

**SENT VIA EMAIL AND CERTIFIED MAIL**

[Date]

[Recipient Name]

[Recipient Company Name]

[Recipient Address]

[City, State, Zip Code]

[Recipient Email]

**RE: CEASE AND DESIST - Unlawful Use of Likeness and False Endorsement**

Dear [Recipient Name],

I am writing to you regarding the unauthorized use of [Name of Individual]'s name, image, and likeness in connection with your marketing materials, specifically [Describe specific location of use, e.g., your website at URL, social media post, or advertisement].

It has come to our attention that you are using [Name of Individual]'s identity to promote [Name of Product/Service]. This use has not been authorized, licensed, or consented to in any manner. Your actions constitute:

- **Misappropriation of the Right of Publicity:** The unauthorized commercial use of an individual's identity.
- **False Endorsement:** Creating a false impression that [Name of Individual] sponsors, approves, or is affiliated with your brand, in violation of the Lanham Act and state consumer protection laws.
- **Unfair Competition:** Utilizing the reputation of another for commercial gain without compensation.

Accordingly, we demand that you immediately take the following actions:

1. Cease and desist from any further use of [Name of Individual]'s name, image, voice, or likeness in any media.
2. Remove all infringing materials from your website, social media accounts, and physical advertisements.
3. Destroy any existing inventory or promotional collateral featuring the likeness of [Name of Individual].
4. Provide written confirmation that you have complied with these demands no later than [Date].

Failure to comply with this demand will leave us 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 [Name of Individual]'s rights and claims, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Capacity]

[Your Phone Number]

[Your Email Address]