Filing # 72409720 E-Filed 05/21/2018 10:35:21 AM IN THE CIRCUIT COURT OF THE SEVENTH JUDICIAL CIRCUIT IN AND FOR FLAGLER COUNTY, FLORIDA

JASON PAVLOW, an individual, d/b/a WATERSIDE POOLS INC., a Florida Profit Corporation

v. CASE NO.: 2018-CA-000122

DANIEL PRIOTTI, an individual, d/b/a AGUA CONSTRUCTION COMPANY, a Florida Profit Corporation and, d/b/a AGUA POOLS AND SPA, INC., a Florida Profit Corporation

PLAINTIFF'S SECOND AMENDED COMPLAINT FOR DEFAMATION

Plaintiff, JASON PAVLOW, (hereinafter, "Mr. Pavlow" or "Plaintiff"), by and through his undersigned counsel, sues Defendant, DANIEL PRIOTTI (hereinafter, "Priotti" or "Defendant") d/b/a AGUA CONSTRUCTION COMPANY (hereinafter, "Agua Construction"), and d/b/a AGUA POOLS AND SPA, INC. (hereinafter, "Agua Pools"), Florida Profit Corporations, for damages, and in support thereof would allege as follows:

JURISDICTION AND VENUE

- 1. This is an action for slander seeking damages in excess of \$15,000 exclusive of interest, costs and attorneys' fees.
- 2. Plaintiff, JASON PAVLOW, is an individual who resides in Flagler County, Florida.
- 3. Plaintiff WATERSIDE POOLS is Florida For Profit Corporation licensed to conduct business in the State of Florida with its principal place of business located in Flagler County, Florida.
 - 4. Plaintiff regularly conducts business in Flagler County, Florida.
- 5. Defendant, DANIEL PRIOTTI, is an individual who resides in Flagler County, Florida.
 - 6. Defendant corporation, AGUA CONSTRUCTION COMPANY, is a

corporation, incorporated under the laws of the State of Florida, and is engaged in business in Flagler County, Florida.

- 7. Defendant corporation, AGUA POOLS AND SPA, INC. is a corporation, incorporated under the laws of the State of Florida, and is engaged in business in Flagler County, Florida.
- 8. Jurisdiction and venue are properly vested in this Court as the incidents giving rise to the foregoing tortious allegations took place in Flagler County, Florida, and the harm to the Plaintiff was felt in Flagler County, Florida.
- 9. All conditions precedent to maintain this action have been performed, have been excused, have been waived or have otherwise occurred. Specifically, Plaintiff has provided Defendant with pre-suit notice and a demand for a retraction pursuant to Florida Statutes Chapter 770.0 I, et seq. See **Exhibit A.**

GENERAL ALLEGATIONS

- 10. Commencing on or about August 18, 2017 Plaintiffs company received negative comments on social media (Facebook) which originated from Julie Beck Sabine's post and Plaintiff's was tagged in the post.
- 11. On or about August 18, 2017, and August 19, 2017 the above mentioned negative comments were posted on social media See Exhibit B.
 - 12. The statements made in Exhibit A are untrue.
- 13. The negative comments were posted in response to social mediarecommendations for a pool construction company.
 - 14. PLAINTIFF'S pool construction company was highly recommended in a response.
- I 4. Upon information and belief, out of spite and in a misguided attempt to gain a competitive edge DEFENDANT posted egregious and false statements about PLAINTIFF and PLAINTIFF'S company.
- 15. Defendant sought to harm the PLAINTIFF by inaccurately portraying PLAINTIFF and PLAINTIFF'S company.

