



21 March, 2014

By Email and/or Certified Mail

Mary Smith

Dear Ms Smith

This firm represents the interests of the Satyananda Organisation<sup>1</sup>. If you are represented by legal counsel, please direct this letter to your legal representative immediately and have them notify us of such representation by email or post.

You are hereby directed to:

**CEASE AND DESIST ALL DEFAMATION OF THE SATYANANDA ORGANISATION'S<sup>1</sup> CHARACTER AND REPUTATION.**

The Satyananda Organisation<sup>1</sup> is a not-for-profit respected global organization that specializes in providing Yoga Education as a Registered Training organization, Yoga Retreats and Yoga Classes to the general community. The organization has been in existence in Australia for nearly 40 years and over that time has developed a reputation for being one of the premier educators in its field of Satyananda Yoga in Australia and Internationally.

Under the relevant State laws, it is unlawful to engage in defamation of another's character and reputation. Defamation consists of:

- (1) a statement that tends to injure reputation;
- (2) communicated to another; and
- (3) that the speaker knew or should have known was false.

Your defamatory statements involved the sending of an email on **18 March 2014** to a list of registered Satyananda Yoga teachers and Initiates making certain allegations and accusations about matters that took place in the **early** 1980's. As the communication was by and large hearsay you should have been aware that you had no way of validating the erroneous statements made and in so doing seriously defamed the Satyananda Organisation individually as well as its brand.

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<sup>1</sup> Satyananda Organisation is defined to include the following entities; Yoga Association of Mangrove Mountain Limited, Satyananda Yoga Academy, **Satyananda Ashram**, The Trustees for the Satyananda Yoga Trust, **The Trustee for the Sannyas Ashram Trust**, Sivananda Math Australia, International Yoga Fellowship Movement Australia Foundation Mangrove, Yoga Association of Victoria Mangrove trading as Rocklyn Yoga Ashram and Satyananda Yoga Rocklyn, **Satyananda Yoga Ashram**, Swami **Niaranjananda** Saraswati, the estate of Swami Satyananda Saraswati.



Accordingly, we demand that you:

- (a) immediately cease and desist your unlawful defamation of the Satyananda Organisation, and
- (b) provide us with prompt written assurance within ten (10) days that you will cease and desist from further defamation of the Satyananda Organisation's character and reputation.

If you do not comply with this cease and desist demand within this time period, the individuals, estates and entities defined within the Satyananda Organisation are collectively or individually entitled to seek monetary damages and equitable relief for your defamation. In the event you fail to meet this demand, please be advised that the Satyananda Organisation has asked us to communicate to you that it will pursue all available legal remedies, including seeking monetary damages, injunctive relief, and an order that you pay court costs and legal fees. Your liability and exposure under such legal action could be considerable.

Without limiting its rights under law, and before taking these steps, however, my client wished to give you one opportunity to discontinue your illegal conduct by immediately complying with this demand and responding within ten (10) days.

I recommend that you consult with a legal representative regarding this matter. If you, or your solicitor, have any questions, please contact directly Mr Bert Franzen.

Sincerely,

David Mendelsohn  
Solicitor