

**SENT VIA REGISTERED MAIL / EMAIL**

**Date:** [Insert Date]

**To:**

[Name of Infringing Party/Company Name]

[Address]

[City, State, Zip Code]

[Email Address]

**Re: CEASE AND DESIST - UNAUTHORIZED USE OF LIKENESS OF [Celebrity Name]**

Dear [Name of Contact Person or Company],

This firm represents [Celebrity Name] ("Our Client"). It has come to our attention that your company is using Our Client's name, photograph, image, and/or likeness (collectively, "Likeness") in connection with the advertisement, promotion, and sale of [Product/Service Name] on [Website URL/Social Media Platform/Physical Location].

Our Client has not granted you permission, license, or any form of authorization to use their Likeness for any commercial purpose. Your unauthorized use constitutes a violation of Our Client's right of publicity, a violation of the Lanham Act regarding false endorsement, and may constitute unfair competition and trademark infringement.

**We hereby demand that you immediately:**

- Cease and desist from any and all unauthorized use of Our Client's Likeness;
- Remove all infringing materials from your website, social media accounts, and physical marketing materials;
- Destroy all existing promotional materials containing Our Client's Likeness;
- Provide a written accounting of all profits derived from the use of Our Client's Likeness.

Please provide written confirmation by [Date - e.g., 5 business days] that you have complied with these demands and that you will refrain from any future unauthorized use of Our Client's Likeness.

This letter is sent without prejudice to Our Client's rights and remedies, all of which are expressly reserved, including the right to seek monetary damages and injunctive relief in a court of law.

Sincerely,

[Your Name/Law Firm Name]

[Your Title]

[Phone Number]

[Email Address]