COUNT I: DEFAMATION AND DEFAMATION PER SE

- 16. PLAINTIFF re-alleges and re-asserts the allegations set forth in paragraphs 1-15 as if fully set forth herein.
- 17. Defendant, DANIEL PRIOTTI, posted false and defamatory statements concerning Plaintiff JASON PAVLOW, and Plaintiff's company WATERSIDE POOLS INC., without privilege to do so.
- I8. The false and defamatory statements included, but are not limited to, allegations that:
 - a. Mr. Pavlow's company is a "sales team that builds pools".
 - b. Mr. Pavlow "paid someone to sign off on his license".
 - c. Mr. Pavlow "goes around bad mouthing everyone in town".
 - d. Mr. Pavlow has "a few lawsuits in the works".
 - e. Mr. Pavlow's Company, Waterside Pools, received "false awards'.
 - f. Mr. Pavlow's company Waterside Pools "have more comments then pools" in the palm coast biz web site.
 - g. Mr. Pavlow obtained his license in an illegitimate manner.
 - Defendant criticized Plaintiffs workmanship without having direct knowledge of Plaintiff's workmanship.
- 19. PLAINTIFF is not a public figure, nor is he a limited public figure for purposes of a defamation analysis.
- 20. No reasonable person could have concluded that the statements mentioned above referred to anyone other than PLAINTIFF and PLAINTIFF'S company.
- 21. The defamatory statements were posted without privilege to third parties, which include thousands or tens of thousands who read social media.
- 22. The defamatory statements were made negligently; without reasonable care as to their truth or falsity; with knowledge of their falsity; and/or with reckless disregard for the truth.

- 23. DEFENDANT was under a duty to fully investigate the veracity of the allegations made in the statements and was negligent in failing to do so.
- 24. The statements are of the kind that would tend to prejudice the PLAINTIFF in the eyes of the community.
- 25. The statements are of the kind that would tend to prejudice the PLAINTIFF'S business in the eyes of the community.
- 26. The statements will harm PLAINTIFF'S standing in the community as well as his professional reputation.
- 27. The statements have caused, and will continue to cause, the PLAINTIFF injury in his personal, social, and business relations.
- 28. On information and belief PLAINTIFF and PLAINTIFF'S company WATERSIDE POOLS INC. have suffered, and will continue to suffer, actual injury as a result of injury to PLAINTIFF'S corporate reputation based on the defamatory statements posted by the DEFENDANT.
- 29. On information and belief, the statements have caused, and will continue to cause, injury to PLAINTIFF'S business.
- 30. On information and belief potential customers will decline to do business with PLAINTIFF and PLAINTIFF'S company WATERSIDE POOLS INC., based on the defamatory statements posted by the Defendant.
- 31. DEFENDANT'S false statements regarding PLAINTIFF and PLAINTIFF'S company were made with express, deliberate, and premeditated malice out of ill-will, hostility, and with a purpose to bring harm to PLAINTIFF and PLAINTIFF'S company.
- 32. The defamatory statements tend to injure PI.AINTIFF in his business trade as the allegations call into question PLAINTIFF'S workmanship and operation of PLAINTIFF'S business. The above-mentioned statements subject PLAINTIFF to distrust, scorn, ridicule, hatred, and contempt. Therefore, the defamatory statements constitute defamation per se.
- 33. Under Florida law, a civil action for libel will lie when there has been a false and unprivileged publication by letter, or otherwise, which exposes a person to distrust, hatred,

contempt, ridicule or obloguy or which causes such person to be avoided, or which has a tendency

to injure such person in his office, occupation, business or employment. Thomas v. Jacksonville

<u>Television, Inc.</u>, 699 So. 2d 800 (Fla. Dist. Ct. App. 1997)

As a direct and proximate result of the foregoing, Plaintiff, JASON PAVLOW, and 34.

WATERSIDE POOLS JNC., has suffered damages to his reputation and good name, as a matter of

law, and his business has suffered as a direct result.

35. Defendant has exposed Plaintiff, JASON PAVLOW, and WATERSIDE POOLS

INC., to distrust, hatred, contempt, ridicule or obloquy or which causes JASON PAVLOW, and

WATERSIDE POOLS INC., to be avoided within the community.

