

Date: [Insert Date]

To: [Insert Reseller Name/Store Name]

Marketplace: [Insert Marketplace Name, e.g., Amazon, eBay, Etsy]

Seller ID: [Insert Seller ID/URL]

RE: NOTICE TO CEASE AND DESIST UNAUTHORIZED SALES

To Whom It May Concern,

This letter is formal notice that **[Insert Your Company Name]** ("The Company") is the exclusive owner of all intellectual property rights, including trademarks, copyrights, and distribution rights, for the following product(s):

Product Name(s): [Insert Product Names/ASINs/SKUs]

It has come to our attention that you are currently offering the aforementioned products for sale on **[Insert Marketplace Name]** without our authorization or consent. You are not an authorized distributor, retailer, or wholesaler of our products.

Your unauthorized use of our proprietary trademarks and copyrighted materials (including product descriptions and images) to market these goods constitutes trademark infringement, unfair competition, and interference with our established distribution agreements.

Accordingly, we demand that you immediately:

1. Remove all listings for our products from the marketplace.
2. Cease all further use of our trademarks, brand names, and copyrighted imagery.
3. Cancel all pending orders for these products.

Failure to comply with these demands within **[Insert Number, e.g., 24 or 48]** hours will result in us taking further action. This may include reporting your account to the marketplace's legal/infringement department, which may lead to the permanent suspension of your selling privileges, and/or pursuing legal remedies through our counsel.

Please confirm in writing once the listings have been removed.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information/Email]