

[Your Name/Law Firm Name]

[Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient Name/Company Name]

[Address]

[City, State, Zip Code]

**RE: CEASE AND DESIST - UNAUTHORIZED USE OF NAME, LIKENESS, OR IDENTITY**

Dear [Recipient Name],

I am writing to formally demand that you immediately cease and desist from the unauthorized commercial use of the name, image, likeness, or identity of [Client Name/Your Name].

It has come to our attention that you are currently using [describe the specific usage, e.g., a photograph, voice recording, or signature] in connection with [describe where it is being used, e.g., your website, social media advertisement, or product packaging].

Under applicable state and common law, individuals have the exclusive right to control the commercial use of their identity. Your current use of [Client Name/Your Name]'s persona has not been authorized, licensed, or otherwise consented to. This unauthorized use constitutes a violation of the Right of Publicity and may further involve claims of false endorsement, unfair competition, and misappropriation.

Accordingly, we demand that you:

- Immediately remove all unauthorized materials from public view, including websites and social media platforms.
- Cease the production, distribution, and sale of any products or advertisements featuring [Client Name/Your Name]'s likeness.
- Provide written confirmation by [Date] that you have complied with these demands.
- Provide an accounting of all gross revenue generated through the unauthorized use of this persona.

Please be advised that this letter is formal notice. Failure to comply with these demands by the date specified above will leave [Client Name/Your Name] with no choice but to pursue all available legal remedies, including seeking injunctive relief, compensatory damages, and legal fees.

This letter is sent without prejudice to any other rights or remedies which may be available at law or in equity.

Sincerely,

[Signature]

[Printed Name]