

Date: [Insert Date]

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

To:

[Recipient Name/Legal Department]

[Company Name]

[Address]

[City, State, Zip Code]

[Email Address]

Re: NOTICE OF RIGHT OF PUBLICITY INFRINGEMENT

Dear [Recipient Name],

I am writing to you on behalf of [Rights Holder/Company Name] regarding the unauthorized use of the video game character "[Character Name]" from the game "[Game Title]" in your [product/advertisement/website/service].

It has come to our attention that you are utilizing the name, likeness, voice, and/or distinctive persona of the aforementioned character for commercial purposes without our express written consent. Specifically, the infringement is located at: [URL or Description of Infringement].

Under applicable law, [Rights Holder/Company Name] holds the exclusive right of publicity and proprietary interest in the character "[Character Name]." Your unauthorized use of this character creates a false association with our brand, misappropriates our intellectual property, and violates our commercial rights.

We hereby demand that you:

- Immediately cease and desist from any and all unauthorized use of the character;
- Remove all infringing materials from public view, including websites, social media, and physical marketing;
- Provide written confirmation that these actions have been taken no later than [Date].

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 us under the law.

Sincerely,

[Your Signature]

[Your Printed Name]

[Title]

[Company Name]
[Contact Information]