

[Printed name and address]

<<Name>>  
<<Title>>  
<<Company Name>>  
<<Company Address>>  
<<Company Address>>  
<<Postcode>>

<<Date>>

Re: '<<Trade Mark>>' owned by <<name of owner>>

Dear <<name>>,

We, <<insert business name>>, of <<insert address>> are the owner of the abovementioned registered trade mark, registration number <<insert registration number>> in class(es) <<insert classes>>. Full details of the trade mark are enclosed in Schedule 1.

[We now understand that you are carrying out <<insert infringing activity>>. We feel that, in light of this, it is necessary for our business to take action in the matter further in order to better protect our trade mark. We are not, at this point, accusing you of unlawful infringement of our trade mark, but we are of the opinion that further investigation is necessary and would be mutually beneficial.]

We look forward to your response and hope the matter can be resolved quickly and without complication.]

OR

[As of <<date>>, we now understand that you are carrying out <<insert details of alleged infringement>>. [Please also refer to <<insert details of alleged infringement>> in Schedule 2.]

We consider that this activity constitutes an infringement of our trade mark. [By using the <<infringing sign or mark>>, you are infringing our trade mark, in relation to identical <<insert details of alleged infringement>> mark is registered, you are infringing our trade mark under section 10(2) of the Trade Marks Act 1994] **AND/OR** [By using the <<infringing sign or mark>>, which is <<insert details of alleged infringement>>] to our trade mark, in relation to <<insert details of alleged infringement>> those for which our trade mark is registered, resulting in a likelihood of confusion among the public, you are infringing our trade mark under section 10(3) of the Trade Marks Act 1994]. [Furthermore, our trade mark has a reputation within the UK and your use of the <<infringing sign or mark>> is <<insert details of alleged infringement>>] **AND/OR** [is detrimental to] the distinctive character of our trade mark under section 10(3) of the Trade Marks Act 1994]. [Further evidence in support of these allegations is enclosed in Schedule 2.]

As our consent to such activities was not obtained we must inform you that we find your activities unacceptable and we require you to take the following action:

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