

Sam Glover Mn Bar

Tim Cushing - Technology Expert

Criminal Case # 15-172076FLPD

In the news



## **Gary Ostrow stories at Techdirt.**

Techdirt - 2 days ago

Late in 2012, Florida attorney **Gary Ostrow** ostentatiously announced he was now willing to ...

**More news for gary ostrow**

24.  **Woadan** (profile), Oct 31st, 2015 @ 12:03pm



Looks like somebody let his alligator mouth overload his hummingbird assi  
[ reply to this | link to this | view in thread ]

25.  **parkrrrr**, Oct 31st, 2015 @ 3:13pm



### Homophones, not homonyms

Homonyms are words that are spelled the same but pronounced differently, like lead. Homophones are words that are spelled differently but pronounced the same.  
[ reply to this | link to this | view in thread ]

26.  **madasabatter** (profile), Oct 31st, 2015 @ 4:52pm



### Re: "SEO": the Internet's own version of snake oil

There are a few aspects to SEO as a webmaster for a couple of small sites. First, use accurate terms to describe your site. Second, make sure the outside links make sense for your site and its content. Third, ignore all the SEO companies.

I have been told by others that search engines bots flag sites with inaccurate terms relative to its content.  
[ reply to this | link to this | view in thread ]

27.  **Yes, I know I'm commenting anonymously**, Nov 1st, 2015 @ 1:04am



Wow! He seems to have found a really good Streisand effect-enabler.  
[ reply to this | link to this | view in thread ]

The internet's innate ability to thoroughly document stuff is coming back to bite Zarrelli. He's nuked his Facebook post, but it has been archived and screenshotted. His threatening phone calls have been posted to a blog with a high page rank, as well as Soundcloud. Everything is indeed well-documented -- something Zarrelli clearly overlooked when "engaging" others on behalf of his client.

Anyway, Mark Bennett took to his blog to detail his "discussion" with Zarrelli. His words were no kinder than Greenfield's.

*I don't play well with extortionists, so I told Zarrelli to go ahead and file his grievance. I may have dropped an f-bomb or two—Gary, don't you hate it when people threaten to do stupid things instead of just doing them? I know I do.*

*Anyway, Gary, I thought you'd like to know that some stupid asshole calling himself Patrick Zarrelli is going around trying to fuck up your reputation while claiming to be your agent. Despite the judgment errors in your past (which are legion—we all make mistakes), I doubt that you are dumb enough to hire this Zarrelli character to try to push me around.*

Zarrelli also called attorney Brian Tannebaum, offering up the same litany of vague threats and stupidity. Then, he briefly engaged with his critics on Twitter, offering more threats, some half-hearted braggadocio and -- finally -- something that sounded like a playground bully suddenly realizing his supposed victims aren't actually scared of him.



*to late millions have seen it im suing you tomorrow. your a bad lawyer and person. leave me alone!!!!*

Bennett has also published a follow-up post that's going to do little to change Bennett's reputation as a "bad person" who should just leave the person who picked the fight "alone."

*You are not a "professional." You are a born loser trying to muddle by, a socially retarded 36-year-old man-child with a string of failures who is still trying to figure out why the world has stopped handing things to him on a silver platter.*

A professional in the reputation management business might have performed a little due diligence before threatening lawyers who a) know the law and b) are used to being threatened by stupid people. Someone who claims to know the SEO world inside and out might have realized attacking influential blogs and websites is about the worst thing you can do for a client's "reputation."

*Greenfield wrote a blog post about you this morning. One post. The only time he has mentioned your name. He published two hours ago. When I google your name—just "Patrick Zarrelli"—Greenfield's posts comes up in the #5 slot, after your carefully cultivated social-media pages. When I google "Patrick Zarrelli reputation management" it's the first hit. Nobody had to do any SEO to make that happen; I hadn't linked to it until just now.*

*It's just Scott's blog. which Google absolutely loves*



### Failures

by Tim Cushing

Fri, Oct 30th 2015

11:45am

## Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers

*From the 'I'll-kill-us-both-or-die-trying!' dept*

I have to assume the so-called "reputation management" business is working for someone, but so far all we have to go on are the spectacular flaming wreckage left behind by fools who insist on punching above their weight.

Late in 2012, Florida attorney Gary Ostrow ostentatiously announced he was now willing to represent as many criminally-charged celebrities as would have him. Shortly thereafter, he was mocked by other attorneys who were far less narcissistic or needy.

Months passed and Ostrow was forgotten, as the world does not suffer from a lack of litigation-related stupidity. Unfortunately, it appears Ostrow refused to quit picking at the scab covering his self-inflicted Google wound. Unless Patrick Zarrelli is performing some pro bono work, Ostrow hired *this* motormouth to clean up his search results. (From Zarrelli's Twitter profile.)

Filed Under:

gary ostrow,  
lawyers, mark  
bennett, patrick  
zarrelli, reputation  
management, scott  
greenfield, threats

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27 Comments





**Sam Glover** @samglover · Oct 30

**New post on Lawyerist: Lawyer Hires  
Internet Tough Guy to Silence Internet-  
Tough-Guy Lawyers** [ift.tt/1MxWSqi](http://ift.tt/1MxWSqi)



3



2



[View summary](#)

# How Entrepreneur Sam Glover Built the #1 Legal Marketing Blog on the Web, Lawyerist.com

I recently had the pleasure of interviewing a guy who I've admired for quite some time, Sam Glover.

Sam may not be a household name like other well known entrepreneurs such as Richard Branson of Ted Turner, but he may get there one day.



Over the past couple of years, Sam has built [Lawyerist.com](http://Lawyerist.com) into one of the most popular legal marketing blogs on the web, with a focus on small firms and solo practitioners.

