**State of [INSERT STATE]**

**CEASE AND DESIST LETTER- DEFAMATION**

**[INSERT DATE]**

**[INSERT ADDRESS DETAILS]**

**Sent by [email OR post to [INSERT DETAILS]]**

**RE: Cease and desist- Defamation**

Dear [INSERT ADDRESSEES NAME],

[INSERT IF ON BEHALF OF CLIENT] We act for [INSERT CLIENT NAME].

It has come to [my **OR** my clients] attention that you have made a defamatory and false statement about [me **OR** my client]. The following statement was made: “[INSERT DEFAMATORY STATEMENT]”.

**Publishing of Statement**

The above statement was published [DESCRIBE HOW STATEMENT WAS PUBLISHED] and is wilfully misleading and without merit as [DESCRIBE HOW STATEMENT WAS MISLEADING].

**Harm Caused**

Due to your reckless and harmful statement, [I **OR** my client] has suffered the following: [REMOVE THOSE THAT DO NOT APPLY]

* Substantial harm;
* Harm to my business;
* Economic harm;
* Reputational harm;
* Harm to my character and reputation;
* Other [INSERT OTHER].

In addition, the false statement(s) has affected [me **OR** my client] in the following ways [INSERT INFORMATION].

**Required Steps**

I hereby demand that you immediately cease and desist from making any and all defamatory statements against [me **OR** my client] [within [INSERT NUMBER] days **OR** and remove all defamatory statement(s) and content from [INSERT WHERE STATEMENT WAS PUBLISHED] **OR** and publish a retraction **OR** and notify me in writing when these tasks have been complete]].

**Failure to Respond**

You have [7 **OR** other] days to respond to this letter and fulfil the requirements set out in ‘**Required Steps’**.

If you do not respond to this letter within the specified timeframe above, [I **OR** my client] will be forced to take the appropriate legal action against you (without further reference to you) and will seek all available damages and remedies necessary that have been suffered as a result of your actions.

Sincerely,

[PRINTED NAME]

[TITLE]