

COPYRIGHT INFRINGEMENT NOTICE

ABC Retail Inc.
123 Business Avenue
New York, NY 10001
contact@abcretail.com
(555) 123-4567
January 29, 2025

To:
XYZ Mart
456 Commerce Street
Los Angeles, CA 90012
info@xyzmart.com

Subject: Unauthorized Use of Store Name - Cease and Desist

Dear Mr. John Doe,

It has come to our attention that you are using the name "ABC Mart" in connection with your business, which is identical or confusingly similar to our registered trademark and established brand identity. This unauthorized use constitutes an infringement of our intellectual property rights and is likely to cause confusion among consumers.

Our company, ABC Retail Inc., has been operating under the "ABC Mart" brand for over a decade, building a strong reputation and customer base. The unauthorized use of this name by your business has already led to multiple instances of confusion among our customers, as well as reputational damage.

As the rightful owner of the trademark "ABC Mart," we hereby formally demand that you:

1. Immediately cease and desist from using the name "ABC Mart" in any business operations, advertising, branding, or marketing materials.
2. Remove any online or offline presence (including but not limited to websites, social media, and signage) that displays the infringing name.
3. Take necessary steps to rename your business and update all public references to avoid further confusion.
4. Provide written confirmation within 10 days that you have complied with this request.
5. Submit documentation verifying the changes made to discontinue the unauthorized use of our

brand name.

6. Destroy or remove any existing materials (printed or digital) that bear the infringing name and confirm in writing that these materials are no longer in circulation.

Failure to comply with this notice may result in legal proceedings against you, seeking damages, injunctive relief, and any other remedies available under applicable intellectual property laws.

We take this matter very seriously and strongly encourage you to take immediate action. If we do not receive a satisfactory response within the stipulated timeframe, we will be left with no choice but to escalate this matter through legal channels.

We prefer to resolve this matter amicably and urge you to act promptly. Should you wish to discuss this further, you may contact us at (555) 123-4567 or via email at contact@abcretail.com.

Sincerely,
Jane Smith
Legal Counsel
ABC Retail Inc.

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