

Date: [Date]

VIA [Certified Mail / Email / Process Server]

[Recipient Name]

[Recipient Title]

[Company Name]

[Company Address]

[City, State, Zip Code]

RE: CEASE AND DESIST - UNAUTHORIZED ISSUANCE OF CO-BRANDED DEBIT CARDS

Dear [Recipient Name],

It has come to our attention that [Company Name] is currently issuing, marketing, or distributing debit cards featuring the trademarks, logos, or brand identity of [Your Company Name] without our express written authorization or a valid licensing agreement.

Specifically, we have identified the following unauthorized activity: [Describe specific card program, website link, or distribution method].

This unauthorized use of our intellectual property constitutes trademark infringement, unfair competition, and a violation of consumer protection laws. Your actions are likely to cause confusion among consumers, falsely implying an official partnership, endorsement, or affiliation between our companies that does not exist.

DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:

- Cease all issuance of any debit cards bearing the [Your Company Name] name, logo, or likeness.
- Deactivate and recall any unauthorized co-branded cards already in circulation.
- Remove all references to [Your Company Name] from your website, marketing materials, and mobile applications.
- Provide written confirmation that you have complied with these demands by [Deadline Date].

Failure to comply with this notice may leave us with no choice but to pursue formal legal action, including seeking injunctive relief, monetary damages, and recovery of legal fees.

This letter is sent without prejudice to [Your Company Name]'s rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]
[Your Company Name]