

STARLINK

Subject: **Unauthorized Starlink Resales and Trademark Infringement, Notice of Suspension, and**

Addendum A

CEASE AND DESIST

It recently has come to our attention that you or your business are reselling SpaceX's Starlink services in violation of the Starlink Terms of Use, and using our trademarked brand name Starlink (the "STARLINK Mark") and/or photos of Starlink equipment in marketing your services.

You are in violation of the Starlink Terms of Service, which clearly state in Section 2 that, "You may not resell access to the Services to others as a stand-alone, integrated or value-added service under this Agreement." You may find the Terms of Service here: <https://www.starlink.com/legal>.

In addition, your unauthorized use of the STARLINK Mark and/or pictures of Starlink equipment in your marketing materials will inevitably cause consumers to mistakenly believe that your offerings originate from, are sponsored by, endorsed by, or are otherwise associated with SpaceX and its Starlink services.

SpaceX must protect its valued consumers from any confusion as to the source or affiliation of its goods and services. Therefore, SpaceX insists that You immediately cease all unauthorized resales of Starlink services, and cease all use of the STARLINK Mark in connection with marketing your services or any similar actions that further confusion between SpaceX and You. Starlink reserves the right to proceed in other ways to enforce SpaceX's contract rights and valuable intellectual property rights.

NOTICE OF SUSPENSION

Pursuant Starlink Terms of Service, we are suspending your Starlink accounts for violation of our prohibition on reselling. Your Accounts will be suspended 30 days from receipt of this notice unless we receive a legitimate rebuttal of your alleged unauthorized reselling before then. Instructions for transferring your end-users to direct Starlink customers can be found in Addendum A of this notice.

Regards,

Starlink Enforcement Team

ADDENDUM A

Instructions for transfer unauthorized reseller's end-users to direct Starlink customers.

TRANSFERRING KITS END-USERS TO DIRECT STARLINK CUSTOMERS

In order to transfer the Starlink Kit to individual customers, you must cancel service then take the following steps:

1. From www.starlink.com, log into your Starlink account.
2. Under "Your Starlinks" select "Manage" next to the Starlink you would like to transfer.
 - Take a note of the Device ID at this time.
3. Under "Devices", find Starlink and click "Transfer" and confirm conditions to permanently remove the Starlink from your account.
 - You must be cancelled prior to transfer.
4. Factory reset your router to its original settings.
5. Provide all items in your Starlink kit to the new user. Starlink is not responsible for the condition of kits sold or transferred by third-parties.
6. Provide a Starlink Identifier to the new party for activation.
 - **Kit Serial Number:** Located on the Starlink Kit shipping label (ex. *KIT00000000*)
 - **Dish Serial Number:** Located on the bottom of the Starlink mast (ex. *2ABC000000000000*)
7. Communicate to the new user that they must sign up for service on www.starlink.com in order to activate the Starlink hardware. See the activation [FAQ](#) for more information.

ACTIVATION BY DIRECT STARLINK CUSTOMER

The user must then follow these steps to activate the transferred Starlink under their own account:

1. Open landing page of preferred service from www.starlink.com ([Residential](#), [Roam](#), [Business](#))
2. Enter Address and select "Order Now"
3. Enter your contact and billing information
4. Check box "I already have my Starlink"
 - Note: The box will not be visible at addresses that are at capacity for Residential or Business services. To activate your Starlink in these cases, you can sign up for mobile service anytime via Starlink.com/.
5. Enter your Starlink Identifier (see [What is a Starlink Identifier?](#))
6. Select "Place Order"

RESTRAINTS

- Residential service activation is not possible in areas at full capacity.
- Placing your order will activate your service immediately. Your Starlink service statement will generate automatically every 30 days.