

**Date:** [Insert Date]

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

**TO:**

[Recipient Name/Legal Department]

[Company Name]

[Company Address]

**RE: NOTICE TO CEASE AND DESIST - MISAPPROPRIATION OF LIKENESS AND DECEPTIVE MARKETING**

Dear [Recipient Name],

This letter is formal notice that your company, [Company Name], is currently utilizing the image, voice, or persona of a "lookalike" or "doppelganger" of [Client/Your Name] in your marketing campaign titled "[Campaign Name/Link]".

It has come to our attention that your advertisements feature an individual whose resemblance to [Client/Your Name] is so striking that it creates a false impression of endorsement, affiliation, or sponsorship. This "doppelganger" marketing tactic constitutes a violation of several legal protections, including but not limited to:

- **Right of Publicity:** The unauthorized commercial use of a person's identity and persona.
- **False Designation of Origin (Lanham Act):** Marketing that is likely to cause confusion or mistake as to the affiliation or connection of a person with your goods or services.
- **Unfair Competition:** Deceptive business practices intended to capitalize on the established reputation and brand of another.

Your use of this lookalike is clearly intended to mislead consumers into believing that [Client/Your Name] is associated with your brand. This unauthorized association causes irreparable harm to [Client/Your Name]'s brand equity and commercial value.

**Demand is hereby made that you immediately:**

1. Cease and desist all use of the lookalike imagery, video, or audio in any and all media formats.
2. Remove the infringing materials from all websites, social media platforms, and third-party advertising networks.
3. Confirm in writing by [Insert Date] that these actions have been taken.

If you fail to comply with these demands by the date specified, we are prepared to pursue all available legal remedies, including seeking injunctive relief and monetary damages.

This letter is sent without prejudice to [Client/Your Name]'s rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature/Legal Representative Signature]

[Your Printed Name]

[Your Title/Company]

[Your Phone Number/Email]