

VIA CERTIFIED MAIL / EMAIL

Date: [Date]

To:

[Name of Recipient/Entity]

[Address]

[City, State, Zip Code]

[Email Address]

RE: CEASE AND DESIST - UNAUTHORIZED USE OF LIKENESS

Dear [Name of Recipient],

This law firm represents [Company Name] and its [Title, e.g., Chief Executive Officer], [Executive Name].

It has come to our attention that you are using the name, photograph, image, voice, or likeness of [Executive Name] (the "Likeness") in connection with [Description of unauthorized use, e.g., your website, social media advertisements, or promotional materials] located at [URL or Location].

Please be advised that [Executive Name] has not granted you permission, license, or any form of authorization to use their Likeness for any commercial or promotional purpose. Your unauthorized use of this Likeness constitutes a violation of [Executive Name]'s right of publicity, a violation of [State/Country] privacy laws, and may constitute false endorsement and unfair competition under the Lanham Act.

Such unauthorized use creates a false impression of sponsorship or endorsement by [Executive Name] and [Company Name], which is misleading to the public and damaging to our client's professional reputation.

Accordingly, we demand that you immediately:

- Cease and desist from any further use of the Likeness of [Executive Name] in any medium;
- Remove all references to [Executive Name] from your websites, social media accounts, and marketing materials;
- Destroy any physical materials containing the unauthorized Likeness; and
- Confirm in writing by [Deadline Date] that you have complied with these demands.

Failure to comply with this demand will leave our clients 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 clients' rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Name/Law Firm Name]

[Title]

[Phone Number]

[Email]