

[Your Company Name]  
[Your Address]  
[City, State, Zip Code]  
[Your Email]  
[Date]

**VIA CERTIFIED MAIL / ELECTRONIC MAIL**

[Unauthorized Reseller Name]  
[Reseller Address / Online Store URL]  
[City, State, Zip Code]

**RE: CEASE AND DESIST UNAUTHORIZED RESALE AND TRADEMARK  
INFRINGEMENT**

Dear [Reseller Name/Manager],

It has come to our attention that your company is offering for sale and selling products bearing the [Brand Name] trademark through unauthorized channels, specifically [Mention Platform, e.g., Amazon, eBay, or Website URL].

[Your Company Name] is the exclusive owner of the [Brand Name] trademark and maintains strict quality control standards for its products. We do not authorize the resale of our products by unauthorized parties. Products sold through the gray market do not carry our official manufacturer's warranty and may not meet our safety and storage standards, causing consumer confusion and damaging our brand reputation.

Your unauthorized use of our intellectual property and the diversion of our products constitutes trademark infringement and unfair competition under applicable laws.

**We hereby demand that you immediately:**

1. Cease and desist from all further sales of [Brand Name] products.
2. Remove all listings for [Brand Name] products from all online marketplaces and websites.
3. Provide the identity of your source/supplier for these diverted products.
4. Confirm in writing within [Number, e.g., 5] business days that you have complied with these demands.

Failure to comply with this notice will leave us no choice but to pursue all available legal remedies, including seeking injunctive relief and monetary damages.

Sincerely,

[Your Name/Signature]  
[Your Title]  
[Your Company Name]