Cease and Desist Template

Use this template (created by the [TAS community](#)!), in conjunction with the Amazon "Product not as Advertised" process, to help confront hijackers

[Company/Brand] Compliance Office is sending you this cease and desist order to remove all items having the [Company] brand from this site under your seller account and cease all future sales of this brand.

Amazon Terms of Service: Amazon does not allow unauthorized selling of products as it makes Amazon liable for allowing copyright and trademark infringement. In addition, products sold under a listing must match that listing EXACTLY.

Amazon Terms of Service: When listing items for sale using an existing product detail page, the product being offered must be listed on a product detail page that accurately describes the product in all respects, including with respect to the following attributes: manufacturer, edition, binding, version, format, or player compatibility. Sellers may not match their item to a detail page with a different ISBN, UPC, EAN, or other external identifier.

Amazon's typical response to such cases is "...We are writing to let you know that we have removed your selling privileges, canceled your listings, and placed a temporary hold on any funds in your seller account..."

Rather than receive this notification from Amazon, please remove any products from [Company/Brand] listings you are currently listing against on Amazon.

At this time, [Company/Brand] expects and appreciates your compliance with this order.

We will check to make sure each item is no longer available from your Amazon seller account. If you have any questions or, after removing all listings, you may contact [Company/Brand] corporate offices by responding to this message.

Best regards,

[Name]

Brand Compliance

[Company/Brand]

If you're still trying to figure out how to get started on Amazon, you should join me for on a live workshop! I cover my exact steps I used to choose and launch my first private label product on Amazon (and sell over $40,000) in just 90 days! Check out the time and date for the next live workshop [here](#).