He also created a members-only forum (free to join) called the [Lawyerist LAB](#) where attorneys can swap ideas and tips about the profession. And he also bought and revamped [Bitter Lawyer](#), which is a legal humor blog.

# Hi, I'm Sam

Rather than juggle several business cards, I just have **one** that leads here, where you can find out all about me.

If you just want to get in touch with me, please use **this** for personal correspondence or **this** for Lawyerist-related correspondence.

You can also find me on **Twitter** and **LinkedIn**.

## What I Do For Money

I am a **writer, speaker, and lawyer**. If you want all the details, **here is my CV**.

## Lawyerist

**Lawyerist** is an online magazine and home to a community of solo and small-firm lawyers. I started it in 2007 as a place for me to rant about bad legal software. It has since grown into a healthy business, and my day job. My main role is editor in chief, although I also develop the website.

Lawyerist now includes an **email newsletter**, a **podcast**, and a **Q&A forum for lawyers**.





**Lawyerist.com** @lawyerist · Oct 30

**Lawyer Hires Internet Tough Guy to Silence Internet-Tough-Guy Lawyers** [lawyerist.com/92408/lawyer-h...](http://lawyerist.com/92408/lawyer-h...)



**Lawyer Hires Internet Tough Guy to Silence Internet Tough Guys**

Trying to get websites to take down pages that make you look bad is inherently problematic, but it's even harder when your approach is to go ar...

[lawyerist.com](http://lawyerist.com)

RETWEETS

3

FAVORITES

2



4:17 PM - 30 Oct 2015 · Details



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## "SEO": the Internet's own version of snake oil

Let's face it, SEO is snake oil. Pure and simple.

Effectiveness can't be measured. There are so many other factors that affect ranking.

Any possible bump in ranking will be short term. Google employs lots of smart people to ensure that page ranking is accurate and fair. As soon as someone releases an SEO plugin for Wordpress/Joomla/etc., I expect that Google has people download it, analyse it and neutralize any rank inflation that it might provide.

As soon as I see anyone offering SEO as a primary product, I immediately view them as snake-oil salesmen.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

20.  Anonymous Coward, Oct 30th, 2015 @ 4:44pm



**Re: On its way up...**

Aaaand now the Simple Justice post is #1. Good work Patrick, we all knew you could do it.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

21.  Anonymous Coward, Oct 30th, 2015 @ 5:29pm



**Re:**

No. Only 'screenshot' is real and valid no matter what anyone might say to the contrary, dammit.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

22.  Mark Wing, Oct 30th, 2015 @ 6:29pm



According to "Oh, Snap: The Flowchart" he got served.

As far as SEO being snake oil, I mostly agree. There is some good SEO, but it's mostly just called good content. And there's definitely a such thing as negative SEO. And it could even involve lots of reputation management as google's analytics get smarter. And Google is pretty up front about the big picture level things it looks for.

Having someone try to game your search rankings usually doesn't help, and it can also come back to bite you on the ass, though usually in a less spectacular fashion than this.

But if you managed to game it for now, congrats; you better look over your shoulder for those evolving analytics that can see through your facade and fuck you just as fast as they up ranked you.

There are a few genuine SEO "tricks". For example, I've learned that Google really likes high resolution photos. You can almost say "blah blah blah [topic]" and it will be kind to you for that topic if you have lots of photos, using its juju to determine if you are an authority on [topic]. That is one trick I will give up.

Honestly, I think if you focus on being awesome, then everything else like SEO will click into place. And if you suck, then no amount of SEO will make you not suck--get a day job.

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23.  Andrew Lee, Oct 31st, 2015 @ 12:01am



**Your a bad lawyer and person. leave me alone!!!!**

Yeah well, you're shirt are stupid.

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24.  Woadan (profile), Oct 31st, 2015 @ 12:03pm



Looks like somebody let his alligator mouth overload his hummingbird ass!

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

13.  That Anonymous Coward (profile), Oct 30th, 2015 @ 1:38pm

 401  66  33 

Sooo much popcorn...

I was only seeing part of this (I don't follow all of the lawyers, but saw enough) and my absolutely favorite moment was when the clue lightbulb over seobro's head slowly started lighting up.

That moment when he understood that he had shot past fucked at ludicrous speed & was actively making it worse with every passing tweet. STAAAAHP cried seobro as he took a breath to notice that he'd managed screw his client(s), his company, himself and perhaps digging to find the bottom of the quicksand wasn't a good play. Seeing the realization that he'd screwed up down on him was a wonderful moment.

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14.  Anonymous Coward, Oct 30th, 2015 @ 1:50pm

 401  66  33 

Just goes to show, (not so) great minds think alike.

Apparently Career Path B is news headline parrot.

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15.  sophisticatedjanedoe (profile), Oct 30th, 2015 @ 1:53pm

  401  66  33 

[insider](#)

**Re:**

I screenshot the sheriff, but I didn't screenshot no deputy.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

16.  Anonymous Coward, Oct 30th, 2015 @ 2:55pm

 401  66  33 

*My tolerance for stupid is limited these days.*

Correction: My tolerance for stupid *from people who are not fellow lawyers* is limited these days.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

17.  sophisticatedjanedoe (profile), Oct 30th, 2015 @ 3:08pm

 401  66  33 

[insider](#)

SEO is the homeopathy of the digital world

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18.  nEEt, Oct 30th, 2015 @ 3:46pm

 401  66  33 

An article like this on an Internet tough guy deserves a Navy Seal copy-pasta:

