

**Date:** [Date]

**VIA [Method of Delivery, e.g., Certified Mail / Email]**

**TO:**

[Recipient Name / Company Name]

[Recipient Address]

[City, State, Zip Code]

[Recipient Email]

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

Dear [Recipient Name],

I am writing to you regarding the unauthorized use of my name, image, video content, and overall likeness (collectively referred to as "Likeness") on your [website/social media platforms/advertising materials].

It has come to my attention that you are using my Likeness in connection with [Name of Product/Service/Campaign] located at [URL or Specific Location]. Specifically, you are using: [List specific images, videos, or posts].

I have not granted you permission, license, or any legal right to use my Likeness for any commercial or promotional purposes. Your unauthorized use constitutes a violation of my right of publicity, misappropriation of my identity, and potentially false endorsement under applicable laws.

**I hereby demand that you:**

- Immediately cease and desist from all unauthorized use of my Likeness.
- Remove and delete all digital content, advertisements, and social media posts featuring my Likeness.
- Destroy any physical promotional materials containing my Likeness.
- Confirm in writing by [Date] that you have complied with these demands.

Failure to comply with this notice may result in further legal action to protect my rights, including seeking injunctive relief and monetary damages.

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

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Social Media Handle/Brand]  
[Your Contact Information]