

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

[Recipient Name / Business Name]  
[Recipient Address]  
[City, State, Zip Code]

**RE: CEASE AND DESIST - UNAUTHORIZED RESALE AND BREACH OF AGREEMENT**

Dear [Recipient Name],

It has come to our attention that [Recipient Name] is currently advertising and selling products branded as [Product/Brand Name] through [Website/Platform/Marketplace].

Our records indicate that you do not have a valid Distribution Agreement with [Your Company Name] to sell these products on the aforementioned platform. Your actions constitute a material breach of our distribution policies and infringe upon our intellectual property rights and protected distribution channels.

Specifically, your unauthorized sales activities cause:

- Breach of contractual exclusivity (if applicable)
- Trademark infringement and brand dilution
- Disruption of authorized dealer networks
- Potential consumer confusion regarding product warranty and authenticity

**DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:**

1. Cease and desist from all further sales, marketing, and distribution of [Product/Brand Name] products.
2. Remove all listings related to our products from [Website/Platform/Marketplace] within [Number] hours of receipt of this letter.
3. Provide a written accounting of all inventory currently in your possession and the source from which you acquired said inventory.

Failure to comply with these demands will leave [Your Company Name] with no choice but to pursue formal legal action to protect our interests, including seeking injunctive relief, monetary damages, and legal fees.

Please confirm in writing by [Date] that you have complied with these demands.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]

[Your Company Name]