What the fuck did you just fucking say about me, you little shit? Ill have you know I graduated top of my class in the Navy Seals, and Ive been involved in numerous secret raids on Al-Quaeda, and I have over 300 confirmed kills. I am trained in gorilla warfare and Im the top sniper in the entire US armed forces. You are nothing to me but just another target. I will wipe you the fuck out with precision the likes of which has never been seen before on this Earth, mark my fucking words. You think you can get away with saying that shit to me over the Internet? Think again, fucker. As we speak I am contacting my secret network of spies across the USA and your IP is being traced right now so you better prepare for the storm, maggot. The storm that wipes out the pathetic little thing you call your life. Youre fucking dead, kid. I can be anywhere, anytime, and I can kill you in over seven hundred ways, and thats just with my bare hands. Not only am I extensively trained in unarmed combat, but I have access to the entire arsenal of the United States Marine Corps and I will use it to its full extent to wipe your miserable ass off the face of the continent, you little shit. If only you could have known what unholy retribution your little clever comment was about to bring down upon you, maybe you would have held your fucking tongue. But you couldnt, you didnt, and now youre paying the price, you goddamn idiot. I will shit fury all over you and you will drown in it. Youre fucking dead, kiddo.

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8.  Anonymous Coward, Oct 30th, 2015 @ 12:56pm

 101  66  99 

**Er... how about an edit to the article title?**

> Reputation Management Bro Destroys He And His Client's Reputation With Threatening Phone Calls To Defense Lawyers

Perhaps instead...

Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers

... unless you really mean "... Destroys HE and His Client's...", that is, "High Explosive".

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

9.  DannyB (profile), Oct 30th, 2015 @ 1:01pm

 101  66  99 

**Flooding the net with positive reviews**

*Even though negative statements cannot be erased, we can make them almost impossible to find, buried under glowing positivity and reviews that will bring customers flocking to you. We'll push those negative results straight from the first page of search results into places that no one will ever look.*

It seems that about a decade ago this was similar to what "SEO" companies were promising. To game Google's algorithm to make your web site go to the top of the search results.

Naturally Google altered their algorithms to compensate for this nonsense and make such gaming go to the very bottom of their search results.

SEO companies sued Google. "How dare Google make its search engine return useful results, instead of my client's site!"

Similarly, how dare Google return negative posts instead of the positive posts this clown is flooding the net with.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

10.  Just Wondering, Oct 30th, 2015 @ 1:06pm

 101  66  99 

Is "screenshoted" a real word? :-)

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11.  Anonymous Coward, Oct 30th, 2015 @ 1:10pm

 101  66  99 

**On its way up...**

> Scott's blog has Google Pagerank 6. You do not have anything that compares. His post about you will be at the top of Google search results by the end of the day, and it will stay there for as long as you want to keep playing.

The Simple Justice blog post was #5. Now is #3, above even the Zarrelli LinkedIn profile. #4 if you count "Images for Patrick Zarrelli".

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

12.  Anonymous Coward, Oct 30th, 2015 @ 1:36pm

 101  66  99 

Google and most tech news sites' refusal to question anything they do is a good example of reputation management "working".

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1.  Ryan Jones, Oct 30th, 2015 @ 12:11pm

**pagerank**

Hilarious example of not NOT to do ORM - but we need to stop talking about pagerank. It's a dead metric. hasn't been updated in a long time and won't ever be updated again.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

2.  MikeVx (profile), Oct 30th, 2015 @ 12:14pm

**LOL**

**Typo patrol**

Given that one listed homonym is actually not really one (hear/hear), it sounds like someone applauding a point. Perhaps (hear/here) would work better.

Even accidental approval should be avoided hear. :-)

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

3.  Anonymous Coward, Oct 30th, 2015 @ 12:35pm

No, the reputation management industry can keep him. We don't need him screwing up another industry by switching to his plan B.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

4.  Anonymous Coward, Oct 30th, 2015 @ 12:36pm

\*cough cough\*

Daaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaamn son.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

5.  MDT, Oct 30th, 2015 @ 12:45pm

**Glass Houses**

Always funny when the author is in a glass house and tosses off a flash-bang grenade. :-)

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

6.  Anonymous Coward, Oct 30th, 2015 @ 12:52pm

"Even though negative statements cannot be erased..."

Don't worry. If the European Union has anything to say about it, this sort of "reputation management" will soon become as easy as sending a notice.

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7.  Anonymous Coward, Oct 30th, 2015 @ 12:54pm

Reputation management is someone who wants to lie to the world hiring someone to lie on their behalf, which is a great basis for a working relationship as neither can trust the other.

[ [reply to this](#) | [link to this](#) | [view in thread](#) ]

Scott's blog has Google Pagerank 6. You do not have anything that compares. His post about you will be at the top of Google search results by the end of the day, and it will stay there for as long as you want to keep playing.

Zarrelli is finished in the reputation management business. I wouldn't shed any tears, though. He clearly didn't belong in it. Ostrow's reputation has also taken another hit, despite (presumably) paying Zarrelli to patch it up. Instead of helping his client, Zarrelli burned both of their reputations to the ground with a few short phone calls and utilized the power of social media to salt the earth. Well done, Mr. Zarrelli. Time to switch to Career Path B.

*Combative management takes steps to fight back against poor reviews by flooding the internet with positive reviews of your company. Even though negative statements cannot be erased, we can make them almost impossible to find, buried under glowing positivity and reviews that will bring customers flocking to you. We'll push those negative results straight from the first page of search results into places that no one will ever look.*

This is Gary Ostrow's savior.

YOU'LL FULLY BELIEVE WHAT HAPPENS NEXT.

Apparently believing himself to be the first person to walk the internet, Zarrelli began calling up lawyers who had written pieces critical of Ostrow's celebrity legal services and making a bunch of vague, but completely stupid threats. The first person he called was New York defense attorney Scott Greenfield, who -- like everyone else he contacted -- knows his way around the First Amendment and bogus threats.

