



## New Release

FOR IMMEDIATE RELEASE  
November 3, 2023

# Maverick Steffen Condemns Unethical Use of Celebrity Likeness by AI App

**Cherry Hill, NJ** — In a world where innovation and ethics often collide, Maverick Steffen, the dynamic CEO of The Marketing Agency, is taking a firm stand against the unethical use of celebrity likenesses by AI applications. Scarlett Johansson's recent legal action against the AI app Lisa AI: 90s Yearbook & Avatar has highlighted the pressing need to address such issues head-on.


Maverick asserts, "It is disheartening to witness unscrupulous actions in the world of marketing. The unauthorized use of Scarlett Johansson's name and likeness in an online advertisement is a clear violation of ethical boundaries. At The Marketing Agency, we firmly believe in promoting creativity and innovation while upholding the highest ethical standards."

The controversial advertisement, which featured an AI-generated likeness of Scarlett Johansson, raises questions about the responsible use of technology in marketing. Steffen continues, "We must draw a line between creative marketing endeavors and outright infringement of individual rights. Such actions not only harm the individuals involved but also tarnish the reputation of the advertising industry as a whole."

Maverick further emphasizes the importance of respecting intellectual property and the rights of celebrities. "At The Marketing Agency, we advocate for responsible marketing practices. It is our duty to ensure that our industry evolves in a way that benefits both businesses and individuals, without crossing into unethical territory."

While acknowledging the potential of AI in marketing, Steffen urges businesses to exercise caution and responsibility. "AI is a powerful tool that can revolutionize marketing, but it should be used ethically and within legal boundaries. We must prioritize integrity and fairness in all our marketing endeavors," he states.

In conclusion, The Marketing Agency stands as a beacon of ethical marketing practices under the leadership of Maverick Steffen. The CEO's commitment to responsible and innovative

 (888) 324-6057

 [questions@themarketingagency.co](mailto:questions@themarketingagency.co)

 [www.themarketingagency.co](http://www.themarketingagency.co)



marketing approaches reaffirms the agency's dedication to upholding the highest standards in the industry.

For inquiries or further information, please contact us at:

**The Marketing Agency**

Maverick Steffen, Founder, CEO

1 (800) 225-6399


info@themarketingagency.co

Or visit us at [www.themarketingagency.co](http://www.themarketingagency.co)

**About The Marketing Agency:**

The Marketing Agency empowers small businesses with profit-producing marketing campaigns that connects them to the people that need them the most.

###

 (888) 324-6057

 [questions@themarketingagency.co](mailto:questions@themarketingagency.co)

 [www.themarketingagency.co](http://www.themarketingagency.co)