

Date: [Insert Date]

Via: [Insert Method of Delivery, e.g., Email/Registered Post]

To:

[Unauthorized Reseller Name]

[Reseller Address/URL]

[City, Country, Postcode]

Subject: CEASE AND DESIST: Unauthorized Resale and Trademark Infringement

Dear [Name of Contact Person or Legal Department],

We are writing to you on behalf of [Your Company Name], the owner of the trademarked brand "[Brand Name]". It has come to our attention that your company is engaged in the unauthorized sale, distribution, and advertising of [Brand Name] products in [Target Country/Region].

1. Unauthorized Distribution:

[Your Company Name] maintains strict control over its international distribution network to ensure product quality and safety. You are not an authorized reseller or distributor. Your acquisition and resale of these products across borders circumvent our quality control standards and warranty protocols.

2. Trademark Infringement:

The unauthorized use of our logos, product images, and trademarks on your website and marketing materials creates consumer confusion. It falsely implies an official relationship between [Your Company Name] and your business, which constitutes trademark infringement under international intellectual property laws.

3. Material Differences:

Products sold through unauthorized cross-border channels often lack the localized packaging, language instructions, and valid manufacturer warranties required for the [Target Country/Region] market. These material differences harm our brand reputation.

Demand:

We hereby demand that you immediately take the following actions:

- Cease and desist from all sales and distribution of [Brand Name] products.
- Remove all [Brand Name] trademarks, logos, and copyrighted imagery from your websites, social media, and third-party marketplaces (e.g., Amazon, eBay, Shopee).
- Provide written confirmation that you have complied with these demands.
- Disclose the source from which you obtained the products.

Failure to comply with this notice by [Insert Deadline Date] will leave us with no choice but to pursue further legal action, which may include seeking injunctive relief, monetary damages, and legal fees.

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

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]

[Your Company Name]

[Contact Information]