*When Zarrelli called and launched into his pitch of his mad internet skillz and how I would have to take down posts about Ostrow or face his wrath, a bar discipline complaint, I told him to "go for it, asswipe." My tolerance for stupid is limited these days.*

Zarrelli is nothing if not persistent. Unwilling to take "go for it, asswipe" for an answer, he called up other lawyers who had written about Ostrow -- again, lawyers who also had limited tolerance for idiots and idiotic threats.

*Apparently, after I hung up on him, he called Dan Hull (who called to share his fun trolling this kid, who informed Hull that he was going to destroy his firm) and Mark Bennett, threatening him as well with a grievance if he didn't succumb to Zarrelli's overwhelming power.*

Greenfield has the recording of Zarrelli's long-winded threats posted to his site. It's definitely worth a listen, especially as he claims his websites have "25 million views" and name-drops relatives like anyone cares. (Also, "my family is riddled with high-end lawyers." [?])

Bennett, however, was First to Post.

Well, actually second. In a breather between threatening phone calls, Zarrelli took to Facebook to air his complaints to a more receptive audience. The full thing is worth a read, but here are some of the better bits.

*Never encountered such a rude, unethical shady bunch of attorneys in my life. These guys literally wrote a negative article about a colleagues press release, just so they could tag in an arrest from his past to it, in an attempt to enter his search results and steal his business.*

[...]

*The thing that's interesting about attorneys like this, is that they think they understand the internet and its laws, even though what they actually know about the internet could fit into a thimble. The truth is they were out of law school before the internet was even invented!*

[...]

*[I]n the real world they have a better understand of our complex laws and can use that to their advantage to bully people.*

*However on the internet, this means absolutely nothing, since the internet essentially is governed by no one. Moreover the internet is one of the most well documented places on the planet, and if you know how to read the code you can track and map out anything.*

# Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers

from the *'I'll-kill-us-both-or-die-trying!'* dept

I have to assume the so-called "reputation management" business is working for *someone*, but so far all we have to go on are the spectacular flaming wreckage left behind by fools who insist on punching above their weight.

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Months passed and Ostrow was forgotten, as the world does not suffer from a lack of litigation-related stupidity. Unfortunately, it appears Ostrow refused to quit picking at the scab covering his self-inflicted Google wound. Unless Patrick Zarrelli is performing some pro bono work, Ostrow hired *this* motormouth to clean up his search results. (From Zarrelli's Twitter profile.)



What persuaded Ostrow to hire Zarrelli cannot easily be determined by examining his reputation management "firm's" website. Despite claiming to be for businesses which "only accept the best," the company claims to offer "management plans... renowned for their well roundness, effectiveness, and tech savvy," custom-fit rep management solutions for "just about any budget even for charity's and start-ups," and -- to ensure it's not duped by botnets -- a free quote with a captcha that requires potential customers to prove "Your a human."

(Zarrelli -- despite his extensive, unproven background in web design, SEO wizardry and reputation management -- still seems to find the subtle differences between "your" and "you're" have eluded his otherwise pristine business acumen. [Also "to/too," "hear/here" and pretty much every other homonym he banged out on his keyboard during his Facebook ranting/Twitter self-emasculatation.]

On top of that, his rep management ~~skills~~ skillz seem to include the creation of fake positive reviews.



**In the news**



## **Gary Ostrow stories at Techdirt.**

Techdirt - 2 days ago

Late in 2012, Florida attorney Gary Ostrow ostentatiously announced he was now willing to ...

**More news for gary ostrow**



**Tim Cushing** @TimCushing · 14h  
lol

cc: @ScottGreenfield

LOL

patrick zarrelli



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**Did Gary Ostrow Hit Bottom? Enter Patrick Zarrelli ...**  
blog simplicity us/ /did-gary-ostrow-hit-bottom-enter-patrick-zarrelli  
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Images for patrick zarrelli

Report images



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Patrick Zarrelli | Facebook



**Tim Cushing** @TimCushing · 7h

Impressive. I'd barely be able to stand up, much less successfully litigate.

[prweb.com/releases/2014/...](http://prweb.com/releases/2014/...)

Gary Ostrow, Criminal  
Defense Attorney in Fort  
Lauderdale, Wins DUI  
Case with Alleged .22  
Blood Alcohol Level



27 29



42





Trying to get websites to take down pages that make you look bad is inherently problematic, but it's even harder when your approach is to go around threatening lawyers who are well-known for not backing down in the face of threats. Florida lawyer Gary Ostrow apparently wanted to put some unfortunate things behind him, like this [comical-if-it-weren't-probably-unethical press release](#) and some mentions of his [brushes with the law](#).

In order to try to clean up his Internet reputation, Ostrow hired an Internet tough guy named Patrick Zarrelli, who spent yesterday threatening [Mark Bennett](#), [Scott Greenfield](#), [Brian Tannebaum](#), and probably others. He's spectacularly bad at it, and he's just making things worse for Ostrow. For example, here is the voicemail he left with Tannebaum:



Of course, Bennett, Greenfield, and Tannebaum just posted [Zarrelli's emails](#) and voicemails — as they should — along with a healthy dose of their own posturing and now the blawgosphere smells like a high-school locker room and I can't breathe.

[\[r/Lawyers\]](#)

Featured image: "[Portrait of two smiling muscular men flexing biceps](#)" from Shutterstock.

 [Legal News](#)

 [reputation management](#)



Sam Glover is the founder of Lawyerist, and he writes, [speaks](#), and podcasts about legal technology, law practice management, access to justice, and more. His most recent publication is Lawyerist's "[4-Step Computer Security Upgrade](#)."



