

Complaint Letter about False or Misleading Advertising

This package contains:

1. Instructions & Checklist for Writing a Complaint Letter about False or Misleading Advertising
2. Complaint Letter about False or Misleading Advertising

Instructions & Checklist for Complaint Letter about False or Misleading Advertising

- This package contains: (1) Instructions & Checklist for Complaint Letter about False or Misleading Advertising; and (2) Complaint Letter about False or Misleading Advertising.

- This form is designed to assist you in drafting a letter to a company advising them that their advertising is misleading, explaining why you make this claim, and warning you will take legal action if they continue to advertise falsely.

- Be sure to include any “enclosures” mentioned in the letter. If there are no “enclosures” you may delete “Enclosure” from the bottom of the letter.

- Be sure to sign the letter and to make a copy before sending it out.

- Bracketed instructions may be included on this form to assist you in completing it and should be removed before printing. Generally in Microsoft Word, you can click on the bracketed instruction and start typing.

- These forms are not intended and are not a substitute for legal advice. These forms should only be a starting point for you and should not be used without consulting with an attorney first. An attorney should be consulted before negotiating any document with another party.

- The purchase and use of these forms, is subject to the Disclaimers and Terms of Use found at findlegalforms.com.

[Your Name]
[Street Address]
[City, State ZIP Code]
[phone number - optional]
[email address - optional]

August 25, 2009

[Name of Recipient]
[Title]
[Company Name]
[Street Address]
[City, State ZIP Code]

Dear [Name of Recipient]:

I am writing to let you know of my concern about your use of an advertising motto that is prominently displayed on signs at many of your franchise locations throughout the city, proclaiming "Finally, an honest mechanic for an honest price."

This is, pure and simple, misleading advertising. Your mechanics do not always give honest advice. I have only found this out recently, after patronizing one of your auto repair locations for several years. [Here describe your reason for making the claim of false advertising, i.e., *Recently, when I brought my car in for an oil change, I asked that they give a quick once-over to see if everything was OK because I was going to go on a 1000-mile jaunt. They told me my suspension system was going to need work very soon. I then went to two different independent mechanics and asked each to check out my suspension because "a friend" had said it was in bad shape - and they both said it was fine. Later, I told a retired mechanic about this, and he said "Oh, yes, franchise people make false claims like that all the time."*]

I wish to prevent other people from being misled into paying for unnecessary repairs, so I am respectfully asking you to drop that motto. If you do not take this step, I will not hesitate to take legal action to force you to abandon such false advertising.

Sincerely,

[Your Name]