



Adam Steinbaugh <adam.steinbaugh@gmail.com>

Press inquiry: request for comment

Adam Steinbaugh <adam.steinbaugh@gmail.com>

Mon, Oct 6, 2014 at 9:35 PM

To: "support@rocalabs.com" <support@rocalabs.com>, legal5@rocalabs.com

Mr. Berger:

I'm preparing to write about the Roca Labs/PissedConsumer.com case, and I am writing to request comment concerning Roca Labs' spokesperson, Dr. Ross F [REDACTED], who appears in this video: <http://www.youtube.com/watch?v=sfZpZ-0zTus>

1. What is Roca Labs' relationship with Dr. F [REDACTED]?
2. Is the "Dr. Ross F." associated with Roca Labs the same as the Dr. F [REDACTED] whose license to practice medicine was surrendered in connection with charges relating to the possession of child pornography? See: [http://w3.health.state.ny.us/opmc/factions.nsf/58220a7f9eeaafab85256b180058c032/6584f6ebd8a1dc60852571b0004ff408/\\$FILE/BRD%20193236.pdf](http://w3.health.state.ny.us/opmc/factions.nsf/58220a7f9eeaafab85256b180058c032/6584f6ebd8a1dc60852571b0004ff408/$FILE/BRD%20193236.pdf) and http://www.njconsumeraffairs.gov/bme/orders/20110310_25MA05819000.pdf
3. If the Dr. F [REDACTED] in the foregoing case is not the same "Dr. Ross F." associated with Roca Labs, who is the latter? Where did Roca Labs' Dr. F [REDACTED] attend medical school? Is Roca Labs' Dr. F [REDACTED] licensed? If so, where?
4. If the Dr. F [REDACTED] associated with Roca Labs is, indeed, the Dr. F [REDACTED] in the New Jersey case, was Roca Labs aware of this fact before engaging Dr. F [REDACTED] as its spokesperson and/or employee?
5. Is Dr. F [REDACTED]'s employment as an "independent medical consultant", "Director of Medical Team" (see: <https://rocalabs.com/faq/medical/letter>) and his appearance in a letter addressed to a "fellow doctor" (recommending Roca Labs' products) consistent with the restrictions imposed by his surrender of licensure, which prohibit, among other things, "providing an opinion as to professional practice or its application, or representing him/herself as being eligible to practice" and requires "affirmative action to stop advertisements by which his/her eligibility to practice is represented"?
5. If the "Dr. Ross F." is Dr. Ross F [REDACTED], why does Roca Labs routinely list him only by reference to his last initial?
6. Is Dr. F [REDACTED] among the "medical staff" who approve the applications of prospective clientele? Who else is among the "medical staff" and are they licensed to practice medicine? If so, where? If not, what qualifications are required to be designated as "medical staff" for Roca Labs?
7. What percentage of applications are approved by Roca Labs?
8. If the Dr. F [REDACTED] associated with Roca Labs is, indeed, the Dr. F [REDACTED] in the New Jersey case, should consumers trust his endorsement over the opinions of other consumers? Why? Given Roca Labs' approach to litigation relating to consumer reviews, can consumers trust that reviews of Roca Labs, in the aggregate, present an accurate depiction of consumers' opinions of Roca Labs' products?

Regards,

Adam Steinbaugh
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Los Angeles, CA 90013
(562) 686.6990



Adam Steinbaugh <adam.steinbaugh@gmail.com>

Press inquiry: request for comment

Adam Steinbaugh <adam.steinbaugh@gmail.com>

Tue, Oct 7, 2014 at 11:52 AM

To: "support@rocalabs.com" <support@rocalabs.com>, legal5 <legal5@rocalabs.com>

Mr. Berger,

I noticed that shortly after I emailed the foregoing URLs to Roca Labs last night, the letter from "Dr. F [REDACTED]" has been removed from Roca Labs' website and the YouTube video on Roca Labs' channel has been made private.

Why?

I am planning on finishing my post later this evening. Can I expect to receive a response to my inquiry from Roca Labs before then?