**Mark W. Bennett**  
@MarkWBennett

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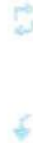
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**Mark W. Bennett** @MarkWBennett

@TimCushing Strange. @DWebsiteMgmt doesn't mention feeble blackmail attempts.  
@ScottGreenfield

47m ago



**Tim Cushing** @TimCushing ↗ by MarkWBennett

Cool. @DWebsiteMgmt will crank out fake positive reviews.

@ScottGreenfield @MarkWBennett

[dependablewebsitemanagement.com/reputation-man...](http://dependablewebsitemanagement.com/reputation-man...) [pic.twitter.com/LX9gSFYKcr](http://pic.twitter.com/LX9gSFYKcr)

50m ago



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**Mark W. Bennett**

[@MarkWBennett](#)

[@TimCushing](#) Strange. [@DWebsiteMgmt](#) doesn't mention feeble blackmail attempts. [@ScottGreenfield](#)

03:54 AM · 30 Oct 15



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Mark W. Bennett  
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**Mark W. Bennett**

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Oct 30

@TimCushing Strange. @DWebsiteMgmt  
doesn't mention feeble blackmail attempts.  
@ScottGreenfield



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Cool. @DWebsiteMgmt will crank out fake positive reviews.

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10:21 PM - 29 Oct 15



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**Mark W. Bennett** @MarkWBennett · 11m

I'm curious, Patrick: what response do you think is appropriate when someone tries to extort you?

**Patrick Zarrelli** @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

12:18 AM - 30 Oct 2015 · Details



Reply to [@MarkWBennett](#)



**Patrick Zarrelli** @KidChronic32 · 43s

[@MarkWBennett](#) the response is you call the police. But you didnt because you weren't extorted.



**Patrick Zarrelli** @KidChronic32 · 5s

[@MarkWBennett](#) you whole page is about me. your a lawyer. please leave me alone.



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**Mark W. Bennett** @MarkWBennett · 10m

I'm curious, Patrick: what response do you think is appropriate when someone tries to extort you?

**Patrick Zarrelli** @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

12:18 AM - 30 Oct 2015 · Details



Reply to [@MarkWBennett](#)



**Patrick Zarrelli** @KidChronic32 · now

[@MarkWBennett](#) the response is you call the police. But you didnt because you weren't extorted.





**Mark W. Bennett** @MarkWBennett · 5m

I'm curious, Patrick: what response do you think is appropriate when someone tries to extort you?

**Patrick Zarrelli** @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

👍 🔄 ⭐ ⋮



**Mark W. Bennett** @MarkWBennett · 7m

Gee, now I'm sorry I called you twice to threaten you with frivolous bar complaints. Oh, wait: that was you.

**Patrick Zarrelli** @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

👍 🔄 ⭐ ⋮



**Mark W. Bennett** @MarkWBennett · 8m

Patrick pretends not understand that lawyers don't like threats of grievances. Do it or don't, but don't threaten.

**Patrick Zarrelli** @KidChronic32

@btannebaum How is this a threat? Look you guys can attack me if you want. I dont agree that its ok or ethical.

👍 🔄 ⭐ ⋮

 Mark W. Bennett Retweeted



**Brian Tannebaum** @btannebaum · 27m

Patrick, @KidChronic32 the stalking violence case in Broward, case number DVCE13006434, is that you or another Patrick Zarrelli?

👍 1 🔄 1 ⋮

[View conversation](#)



**Mark W. Bennett** @MarkWBennett · 19m

As a sel-proclaimed expert, he's unsurprisingly bad at social media.

**Keith Lee** @associatesmind

Honestly, impressed that @KidChronic32 has pushed this far without setting his acct private. But that might be too complicated for him.

 Mark W. Bennett Retweeted

 **hedge knight** @knightwhoseznee · 23m

.@KidChronic32 Hey if you are going to the bar get me a scotch&soda @MarkWBennett @btannebaum have him get you your drinks too

[View conversation](#)

 Mark W. Bennett Retweeted

 **Tim Cushing** @TimCushing · 25m

@fightcopytrolls @KidChronic32 @MarkWBennett DOES ANYONE HAVE THE NUMBER OF AN INTERNET LAWYER?

[View conversation](#)

 Mark W. Bennett Retweeted

 **Drasinus** @Drasinus · 25m

@MarkWBennett Internet libelslander is still alive and well apparently.

[View conversation](#)

 Mark W. Bennett Retweeted

 **Fight © Trolls** @fightcopytrolls · 26m

@KidChronic32 @MarkWBennett @TimCushing Not an authentic threat. Should be "sueing."

[View conversation](#)

 **Mark W. Bennett** @MarkWBennett · 25m

Yes. Millions. Good luck with that project.

**Patrick Zarrelli** @KidChronic32

@MarkWBennett @TimCushing to late millions have seen it im suing you tomorrow. your a bad lawyer and person. leave me alone!!!!



Tim Cushing Retweeted



**Mark W. Bennett** @MarkWBennett · 13m

Were you on cocaine when you called me? Happy to update the post either way.

**Patrick Zarrelli** @KidChronic32

@btannebaum I was asking you why you were sharing posts that say i do cocaine. Please play the message so everyone can here the truth.

RETWEET

1

FAVORITE

1



11:39 PM - 29 Oct 2015 · Details



Reply to [@MarkWBennett](#) [@TimCushing](#)



**Patrick Zarrelli** @KidChronic32 · now

[@MarkWBennett](#) [@TimCushing](#) to late millions have seen it im suing you tomorrow. your a bad lawyer and person. leave me alone!!!!





