

UnhappyFranchisee.Com

The Disciplinary Board of the Pennsylvania Supreme Court

*Pennsylvania Judicial Center
601 Commonwealth Ave, Suite 5600
P.O. Box 62625
Harrisburg, PA 17106-2625*

RE: Attorney Eric Warner PA Attorney ID: 315003

Attorney Shaun Blick PA Attorney ID: 326566

February 10, 2025

Updated February 14, 2025

RE: PA Supreme Court Complaint Against Attorney Shaun Blick, & Attorney Eric J. Warner of Blick Law, LLC working on behalf of their client: former member of the NJ Bar Mark Schnurman, The Perfect Franchise

I am a responsible, law-abiding individual, a journalist and a reporter who works, unpaid, for the public interest. I have 37 years of professional experience in the franchise industry. For the past 20 years, I have published the franchise industry issues, discussion & watchdog website UnhappyFranchisee.com (*Unhappy Franchisee*).

In 2014, in a court ruling on my behalf, Superior Court Judge Richard J. Henderson validated the intent and the constitutionally protected nature of my writing and my Unhappy Franchisee website as “a public forum in connection with an issue of public interest.”

Unhappy Franchisee serves the critical function as a conduit for current and former franchise owners (franchisees) to share anonymous information and warnings regarding deceptive sales representations and/or predatory practices in the industry.

These warnings have played a major role in informing, educating & alerting inexperienced, trusting individuals and families (including many service members, Veterans and military families) to the true nature of investments that could cause them financial and personal devastation, crushing debt, the loss of their savings, retirement accounts and homes.

The Intent of the Harassers: To Eliminate Whistleblower Warnings & Chill Free Speech

Promoters of controversial and questionable franchise opportunities are desperate to remove the current warnings and prevent future warnings that would enable inexperienced and trusting franchise investors to make informed, educated investment decisions.

These franchise brokers, promoters and sellers have enlisted attorneys willing to violate their oaths as members of the bar association and their responsibilities as officers of the court to use blatantly false allegations and nuisance lawsuits in a continuing harassment and intimidation campaign against me, UnhappyFranchisee.Com and the franchise owners who reveal the truth about the investments they are misrepresenting.

I Am Being SLAPPED by Blick Law LLC Attorneys Shaun Blick & Eric J. Warner on behalf of Former Attorney Mark Schnurman

The Wikipedia definition of a SLAPP provides a concise description of the capricious and unethical attacks members of the NJ Bar Association continue to wage against me:

Strategic lawsuits against public participation (also known as SLAPP suits or intimidation lawsuits),[1] or strategic litigation against public participation,[2] are lawsuits intended to censor, intimidate, and silence critics by burdening them with the cost of a legal defense until they abandon their criticism or opposition.[3]

In a typical SLAPP, the plaintiff does not normally expect to win the lawsuit. The plaintiff's goals are accomplished if the defendant succumbs to fear, intimidation, mounting legal costs, or simple exhaustion and abandons the criticism.

In addition to misusing the legal system by filing a two meritless lawsuits against an unrepresented individual, these individuals have made false statements certified to be true, withheld documents from the court and their bullying victim, lied about fundamental facts including whether they'd provided me with service and documents, as required by law.

I'll provide an overview of the individuals and their harassment campaign, and can provide a more detailed overview and documentation upon request.

Mark Adam Schnurman, The Perfect Franchise (Client)

NJ Attorney ID 015021993; NJ Bar Admission Date: 03/31/1994 Status: RETIRED.

Mark Schnurman is a former attorney turned commissioned franchises sales broker and owner of *The Perfect Franchise*. He is a resident of Shohola, PA. Schnurman holds a JD from Ohio State University Moritz College of Law and had been admitted to practice law in NJ & FL.

Shaun I. Blick, Managing Member, Blick Law LLC, Somerset, NJ

NJ Attorney ID 013752006; NJ Bar Admission Date: 12/08/2006

PA Attorney ID: 326566; Date of Admission: 1/15/2019

Attorney Shaun I. Blick is founder and managing member of Blick Law, LLC. As a member of the District Ethics Committee for District IIIA (DEC IIIA) for Ocean County, New Jersey, Shaun Blick is certainly aware that his conduct is a violation of professional ethics.

