



Vemma Verve

@YPRbroYPR



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LETS FUCKIN GOOOO! Just opened this letter from Vemma's "legal team" We only have four words...FUCK VEMMA WE'RE BACK

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[Redacted]

[Redacted]

VIA MAIL AND E-MAIL TO [Redacted]

[Redacted]

RE: Vemma ID# 20982006
Tortious Interference With Contractual Relationships and Publication of Disparaging, False and Libelous Statements

Dear Mr. [Redacted]

This firm is outside litigation counsel for Vemma Nutrition Company ("Vemma"). Vemma has confirmed that you are responsible for publishing the Twitter account @YPRbroYPR (the "Twitter Account"). Through this Twitter Account, you have published false, misleading, and disparaging statements about Vemma. These false statements are intended to cause harm, and indeed are causing harm, to Vemma. Vemma demands that you cease and desist from these activities and immediately remove and discontinue publication of all online content related to Vemma or its products, customers or Affiliates.

False, misleading, or disparaging statements that you have published include:

- Citing as your source "NBA insiders", you falsely reported that five agents are refusing to sign with the Phoenix Suns in order to avoid being affiliated with Vemma;¹
- "When someone joins Vemma they receive a list of false facts ... which they are encouraged to post on social media";²
- The FBI is investigating Vemma;³
- 75 percent of Brand Partners are guaranteed to lose money;⁴

[Redacted]

- More than a year after causing your product orders, you were still being charged \$150 per month by Vemma;⁵
- Use of racial slurs and epithets to describe Vemma customers or Affiliates;⁶
- Pervasive anti-gay remarks and homophobic comments directed at Affiliates;
- Posting of social media profiles and comments of Affiliates for the purpose of misleading Affiliates and making untrue and unfounded accusations about their character, integrity, and business practices; and
- Claiming that Vemma engages in illegal business practices.

Your false statements on Twitter constitute libel under state law.⁷ By publishing these false statements, you are also guilty of tortious interference with Vemma's actual and prospective business relationships by improper means. Because you made false comments willfully, maliciously and in bad faith, Vemma is justified, and will prevail, in seeking an award of punitive damages and an award of legal fees and costs.

It does not matter if you have never purchased Vemma products, and it does not matter if you never enrolled as a Vemma Affiliate.⁸ Your conduct is unlawful, and we will take whatever steps are necessary to correct this matter through litigation or arbitration. We believe, however, that it would be in your best interest to resolve this matter amicably. However, to do so, we must receive your immediate cooperation to mitigate the damage that you have already caused and continue to cause. You must do the following immediately:

- Cease publishing about Vemma in any medium;
- Permanently close the @YPRbroYPR Twitter Account, and permanently discontinue publication of and block access to all content in the Twitter Account;
- Agree not to publish about Vemma in the future; and
- Delete the frckvemmas@yahoo.com e-mail account and any other e-mail or social media account associated with the Twitter Account.

Based upon your cooperation or lack thereof, we will decide whether to pursue arbitration or bring an action against you in court in Arizona. Court records are public documents that will make your involvement with the Twitter Account a matter of public record.

¹https://twitter.com/yprbroyprr/status/50871234440023024
²See, e.g., https://twitter.com/YPRbroYPR/status/489610294102411296
³As far as applicable state law requires a demand for correction or retraction, Vemma hereby demands one.
⁴An Affiliate was previously known as a Brand Partner. In this letter, the term "Affiliate" is synonymous with "Brand Partner."
⁵

RETWEETS 158 FAVORITES 275



5:18 PM - 30 Sep 2014

[REDACTED]

Attorneys at Law in
Chicago
Indianapolis
Madison
Milwaukee
Naples
Phoenix
Tampa
Tucson
Washington, D.C.

[REDACTED]

VIA MAIL AND E-MAIL TO [REDACTED]

[REDACTED]

**RE: Vemma ID# 209052006
Tortious Interference With Contractual Relationships and Publication of
Disparaging, False and Libelous Statements**

Dear Mr. [REDACTED]

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- "When someone joins Vemma they receive a list of false facts ... which they are encouraged to post on social media";²
- The FBI is investigating Vemma;³
- 75 percent of Brand Partners are guaranteed to lose money;⁴

¹ <https://twitter.com/YPRbroYPR/status/489126603382091776>

² <https://twitter.com/yprbroyp/status/468862828842319873>

³ <https://twitter.com/yprbroyp/status/454999832843653122>

⁴ <https://twitter.com/yprbroyp/status/423530944629207040>

- More than a year after canceling your product orders, you were still being charged \$150 per month by Vemma;⁵
- Use of racial slurs and epithets to describe Vemma customers or Affiliates;⁶
- Pervasive anti-gay innuendo and homophobic comments directed at Affiliates;
- Posting of social media profiles and comments of Affiliates for the purpose of ridiculing Affiliates and making untrue and unfounded accusations about their character, integrity, and business practices; and
- Claiming that Vemma engages in illegal business practices.

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Based upon your cooperation or lack thereof, we will decide whether to pursue arbitration or bring an action against you in court in Arizona. Court records are public documents that will make your involvement with the Twitter Account a matter of public record.

⁵<https://twitter.com/yprbroYPR/status/416713504440057856>

⁶ See, e.g., <https://twitter.com/YPRbroYPR/status/489610236102455296>

⁷ Insofar as applicable state libel law requires a demand for correction or retraction, Vemma hereby demands one.

⁸ An Affiliate was previously known as a Brand Partner. In this letter, the term "Affiliate" is synonymous with "Brand Partner."