Tim Cushing @TimCushing · 1h

"only the best" @DWebsiteMgmt @KidChronic32 | cc: @MarkWBennett  
@ScottGreenfield  
[dependablewebsitemanagement.com](http://dependablewebsitemanagement.com)

concierge website  
management service  
for businesses who

ustom fit a plan  
are happy to hav

eds and goals  
ness, effective





Tim Cushing @TimCushing · 1h

Cool. @DWebsiteMgmt will crank out fake positive reviews.

@ScottGreenfield @MarkWBennett

[dependablewebsitemanagement.com  
/reputation-man...](http://dependablewebsitemanagement.com/reputation-man...)

Combativemanagement takes steps to fight back against poor reviews by flooding the internet with positive reviews of your company. Even though negative statements cannot be erased, we can make them almost impossible to find, buried under glowing positivity and reviews that will bring customers flocking to you. We'll push those negative results straight from the first page of search results into places that no one will ever look.



1



1

0



Tim Cushing Retweeted



**Mark W. Bennett** @MarkWBennett · 59m

[@TimCushing](#) Strange. [@DWebsiteMgmt](#) doesn't mention feeble  
blackmail attempts. [@ScottGreenfield](#)



1



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**Patrick Zarrelli** lol that's funny, but these guys aren't. They are lawyers. They are attacking me all over Twitter and their legal websites with false information. In an organized and professional way that spans four states and multiple law firms. They wont comment on ... [See More](#)

Like · Reply · 1 · 8 hrs · Edited



**Tim Cushing** I'm going to go ahead and archive this page now. Tomorrow should be interesting.

Like · Reply · 1 · 6 hrs



[Jay Marshall Wolman](#) replied · 1 Reply



**Patrick Zarrelli** Then him and the other lawyers shared it on their Twitter pages. Enjoy your last days of bullying people guys. Your about to be exposed for who you really are.

Like · Reply · 1 · 11 hrs



**Patrick Zarrelli** lol that's funny, but these guys aren't. They are lawyers. They are attacking me all over Twitter and their legal websites with false information. In an organized and professional way that spans four states and multiple law firms. They wont comment on ... [See More](#)

Like · Reply · 1 · 8 hrs · Edited



**Tim Cushing** I'm going to go ahead and archive this page now. Tomorrow should be interesting.

Like · Reply · 1 · 6 hrs



[Jay Marshall Wolman](#) replied · 1 Reply



**Craig Mari** You may want to consider the possibility that you're an idiot?

Like · Reply · 6 hrs



Write a comment...





Tim Cushing  
mentioned you.

Reply



**Tim Cushing**  
@TimCushing

Oct 29

"only the best" @DWebsiteMgmt  
@KidChronic32 | cc: @MarkWBennett  
@ScottGreenfield  
dependablewebsitemanagement.com



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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



Tim Cushing  
mentioned you.

Reply



**Tim Cushing**  
@TimCushing

Oct 2

Cool. [@DWebsiteMgmt](#) will crank out fake positive reviews.

[@ScottGreenfield](#) [@MarkWBennett](#)

[dependablewebsitemanagement.com/reputation-man](http://dependablewebsitemanagement.com/reputation-man).

Tim Cushing

September 27, 2015 at 10:44 am

"The majority of incarcerated drug traffickers we have interviewed were younger men who were the product of fatherless homes. The father is the first example of law and order for a young man. The breakdown of family has done more to lead to our drug epidemic than perhaps any other single cause."

Perhaps it's time for the government to institute a societal Miranda warning.

"If you do not have a father, one will be appointed for you free of charge..."

**SHG**

Post author

September 27, 2015 at 10:45 am

Those "drug traffickers" in prison they interviewed? They're the fathers. There's a reason kids grow up without them.

I don't play well with extortionists, so I told Zarrelli to go ahead and file his grievance. I may have dropped an f-bomb or two—Gary, don't you hate it when people threaten to do stupid things instead of just doing them? I know I do.

Anyway, Gary, I thought you'd like to know that some stupid asshole calling himself Patrick Zarrelli is going around trying to fuck up your reputation while claiming to be your agent. Despite the judgment errors in your past (which are legion—we all make mistakes), I doubt that you are dumb enough to hire this Zarrelli character to try to push me around.

Are you, Gary?

**Anyway, you might want to get ahead of this one, since if Zarrelli makes the same call to Scott Greenfield, all hell is likely to break loose.**

Love,

MB.

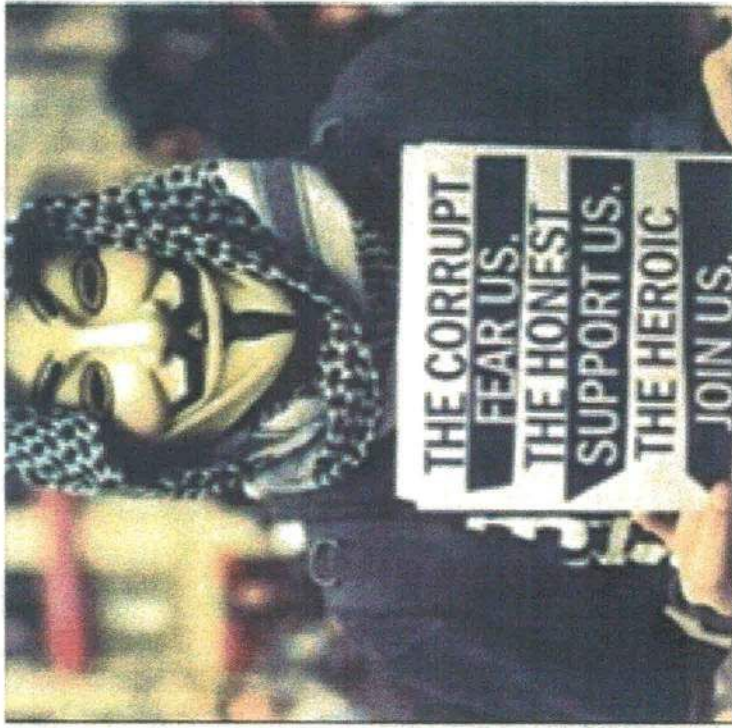


**Tim Cushing** @TimCushing · 52m

Yep. Post a photo of someone else and toss in a hashtag. #howudoit  
[via @ScottGreenfield]  
[facebook.com/patrick.zarrel...](https://facebook.com/patrick.zarrel...)



