

Date: [Insert Date]

TO:

[Insert Name/Entity Name]

[Insert Address/Email Address]

[Insert Platform/Website URL where violation occurs]

RE: FORMAL NOTICE TO CEASE AND DESIST - UNAUTHORIZED USE OF PERSONA

Dear [Insert Name of Recipient or Legal Department],

I am writing to you regarding the unauthorized use of my persona, likeness, and intellectual property on your platform/website located at [Insert Link].

It has come to my attention that you are using the following without my prior written consent:

- My legal name and/or professional stage name: [Insert Name]
- Photographs and/or video footage of my person
- My voice and/or signature catchphrases
- My personal brand identity and trademarks

This unauthorized exploitation of my persona for [commercial gain / promotional purposes / deceptive practices] constitutes a violation of my Right of Publicity, misappropriation of likeness, and may constitute false endorsement under applicable laws.

I hereby demand that you:

1. Immediately cease all use of my persona, images, and name in connection with your business or platform.
2. Permanently delete and remove all infringing content from your website, social media accounts, and marketing materials.
3. Provide written confirmation that these actions have been completed within [Insert Number, e.g., 48] hours of receipt of this notice.

Failure to comply with this notice may result in further legal action, including but not limited to seeking injunctive relief and monetary damages for the unauthorized commercial exploitation of my identity.

This letter is sent without prejudice to my rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Contact Information/Handle]