

SENT VIA REGISTERED MAIL AND EMAIL

Date: [Insert Date]

To: [Recipient Name/Username]

Address: [Recipient Address, if known]

Email/Social Media Profile: [Insert Link or Email]

RE: CEASE AND DESIST - TRADEMARK INFRINGEMENT AND DEFAMATION

Dear [Recipient Name],

I am writing on behalf of [Your Name or Company Name] regarding your recent activities on [Name of Social Media Platform(s)]. It has come to our attention that you are using our federally protected trademark, "[Insert Trademark Name]," without authorization and are publishing false and disparaging statements about our business.

1. Trademark Infringement

[Your Name/Company] is the owner of the trademark "[Insert Trademark Name]" (Registration No. [Insert Number, if applicable]). Your unauthorized use of this mark in your posts is likely to cause consumer confusion and constitutes trademark infringement and unfair competition.

2. Defamatory Content

In your posts dated [Insert Date(s)], you stated: "[Quote specific false statements]." These statements are factually false, malicious, and have caused significant harm to our professional reputation. Under applicable law, publishing false statements that injure a business's reputation constitutes defamation/libel.

DEMAND FOR RELIEF

We hereby demand that you immediately take the following actions:

- Remove all posts and content containing our trademark or defamatory statements from all social media platforms.
- Cease and desist from any further unauthorized use of our trademark.
- Cease and desist from making further false or disparaging statements regarding our business.
- Publish a public retraction/apology on the same platforms where the original content was posted.

LEGAL NOTICE

You are further instructed to preserve all evidence related to these posts, including deleted content, analytics, and private communications. Failure to comply with these demands by [Insert Deadline Date] will leave us with no choice but to pursue formal legal action, including seeking injunctive relief, monetary damages, and 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/Company]

[Your Contact Information]