

SENT VIA REGISTERED MAIL / EMAIL

Date: [Date]

To:

[Recipient Name/CEO]

[Company Name]

[Company Address]

[City, State, Zip Code]

[Email Address]

Re: CEASE AND DESIST - Unlawful Use of Name, Image, and Likeness (NIL) of [Athlete Name]

Dear [Recipient Name/Company Name],

I am writing to you on behalf of [Athlete Name] ("the Athlete"). It has come to our attention that [Company Name] is currently using the Athlete's name, image, likeness, and/or persona (collectively, "NIL") in connection with the marketing, promotion, and sale of your products/services, specifically [describe specific use, e.g., on your website, social media, or print advertisements].

Please be advised that the Athlete has not authorized, licensed, or otherwise consented to the use of their NIL by [Company Name]. Your unauthorized use constitutes:

- Violation of the Right of Publicity;
- False endorsement and unfair competition under the Lanham Act;
- Unauthorized commercial exploitation;
- [List any other applicable local/state laws].

The Athlete's NIL is a valuable commercial asset. Your unauthorized use creates the false impression that the Athlete endorses your brand, which causes significant commercial damage and interferes with the Athlete's existing and future endorsement opportunities.

DEMAND IS HEREBY MADE THAT YOU IMMEDIATELY:

1. Cease and desist from all further use of the Athlete's name, image, and likeness in any media;
2. Remove all infringing materials from your website, social media accounts, and physical locations;
3. Destroy all physical promotional materials featuring the Athlete;
4. Provide a full accounting of all revenue generated and products sold during the period of unauthorized use;
5. Confirm in writing by [Date] that you have complied with these demands.

If you fail to confirm compliance by the aforementioned date, we will be forced to pursue all available legal remedies, including but not limited to seeking injunctive relief, compensatory damages, statutory damages, and legal fees.

This letter is sent without prejudice to the Athlete's rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Title, e.g., Legal Counsel / Agent]

[On behalf of Athlete Name]