

Date: [Insert Date]

VIA [Insert Method: Email/Certified Mail]

Recipient Name/Business Name: [Insert Name]

Address: [Insert Address]

Email: [Insert Email]

RE: NOTICE TO CEASE AND DESIST - MAP POLICY VIOLATION

Dear [Insert Name],

It has come to our attention that [Insert Your Company Name]'s products are being advertised by your company at prices below our established Minimum Advertised Price (MAP) policy. As the owner of the Intellectual Property and trademarks associated with these products, we take the integrity of our brand and our pricing structures very seriously.

Violation Details:

- **Product(s):** [Insert Product Name/SKU]
- **Current Advertised Price:** [Insert Price]
- **Established MAP Price:** [Insert MAP Price]
- **Platform/URL:** [Insert Link to Violation]

Your current advertising of the aforementioned product(s) constitutes a direct violation of our MAP policy. This policy is in place to protect our brand equity and ensure a level playing field for all authorized resellers.

Required Action:

We hereby demand that you immediately, and no later than [Insert Deadline, e.g., 24 hours] from the receipt of this letter:

1. Adjust the advertised price of the product(s) listed above to meet or exceed the MAP price.
2. Review all other listings of our products to ensure full compliance with our MAP policy.

Failure to comply with this notice may result in further action, including but not limited to, the immediate termination of your status as an authorized reseller, the suspension of your supply of our products, and potential legal action to protect our intellectual property rights.

Please confirm in writing once these corrections have been made.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company Name]

[Your Contact Information]