

Date: [Insert Date]

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

[Recipient Name/Legal Department]

[Company Name]

[Address Line 1]

[City, State, Zip Code]

RE: CEASE AND DESIST UNAUTHORIZED MARKETING OF CO-BRANDED CREDIT CARDS

To [Name of Contact Person or General Counsel]:

It has come to our attention that [Recipient Company Name] is currently engaged in the unauthorized marketing, promotion, and/or solicitation of a co-branded credit card featuring the intellectual property, trademarks, and brand name of [Your Company Name].

Specifically, we have identified the following unauthorized activities: [List specific examples, e.g., website URLs, social media ads, or mailers].

Please be advised that [Your Company Name] has not authorized [Recipient Company Name] to use its trademarks or trade name in connection with any financial products or credit card offerings. Your current marketing activities constitute trademark infringement, unfair competition, and false designation of origin, which may cause significant consumer confusion.

WE HEREBY DEMAND THAT YOU:

- Immediately cease and desist all unauthorized marketing and solicitation of co-branded credit cards bearing our brand name or trademarks;
- Remove all references to [Your Company Name] from your websites, advertising materials, and digital platforms;
- Cancel any pending marketing campaigns or mailers involving our intellectual property; and
- Provide written confirmation that you have complied with these demands by no later than [Insert Date, e.g., 5 business days].

Failure to comply with this demand will leave [Your Company Name] with no choice but to pursue all available legal remedies, including seeking injunctive relief and monetary damages, to protect its brand integrity.

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]