

{Insert Date} [Your Name/Company Name] [Your Address] [Your City, State, Zip Code] [Your Email] SENT VIA REGISTERED MAIL / EMAIL To: [Recipient Name/Competitor Name] [Recipient Address] [Recipient City, State, Zip Code] RE: CEASE AND DESIST - FALSE ADVERTISING AND COMMERCIAL DISPARAGEMENT To Whom It May Concern, It has come to our attention that [Recipient Name/Company] is currently disseminating false and misleading information regarding the "win rate" of [Your Company/Product] through [specify platform: e.g., website, social media, marketing brochures]. Specifically, you have stated that our win rate is [insert false percentage/claim]. This statement is factually incorrect. Our verified win rate is [insert correct percentage or range]. Under the Lanham Act and applicable state laws, your publication of these false claims constitutes commercial disparagement and unfair competition. These misrepresentations are calculated to deceive consumers and cause irreparable harm to our brand reputation and business operations. We hereby demand that you: 1. Immediately cease and desist from making any further false or unsubstantiated claims regarding our win rate. 2. Remove all existing marketing materials, social media posts, and website content containing these false statistics within [Number] business days. 3. Provide a written statement confirming that you have complied with these demands. Failure to comply with this notice by [Date] will leave us no choice but to pursue formal legal action, including seeking injunctive relief, damages for lost profits, 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]