

Date: [Date]

VIA [Method of Delivery, e.g., Certified Mail / Email]

[Recipient Name]
[Recipient Company Name]
[Recipient Address]
[City, State, Zip Code]
[Recipient Email]

RE: CEASE AND DESIST - UNAUTHORIZED USE OF INTELLECTUAL PROPERTY AND RESALE OF PRODUCTS

Dear [Recipient Name],

This letter serves as a formal notice that your authorized reseller status with [Your Company Name] was terminated effective [Termination Date]. Despite the termination of our Reseller Agreement, it has come to our attention that you continue to offer [Your Company Name] products for sale via [Platform/Website Name, e.g., Amazon, eBay, or your website].

Your continued sale of our products is unauthorized and constitutes a breach of the post-termination obligations set forth in our agreement. Furthermore, your continued use of our trademarks, logos, and copyrighted product imagery conveys a false impression of an ongoing affiliation, which constitutes trademark infringement and unfair competition.

Specifically, we demand that you immediately:

- Cease all sales and offers for sale of [Your Company Name] products;
- Remove all listings for our products from all online marketplaces and websites;
- Cease all use of our trademarks, brand names, and copyrighted materials; and
- Provide a written inventory of any remaining stock currently in your possession.

Failure to comply with these demands by [Deadline Date, e.g., 5 business days from today] will leave [Your Company Name] with no choice but to pursue formal legal action to protect our intellectual property rights and seek damages, including but not limited to lost profits and legal fees.

Please confirm in writing no later than [Deadline Date] that you have complied with these demands.

Sincerely,

[Your Name]
[Your Title]
[Your Company Name]

[Your Phone Number]
[Your Email Address]