

VIA CERTIFIED MAIL / EMAIL

Date: [Date]

To: [Reseller Name/Store Name]

Address: [Reseller Address]

Email: [Reseller Email Address]

Online Storefront URL: [URL, e.g., Amazon Storefront/Website]

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

Dear [Contact Name or Manager],

It has come to the attention of [Your Company Name] ("the Company") that you are currently advertising and/or selling products manufactured by the Company at prices below our established Minimum Advertised Price (MAP) policy.

Specifically, the following violations have been documented:

- **Product:** [Product Name/SKU]
- **Advertised Price:** [Price found]
- **Required MAP Price:** [Required MAP Price]
- **Date/Location of Violation:** [Date and Link/Platform]

Our records indicate that you are not an authorized reseller of our products. [Your Company Name] strictly controls the distribution of its goods to ensure brand integrity and quality control. Unauthorized resale and the violation of our MAP policy cause immediate and irreparable harm to our established dealer network and brand value.

DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:

1. Cease and desist from advertising any [Your Company Name] products at a price below the MAP policy.
2. Adjust your pricing on all online platforms to comply with the MAP policy immediately.
3. Provide documentation regarding the source of your inventory for our products.

Failure to comply with this notice within [Number, e.g., 24 or 48] hours will result in further action, which may include reporting your storefront to [Platform Name, e.g., Amazon/eBay/Walmart] for trademark infringement, permanent blacklisting from our distribution channels, and potential legal action to recover damages.

Please confirm in writing that you have updated your pricing and will comply with our policies moving forward.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]