

February 6, 2012

By Certified (RR)
Regular USPS
and Email:

Roy R. Reyer
Reyer & Associates
41914 N. 251st Ave.
Morristown, AZ 85342
E: roy@seotraining.com

Roy Reyer, Radar Roy
55417 N. Vulture Mine Rd.
Wickenburg, AZ 85390-3228
E: roy@wickenburgweb.com

Aaron E. Zimmerman
Legal Speed Enterprises
P.O. Box 9
Blue Ridge, Texas 75424-0009
E: info@legalspeeding.com

Robert Rosania, Veil Guy
Veil Corporation
1000 Germantown Pike C2
Plymouth Meeting, PA 19462

Re: *Cease and Desist*

Dear Messrs. Reyer, Rosania and Zimmerman:

We represent Applied Physics, Inc., and John Turner in unfair competition matters. It has come to our attention that you are acting in concert to falsely disparage Applied Physics and its SCD product line.

In a web publication entitled, "Review of the SCD Speed Camera Eliminator"¹, Reyer and his company purported to review the performance characteristics and source of the SCD. Each of you thereafter repeated and

¹ Web link: <http://www.radardetector.org/reviews/scd-speed-camera-eliminator-review/>



endorsed the statements made in the Review, and further joined in accusing Applied Physics and Turner of fraudulent business practices.

The Review is baseless and deliberately misleading; it falsely disparages the SCD product; and, it falsely defames Applied Physics and Turner. You even gratuitously malign Turner's daughter in the Review. Your false statements include the following:

1. You have not performed any testing of an SCD unit. You do not even possess an SCD unit. Yet, you falsely and repeatedly state or imply that you have tested the SCD.
2. The "test" results that you use in the Review are 6+ years old and relate to a product known as VF2. You know that the VF2 is not the same product as the SCD. Yet, you falsely and repeatedly state or imply that the products are the same or equivalent.
3. You know that Applied Physics and Turner had no involvement in the design or manufacture of the VF2, and that the VF2 was made by a now-defunct company unrelated to Turner or Applied Physics. Yet, you falsely and repeatedly state or imply that Turner and Applied Physics were responsible for the VF2.
4. You falsely claim that Turner did not install and test the old VF2 on the Dodge Viper pictured in the Review. The installation and test was performed with the express permission of Mr. Gruner and witnessed by state troopers and Mr. Rosania who are visible in the photos.
5. You report a telephone call from a customer who claimed that he purchased a unit and the transformer melted. You know that the product in question was a VF2, yet you do not state this, leaving the implication that it was an SCD unit.

Each of you is a competitor, or a spokesperson for a competitor of Applied Physics and Turner. The false and disparaging statements in the Review and your coordinated blog posts have caused and are likely to continue to cause market confusion concerning the performance characteristics and source of the SCD, as well as competitive injury to Applied Physics.

We hereby demand (1) that you immediately remove all information referring to SCD and Applied Physics, Inc., from all url links and websites presently used for that purpose, including but not limited to the link identified in Footnote 1 of this letter, the website laserveil.com, and any other sites or links affiliated with you or your companies; (2) that you immediately publish and post on those same links a complete and effective retraction of the Review and blog

comments, disclosing at a minimum the false and misleading statements outlined in this letter; and (3) that you immediately cease and desist from making, publishing or re-publishing like or similar statements about the SCD, Applied Physics or Turner to any person through any media.

If you refuse to abide by these demands, we will be forced to pursue any and all available remedies on behalf of Applied Physics and Turner.

Very truly yours,

By: 

Richard A. Marsh
PIPIS MARSH LAW LLP

cc: Clients