

DANIEL F. BLACKERT, ESQ., CSB No. 255021
LISA J. BORODKIN, ESQ., CSB No. 196412

Asia Economic Institute LLC
11766 Wilshire Blvd., Suite 260
Los Angeles, CA 90025
Telephone (310) 806-3000
Facsimile (310) 826-4448

Daniel@asiaecon.org

Blackertesq@yahoo.com

lisa@asiaecon.org

lisa_borodkin@post.harvard.edu

Attorneys for Plaintiffs,
Asia Economic Institute, LLC
Raymond Mobrez, and
Iliana Llaneras

**UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA**

ASIA ECONOMIC INSTITUTE LLC,
a California LLC; RAYMOND
MOBREZ an individual; and ILIANA
LLANERAS, an individual,

Plaintiffs,

vs.

XCENTRIC VENTURES, LLC, an
Arizona LLC, d/b/a as BADBUSINESS
BUREAU and/or
BADBUSINESSBUREAU.COM
and/or RIP OFF REPORT and/or
RIPOFFREPORT.COM; BAD
BUSINESS BUREAU, LLC, organized
and existing under the laws of St.
Kitts/Nevis, West Indies; EDWARD
MAGEDSON an individual, and DOES
1 through 100, inclusive,

Defendants.

Case No.: 2:10-cv-01360-SVW-PJW

**PLAINTIFF ASIA ECONOMIC
INSTITUTE LLC'S FIRST SET OF
REQUESTS FOR PRODUCTION
TO DEFENDANT, XCENTRIC
VENTURES, LLC**

1 Pursuant to Federal Rule of Civil Procedure 34, Plaintiff ASIA
2 ECONOMIC INSTITUTE LLC, propounds the following requests for
3 production of documents (“Requests”) on Defendant, XCENTRIC
4 VENTURES, LLC (“Xcentric” or “You”). Responses to each of the Requests
5 are due within thirty (30) days from the date of service. These Requests are
6 continuing under Rule 26(e). Your responses must be supplemented in
7 accordance with Rule 26(e).

8 INSTRUCTIONS

- 9 1. Capitalized terms are explained in Definitions and shall have the
10 meanings assigned to them in Definitions in responding to these
11 requests.
- 12 2. These Requests seek the production or identification of all
13 documents, materials and tangible things (collectively,
14 “documents”) in your possession, custody, or control.
- 15 3. If you withhold the production or identification of documents
16 under any claim of privilege or otherwise, please provide a log of
17 each document withheld and the basis therefore, in accordance
18 with Rule 26.
- 19 4. Unless terms have been given a Definition or explanation
20 herein, each term shall be given its usual and customary
21 dictionary definition or commonly understood meaning. Where
22 terms have a specific custom and usage meaning in your
23 profession, trade or industry, they shall be interpreted in
24 accordance with such usual custom and usage definition.
25 **Technical terms including and relating to HTML, XHTML,**
26 **“meta elements,” “description tags,” “title tags,” “keyword,”**
27 **“Keyword meta tag,” “meta elements,” “content tags,” web**
28 **coding, web page development and source code and the like**

1 shall be interpreted broadly and given the meanings described
2 in Wikipedia.org.

- 3 5. In construing the Requests: (i) the singular shall include the
4 plural and the plural shall include the singular; (ii) pronouns
5 shall not exclude the other genders, (iii) Requests shall be
6 interpreted to result in more expansive responses.
- 7 6. Produce or make available for inspection all documents and/or
8 materials as kept in the normal course of business and label and
9 number them as required by Central District of California Local
10 Civil Rule 26-3.

