

DATE: [Insert Date]

TO:

[Insert Authorized Representative Name]

[Insert Company Name]

[Insert Address]

[Insert Email/Website]

RE: FINAL WARNING - NOTICE OF MINIMUM ADVERTISED PRICE (MAP) VIOLATION

Dear [Insert Name or Management Team],

This letter serves as a formal and final notice regarding your continued violation of [Insert Brand/Company Name]'s Minimum Advertised Price (MAP) Policy.

Despite previous notifications sent on [Insert Date(s) of previous warnings], our monitoring systems indicate that you are still advertising the following products below the established MAP:

- **Product Name:** [Insert Name] | **SKU:** [Insert SKU] | **Advertised Price:** [Insert Price] | **Required MAP:** [Insert MAP Price]
- **Product Name:** [Insert Name] | **SKU:** [Insert SKU] | **Advertised Price:** [Insert Price] | **Required MAP:** [Insert MAP Price]

CEASE AND DESIST ORDER

You are hereby instructed to immediately cease and desist from advertising all [Insert Brand Name] products below the MAP. You have **[Insert Number, e.g., 24] hours** from the receipt of this notice to correct all online and offline advertisements to comply with our policy.

CONSEQUENCES OF NON-COMPLIANCE

Failure to bring your listings into compliance within the specified timeframe will result in the following immediate actions:

- Indefinite suspension of your purchasing privileges.
- Termination of your status as an Authorized Retailer.
- Legal action to protect our brand equity and intellectual property rights.
- Formal notification to third-party marketplaces (Amazon, eBay, etc.) regarding your unauthorized seller status.

This is your final opportunity to resolve this matter before we terminate our business relationship. We expect your immediate cooperation.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]