

Franchisee Brand Defense Actions Notification

Date: [Insert Date]

To: [Franchisee Name]

From: [Franchisor Name]

Subject: Notice of Brand Defense Actions

Dear [Franchisee Name],

We hope this message finds you well. As part of our ongoing commitment to protect the integrity of the [Brand Name] brand, we are reaching out to inform you of strategic actions we have undertaken to address recent challenges affecting our brand image.

Actions Taken:

- Monitoring online reviews and social media mentions to identify potential threats.
- Engaging legal consultants to address counterfeiting and trademark infringements.
- Implementing enhanced training programs for franchisees to uphold brand standards.
- Launching a public awareness campaign to educate consumers on authentic [Brand Name] products.

Franchisee Responsibilities:

As a valued franchisee, we ask that you:

- Remain vigilant in reporting any suspicious activities or unauthorized sellers.
- Immediately notify us of any complaints or negative feedback regarding [Brand Name].
- Continue to adhere strictly to the branding guidelines as outlined in the franchise agreement.

Your cooperation is crucial in maintaining the strength of our brand and ensuring the trust of our customers. Should you have any questions or need further assistance, please do not hesitate to reach out to us.

Thank you for your dedication to the [Brand Name] franchise. Together, we can protect our valued brand.

Sincerely,

[Your Name]
[Your Title]
[Franchisor Name]
[Contact Information]