

From:

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To:

Legal Department
Super Lawyers
c/o Thomson Reuters
610 Opperman Dr
Eagan, MN 55123

Email: legal@superlawyers.com

NOTICE OF DEMAND FOR IMMEDIATE REMOVAL OF ANTHONY R. FRIEDMAN'S PROFILE AND "RISING STAR" STATUS (MISSOURI BAR #65531)

COMES NOW, the undersigned, Albert B. Pepper Jr., a former client of Anthony R. Friedman and a citizen journalist operating the website notthefriedmanlawfirmsaintcharles.com, and as a consumer advocate, hereby submits this Notice of Demand for the immediate removal of Mr. Friedman's profile and "Rising Star" designation from the Super Lawyers platform. This demand is made pursuant to the Missouri Merchandising Practices Act (R.S.Mo. § 407.020) due to the profile's materially misleading and outdated information, which risks harming future potential clients.

I. INTRODUCTION

1. The undersigned seeks the removal of Anthony R. Friedman's (Missouri Bar #65531) Super Lawyers profile and "Rising Star" status, recognized from 2016 to 2019, as it no longer reflects his current capacity and violates consumer protection laws.
2. This demand is based on the undersigned's role as a consumer advocate documenting Mr. Friedman's conduct post-withdrawal from representation and into solo practice with The Friedman Law Firm LLC.

II. STATEMENT OF FACTS

3. Mr. Friedman was designated a "Rising Star" by Super Lawyers from 2016 to 2019 during his tenure at The Simon Law Firm P.C. in St. Louis, Missouri, a status enriched by the firm's significant infrastructure, personnel, and financial capacity.

4. On June 30, 2023, Mr. Friedman departed The Simon Law Firm P.C. and thereafter established The Friedman Law Firm LLC in St. Charles, Missouri, where he no longer avails himself of these assets.
5. Following his departure, former colleagues advised the undersigned verbally in July 2023 that Mr. Friedman's exit was prompted by performance concerns, a statement attested to in a sworn affidavit (Exhibit 5).
6. Public records (e.g., PACER, Missouri Case.net) show no significant personal injury verdicts or settlements as a solo practitioner, with his only documented trial being a minor Vespa motorscooter title dispute in the 11th Judicial District of St. Charles County.
7. Despite this, Mr. Friedman's Super Lawyers profile remains unchanged except for the acknowledgement of Friedman now d.b.a. The Friedman Law Firm LLC., and an address update, yet, promoting him as a "Top Rated" personal injury attorney based on outdated criteria.
8. During the undersigned's representation by Mr. Friedman from 2019 to 2023, his professional misconduct—including nonfeasance, misfeasance, and a conflict of interest—resulted in significant personal injury. However, I do not make the claim that I retained Friedman through or as a result of the Super Lawyers profile and in this matter I hold Super Lawyers harmless. I make this statement indicating that legal malpractice injury is plausible and in consideration that any future injured parties may indeed ascribe fault to Super Lawyers.
9. The undersigned's ongoing investigation has documented a pattern of misrepresentation in Mr. Friedman's solo practice, including: a. Operating illegally from a home address (violating zoning/local laws); b. Listing a P.O. box at a UPS Store (6209 Mid Rivers Mall Dr #204, St. Charles) as his firm's address, creating an unjust expectation of future clients of having a bona fide "brick and mortar" law practice. c. Advertising "significant verdicts and recoveries" without attribution to his former law firm employment implying they were achieved while in his solo practice, (These two misrepresentations have been reactively amended and cured as a result of my citizen journalism investigation and expose.) breaching Missouri Rule of Professional Conduct 4-7.1; d. Lacking professional liability insurance, as evidenced by attached screenshots (Exhibit 1), exposing clients to unmitigated risk.
10. During Mr. Friedman's tenure with Simon Law, injured parties benefited from redress through the firm's professional liability insurance, a protection absent in his current practice.

