

# URGENT LEGAL MATTER: NOTICE TO CEASE AND DESIST AND DEMAND FOR RETRACTION

**Date:** [Insert Date]

**TO:**

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

**RE: Notice of Business Disparagement and Settlement Demand**

Dear [Recipient Name],

This law firm represents [Your Company Name] (the "Company"). It has come to our attention that you have published false, malicious, and disparaging statements regarding our client on [Date] via [Platform/Location where statement was made].

Specifically, you stated: "[Insert Quote of Disparaging Language]".

These statements are factually false, misleading, and have been made with the intent to harm the professional reputation and economic interests of the Company. Under applicable law, your actions constitute business disparagement and/or defamation per se, as they directly attack the integrity and competence of our client's business operations.

As a direct result of your actions, the Company has suffered [mention specific damages, e.g., loss of contracts, reputational harm, or specific financial loss].

## SETTLEMENT DEMAND

To resolve this matter without the commencement of formal legal proceedings, our client demands that you satisfy the following conditions by no later than [Insert Deadline Date]:

1. **Immediate Retraction:** You must permanently remove the disparaging content from all platforms and issue a written retraction and apology in a format approved by our client.
2. **Cease and Desist:** You must provide a signed written assurance that you will cease and desist from making any further false or disparaging statements regarding the Company.
3. **Compensatory Damages:** You must pay the sum of \$[Insert Amount] to the Company as compensation for the damages and legal fees incurred to date.

Failure to comply with these demands by the deadline stated above will leave our client with no choice but to pursue all available legal remedies, including a lawsuit for monetary damages, injunctive relief, and recovery of attorney's fees.

This letter is sent without prejudice to our client's rights, all of which are expressly reserved.

Sincerely,

[Your Signature/Lawyer's Signature]  
[Your Printed Name/Law Firm Name]  
[Your Title]