

VIA CERTIFIED MAIL / RETURN RECEIPT REQUESTED

Date: [Insert Date]

To: [Insert Unauthorized Reseller Name/Entity]

Address: [Insert Address, if known]

Email: [Insert Email Address]

Online Storefront/URL: [Insert URL]

RE: CEASE AND DESIST - UNAUTHORIZED RESALE AND CONSUMER DECEPTION

Dear [Insert Name of Reseller/Store Manager],

This letter serves as formal notice that [Your Company Name] ("the Company") has identified that you are engaged in the unauthorized sale and distribution of [Your Brand Name] products. Specifically, our records indicate you are listing products on [Insert Platform, e.g., Amazon, eBay, Shopify] under the name [Insert Store Name].

Your current business practices constitute consumer deception and unfair competition for the following reasons:

- **Unauthorized Use of Intellectual Property:** You are using our copyrighted images, trademarks, and logos without a license to deceive consumers into believing you are an authorized partner.
- **Material Difference:** Products sold by unauthorized resellers are not covered by our official manufacturer's warranty, quality control standards, or money-back guarantees. Selling these items as "New" without disclosing the lack of warranty is a deceptive trade practice.
- **Consumer Confusion:** Your presentation of the products creates a false affiliation between your entity and [Your Company Name], leading customers to believe they are purchasing directly from the source.

DEMAND FOR RELIEF

To avoid further legal action, [Your Company Name] demands that you perform the following actions within [Number, e.g., 48] hours of receipt of this letter:

1. Immediately cease and desist from all sales, offers to sell, and distribution of [Your Brand Name] products.
2. Remove all unauthorized use of our trademarks, logos, and copyrighted marketing materials from your listings and website.
3. Provide an accounting of all inventory currently in your possession and the source of your supply.

Failure to comply with these demands will leave [Your Company Name] with no choice but to pursue all available legal remedies, which may include seeking injunctive relief, monetary damages, and recovery of attorney's fees.

This letter is sent without prejudice to our rights and remedies, all of which are expressly reserved.

Governing your actions accordingly,

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]

[Your Company Name]

[Your Contact Information]