**Patrick Zarrelli** You know how we do it Kovacs! #DatWebLifeDoe



Like · Reply · Retweet · Share





Tim Cushing @TimCushing · 41m

Cool. @DWebsiteMgmt will crank out fake positive reviews.

@ScottGreenfield @MarkWBennett

[dependablewebsitemanagement.com/reputation-man...](http://dependablewebsitemanagement.com/reputation-man...)

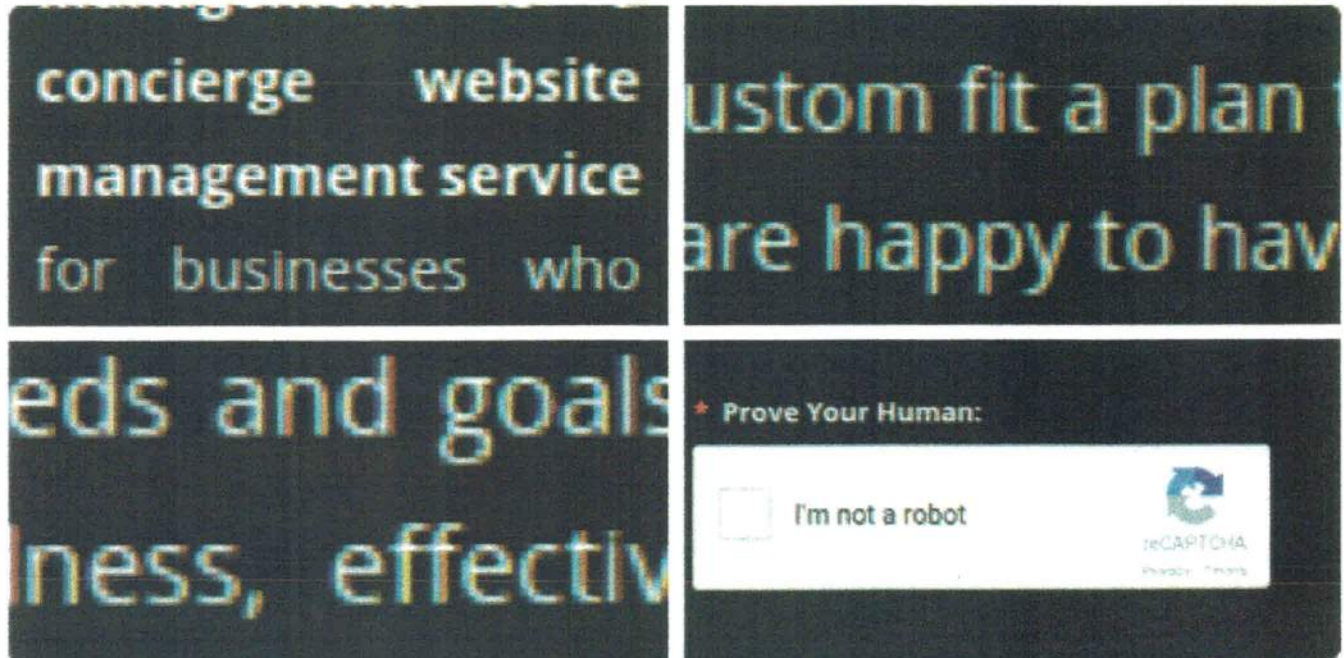
Combative management takes steps to fight back against poor reviews by flooding the internet with positive reviews of your company. Even though negative statements cannot be erased, we can make them almost impossible to find, buried under glowing positivity and reviews that will bring customers flocking to you. We'll push those negative results straight from the first page of search results into places that no one will ever look.

🔗 1 ⭐ 1 ...



Tim Cushing @TimCushing · 44m

"only the best" @DWebsiteMgmt @KidChronic32 | cc: @MarkWBennett @ScottGreenfield  
[dependablewebsitemanagement.com](http://dependablewebsitemanagement.com)



🔗 ⭐ ...





TWEETS **24.4K** FOLLOWING **559** FOLLOWERS **823** FAVORITES **1,645** LISTS **4**

## Tim Cushing

@TimCushing

WILL WRITE FOR SHORT-LIVED ADORATION.

Contributor - techdirt.com


[techdirt.com/user/capitalis...](http://techdirt.com/user/capitalis...)

Joined July 2011

Tweet to Tim Cushing

2,501 Photos and videos

Thought you'd  
hole calling hi  
around trying  
claiming to be



Dependable website  
Management is a  
concierge website  
management service  
for businesses who  
will accept nothing  
but the best. Our

flooding the  
buried unde  
into places th

### Tweets

[Tweets & replies](#)

[Photos & videos](#)

Tim Cushing Retweeted



**Mark W. Bennett** @MarkWBennett · 6m

Bullshit. You were threatening a grievance from our first communication.

**Patrick Zarrelli** @KidChronic32

@btannebaum im being bullied by lawyers A bar complaint is the only way i can defend myself from this organized professional attack

Tim Cushing Retweeted



**Mark W. Bennett** @MarkWBennett · 7m

Were you on cocaine when you called me? Happy to update the post either way.

**Patrick Zarrelli** @KidChronic32

@btannebaum I was asking you why you were sharing posts that say i do cocaine. Please play the message so everyone can here the truth.