Eric J. Warner, Attorney, Blick Law LLC, The Law Office of Eric J. Warner LLC

NJ Attorney ID 036512006; Bar Admission Date 02/05/2007

PA Attorney ID: 315003; Bar Admission Date: 12/4/2012

Eric James Warner appears to have worked on behalf of Blick Law LLC for a number of years, and also maintains his own practice as The Law Office of Eric J. Warner LLC in Somerset, NJ. Calls to him at the Blick Law office were not transferred and requests for a return call went unanswered.

RE: Civil Case CI-25-00111 Court of Common Pleas, Second Judicial District of Pennsylvania, Civil Trial Division, Schnurman and The Perfect Franchise v. Sean Kelly and Relentless Inc. d/b/a UnhappyFranchisee.Com

In filing and pursuing Case CI-25-00111, Eric Warner and his client failed to properly serve the Defendant, made knowingly false statements that Defendant had been served, withheld documents filed against me, made false allegations sworn to be factual, and withheld documents from the court and me to hide their deception.

- Prior to this filing, Shaun Blick sent me a vague cease & desist demand claiming I sent a defamatory *email* about his client. He gave me no opportunity to comply & didn't respond to repeated requests for clarification or update.
- Blick Law LLC attorney Eric Warner filed an Order to Show Cause action in the Court of Common Pleas, Second Judicial District of Pennsylvania, Civil Trial Division, under assigned Case Number CI-25-00111. He falsely stated that he had sent me the Petition, Memorandum and other filed documents. He never served me with the documents and I was unaware of their existence.
- After two weeks, attorney Warner filed a Praecipe to Withdraw the Order to Show Cause with Prejudice. He served the Praecipe to me via certified mail with the complaint in CI-25-00133 attached so as not to alert me that there were documents I hadn't seen before (CI-25-00111).
- The Petition and Memorandum submitted in Case CI-25-00111 were based on blatant falsehoods. It now referred to alleged defamation in a published *article* (not an email) which does not and never existed. To conceal the blatant fraud and keep the SLAPP going, attorney Warner falsely stated that he had included three exhibits but actually included no exhibits.
- Each of the six Counts alleged in Case CI-25-00111 alleging damaged relationships with Schnurman's clients were knowingly & blatantly false, since the alleged published article did not exist.

RE: Civil Case CI-25-00133 Court of Common Pleas, Second Judicial District of Pennsylvania, Civil Trial Division, Schnurman and The Perfect Franchise v. Sean Kelly and Relentless Inc. d/b/a UnhappyFranchisee.Com

- Prior to this filing, Shaun Blick sent me a vague cease & desist demand claiming I sent a defamatory email about his client. He gave me no opportunity to comply & didn't respond to repeated requests for clarification or update.
- Blick Law LLC attorney Eric Warner filed a lawsuit against me alleging defamation and five other counts in the Court of Common Pleas, Second Judicial District of Pennsylvania, Civil Trial Division, under assigned Case Number CI-25-00133.
- The complaint was unfounded and based on the blatant falsehood that I had published a defamatory *article* on my website (his demand letter had referenced an *email*). To hide the fact that the defamatory article he described was a fabrication, Warner stated that he had attached the article as one of three exhibits. No exhibits were attached with the Complaint in either the initial court filing or service to me.
- I had to make repeated requests to Mr. Warner for the Exhibits over the course of a week. Mr. Warner was uncooperative and initially refused to communicate with me, insisting he'd only communicate with an attorney. I stated I was unrepresented by

counsel at this point. Attorney Warner made the misrepresentation that I could not converse with him since an individual cannot represent an LLC. I reminded attorney Warner that he sued *me, personally*, and my corporation, which was not an LLC.