11 **DEFINITIONS**

- 12 1. “YOU” means DEFENDANT XCENTRIC VENTURES, LLC,
13 and its directors, officers, investigators, agents, employees or
14 other representatives.
- 15 2. “DEFENDANTS” means XCENTRIC VENTURES, LLC, and
16 ED MAGEDSON, unless otherwise specifically stated.
- 17 3. “PLAINTIFFS” means ASIA ECONOMIC INSTITUTE LLC,
18 RAYMOND MOBREZ, and ILIANA LLANERAS.
- 19 4. “DOCUMENT(S)” include but are not limited to: files, notes,
20 memoranda, correspondence, or letters of any kind, hand-
21 written notes, bills, ledgers, inter-departmental or office
22 communications, written statements, moving or still
23 photographs, moving or still pictures, diagrams, plans,
24 drawings, specifications, measurements or other descriptions,
25 agreements, contracts records, audio recordings, tapes, compact
26 discs, and computer files in any format and printout thereof,
27 digital media, digital files, backup tapes, discs, information
28 stored on remote servers or drives or in the “cloud” (e.g.,

1 Google Docs, DropBox, or other cloud computing and storage
2 services), and any and all forms of Electronically Stored
3 Information (“ESI”). “Document” includes both originals and
4 non-identical copies or copies that contain commentary or
5 notation that does not appear in the original.

- 6 5. When a request asks YOU to “IDENTIFY,” or state the
7 “IDENTITY” of a person, you are requested to provide:
- 8 a. Full name;
 - 9 b. Present or last known address or, if unknown, the last
10 known whereabouts;
 - 11 c. Phone number;
 - 12 d. Present employer’s name and address;
 - 13 e. Occupational position or classification.
- 14 6. When a request asks YOU to “IDENTIFY” a document,
15 writing, or recording, or tangible thing, please state:
- 16 a. Its nature (e.g., letter, memorandum, report, etc....);
 - 17 b. Its title, if any;
 - 18 c. The date it was prepared;
 - 19 d. The date it was received;
 - 20 e. The identity, or person(s) who:
 - 21 i. Prepared it;
 - 22 ii. Participated in any way in its preparation; or
 - 23 iii. Signed it.
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- 1 12. DOCUMENTS that refer or relate to David Bedore’s duties and
2 responsibilities for Creative from 2005-present.
- 3 13. DOCUMENTS that refer or relate to the rates/fees that YOU
4 charge for the CAP from 2005-present.
- 5 14. DOCUMENTS that refer of relate to YOUR INVESTIGATION of
6 a representative individual or entity that has enrolled in the CAP
7 since 2005.
- 8 15. DOCUMENTS that IDENTIFY the person(s) or entity(s)
9 responsible for INVESTIGATING individuals or businesses once
10 they have enrolled in the CAP from 2005-present.
- 11 16. DOCUMENTS that refer or relate to YOUR use of META TAGS
12 on ROR from 2005-present.
- 13 17. All communications between YOU and Google relating to search
14 indexing or search authority between 2005-present.
- 15 18. DOCUMENTS that IDENTIFY the person(s) or entity(s) that
16 designed the user interface for “RipoffReport.com.”
- 17 19. DOCUMENTS that IDENTIFY the person(s) or entity(s) most
18 knowledgeable about how HMTL is generated for a Report on
19 RipoffReport.com.
- 20 20. DOCUMENTS that IDENTIFY all computer programmers, coders
21 or code developer that created the input screens and output for
22 reports as they currently operate on RipoffReport.com.
- 23 21. DOCUMENTS that IDENTIFY all computer programmers, coders
24 or code developer that created the input screens and output for
25 reports as they operated on RipoffReport.com from 2005-present.
- 26 22. DOCUMENTS that IDENTIFY the HTML, META TAGS, META
27 ELEMENTS, and source code for all web pages displaying reports
28 about PLAINTIFFS at issue in this action.