Finally, is the comment appended to this post, purporting to be from Sharon King as "paralegal" for Roca Labs and demanding removal of information about Dr. F [REDACTED], authentic? [http://roca-labs.pissedconsumer.com/company-doctor-f\[REDACTED\]-lost-license-over-child-***-20131220465326.html](http://roca-labs.pissedconsumer.com/company-doctor-f[REDACTED]-lost-license-over-child-***-20131220465326.html)

Best,

Adam Steinbaugh

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Adam Steinbaugh <adam.steinbaugh@gmail.com>

Press inquiry: request for comment

Paul Berger Esq. <legal5@rocalabs.com>

Tue, Oct 7, 2014 at 12:06 PM

To: Adam Steinbaugh <adam.steinbaugh@gmail.com>

Adam:

I am the wrong person to contact about your request. I am Independent General Counsel for Roca Labs and am not an employee and have nothing to do with media outreach. I forwarded your information to management for review and response (I did not review any of your questions) and it may take several days for a response. However, I will pass your deadline on as well.

In the future should you have a question about a legal matter please feel free to address it to my attention. All other media requests please send directly to Roca Labs.

Very truly yours,

Paul

[Quoted text hidden]

--

Paul Berger, Esq.
Independent General Counsel
Roca Labs, Inc.
Direct [305-998-6150](tel:305-998-6150)



Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions

Roca Labs Media <Media@rocalabs.com>

Tue, Oct 7, 2014 at 2:31 PM

To: adam.steinbaugh@gmail.com

Hi Adam,

We appreciate the journalistic opportunity to answer and thanks for approaching us though we understand that you are Marc Randazza's writer and any "article" you will write will already have a "clear direction".

Nevertheless, we appreciate you journalism and we will answer as much as we can given that we are in legal proceedings and we do not plan to compete in the "public court".

It is also our understanding that your mind is already set and your questions are meant to be a trap.

Are we arong? If not, we will caution you.

Thanks

Roca Labs Media



Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions

Adam Steinbaugh <adam.steinbaugh@gmail.com>

Tue, Oct 7, 2014 at 2:46 PM

To: Roca Labs Media <Media@rocalabs.com>

Hello,

First, while some of Mr. Randazza's practice overlaps with my areas of interest, I am in no way "Marc Randazza's writer." That much will likely be apparent, as I'll have plenty of criticism of his client's practices (either in this post or another, I'm not yet sure.)

Second, you answered none of my questions. If you believe my "direction" to be inaccurate, I'm more than happy to provide you with an opportunity to correct it. I suspect my "direction" has some merit to it, as you've quite quickly deleted all of the content I've pointed out to you. Further, I doubt the current litigation is a bar to responding to these questions (much less all of them), as your counsel has already informed me that he is not the person to ask.

Third, but perhaps most important, please clarify your vague threat: you "caution" me? Against what, exactly?

Again, if there's something to be cautious about, please understand that I'm giving you an opportunity to clarify whatever peril it is you think I'm approaching. If you believe my questions indicate some inaccuracy, please advise me of as much. If answering the questions raised appears to be a "trap," point out why and I'm happy to consider it.

Best,

ABS

[Quoted text hidden]



Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions

Roca Labs Media <Media@rocalabs.com>

Tue, Oct 7, 2014 at 3:20 PM

To: Adam Steinbaugh <adam.steinbaugh@gmail.com>

We would love to give you information and plenty but not when your mind is already made up. We can only tell you that everyone is very wrong about Roca Labs and everyone is following blindly Marc R. without noticing that he has a financial interest in making you and the other bark on the web. I suggest you wait a bit longer to understand. Court proceeding will show how successful the Roca Labs regimen is and much we love and care for our customers.

As far as Dr. F [REDACTED], none was remove because of your questions and don't feel bad. We will not dispute that they were there but please don't think that we react to anyone as Roca Labs is a serious company that acts according to its plans.

Most important, don't wrongly interpret Roca Labs' unwillingness to play in Marc's public court as a weakness or as a sign that we have nothing to say. We simply decided to work through the court and choose the high road.

Provided you are not Marc puppet like the others, provided you are seriously interested in journalism and that you are open minded to the possibility that Marc simply is wrong and he is manipulating the bloggers just as he makes everyone believe that he believes in the first amendment, we will be willing to give you more updates "first hand".