III. LEGAL BASIS

11. The omission of these material facts, combined with the profile's implication of current "top-rated" status based on 2016–2019 performance, constitutes deceptive advertising under the MMPA.
12. The current status of Mr. Friedman's capacity reflects a legacy capacity incongruent with his current capacity and is factually untenable.
13. Super Lawyers' continued maintenance of this profile exposes the platform to increased liability, as an injured party may claim they retained Mr. Friedman based on the

advertisement, with tangential liability potentially extending to Super Lawyers, particularly given his lack of insurance to cover resulting damages.

14. Additionally, the potential for a “negligent referral” lawsuit arises, as Super Lawyers’ prominent profile could be seen as an implicit recommendation of an attorney exhibiting professional misconduct, questionable ethics, and business practices—such as operating without insurance, illegally from his residence advertising a P.O. box, and with no significant solo verdicts.
15. This misrepresentation risks misleading future potential clients into unjust expectations of competence, professional ethics and resources potentially leading to harm.
16. Super Lawyers’ “stringent selection criteria” would likely not support Mr. Friedman’s inclusion if reviewed today, given his lack of recent peer nominations or outstanding work as a solo practitioner.

IV. DEMAND

17. Super Lawyers is deemed to be a highly credible resource for consumers and with that I do concur. However, to ascribe such a status to Friedman at this time affords Friedman undue high-value recognition and as an adjunct undermines Super Lawyers credibility. Therefore, the undersigned respectfully demands that Super Lawyers remove entirely, without regard to amendment, Anthony R. Friedman’s profile and “Rising Star” status from its website and all associated platforms (e.g., Google search caches) within 21 days, by no later than November 10, 2025.
18. This action is necessary to protect future consumers from ongoing deception and to align with Super Lawyers’ commitment to accurate legal recognition.

V. SUPPORTING EVIDENCE

19. The exhibits are substantial and multitude. In consideration of your review, I consider it prudent not to overwhelm the process through a “data dump”. Therefore, I will provide three exhibits for review and upon request any and all exhibits including: a) Screenshot featuring the UPS Store at 6209 Mid Rivers Mall Dr. Ste. 204 St.Charles, Missouri 63304 as the advertised address of the Friedman Law Firm Llc. b) Multiple legal filings, court correspondences indicating that Friedman is conducting his practice from his home. c) Complaint filed with the St. Charles County Planning and Zoning confirming Friedman did not have a requisite “home occupation permit”. d) Complaint filed with the H.O.A. that manages the covenants and restrictions governing home based business activity and violations. e) The issuance of a “home occupation permit” post complaint by the St. Charles County Planning and Zoning investigation. f) Screen shot from the Illinois A.R.D.C. confirming the Friedman d.b.a. The Friedman Law Firm Llc. does not retain a professional liability policy. g) Complainant sworn affidavit as to the fact former colleagues of Friedman made statements with regard to the reason that Friedman is no longer employed with the Simon Law Firm P.C.

VI. NOTICE OF FURTHER ACTION

20. If this demand is not met by the deadline, the undersigned will pursue all available legal remedies, including filing a private action for injunctive relief under the MMPA, and lodging complaints with the Missouri Attorney General and Federal Trade Commission.
21. Additionally, the undersigned is preparing an OCDC complaint against Mr. Friedman for review, citing several acts of professional misconduct, with submission intended no later than December 31, 2025, which may further impact his standing under Super Lawyers' selection criteria.
22. The undersigned has notified Mr. Friedman's firm (anthony@friedmanlawfirmllc.com) of this issue to encourage self-correction.

VII. CONCLUSION

23. The undersigned urges Super Lawyers to act promptly to avoid unnecessary escalation and to uphold consumer trust in its platform.
24. Please confirm receipt of this demand and your intended response in writing to the above email address.

Respectfully submitted,

Albert B. Pepper Jr.
Citizen Journalist and Consumer Advocate

notthefriedmanlawfirmsaintcharles.com