

[insert your professional name]
[insert your professional mailing address
[insert address line 2]

[insert date]

To: [Website owner name, if known, or simply "Proprietor"; website name; address]

Re: Intellectual Property Infringement - [infringer's names for the copied art] on [infringer's website]

Dear Sir or Madam:

I am a professional illustrator. My work is exhibited online at [list URLs for your online work]. I created the following image(s): [list your images by their name, and if applicable, URLs where they can be seen online] (hereinafter, "My Designs" or "Designs"). Images of My Designs are electronically attached hereto. [Include if applicable: My Designs are protected by U.S. Copyright Registration Nos. _____ and/or U.S. Trademark Registration Nos. _____.] Under U.S. and international laws of copyright, trademark and unfair competition, myself and/or my clients own the exclusive rights to reproduce and My Designs in commerce.

I have just learned that on/in [insert website URL or describe the product, including ISBN, EAN, UPC or MPN numbers if applicable] you are claiming to have created and are offering for sale products called [list infringer's names for the copied logos if applicable] that incorporate My Designs. You did not seek my permission to reproduce, post or sell any item incorporating My Designs.

This letter puts you, [infringer's corporate name and website name], and any other related entities, corporate officers and employees thereof (collectively, "you") on notice that the creation, display and offering to sell any item incorporating My Designs constitutes copyright infringement, and violates other state and federal laws. These laws provide substantial penalties for the unauthorized reproduction and commercial use of My Designs. Remedies include disgorgement of your profits, recovery of monetary damages, statutory damages, and attorneys' fees. **[Only include this if you have registered your IP with the USPTO: Note also, that where the infringement is willful, treble damages and statutory damages up to \$150,000 or more may be awarded.]** Along with business entities, individuals involved in the infringing activities may be individually liable under these laws. [Include if appropriate: The minor changes you made to My Designs will not shield you from liability.]

I hereby demand that you immediately remove the infringing Designs from your site, your advertisements, your products, and anywhere else they have been displayed, and destroy all copies of them, including digital copies, in your possession.

In addition, you must provide me with complete information regarding any person or entity to whom you have distributed or sold items incorporating the infringing Designs, including the name, address, phone, and email address, as well as the date each such transaction took place, and the amount paid to you for delivery and/or use of the infringing logo. Finally, provide your records of the purchase orders for each transaction.

If I receive your signed written statement and supporting documents in full compliance with the above, and your assurance that you will not copy any of my Designs in the future, I expect we can resolve this matter amicably. I require a response from you, in writing, no later than [*insert one-week deadline*] before taking further action through counsel.

Sincerely,

[insert your signature]

[insert your printed name]

[insert your email address]

[insert your telephone number]

Via email [*website email*] and [*FedEx or certified mail as appropriate*]