

Date: [Insert Date]

TO:

[Insert Reseller Name/Store Name]

[Insert Platform, e.g., Amazon/eBay Store URL]

[Insert Address if known]

RE: UNAUTHORIZED SALE OF [INSERT BRAND NAME] PRODUCTS

Dear [Insert Name of Reseller or "Store Manager"],

It has come to our attention that your business is offering for sale and selling products bearing the [Insert Brand Name] trademark on [Insert Platform Name].

[Insert Brand Name] manages its distribution channels through a network of authorized resellers to ensure product quality, consumer safety, and brand integrity. Our records indicate that you are not an authorized reseller of our products.

Specifically, your unauthorized sale of these products may interfere with our quality control standards and our manufacturer's warranty, which is only valid for products purchased through authorized channels. Your continued unauthorized use of our intellectual property, including trademarks and copyrighted imagery, may constitute trademark infringement, unfair competition, and dilution under applicable laws.

We hereby demand that you:

- Immediately cease and desist from all sales of [Insert Brand Name] products.
- Remove all listings for these products from [Insert Platform Name] and any other websites you operate within [Insert Number, e.g., 48] hours.
- Provide information regarding the source of your inventory of these products.

Failure to comply with these demands may result in further legal action to protect our brand, including but not limited to, formal complaints to the platform marketplace and legal proceedings to seek damages and injunctive relief.

Please confirm in writing by [Insert Date] that you have complied with these requests.

Sincerely,

[Your Name/Company Representative]

[Your Title]

[Company Name]

[Contact Email/Phone]