

[Your Name/Law Firm Name]  
[Your Address]  
[City, State, Zip Code]  
[Date]

VIA CERTIFIED MAIL

[Recipient Name/Law Firm Name]  
[Recipient Address]  
[City, State, Zip Code]

**RE: CEASE AND DESIST - DECEPTIVE ADVERTISING AND DISPARAGEMENT**

To [Recipient Name/Managing Partner],

It has come to our attention that [Recipient Name/Law Firm] is currently engaging in a marketing and advertising campaign that contains false, misleading, and disparaging statements regarding [Your Name/Law Firm Name].

Specifically, your advertisements located at [URL, Social Media Platform, or Publication Name] state: "[Quote or description of the deceptive/disparaging statement]."

These statements are factually incorrect and constitute trade disparagement, defamation, and deceptive trade practices under [State] law and the Lanham Act. Your advertisements create a false impression of our services and are intended to unfairly divert clients by utilizing deceptive comparisons and malicious falsehoods.

**DEMAND IS HEREBY MADE THAT YOU:**

- Immediately cease and desist from publishing, broadcasting, or distributing any further disparaging or deceptive advertisements regarding our firm.
- Remove all existing instances of the offending material from your website, social media profiles, and third-party advertising platforms within [Number] hours.
- Provide written confirmation that these actions have been taken.

While we prefer to resolve this matter amicably, we are prepared to take all necessary legal action to protect our reputation and business interests, including seeking injunctive relief and monetary damages for lost revenue and harm to our professional standing.

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

Governing yourself accordingly,

Sincerely,

[Your Signature]  
[Your Printed Name]  
[Title]