

Date: [Insert Date]

VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

[Recipient Name]
[Recipient Title]
[Company Name]
[Street Address]
[City, State, Zip Code]

RE: CEASE AND DESIST - Unlicensed Co-Branded Loan Origination Activities

Dear [Recipient Name],

This letter serves as a formal demand for [Company Name] to immediately cease and desist from all activities related to the origination, marketing, and solicitation of co-branded loans involving [Your Name/Company Name].

It has come to our attention that your organization is currently engaged in loan origination activities without the requisite state and federal lending licenses. Furthermore, the use of our brand identity in connection with these unauthorized financial products constitutes trademark infringement and a breach of [mention specific agreement or "standard industry conduct"].

Immediate Requirements:

- Halt all new loan applications under the co-branded program immediately.
- Remove all marketing materials, digital assets, and references to our brand from your website and third-party platforms.
- Provide written confirmation by [Date] that all unlicensed lending activities have been terminated.
- Furnish a complete accounting of all loans originated to date under this co-branded arrangement.

Failure to comply with this demand by [Time, e.g., 5:00 PM] on [Date] will leave us with no alternative but to pursue formal legal action. This may include seeking injunctive relief, reporting these unlicensed activities to the [Relevant Financial Regulatory Body], and filing a lawsuit for damages and legal fees.

This letter is sent without prejudice to our rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]
[Your Printed Name]

[Your Title/Company]
[Your Contact Information]