

SENT VIA EMAIL AND CERTIFIED MAIL

Date: [Insert Date]

To: [Insert Contact Name or Legal Department]

Company Name: [Insert Retailer Name]

Address: [Insert Retailer Address]

Email: [Insert Retailer Email Address]

RE: NOTICE OF MINIMUM ADVERTISED PRICE (MAP) VIOLATION AND PRE-LITIGATION CEASE AND DESIST

To Whom It May Concern,

This letter serves as formal notice that [Your Company Name] (the "Company") has identified one or more violations of our Minimum Advertised Price (MAP) Policy by your organization. As the owner of the trademark and intellectual property for [Insert Brand/Product Name], we strictly enforce our pricing policies to protect our brand equity and maintain a fair marketplace.

Description of Violation:

- **Product(s):** [Insert Product Name/SKU]
- **Authorized MAP Price:** \$[Insert Price]
- **Your Advertised Price:** \$[Insert Price]
- **Platform/URL:** [Insert Link to Violation]
- **Date Observed:** [Insert Date]

Your current advertising of the aforementioned product(s) at a price below our established MAP is a direct breach of our policy and/or your authorized dealer agreement. This conduct causes immediate harm to our brand reputation and our relationship with compliant retail partners.

Required Action:

To avoid further escalation and potential legal action, you are required to take the following steps within [Insert Number, e.g., 24 or 48] hours of receipt of this notice:

1. Adjust the advertised price of the product(s) to meet or exceed the current MAP.
2. Remove all non-compliant advertisements from all digital and physical storefronts.
3. Provide written confirmation to our office that these corrective actions have been completed.

Failure to Comply:

Failure to correct this violation within the specified timeframe will result in immediate sanctions, which may include but are not limited to:

- Permanent termination of your status as an authorized reseller.
- Indefinite suspension of supply and cancellation of pending orders.
- Legal action to seek injunctive relief and/or damages for breach of contract and brand dilution.

This letter is sent without prejudice to [Your Company Name]'s rights and remedies, all of which are expressly reserved.

Please govern yourself accordingly.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company Name]

[Your Contact Information]