

SENT VIA EMAIL AND CERTIFIED MAIL

Date: [Insert Date]

To: [Reviewer Name/Username]
[Reviewer Address, if known]
[Reviewer Email Address]

RE: NOTICE TO CEASE AND DESIST AND DEMAND FOR RETRACTION

Dear [Reviewer Name],

This law firm represents [Your Name/Company Name] ("our Client"). It has come to our attention that on [Date of Review], you posted a review on [Platform Name, e.g., Google, Yelp] containing false and defamatory statements regarding our Client's business practices.

Specifically, your statement that "[Quote the specific false statement]" is factually incorrect. [Briefly state why it is false, e.g., "Our records show you were never a customer," or "The incident described never occurred"].

These statements constitute defamation per se as they injure our Client's professional reputation and have resulted in measurable financial harm. Under applicable law, you may be held liable for compensatory and punitive damages.

DEMAND FOR SETTLEMENT AND REMEDIAL ACTION

To avoid formal legal proceedings, our Client demands that you perform the following actions by [Insert Deadline Date, e.g., 48 hours from receipt]:

- Immediately and permanently delete the review located at [URL of Review];
- Cease and desist from making any further defamatory statements regarding our Client on any public forum;
- Publish a formal retraction and apology in a format approved by our Client;
- Pay the sum of \$[Insert Amount] as a settlement for legal fees and damages incurred to date.

Failure to comply with these demands by the aforementioned deadline will result in our Client pursuing all available legal remedies, including a lawsuit for defamation, trade libel, and intentional interference with prospective economic advantage.

Please govern yourself accordingly.

Sincerely,

[Your Name/Attorney Name]
[Law Firm Name, if applicable]

[Phone Number]
[Email Address]