

Date: [Insert Date]

VIA [Insert Method of Delivery, e.g., Certified Mail / Email]

TO:

[Name of Recipient/Company Name]

[Address]

[City, State, Zip Code]

[Email Address]

RE: CEASE AND DESIST UNAPPROVED COMMERCIAL ENDORSEMENT

Dear [Name of Recipient],

It has come to our attention that your organization is using the name, likeness, image, and/or identity of [Name of Individual/Entity] in connection with the marketing, promotion, and sale of [Name of Product/Service].

Specifically, we have identified the following unauthorized uses: [List specific examples, URLs, or social media posts].

Please be advised that [Name of Individual/Entity] has never authorized, licensed, or otherwise consented to the use of their identity for the endorsement of your products or services. Your current use constitutes a violation of [Name of Individual/Entity]'s right of publicity, trademark infringement, and unfair competition under applicable laws.

We hereby demand that you:

1. Immediately cease and desist from all unauthorized use of [Name of Individual/Entity]'s name, image, and likeness;
2. Remove all infringing materials from your websites, social media platforms, and physical marketing materials;
3. Confirm in writing by [Insert Date] that you have complied with these demands.

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

This letter is sent without prejudice to any other rights or remedies available to [Name of Individual/Entity] under law or equity.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Capacity]