

**Date:** [Insert Date]

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

**TO:**

[Name of Infringing Party/Company]

[Address]

[City, State, Zip Code]

[Email Address]

**RE: CEASE AND DESIST - UNAUTHORIZED USE OF NAME AND LIKENESS**

Dear [Name of Infringing Party],

I am writing to you regarding your unauthorized use of the name, image, and likeness of [Name of Individual] (the "Individual") in connection with the advertising, promotion, and sale of your merchandise, specifically [Description of Infringing Product, e.g., T-shirts, Posters, Digital Downloads].

It has come to our attention that you are using the Individual's identity without prior written consent or authorization. Under applicable laws regarding the Right of Publicity, an individual has the exclusive right to control the commercial use of their name, image, likeness, and other aspects of their persona.

Your unauthorized use of these attributes constitutes a violation of these rights and may result in claims for damages, including but not limited to, loss of profits, statutory damages, and legal fees.

**Accordingly, we demand that you immediately:**

- Cease and desist from any further use of the Individual's name and likeness in any manner;
- Remove all infringing products from your website, retail locations, and third-party marketplaces;
- Destroy or delete all existing inventory and marketing materials featuring the Individual's identity; and
- Provide a written accounting of all sales and profits derived from the unauthorized use of the Individual's persona to date.

Please provide written confirmation that you have complied with these demands no later than [Insert Deadline Date, e.g., 5 business days from today].

This letter is sent without prejudice to the Individual's rights and remedies, all of which are expressly reserved.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Capacity, e.g., Attorney for / Manager of]

[Your Contact Information]