

SENT VIA [INSERT METHOD, E.G., REGISTERED MAIL / EMAIL]

[Your Name/Law Firm Name]
[Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Date]

[Recipient Name/Business Name]
[Address]
[City, State, Zip Code]

RE: CEASE AND DESIST - UNAUTHORIZED USE OF LIKENESS OF [CELEBRITY NAME]

To [Recipient Name/Business Name],

We represent [Celebrity Name] ("Our Client"). It has come to our attention that your organization is using Our Client's name, photograph, image, and/or likeness in connection with the promotion, marketing, and sale of [Product/Service Name] on [Website URL/Social Media Platform/Physical Location].

Specifically, the unauthorized use includes: [Describe specific use, e.g., "The Instagram post dated January 1st featuring a photo of Our Client holding your product"].

Our Client has not authorized, licensed, or otherwise consented to the use of their identity or likeness for your commercial purposes. Such unauthorized use constitutes a violation of Our Client's Right of Publicity, an infringement of trademark rights, and may constitute false endorsement under the Lanham Act and various state laws.

Accordingly, we demand that you immediately:

- Cease all use of Our Client's name, image, and likeness in any and all media;
- Remove all infringing materials from your website, social media accounts, and physical advertisements;
- Destroy any existing physical promotional materials featuring Our Client's likeness; and
- Provide written confirmation that you have complied with these demands by [Date].

Failure to comply with this demand will leave Our Client with no choice but to pursue all available legal remedies, including seeking injunctive relief, monetary damages, and legal fees.

This letter is sent without prejudice to Our Client's rights and remedies, all of which are expressly reserved.

Sincerely,

[Signature]

[Your Printed Name/Title]