- When attorney Warner relented and sent me two files he claimed were exhibits, they did not match the description in the complaint, and a third was missing altogether. The one referred to as the basis of the lawsuit was an email message sent to Schnurman and his company, not a publicly viewable article as he alleged in the complaint.
- Each of the six Counts alleged in Case CI-25-00133 alleging damaged relationships with Schnurman's clients were knowingly & blatantly false, since the defamatory language did not exist as a publicly viewable article accessible to Schnurman's clients. Statements alleging calls from upset clients and lost business made throughout the complaint were not possibly true.
- Attorney Eric J. Warner has been uncooperative, unresponsive and seemingly unfamiliar with the particulars of the Complaint. Our insurance carrier tried to contact him by phone three times with a question and was unsuccessful. In the end, a receptionist relayed his answer. The wrong exhibits have been filed to the court, including a duplicate files, one not mentioned in the complaint, and one still missing. This and a disconnect with process service & certification lead me to suspect that former lawyer Mark Schnurman may have drafted the bulk of the meritless draft and Eric Warner is grudgingly doing the filing. Just a gut feeling.
- Both attorney Eric Warner, Blick Law LLC, former attorney Mark Schnurman certified false statements in court documents for the sole purpose of harassing, intimidating and attempting to run up my legal costs to eliminate legitimate & lawful warnings regarding Mark Schnurman's business practices.
- After repeated calls from my insurance company, Eric J. Warner refused to discuss or grant an extension while the insurance company researched whether my policy provided me with the ability to retain counsel. Despite not even having filed a complete or accurate set of documents, Warner sent a notice of default to me at my home via Fedex on February 14, 2025 before I could retain & get counsel up-to-speed.

Thank you for your consideration,

Sean Kelly

President, Relentless, Inc.

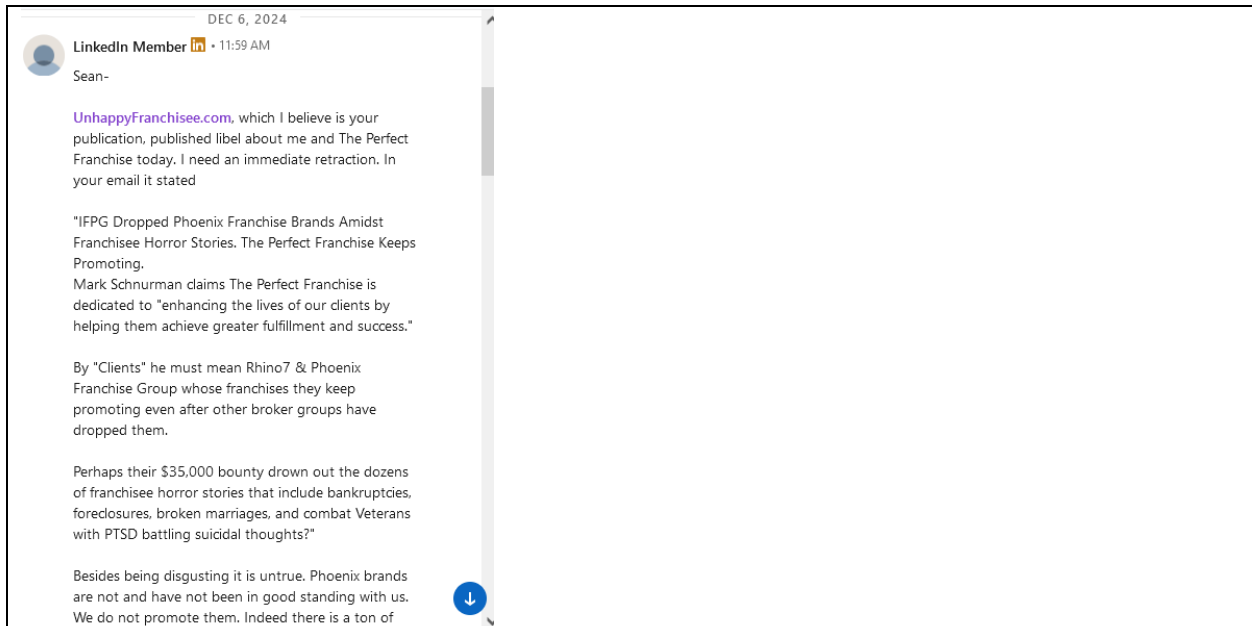
Publisher, UnhappyFranchisee.Com

717-371-1911

UnhappyFranchisee@Gmail.Com

Relentless, Inc. PO Box 10232 Lancaster, PA 17605

The Legal Harassment Campaign is Based on Deception & a Non-Existent Article



#1 LinkedIn message from Mark Schnurman refers to the "IFPG Dropped Phoenix Brands..." message as an "Email"



