

[Your Name]
[Your Address]
[Your Email Address]
[Your Phone Number]

[Date]

[Recipient Name]
[Recipient Title]
[Company Name]
[Company Address]

RE: CEASE AND DESIST - UNAUTHORIZED COMMERCIAL EXPLOITATION OF LIKENESS

Dear [Recipient Name],

It has come to my attention that your company is using my name, image, photograph, and/or likeness (collectively, "Likeness") for commercial purposes without my prior written consent or authorization. Specifically, my Likeness is being used in connection with: [Describe the specific advertisement, product, or social media post].

This unauthorized use constitutes a violation of my right of publicity and privacy rights. You are using my identity to promote your products or services, which falsely implies my endorsement or affiliation with your brand.

I hereby demand that you immediately:

- Cease and desist from all further use of my Likeness in any and all media;
- Remove all digital content containing my Likeness from your websites and social media platforms;
- Destroy or recall all physical marketing materials, packaging, or advertisements featuring my Likeness; and
- Confirm in writing by [Date] that you have complied with these demands.

Failure to comply with this notice may result in further legal action to protect my rights, including seeking injunctive relief and monetary damages for the unauthorized commercial exploitation of my identity.

This letter is sent without prejudice to any other rights or remedies I may have under applicable law.

Sincerely,

[Your Signature]

[Your Printed Name]