- 1 23. DOCUMENTS that refer or relate to either written or oral
2 communications between DEFENDANTS and PLAINTIFFS from
3 2008-present.
- 4 24. All audio recordings (including those played by DEFENDANTS at
5 Mr. Mobrez's Deposition of May 7, 2010) of communications
6 between DEFENDANTS and PLAINTIFFS from 2008-present.
- 7 25. Recordings sufficient to IDENTIFY YOUR outgoing voice
8 prompts prior to notification of callers that calls may be recorded.
- 9 26. Recordings sufficient to IDENTIFY YOUR outgoing voice
10 prompts after YOU began notifying callers that calls may be
11 recorded.
- 12 27. DOCUMENTS that refer or relate to any instance of YOU deleting
13 posts on ROR from 2005-present.
- 14 28. DOCUMENTS that IDENTIFY the HTML, META TAGS, META
15 ELEMENTS, and source code for web pages displaying reports
16 about a representative CAP member after joining CAP.
- 17 29. DOCUMENTS that IDENTIFY the HTML, META TAGS, META
18 ELEMENTS, and source code for web pages displaying reports
19 about a representative CAP member as they existed before the
20 member joined CAP.
- 21 30. DOCUMENTS that IDENTIFY the individual or entity that
22 revises web pages including reports about a CAP member after the
23 member joins CAP.
- 24 31. DOCUMENTS that evidence that you have been contacted by
25 Governmental agencies as stated on YOUR website at
26 RipoffReport.com.

- 1 32. DOCUMENTS that evidence YOUR participation in class action
2 lawsuits against businesses or individuals reported on ROR as
3 stated on YOUR website at RipoffReport.com.
- 4 33. DOCUMENTS that refer or relate to your relationship to the class
5 action lawyers listed on your website.
- 6 34. DOCUMENTS sufficient to IDENTIFY all individuals or entities
7 who have an ownership interest in Xcentric Ventures, LLC from
8 its inception to the present.
- 9 35. DOCUMENTS relating to, referring to, or evidencing any actions taken
10 by DEFENDANTS to create, add, remove, edit or alter the TITLE
11 META TAG of reports against members of the CAP, including but not
12 limited to documents evidencing changes in the Web page's HTML
13 source code.
- 14 36. DOCUMENTS relating to, referring to, or evidencing any actions taken
15 by Defendants to create, add, remove, edit or alter the DESCRIPTION
16 META TAG of the complaints against members of the CAP, including
17 but not limited to documents evidencing changes in the Web page's
18 HTML source code.
- 19 37. DOCUMENTS relating to, referring to, or evidencing any actions taken
20 by Defendants to create, add, remove, edit or alter the KEYWORD
21 META TAG of the complaints against members of the CAP, including
22 but not limited to documents evidencing changes in the Web page's
23 HTML source code.
- 24 38. DOCUMENTS relating to, referring to, or evidencing any actions taken
25 by Defendants to create, add, remove, edit or alter the TITLE META
26 TAG of the complaints against PLAINTIFF, including but not limited to
27 documents evidencing changes in the Web page's HTML source code.
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1 39. DOCUMENTS relating to, referring to, or evidencing any actions taken
2 by Defendants to create, add, remove, edit or alter the DESCRIPTION
3 META TAG of the complaints against PLAINTIFF, including but not
4 limited to documents evidencing changes in the Web page's HTML
5 source code.

6 40. DOCUMENTS relating to, referring to, or evidencing any actions taken
7 by Defendants to create, add, remove, edit or alter the KEYWORD
8 META TAG of the complaints against PLAINTIFF, including but not
9 limited to documents evidencing changes in the Web page's HTML
10 source code.

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12 DATED: June 22, 2010

Asia Economic Institute LLC

13
14 By:

15 _____
16 DANIEL F. BLACKERT
17 LISA J. BORODKIN
18 Attorneys for Plaintiffs,
19 Asia Economic Institute,
20 Raymond Mobrez, and Iliana
21 Llaneras
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1 **CERTIFICATE OF SERVICE**

2 I certify that on June 22, 2010 I electronically transmitted the attached document to
3 the following **by electronic mail:**

4 David S. Gingras
5 **Gingras Law Office, PLLC**
6 4073 E. Mountain Vista Drive
7 Phoenix, AZ 85048
8 David@ripoffreport.com
9 David.Gingras@webmail.azbar.org
10 Marie Crimi Speth
11 mcs@jaburgwilk.com
12 Paul S. Berra
13 Paul@berra.org
14 Attorney for Defendants
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