#2 Blick Law Demand Letter refers to Defamatory message as an "Email"

13. On or about December 6, 2024, Unhappy Franchisee posted an article about TPF titled: "IFPG Dropped Phoenix Franchise Brands Amidst Franchisee Horror Stories. The Perfect Franchise Keeps Promoting" (hereinafter the "Article") on their website and subsequently distributed said Article via e-mail to their followers and Mr. Schnurman. (A true and accurate copy of the aforesaid article is annexed hereto as "Exhibit 1.")

Lancaster County Prothonotary E-Filed - 9 Jan 2025 12:26:12 PM
Case Number: CI-25-00133

#3

#3 The "Email" was changed to a publicly viewable "Article" (allegedly published on UnhappyFranchisee.Com) in two lawsuits filed by Blick Law LLC Attorney Eric J. Warner. Warner states that the "Article" is attached as "Exhibit 1." However, NO Exhibits were included with the Petition, the Complaint, or with initial service to me.

36. Plaintiffs have proof of actual harm caused by this publication by Defendants.
There has been a severe impairment to Plaintiffs' reputation, so much so, that clients are calling Plaintiffs expressing concerns over the publication, which has further caused Plaintiff Mark

48. A majority of Plaintiffs' clients have reached out to Plaintiffs regarding the defamatory Article and expressed their concerns with the information being alleged.

47. By disseminating false information about Plaintiffs' business practices, Defendants have caused Plaintiffs to lose a significant amount of business, in the form of prospective and existing clients viewing the untrue claims in the Article. Plaintiffs have directly lost business as a result of Defendants' publication of (and refusal to retract) the subject article.

Eric J. Warner had to invent a non-existent blog post in order to support multiple false statements regarding damage to Mr. Schnurman's reputation, business and mental health. He claimed a "majority" of Schnurman's clients called him in distress after reading the non-existent defamatory allegations.

Each of Warner's six counts were dependent on the defamatory message being on a public blog, not in a private email.

Time Sent ↓	Campaign Name	Sends	Opens	Clicks
Fri, Dec 6, 2024, 3:41 PM	Update Letter to The Perfect Franchise	9	7 78%	4 44%
Fri, Dec 6, 2024, 11:32 AM	Letter to The Perfect Franchise RE: Phoenix Franchise Brands	9	7 78%	6 67%

The Schnurman v Kelly complaint claims a defamatory UnhappyFranchisee.com "article" hurt Mark Schnurman's reputation with a "majority" of his clients, caused economic damages & humiliation. However, the "article" was an email shared solely with Schnurman & The Perfect Franchise associates. UnhappyFranchisee.Com

This is the actual email log of the two emails sent to Mark Schnurman & The Perfect Franchise.

Despite the fact that none of the statements made about Mr. Schnurman were or are defamatory, none of Mark Schnurman's and Eric J. Warner's claims of economic and personal damages could be true since the "article" in question was never publicly viewable and was sent to fewer than 10 close associates within his company.

In order to wage this harassment & intimidation campaign against Sean Kelly & UnhappyFranchisee.Com on behalf of Mark Schnurman, Blick Law LLC attorneys Shaun Blick & Eric J. Warner failed to properly serve the documents for CI-25-00111 or CI-25-00133, made false statements to the court, violated their oath of professional standards, and compromised their professional reputations.

Updated 2/14/25 to add that Warner failed to properly serve Defendant as required for either CI-25-00111 or CI-25-00133. Added the notice of default received 2/14/24, plus minor spelling & typographical corrections.