Tim Cushing Retweeted



**Brian Tannebaum** @btannebaum · 19m

And I believe you've just about threatened me enough

**Patrick Zarrelli** @KidChronic32

@btannebaum this posted before you were involved. But now i do believe you are also in behaving outside Florida bar ethical standards now.



**Patrick Zarrell** Then him and the other lawyers shared it on their Twitter pages. Enjoy your last days of bullying people guys. Your about to be exposed for who you really are.

Like · Reply ·  1 · 11 hrs



**Patrick Zarrell** lol that's funny, but these guys aren't. They are lawyers. They are attacking me all over Twitter and their legal websites with false information. In an organized and professional way that spans four states and multiple law firms. They wont comment on ... See More

Like · Reply ·  1 · 8 hrs · Edited



**Tim Cushing** I'm going to go ahead and archive this page now. Tomorrow should be interesting.

Like · Reply ·  1 · 6 hrs



Jay Marshall Wolman replied · 1 Reply



**Craig Marl** You may want to consider the possibility that you're an idiot?

Like · Reply · 6 hrs



Write a comment...





**Patrick Zarrelli** lol that's funny, but these guys aren't. They are lawyers. They are attacking me all over Twitter and their legal websites with false information. In an organized and professional way that spans four states and multiple law firms. They wont comment on ... [See More](#)

Like · Reply · 1 · 8 hrs · Edited



**Tim Cushing** I'm going to go ahead and archive this page now. Tomorrow should be interesting.

Like · Reply · 1 · 6 hrs



[Jay Marshall Wolman](#) replied · 1 Reply





Trying to get websites to take down pages that make you look bad is inherently problematic, but it's even harder when your approach is to go around threatening lawyers who are well-known for not backing down in the face of threats. Florida lawyer Gary Ostrow apparently wanted to put some unfortunate things behind him, like this [comical-if-it-weren't-probably-unethical press release](#) and some mentions of his [brushes with the law](#).

In order to try to clean up his Internet reputation, Ostrow hired an Internet tough guy named Patrick Zarrelli, who spent yesterday threatening [Mark Bennett](#), [Scott Greenfield](#), [Brian Tannebaum](#), and probably others. He's spectacularly bad at it, and he's just making things worse for Ostrow. For example, here is the voicemail he left with Tannebaum:



Of course, Bennett, Greenfield, and Tannebaum just posted [Zarrelli's emails](#) and voicemails — as they should — along with a healthy dose of their own posturing and now the blawgosphere smells like a high-school locker room and I can't breathe.

[\[/r/Lawyers\]](#)

Featured image: "[Portrait of two smiling muscular men flexing biceps](#)" from Shutterstock.

[Legal News](#)

[reputation management](#)



Sam Glover is the founder of Lawyerist, and he writes, [speaks](#), and podcasts about legal technology, law practice management, access to justice, and more. His most recent publication is Lawyerist's "[4-Step Computer Security Upgrade](#)."

Mark W. Bennett Retweeted



**Tim Cushing** @TimCushing · 16h  
Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers  
[techdirt.com/articles/20151...](http://techdirt.com/articles/20151...)

14 13

Mark W. Bennett Retweeted

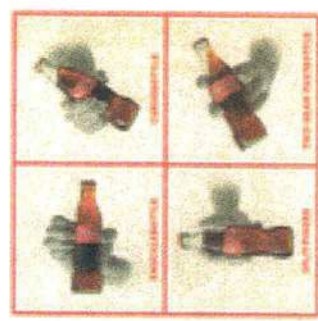


**Charles Adams** @Cdadams4 · 12h  
Boycott gaslamp. Man of the people. @bunbtrillog. Y'all come out.  
[instagram.com/p/9fHPGZla6s/](http://instagram.com/p/9fHPGZla6s/)

11 3



**Mark W. Bennett** @MarkWBennett · 16h  
Cc @Cernovich not just you.



**Coca-Cola** @CocaCola

Noticing a huge spike in people who want to be the catcher.

1 1



Mark W. Bennett Retweeted



**Tim Cushing** @TimCushing · 16h

**Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers**  
[techdirt.com/articles/20151...](http://techdirt.com/articles/20151...)



14



13





Mark W. Bennett Retweeted

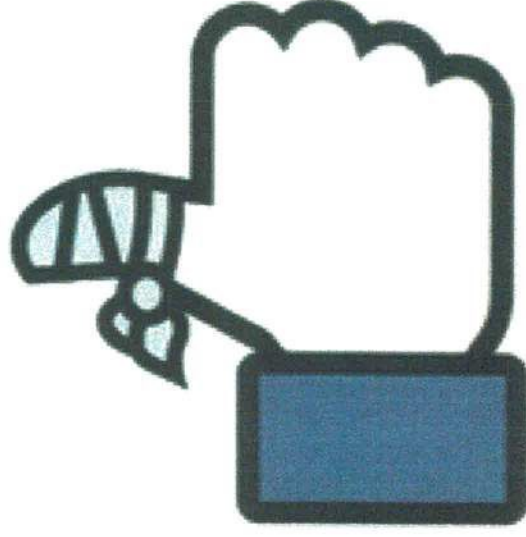


**Tim Cushing** @TimCushing · 24h

.@KidChronic32 nuked his swaggering Facebook post. cc:  
[@ScottGreenfield](#) [@MarkWBennett](#) [@btannebaum](#)

**Sorry, this page isn't available**

The link you followed may be broken, or the page may have been removed.



1



1





Mark W. Bennett Retweeted



**Tim Cushing** @TimCushing · 22h

[@MarkWBennett](#) [@ScottGreenfield](#) Pretty sure they're just called "Albanian."

