AND DESIST TRADEMARK DILUTION AND INFRINGEMENT

Dear [Recipient Name],

This law firm represents [Your Banking Institution Name] ("the Bank") regarding its intellectual property rights. It has come to our attention that [Recipient Company Name] is using the mark "[Infringing Mark Name]" in connection with banking or financial services.

The Bank is the owner of the federally registered service mark "[Your Service Mark Name]" (U.S. Reg. No. [Registration Number]), which has been used continuously in commerce since [Year]. As a result of extensive use and promotion, this mark is distinctive and carries significant goodwill within the financial services industry.

Your use of a nearly identical or confusingly similar mark constitutes service mark dilution by blurring and/or tarnishment under the Trademark Dilution Revision Act (TDRA). Such unauthorized use lessens the capacity of the Bank's famous mark to identify and distinguish its services, and creates a likelihood of consumer confusion regarding the source or affiliation of your products.

Demand is hereby made that you:

- Immediately cease and desist all further use of the mark "[Infringing Mark Name]" or any mark confusingly similar to the Bank's mark.
- Remove the mark from all digital platforms, websites, social media, and printed marketing materials.
- Provide written assurance to this office by [Date] that you have complied with these demands.

The Bank prefers to resolve this matter amicably; however, it is prepared to take all necessary legal action to protect its intellectual property rights, including seeking injunctive relief and monetary damages.

Please govern yourself accordingly.

Sincerely,

[Your Name/Signature]

[Title/Law Firm Name]

[Phone Number]

[Email Address]