

VIA CERTIFIED MAIL / EMAIL

Date: [Date]

To:

[Reseller Name/Store Name]

[Address/URL]

[Email Address]

RE: NOTICE TO CEASE AND DESIST - INTELLECTUAL PROPERTY MISAPPROPRIATION

Dear [Name of Reseller/Legal Department],

This law firm represents [Your Company Name] ("the Company") in matters regarding its intellectual property rights. It has come to our attention that you are currently offering for sale, advertising, and/or distributing products bearing the Company's trademarks and copyrighted materials on [Name of Platform, e.g., Amazon, eBay, or Website URL] under the storefront name "[Store Name]".

The Company has not authorized you to act as a reseller, nor have we granted you a license to use our protected intellectual property, including but not limited to:

- **Trademarks:** [List Trademark Names/Registration Numbers]
- **Copyrighted Assets:** [List specific images, product descriptions, or marketing copy being used]

Your unauthorized use of these materials constitutes trademark infringement, copyright infringement, and unfair competition under applicable laws. Furthermore, your sale of these products interferes with the Company's quality control standards and authorized distribution channels.

Demand is hereby made that you immediately:

1. Cease and desist from all unauthorized use of the Company's trademarks and copyrighted images;
2. Remove all listings for the Company's products from any and all online marketplaces or websites;
3. Provide an accounting of all sales made to date involving the Company's products;
4. Confirm in writing that you have complied with these demands no later than [Date/Timeframe].

If you fail to comply with this notice, the Company is prepared to take all necessary legal action to protect its intellectual property, which may include seeking injunctive relief, monetary damages, and recovery of legal fees.

This letter is sent without prejudice to the Company's rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company/Law Firm Name]