

URGENT: FOR SETTLEMENT PURPOSES ONLY

[Your Name/Company Name]
[Your Address]
[City, State, Zip Code]
[Your Email]
[Date]

[Recipient Name]
[Recipient Company Name]
[Recipient Address]
[City, State, Zip Code]

RE: CEASE AND DESIST AND FORMAL SETTLEMENT DEMAND REGARDING DEFAMATORY STATEMENTS

Dear [Recipient Name],

This letter is a formal demand that you immediately cease and desist from making false, defamatory, and disparaging statements regarding [Your Company Name]. It has come to our attention that you have published the following false information: [Insert description of defamatory statements and where/when they were made].

These statements are factually incorrect and have caused significant harm to our business reputation and financial interests. Your actions constitute trade libel and defamation per se.

In the interest of resolving this matter without immediate litigation, [Your Company Name] is prepared to settle this dispute provided you comply with the following terms by [Insert Deadline Date]:

- **Cease and Desist:** Immediately stop making any further false or disparaging remarks about our company, products, or employees.
- **Removal:** Permanently remove all defamatory content from [List websites, social media platforms, or physical locations] and provide written confirmation of removal.
- **Retraction:** Publish a formal, written retraction and apology in the same forum where the original statements were made, subject to our prior approval of the text.
- **Settlement Payment:** Pay the sum of \$[Insert Amount] as liquidated damages for the harm caused to our brand reputation and lost business opportunities.

If these terms are not met in full by the deadline stated above, we will have no choice but to pursue all available legal remedies, including a lawsuit for damages, injunctive relief, and recovery of legal fees.

This letter is sent without prejudice to our rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]