

VIA CERTIFIED MAIL / EMAIL

Date: [Date]

To: [Reseller Name/Store Name]

Address: [Reseller Address]

Email: [Reseller Email Address]

Platform/URL: [URL of Listing or Storefront]

RE: CEASE AND DESIST - TRADEMARK INFRINGEMENT AND SALE OF COUNTERFEIT GOODS

Dear [Reseller Name],

This letter is formal notice that [Brand Owner Name] ("the Company") is the exclusive owner of all intellectual property rights related to the [Brand Name] brand, including but not limited to the registered trademark(s): [Trademark Registration Numbers].

It has come to our attention that you are offering for sale, marketing, and distributing products that bear the [Brand Name] trademark without authorization. Upon investigation, we have determined that these items are counterfeit goods that were not manufactured, approved, or verified by the Company.

Your unauthorized use of our intellectual property and the sale of counterfeit merchandise constitute a violation of federal and state laws regarding trademark infringement, unfair competition, and consumer fraud. These activities cause irreparable harm to the Company's reputation and deceive the public.

WE HEREBY DEMAND THAT YOU IMMEDIATELY:

1. Cease and desist from all sales, offers to sell, and distribution of any products bearing the [Brand Name] trademark or any confusingly similar mark.
2. Remove all listings for these products from [Platform Name, e.g., Amazon, eBay, Shopify] and your own website(s) within [Number, e.g., 24] hours.
3. Destroy all remaining inventory of the counterfeit goods or surrender them to the Company.
4. Provide an accounting of all sales made to date, including the source of your supply and the total revenue generated from these unauthorized sales.

Failure to comply with these demands by [Deadline Date] will force the Company to pursue all available legal remedies, which may include seeking injunctive relief, statutory damages, lost profits, and recovery of attorney's fees.

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

Sincerely,

[Your Name/Signature]

[Your Title]

[Company Name]

[Contact Information]