

VIA CERTIFIED MAIL / EMAIL

Date: [Date]

To:

[Reseller Name]

[Reseller Address]

[City, State, Zip Code]

[Email Address]

RE: NOTICE TO CEASE AND DESIST - MINIMUM ADVERTISED PRICE (MAP) VIOLATION

Dear [Contact Name or Manager],

This law firm represents [Client Name] ("Company") in matters concerning its intellectual property and authorized distribution networks. It has come to our attention that [Reseller Name] is currently advertising [Client Name] products below the established Minimum Advertised Price (MAP).

Specifically, we have documented the following violations:

- **Product:** [Product Name/SKU]
- **Advertised Price:** [Price Found]
- **Required MAP:** [Required Price]
- **Platform:** [Website/Marketplace Link]
- **Date Observed:** [Date]

Company's MAP Policy is designed to protect the brand's reputation for high-quality products and to maintain a fair competitive environment for all authorized resellers. By advertising products below the MAP, you are in direct violation of the policy governing the resale of Company products.

DEMAND IS HEREBY MADE that you immediately:

1. Adjust all advertisements and online listings to comply with the MAP Policy;
2. Cease any further advertising of Company products at prices below the established MAP; and
3. Confirm in writing to this office within [Number, e.g., 48] hours that the corrective actions have been taken.

Failure to comply with this demand may result in the immediate and permanent termination of your authorized reseller status, the cancellation of outstanding orders, and the potential pursuit of further legal remedies to protect our client's brand integrity.

Please govern yourself accordingly.

Sincerely,

[Attorney Name]
[Law Firm Name]