We suggest that you watch, review the claims in the Cox case and judge for yourself **if this is your first amendment leader....**

https://www.youtube.com/watch?v=mvCFii5w-dU&list=UUxZeWEeoOJby_RGlzIQ-0A

<http://unethicalscumattorney.blogspot.com/>

http://www.ripoffreport.com/r/marc-randazza-of-randazza-legal-group/las-vegas-nevada-89135/marc-randazza-of-randazza-legal-group-marc-randazza-of-randazza-legal-group-marc-randazza-1112488#comment_3

<http://www.ripoffreport.com/r/marc-randazza-of-randazza-legal-group/las-vegas->

nevada-89135/marc-randazza-of-randazza-legal-group-marc-randazza-of-randazza-legal-group-marc-randazza-1112488

Hired Mind @thehiredmind · Oct 6
 @AblativMeatshld Wow, @RocaLabs, very stupid. Now the internet will exact its revenge. You may as well close up now.
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

AblativeMeatshld @AblativMeatshld · Oct 6
 You'd think that in 2014 a company's (like @RocaLabs) Director of Marketing would understand something like Twitter.
ia802304.us.archive.org/21/items/gov.u...
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

A. FrankenSteinbaugh favorited a Tweet you were mentioned in Oct 6
 Oct 6: If @RocaLabs has legal filing this full of stupid, it makes you wonder about their "science"...
ia802304.us.archive.org/21/items/gov.u...

AblativeMeatshld @AblativMeatshld · Oct 6
 If @RocaLabs has legal filing this full of stupid, it makes you wonder about their "science"... ia802304.us.archive.org/21/items/gov.u...
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

AblativeMeatshld @AblativMeatshld · Oct 6
 Judging from their legal filings, I think @RocaLabs is run by the bug-fuckingly stupid... ia802304.us.archive.org/21/items/gov.u...
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

A. FrankenSteinbaugh @adamsteinbaugh · Oct 6
 @AblativMeatshld @RocaLabs
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

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Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions

Adam Steinbaugh <adam.steinbaugh@gmail.com>

Tue, Oct 7, 2014 at 3:30 PM

To: Roca Labs Media <Media@rocalabs.com>

Thanks for the response.

Are you seriously contending that your removal of the video and quick editing of the "fellow doctor" letter just *hours* after I raised questions about them is pure coincidence? If not, what was the plan?

Second, you're seriously citing Crystal Cox? Her claims have been rejected by every court that has heard them, save for the Ninth Circuit appeal (which had nothing substantive to do with Randazza.) It's ironic that you're citing a "consumer gripe site" with confidence that the claims there are accurate -- or, for that matter, coherent.

Third, the court proceeding has literally *nothing* to do with whether Roca Labs' products are effective or not. It's a contractual dispute as to whether a website can allow your customers can post *any* negative review, whether it's completely true or thoroughly inaccurate. Leaving aside the question I asked about the litigation, you still have not answered *any* of the remaining questions I've posed.

Lastly, I fail to see why you've included a screenshot of your Twitter notifications page. Was there a point to this?

Best,

ABS

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Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions

Roca Labs Media <Media@rocalabs.com>

Tue, Oct 7, 2014 at 3:31 PM

To: Adam Steinbaugh <adam.steinbaugh@gmail.com>

So... you are approaching us and rushing to share on Twitter?

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Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions



Roca Labs Media <Media@rocalabs.com>
To: Adam Steinbaugh <adam.steinbaugh@gmail.com>

Tue, Oct 7, 2014 at 3:33 PM





And for a moment we took you for a serious journalist....




A. FrankenSteinbaugh
@adamsteinbaugh


Roca Labs won't answer any of my questions because I'm "Marc Randazza's writer." Oh.


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FAVORITES
2








5:48 PM - 7 Oct 2014

 Reply to @adamsteinbaugh



ThatAnonymousCoward @That_AC · 38m
@adamsteinbaugh Send me your questions, I'll ask. I've been feuding with him forever so I'll be the unbiased party they are looking for. :D

 Reply  Retweet  Favorite  More



Trends

#Ebola God Only Knows #FortuneMPW Jennifer Lawrence #55SOSGOODGIRLS
#ThinkingOutLoudVideo #Idconf Russell Wilson Florida London

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Adam Steinbaugh <adam.steinbaugh@gmail.com>

Your Questions

Adam Steinbaugh <adam.steinbaugh@gmail.com>

Tue, Oct 7, 2014 at 3:36 PM

To: Roca Labs Media <Media@rocalabs.com>

If you're offended that someone you "took... for a serious journalist" published your words, well.

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