

**PRIVILEGED AND CONFIDENTIAL
FOR SETTLEMENT PURPOSES ONLY / SUBJECT TO RULE 408**

VIA [METHOD OF DELIVERY: E.G., CERTIFIED MAIL / EMAIL]

[Date]

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

RE: CEASE AND DESIST - [Subject Matter / Case Name]

Dear [Recipient Name],

This law firm represents [Client Name] ("our Client"). This letter serves as a formal demand that you immediately cease and desist from [describe specific unlawful activity, e.g., infringement of intellectual property, breach of contract, or defamatory statements].

Our investigation has revealed that you are engaged in [specific details of the violation]. These actions have caused, and continue to cause, irreparable harm to our Client's interests, including [mention damages, e.g., financial loss, loss of reputation, or market confusion].

LITIGATION STRATEGY AND DEMANDS

Be advised that our Client is fully prepared to initiate formal legal proceedings in [Jurisdiction/Court Name] to protect its rights. Our litigation strategy includes, but is not limited to, seeking:

- A permanent injunction against [Recipient Name];
- Compensatory and punitive damages;
- Disgorgement of any profits derived from the unlawful activity;
- Recovery of all legal fees and court costs.

To avoid immediate litigation, you must provide written assurance to this office by no later than [Time] on [Date] that you have:

1. Permanently ceased the activities described above;
2. Removed all [offending materials/content] from [location/platform];
3. Preserved all records, electronic data, and communications related to this matter.

NOTICE TO PRESERVE EVIDENCE

You are hereby directed to preserve all documents, data, and tangible evidence related to the subject matter of this dispute. Failure to maintain such evidence may result in sanctions for spoliation of evidence in future litigation.

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

Govern yourself accordingly.

Sincerely,

[Your Signature]

[Your Printed Name]

[Law Firm Name]