

URGENT LEGAL MATTER: NOTICE TO CEASE AND DESIST

Date: [Insert Date]

To:

Legal Department / Management Team

[Name of Competing Bank]

[Address of Competing Bank]

Re: Trademark Dilution and Social Media Imitation of [Your Bank Name]

Dear [Recipient Name or Legal Representative],

We are writing to you on behalf of [Your Bank Name] regarding your recent activities on social media platforms, specifically [List Platforms, e.g., Instagram, Twitter, LinkedIn].

It has come to our attention that your organization is utilizing branding elements, color schemes, logos, and marketing slogans that are confusingly similar to our registered trademarks. Specifically, your use of [Describe Specific Imitation, e.g., similar blue and gold chevron pattern or "SecureFuture" phrasing] constitutes trademark dilution by blurring and tarnishment.

As a direct competitor in the financial services sector, your imitation of our established brand identity is likely to cause consumer confusion, weaken the distinctiveness of our marks, and unfairly capitalize on the reputation and goodwill [Your Bank Name] has built over [Number] years.

Our Demands:

- Immediately cease and desist from using any logos, images, or slogans that imitate [Your Bank Name]'s trademarks.
- Remove all infringing content from your social media profiles within [Number, e.g., 48] hours.
- Provide written assurance that you will refrain from using any branding that creates a likelihood of confusion or dilution in the future.

Failure to comply with these demands may leave us with no choice but to pursue formal legal action to protect our intellectual property rights, including seeking injunctive relief and monetary damages.

We expect a response acknowledging receipt of this letter and confirming your compliance by [Insert Deadline Date].

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Bank Name]
[Contact Information]