

[Date]

[Name of Recipient/Entity]

[Address]

[City, State, Zip Code]

RE: NOTICE TO CEASE AND DESIST: UNAUTHORIZED COMMERCIAL USE OF LIKENESS

To [Name of Recipient]:

This law firm represents [Partner Name], a partner at [Law Firm Name], regarding the unauthorized use of [his/her/their] name and likeness.

It has come to our attention that your organization is using the image of [Partner Name] for commercial purposes on [Website URL/Social Media Platform/Advertising Material] located at [Specific Location/Link].

Please be advised that [Partner Name] has not granted permission, license, or consent for the use of [his/her/their] image, name, or professional reputation in connection with your products or services. Such unauthorized commercialization constitutes a violation of [State/Jurisdiction] Right of Publicity laws, misappropriation of likeness, and may constitute false endorsement under the Lanham Act.

We hereby demand that you immediately:

- Remove the image and any reference to [Partner Name] from all digital and physical platforms.
- Cease any further use of [Partner Name]'s likeness in any future marketing or commercial materials.
- Confirm in writing by [Date] that the image has been removed and that you will comply with these demands.

Failure to comply with this demand may result in further legal action to protect our partner's rights, including seeking injunctive relief and monetary damages.

We await your prompt confirmation.

Sincerely,

[Your Name]

[Title/Position]

[Law Firm Name]