

Date: [Insert Date]

VIA EMAIL / CERTIFIED MAIL

To: [Insert Reseller Name/Store Name]

Store URL: [Insert URL or Marketplace Profile]

Notice of: Minimum Advertised Price (MAP) Violation and Unauthorized Resale

To Whom It May Concern,

This letter serves as formal notice that **[Insert Your Company Name]** has identified that your company is currently advertising and/or selling our products at prices below our established Minimum Advertised Price (MAP) policy.

Violation Details:

- **Product Name:** [Insert Product Name/SKU]
- **Your Advertised Price:** [Insert Price]
- **Current MAP Price:** [Insert MAP Price]

Furthermore, our records indicate that you are not an authorized reseller of **[Insert Your Company Name]** products. We have not granted you permission to use our intellectual property, including brand names, trademarks, or copyrighted product imagery, for commercial purposes.

Required Action:

To avoid further escalation, we demand that you take the following actions within **[Insert Time Frame, e.g., 24-48 hours]**:

1. Immediately adjust the advertised price of all products to meet or exceed our MAP policy.
2. Cease and desist from all further unauthorized sales of our products.
3. Provide documentation regarding the source of your inventory for our products.

Failure to comply with this notice will result in further action, which may include reporting your account to marketplace platforms (such as Amazon, eBay, or Walmart), permanent blacklisting from our distribution network, and potential legal action to protect our brand equity and intellectual property rights.

Please confirm receipt of this notice and provide proof of price correction immediately.

Regards,

[Your Name/Signature]

[Your Title]

[Your Company Name]
[Your Contact Information]