

[Your Name/Law Firm Name]

[Address Line 1]

[Address Line 2]

[Phone Number]

[Email Address]

[Date]

[Recipient Name]

[Recipient Address Line 1]

[Recipient Address Line 2]

**RE: CEASE AND DESIST - DEFAMATORY USE OF LIKENESS OF [CLIENT NAME]**

Dear [Recipient Name],

This firm represents [Client Name]. It has come to our attention that you are using [Client Name]'s name, photograph, or likeness in connection with the following content: [Describe specific content, URL, or publication].

The aforementioned use of our client's likeness is unauthorized and contains false and defamatory statements, including but not limited to: [Specify defamatory claims]. These actions constitute defamation per se, misappropriation of right of publicity, and false light, causing significant damage to our client's personal and professional reputation.

**DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:**

- Cease and desist from any further use of our client's name, image, or likeness;
- Permanently remove and delete the defamatory content from all websites, social media platforms, and physical media under your control;
- Issue a formal written retraction and apology to our client.

You are further instructed to preserve all evidence related to this matter, including communications, web traffic logs, and original files. This letter serves as formal notice of a potential legal claim.

Failure to comply with these demands by [Deadline Date/Time] will leave our client with no choice but to pursue all available legal remedies, including seeking injunctive relief, compensatory damages, and punitive damages.

Govern yourself accordingly.

Sincerely,

[Signature]  
[Your Printed Name]  
[Title/Firm Name]