

URGENT LEGAL NOTICE: CEASE AND DESIST AND NOTICE OF PENDING LITIGATION HOLD

Date: [Insert Date]

To:

[Reseller Name/Entity Name]

[Address/Email Address]

[Storefront Name/URL]

RE: UNAUTHORIZED SALE OF [Insert Brand Name] PRODUCTS

To Whom It May Concern,

This firm represents [Your Company Name] ("the Company") in matters concerning its intellectual property and distribution rights. It has come to our attention that you are engaged in the unauthorized advertisement and sale of [Brand Name] products on [Platform Name, e.g., Amazon, eBay, or Website URL].

CEASE AND DESIST NOTICE

The Company has not authorized you to sell its products. Your unauthorized use of our trademarks and copyrighted imagery to sell products-which may be diverted, tampered with, or lacking original warranties-constitutes trademark infringement, unfair competition, and tortious interference with business relationships.

We hereby demand that you immediately:

- Cease and desist from all further sales and advertising of [Brand Name] products.
- Remove all listings and promotional materials related to our products from all online marketplaces and physical locations.
- Provide an accounting of all inventory currently in your possession and the source from which you obtained said products.

NOTICE OF PENDING LITIGATION HOLD

In anticipation of formal legal action, you are hereby notified of your obligation to preserve all documents and data related to your sale of [Brand Name] products. This "Litigation Hold" applies to all physical and electronic records, including but not limited to:

- Sales records and transaction histories.
- Communications with suppliers or wholesalers regarding the procurement of these products.
- Inventory logs and shipping records.
- All correspondence (emails, texts, messages) regarding [Brand Name].

Failure to preserve this evidence may result in severe legal sanctions for spoliation of evidence.

REQUIRED RESPONSE

We expect a written response confirming your full compliance with these demands no later than [Insert Date/Time, e.g., 48 hours]. If you fail to comply, we will have no choice but to pursue all available legal remedies, including seeking injunctive relief and monetary damages.

Govern yourself accordingly.

Sincerely,

[Your Name/Law Firm Name]

[Title]

[Your Contact Information]