

VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

Date: [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],

We represent [Your Bank Name] ("Our Client") regarding its intellectual property rights. It has come to our attention that your institution is operating under the name "[Infringing Name]," which is confusingly similar to our client's federally registered trademark, "[Your Trademarked Bank Name]."

Our client has used the mark "[Your Trademarked Bank Name]" in connection with banking and financial services since [Year of First Use]. Our client holds Registration No. [Registration Number] with the United States Patent and Trademark Office (USPTO). As a result of extensive use and promotion, this mark has become a famous and distinctive identifier of our client's high-quality financial services.

Your use of the name "[Infringing Name]" in the banking sector constitutes:

- **Trademark Dilution:** Your use of a nearly identical mark blurs the distinctiveness of our client's famous mark.
- **Trademark Infringement:** Due to the similarity of the names and the identical nature of the financial services provided, there is a high likelihood of consumer confusion.
- **Unfair Competition:** Your use of the mark misappropriates the goodwill our client has spent decades building.

In order to resolve this matter without formal legal proceedings, we demand that you provide written assurance by [Deadline Date] that you will:

1. Immediately cease and desist from all use of the name "[Infringing Name]" or any mark confusingly similar to "[Your Trademarked Bank Name]."
2. Change your corporate name, trade name, and any "Doing Business As" (DBA) designations.
3. Remove the mark from all signage, websites, social media, marketing materials, and financial instruments.
4. Cancel or transfer any domain names containing the infringing mark.

If we do not receive a satisfactory response by [Deadline Date], we will be forced to take appropriate legal action to protect our client's rights, including 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 Name/Signature]

[Title]

[Law Firm Name, if applicable]

[Contact Information]