

SENT VIA REGISTERED MAIL / EMAIL

Date: [Insert Date]

To: [Insert Reseller Name/Business Name]

Address: [Insert Reseller Address]

Email: [Insert Reseller Email Address]

Platform/URL: [Insert Website or Marketplace Link]

RE: CEASE AND DESIST TRADEMARK INFRINGEMENT AND UNAUTHORIZED SALE

Dear [Insert Reseller Name],

I am writing to you on behalf of [Insert Your Company Name] ("the Company"), the exclusive owner of the trademark "[Insert Trademark Name]" registered with the [Insert Trademark Office, e.g., USPTO] under Registration No. [Insert Registration Number].

It has come to our attention that you are using our trademark to promote, advertise, and sell products on [Insert Platform Name, e.g., Amazon, eBay, or Website URL] without our authorization. Specifically, we have identified the following infringing activity: [Insert Description of Listing or Specific Product].

Your unauthorized use of our trademark is likely to cause consumer confusion, mistake, or deception as to the source or origin of the goods and constitutes trademark infringement and unfair competition under applicable laws.

Furthermore, [Insert Your Company Name] maintains strict quality control standards for its authorized distribution network. Because you are not an authorized reseller, we cannot verify the authenticity, storage conditions, or quality of the products you are selling, which may void any manufacturer warranties and harm our brand reputation.

We hereby demand that you immediately:

- Cease and desist from all use of the "[Insert Trademark Name]" trademark;
- Remove all listings and advertisements for products bearing our trademark from all websites and marketplaces;
- Confirm in writing that you have complied with these demands and provide an inventory of any remaining stock.

Failure to comply with this notice by [Insert Date, e.g., 5 business days from now] will leave us with no choice but to pursue all available legal remedies, which may include seeking injunctive relief, monetary damages, and legal fees.

This letter is sent without prejudice to our rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]

[Your Company Name]

[Your Phone Number]

[Your Email Address]