

VIA CERTIFIED MAIL / EMAIL

Date: [Insert Date]

To: [Insert Retailer Name]

Address: [Insert Retailer Address]

Email: [Insert Retailer Email]

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

Dear [Insert Contact Name or Manager],

This letter serves as formal notice that [Your Company Name] has identified a breach of the Minimum Advertised Price (MAP) policy currently in effect. Our records indicate that your company is a party to a distribution/reseller agreement dated [Insert Date of Agreement].

Specifically, we have documented the following violations:

- **Product(s):** [Insert Product Name/SKU]
- **Authorized MAP:** \$[Insert Price]
- **Your Advertised Price:** \$[Insert Price]
- **Location of Violation:** [Insert Website URL or Store Location]
- **Date Documented:** [Insert Date]

Advertising our products below the established MAP constitutes a material breach of your contractual obligations and damages the brand equity of [Your Company Name].

DEMAND IS HEREBY MADE that you immediately:

1. Adjust all advertisements and online listings to comply with the MAP policy.
2. Cease all unauthorized discounting of the products listed above.
3. Confirm in writing within [Insert Number, e.g., 24 or 48] hours that these corrective actions have been taken.

Failure to cure this breach within the specified timeframe may result in further action, including but not limited to, the immediate suspension of your purchasing privileges, termination of our business relationship, and/or legal action to recover damages.

We value our partnership, but we must insist on strict adherence to our policies to ensure a fair marketplace for all authorized resellers.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]
[Your Phone Number]
[Your Email]