

SENT VIA [CERTIFIED MAIL / EMAIL]

DATE: [Date]

TO:

[Name of Individual/Entity]

[Address]

[City, State, Zip Code]

RE: NOTICE TO CEASE AND DESIST, DEMAND FOR RETRACTION, AND SETTLEMENT OFFER

Dear [Recipient Name],

This law firm represents [Public Figure Name] regarding false and defamatory statements made by you on [Date] via [Platform/Publication Name].

I. DEFAMATORY STATEMENTS

On the aforementioned date, you published the following false statements of fact concerning my client:

"[Insert Quote or Description of Statement]"

II. FALSEHOOD AND ACTUAL MALICE

These statements are demonstrably false. Specifically, [Explain why the statement is false]. You published these statements with "actual malice," meaning you knew the information was false or acted with reckless disregard for the truth. Evidence shows that [Briefly mention evidence of knowledge/recklessness, e.g., you were provided documentation prior to publication].

III. DAMAGES

As a public figure, my client's reputation is their primary professional asset. Your statements have caused significant harm, including [List damages: e.g., loss of contracts, emotional distress, damage to brand equity].

IV. DEMAND FOR RETRACTION AND SETTLEMENT

To avoid formal legal proceedings, my client demands the following actions be completed within [Number] days:

- Immediate removal of all defamatory content from all platforms.
- Publication of a formal, public retraction and apology, approved by this office.
- A written agreement to cease and desist from making further defamatory remarks.
- Payment in the amount of \$[Amount] as a settlement for damages and legal fees.

V. RESERVATION OF RIGHTS

This letter is a formal notice to preserve all relevant documents, metadata, and communications related to this matter. If the demands above are not met by [Deadline Date], we are prepared to

file a lawsuit in [Jurisdiction] seeking compensatory damages, punitive damages, and injunctive relief.

We await your immediate response.

Sincerely,

[Your Name/Law Firm Name]

[Title]

[Phone Number]

[Email]