

Date: [Date]

Via: [Email/Certified Mail]

To:

[Name of Recipient/Website Owner]

[Company Name, if applicable]

[Website URL]

[Address]

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

Dear [Name of Recipient],

It has come to my attention that your website, [Website URL], is using my name, photograph, and/or image (my "Likeness") for advertising and commercial purposes without my knowledge or consent. Specifically, my Likeness appears on the following pages: [List specific URLs].

I have never authorized [Company Name/Website Name] to use my Likeness for any purpose, including but not limited to marketing, endorsements, or advertisements. This unauthorized use constitutes a violation of my right of publicity and privacy, and may also constitute false endorsement under applicable laws.

I hereby demand that you immediately:

1. Cease and desist from all current and future use of my Likeness on your website, social media accounts, and any other promotional materials.
2. Remove all instances of my name and image from your website within [Number, e.g., 48] hours of receipt of this letter.
3. Confirm in writing once these materials have been permanently removed.

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

I expect your immediate cooperation in this matter.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Contact Information]