

October 6, 2026

Via US Mail and E-Mail

MAGA INC.
c/o Bulldog Compliance
100 Cummings Center Ste 306
Beverly, MA 01915
client@bulldogcompliance.com

Re: Notice of Copyright Infringement and Violation of the Lanham Act and Demand to
Cease and Desist Immediately

To whom it may concern:

We represent artist Christian Berishaj, who performs under the name JMSN. JMSN is the owner of the copyright in the musical composition titled “Love Me” and a sound recording of this composition (the “Song”). As we believe you are aware, the Trump Administration has produced and caused to be broadcast a television advertisement titled or known as “The Country He Loves” (the “Advertisement”), which reproduces and synchronizes the Song with visual images without a synchronization license, master use license, or any other authorization from the copyright holder. On October 5, 2026, President Trump published a post on Truth Social stating that he “decided to do the Patriotic Ads, among others, and pay for them myself, and with money I raised for MAGA, Inc.”¹ The Advertisement is one of the “Patriotic Ads” referenced in the post. We therefore write to demand that MAGA Inc. cancel any plans to use the Song in any advertisement, and, if any use has already began, that such use end immediately.

As we informed the White House on September 28, 2026, the government’s use of the Song violates the federal Copyright Law, 17 U.S.C. §§ 101 *et seq.* JMSN owns the copyright in both the musical composition of the Song, as well as the sound recording of it. These copyrighted works may not be used for any purpose without his prior consent. The administration neither requested nor received such permission. The use of “Love Me” in the Advertisement therefore violated JMSN’s exclusive rights to the Song.

The government’s misleading use of “Love Me” also violates the Lanham Act, 15 U.S.C. § 1125. It creates a false endorsement or association, suggesting that JMSN is connected with or affiliated with this Administration. *See Browne v. McCain*, 612 F.Supp.2d 1125, (C.D. Cal. 2009) (denying motion to dismiss over Senator John McCain’s and Republican National Committee’s unauthorized use of “Running on Empty” in political advertisement). He is not.

To the extent MAGA Inc. now makes further use of the Song in an advertisement, whether the same Advertisement created by the Trump Administration, or any similar copyright infringement, it would be exposing itself to significant statutory damages, as well as attorneys’ fees. Moreover, the willful nature of such infringement would be undeniable, particularly given JMSN’s prior,

¹ <https://truthsocial.com/@realDonaldTrump/posts/117390649505706640>

public notice that the use of his Song is not authorized. Indeed, JMSN has made clear that he “would never authorize [his] music to be used for ANY political agenda or campaign.”² As we have previously made clear, the use of the Song as part of an overtly partisan, political advertisement, is particularly damaging, as it could cause others to call into question JMSN’s artistic independence and integrity.

For these reasons, any use of the Song by MAGA Inc. would cause JMSN serious and irreparable harm. JMSN demands that MAGA Inc. immediately take the following steps:

- (1) Refrain from any use of the Song and/or any of the intellectual property of JMSN, including in the Advertisement or any other advertisement, broadcast, or promotional material, and cease and desist any use that is currently underway.
- (2) Immediately withdraw any advertisement including the Song from all scheduled airings and instruct, in writing, every network, station, cable or satellite provider, streaming service, and media buyer carrying the advertisement to stop airing it.
- (3) Remove and take down all online copies of such an advertisement and any other videos or posts containing the Song, including but not limited to those on Facebook, X, TikTok, or YouTube.
- (4) Provide a written accounting of every airing and posting of any such advertisement, including the date, time, network or station, market, program, and total media spend.

Please provide us with written confirmation **by 5 pm on Thursday October 8** that MAGA Inc. has taken these necessary steps.

In the meantime, all documents in your possession, custody or control relating in any manner to this matter, including without limitation any and all electronic records, must be retained and not destroyed.

This letter is not intended to be a full statement of the facts in this matter, nor is it an exhaustive list of all claims and remedies our client may have. Nothing in this letter constitutes a waiver of any of JMSN’s rights or remedies; our client reserves his right to pursue all available legal remedies in connection with this matter and those remedies are under active consideration.

Sincerely,

/s/ Norman L. Eisen

Norman L. Eisen

DEMOCRACY DEFENDERS ACTION

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² https://www.instagram.com/p/DdrpVBHgXaM/?utm_source=ig_embed&ig_rid=AIUCBsUpEF1dOKub2vjk2yg.

/s/ Thomas B. Sullivan

Thomas B. Sullivan

Chad R. Bowman

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