

URGENT: CEASE AND DESIST LEGAL NOTICE

Date: [Insert Date]

To: [Retailer Name/Store Name]

Attention: Compliance Department / Legal Department

Via: [Email Address/Certified Mail]

Re: NOTICE OF MINIMUM ADVERTISED PRICE (MAP) VIOLATION

To whom it may concern,

This letter serves as formal notice that [Brand Name] has identified that your company is currently advertising the following product(s) at prices below our established Minimum Advertised Price (MAP) policy:

- **Product SKU:** [Insert SKU]
- **Product Name:** [Insert Product Name]
- **Current Advertised Price:** [Insert Price]
- **Approved MAP Price:** [Insert MAP Price]
- **Location:** [Insert URL or Platform Name]

Our records indicate that you have entered into an Authorized Reseller Agreement with [Brand Name], which includes strict adherence to our MAP policy. Advertising our products below the MAP threshold devalues our brand equity and creates unfair competition among our authorized retail partners.

REQUIRED ACTION:

You are hereby requested to adjust your advertised pricing to meet or exceed the MAP requirements immediately, but no later than [Number of Hours, e.g., 24] hours from the receipt of this notice.

CONSEQUENCES OF NON-COMPLIANCE:

Failure to rectify this violation within the specified timeframe will result in immediate sanctions, which may include:

1. Temporary or permanent suspension of your authorized reseller status.
2. Cancellation of pending orders.
3. Termination of your rights to use our intellectual property and trademarks.
4. Legal action to seek damages and injunctive relief.

Please confirm receipt of this notice and provide written verification once the pricing has been corrected.

Regards,

[Your Name/Authorized Representative]

[Your Title]

[Company Name]

[Contact Phone Number]

[Contact Email]