

[Your Name/Law Firm Name]

[Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Name of Infringing Party/Company]

[Address]

[City, State, Zip Code]

RE: NOTICE TO CEASE AND DESIST - Infringement of Right of Publicity of [Name of Deceased Personality]

To [Name of Contact Person or Legal Department]:

This firm represents the estate of [Name of Deceased Personality] (the "Deceased"). All rights of publicity, including the name, image, likeness, and persona of the Deceased, are property of the estate and are protected under [State/Jurisdiction] law.

It has come to our attention that [Name of Infringing Party] is using the Deceased's [name/likeness/image/voice] in connection with [describe the infringing use, e.g., advertisements, merchandise, or website content] located at [URL or physical location].

Please be advised that the Deceased's estate has not authorized, licensed, or otherwise permitted the use of the Deceased's identity for any commercial purpose. This unauthorized use constitutes a violation of the statutory and common law rights of publicity, as well as potential trademark infringement and unfair competition.

Accordingly, we demand that you immediately:

- Cease and desist from all further use of the Deceased's name, image, and likeness;
- Remove all infringing materials from your websites, social media platforms, and physical locations;
- Destroy or surrender all remaining inventory of products featuring the Deceased's likeness; and
- Provide a full accounting of all revenue and profits generated from the unauthorized use of the Deceased's identity.

We require written confirmation that you have complied with these demands no later than [Date]. Failure to comply will leave the estate with no choice but to pursue all available legal remedies, including seeking injunctive relief and monetary damages.

This letter is sent without prejudice to any other rights or remedies the estate may have under law or equity.

Sincerely,

[Your Signature]

[Your Printed Name]

[Title/Capacity]