

UnhappyFranchisee.Com

Shaun I. Blick, Esq., Managing Member

Blick Law LLC

220 Davidson Avenue, Suite 408

Somerset, New Jersey 08873

sblick@blicklaw.com

December 9, 2024

RE: The Perfect Franchise – Defamation

Dear Mr. Blick:

Thank you for your Cease & Desist letter emailed earlier today regarding Mark Schnurman, CFC and his company The Perfect Franchise (collectively “TPF”) in the matter referenced above.

It is certainly not my intention to defame Mr. Schnurman nor his company The Perfect Franchise. However, I am not aware of any defamation on my site & your letter does not include specific statements that you believe are defamatory.

So that I may act accordingly, could you please provide clarification, including URLs & quotations, for your following:

Which statements do you believe are “grossly misleading and harmful” and/or “grossly inaccurate”?

Which article or articles are you characterizing as “defamatory.” What’s the legal basis for this claim?

Which specific statements do you believe, in your legal judgement, meet the definition of “defamatory” and why?

Please also provide clarification of which sentences contain the “inaccurate portrayal” and “flagrantly false information” so that I’m clear about why I owe your client, Mr. Schnurman, a public retraction and apology?

Please provide this information immediately so that I can comply with your stated timeframe.

Sean Kelly

Publisher, UnhappyFranchisee.Com

President, Relentless, Inc.

CC. ASHLEY M. FERREIRA, ESQ., Blick Law LLC