

[Your Name/Company Name]
[Your Address]
[City, State, Zip Code]
[Your Email]
[Date]

VIA EMAIL AND REGISTERED MAIL

TO:
[Reviewer Name/Username]
[Reviewer Address, if known]
[Platform where review is posted]

RE: CEASE AND DESIST - COMMERCIAL DISPARAGEMENT AND DEFAMATION

To [Name of Reviewer],

This letter serves as a formal demand that you immediately remove the false and disparaging review posted on [Date] regarding [Company Name] on [Platform Name, e.g., Google, Yelp].

The review in question states: "[Insert Quote from Review]"

This statement is demonstrably false and fabricated. Our records indicate that you have never been a customer of our establishment, nor did the events described in your review occur. By publishing false information intended to harm the reputation and economic interests of our business, you are engaging in commercial disparagement and defamation per se.

Your actions have caused, and continue to cause, significant financial damage to [Company Name]. Under applicable law, individuals who publish false statements of fact that result in harm to a business may be held liable for compensatory and punitive damages, as well as legal fees.

WE HEREBY DEMAND THAT YOU:

1. Immediately and permanently remove the review from [Platform Name] and any other website where it has been shared.
2. Cease and desist from publishing any further false, defamatory, or disparaging statements regarding [Company Name].

You have [Number, e.g., 48] hours to comply with this demand. Failure to remove the review will leave us with no choice but to pursue formal legal action against you to protect our business interests, which may include seeking injunctive relief and monetary damages.

Governing laws and our rights are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]