

SENT VIA CERTIFIED MAIL AND EMAIL

Date: [Insert Date]

To: [Reseller Name/Store Name]

Address: [Insert Address, if known]

Email: [Insert Email Address]

Seller ID: [Insert Marketplace Seller ID]

RE: FINAL WARNING - NOTICE TO CEASE AND DESIST UNAUTHORIZED SALES

Dear [Seller Name],

This letter serves as a formal final warning regarding your unauthorized sale of [Brand Name] products on [Platform Name, e.g., Amazon, eBay, Walmart].

Our records indicate that you are not an authorized reseller of [Brand Name] products. Despite previous notifications, you have continued to list and sell our products in violation of our intellectual property rights and distribution policies. Your actions constitute trademark infringement, unfair competition, and interference with our contractual relationships with authorized distributors.

Furthermore, because you are not an authorized reseller, the products you are selling are not covered by our official manufacturer's warranty, which misleads consumers and causes irreparable harm to our brand reputation.

DEMAND FOR IMMEDIATE ACTION:

To avoid formal legal proceedings, you must complete the following actions within [Number, e.g., 24 or 48] hours of receipt of this notice:

- Immediately remove all listings for [Brand Name] products from all sales platforms.
- Cease all further use of [Brand Name] trademarks, logos, and copyrighted imagery.
- Provide a written confirmation that you have complied with these demands and will not list our products in the future.

Failure to comply with this final demand will result in our taking immediate legal action against you. This may include filing a formal complaint with the marketplace platform to have your account suspended, seeking injunctive relief, and pursuing monetary damages, including legal fees and loss of profits.

Consider this your final opportunity to resolve this matter amicably.

Sincerely,

[Your Name/Legal Representative]
[Company Name]
[Contact Information]