

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

[Date]

[Name of Recipient/Entity]  
[Recipient Address]  
[Recipient City, State, Zip Code]

**RE: CEASE AND DESIST - UNAUTHORIZED COMMERCIAL USE OF LIKENESS**

Dear [Name of Recipient],

It has come to my attention that your company is using my name, image, photograph, and/or likeness for commercial and promotional purposes. Specifically, my likeness is being used in connection with: [Description of use, e.g., an advertisement, social media post, product packaging] located at [URL or location of use].

I have not granted permission, licensed, or otherwise authorized you to use my identity or likeness for any purpose. Your unauthorized use constitutes commercial misappropriation of my right of publicity, unfair competition, and a violation of [State/Statute if known] law.

I hereby demand that you immediately:

- Cease and desist all unauthorized use of my name and likeness in any and all media;
- Remove and destroy all marketing materials, advertisements, or products bearing my likeness;
- Provide written confirmation that you have complied with these demands by [Deadline Date].

Failure to comply with this demand may result in further legal action, including seeking injunctive relief, monetary damages, and legal fees.

This letter is sent without prejudice to any other rights or remedies I may have under the law.

Sincerely,

[Signature]

[Your Printed Name]