

Creating a cease and desist letter for publicity rights violations requires a clear and assertive approach to protect your image and personal brand. This guide offers a free template for such a letter, along with a realistic example, essential components, and tips for writing effectively.

Purpose of Cease and Desist Letters Against Publicity Rights Violations

- **Protect Personal Image:** Assert your right to control the commercial use of your name, image, likeness, or other aspects of your identity.
- **Stop Unauthorized Use:** Demand an immediate halt to the unauthorized commercial use of your personal attributes.
- **Legal Forewarning:** Inform the violator of potential legal consequences if the unauthorized use continues.
- **Document the Issue:** Serve as a record of your action against the violation.

Key Components of a Publicity Rights Violation Cease and Desist Letter

Introduction: Clearly state your purpose for writing and your relation to the violated rights.

Description of the Violation: Detail the specific instances of unauthorized use of your personal attributes.

Demand to Cease: Explicitly demand the immediate cessation of the unauthorized use.

Legal Implications: State the legal actions you are prepared to take if the violation continues.

Deadline for Compliance: Set a reasonable deadline for the

violator to respond and comply.

Closing: Conclude with a firm but professional tone.

Tips for Writing a Publicity Rights Violation Cease and Desist Letter

Be Specific: Clearly describe how your publicity rights have been infringed.

Provide Evidence: Attach or reference specific examples of the unauthorized use.

Cite Relevant Laws: Mention applicable laws or legal precedents related to publicity rights.

Keep Records: Retain copies of the cease and desist letter and any responses received.

Consult Legal Counsel: Consider seeking legal advice to ensure the letter effectively addresses your rights.

Publicity Rights Violation Cease and Desist Letter Template

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Violator's Name or Company Name]

[Violator's Address]

[City, State, Zip Code]

Dear [Violator's Name or Company Representative],

I am writing to address the unauthorized use of my [specify the violated rights, such as name, image, likeness, etc.] by [Violator's Name or Company Name]. It has come to my attention that [describe the specific use of your personal attributes, such as in advertising, merchandising, or other commercial contexts] without my consent.

This unauthorized use constitutes a violation of my publicity rights, and I hereby demand that you immediately cease all such uses of my [name/image/likeness]. Continued unauthorized use will compel me to pursue legal action to enforce my rights and seek appropriate remedies, including compensation for damages and legal fees.

I require written confirmation of compliance with this demand by [Deadline Date]. Failure to respond or comply will result in further legal action to protect my rights.

Thank you for your prompt attention to this matter. I expect that you will respect my rights and comply with this request without the need for further legal intervention.

Sincerely,

[Your Signature (if sending a hard copy)]

[Your Printed Name]

Example Letter Using the Template

Emily Johnson
1234 Celebrity Lane
Star City, SC 56789
emily.johnson@email.com
(555) 789-0123
April 30, 2024

BrightStar Marketing
456 Commercial Ave
Adville, AV 67890

Dear BrightStar Marketing Representative,

I am writing to address the unauthorized use of my image by BrightStar Marketing. It has come to my attention that my photograph is being used in your company's online advertising campaign for beauty products, without my consent.

This unauthorized use constitutes a violation of my publicity rights, and I hereby demand that you immediately cease all such uses of my image. Continued unauthorized use will compel me to pursue legal action to enforce my rights and seek appropriate remedies, including compensation for damages and legal fees.

I require written confirmation of compliance with this demand by May 15, 2024. Failure to respond or comply will result in further legal action to protect my rights.

Thank you for your prompt attention to this matter. I expect that you will respect my rights and comply with this request without the need for further legal intervention.

Sincerely,

Emily Johnson