36. Plaintiffs have mitigated his losses to the best of his ability.

WHEREFORE, Plaintiffs JASON PAVLOW, and WATERSIDE POOLS INC., demands

judgment against Defendant, DANIEL PRIOTTI, and Defendant Company AGUA

CONSTRUCTION COMPANY and Defendant Corporation AGUA POOLS AND SPA, INC. for

damages. Damages sought include:

Compensatory damages according to proof; a.

b. Prejudgment interest as allowed by law;

Costs of suit; c.

Attorney's fees, and d.

Such other and further relief as this court may deem just and proper. e.

DEMAND FOR JURY TRIAL

Plaintiffs JASON PAVLOW, and WATERSIDE POOLS INC. hereby demand a trial by

jury on all issues so triable.

Respectfully submitted this 21st day of May.2018 by:

s/ Justin R. Infurna Esq. Justin R. Infurna Esq.

Florida Bar No.: 0084284

The Infurna Law Firm, P.A.
Attorney for Defendants
121 South Orange Ave., Ste. 1500
Orlando, Florida 32801
Tel. (800) 774-1560
Fax (800)774-1560
justin@infurnalaw.com

EXHIBIT "A"



January 11, 2017

By E-Mail and by Hand Delivery

Mr. Daniel Priotti Agua Pools and Spa, Inc. 1410 Ridgewood Avenue Holly Hill, FL 32117

Re: Jason Pavlow and Waterside Pools Inc.

Dear Mr. Priotti:

Please be advised that this office represents Mr. Jason Pavlow ("Mr. Pavlow "), and Waterside Pools Inc. ("Waterside Pools"), a Florida Corporation. Please direct all future communications to my Law Office directly.

This letter shall serve as written pre-suit notice pursuant to Florida Statutes Chapter 770.01, et seq., to inform you that Mr. Pavlow and Waterside Pools intends to initiate litigation against you individually and Agua Pools and Spa, Inc.in response to a Facebook post you contributed to. This Facebook post started on August 18 at 4:51 pm by Julie Beck Sabine, and was titled "I need a good recommendation for a pool builder".

As you are aware, you contributed to the above-mentioned Facebook post with various false and misleading allegations and various false statements concerning, Mr. Pavlow and Waterside Pools.

More specifically you made the following assertions:

"Dan Priotti They asked for a pool builder not a sales team that builds pools. Lol sorry had to say it."

August 18 at 7:18 pm

"Dan Priotti Like I said pool sales men, voted best around is who ever sends in most tally votes and one can vote as many times as they want. Just curious Jason do you tell your clients you PAid someone to sign off that you worked for them as a foremen when in fact you only were their pool sales man?"

August 19 at 11:02 am

"Dan Priotti Gene Knight it's not BS that he paid someone to sign off on his license that he worked as a foreman for them when in fact he was a sales man. Also I do t appreciate the fact he goes around bad mouthing everyone in town when he a few lawsuits in the works. I am who I am, my character is of an honest straight forward builder, one who didn't have to pay off someone to activate my license."

August 19 at 2:57 pm

"Dan Priotti Gene Knight also client like honesty not dishonesty, go look at your palm coast biz you have more comments then pools you've guys built. it's hilarious."

15 hrs Edited

"Dan Priotti Jason Pavlow I don't file for awards like that. Voted best around. It's total BS and you know it. As for your experience and expertise, show me your W-2's that you work as a foreman for any pool company he'll even as a labor. I'm holding 3 statements from customers you have bad mouth me to. Professional or not, I didn't have to lie to activate my license."

August 19 at 3:35 pm Edited

"Dan Priotti Jason Pavlow I'm sorry 91 colechester." August 19 at 3:33 pm

"Dan Priotti Jason Pavlow maybe I should just ask the state to have you provide w-2's for proff to had activated your license. What do you think? I've seen contractor license taken away for lying about things to activate license. Yes have your attorney call me, that would be wonderful. We can discuss all this."

August 19 at 3:39 pm

"Dan Priotti See when You dont file to be added your not on there for people to vote. I dont need false awards."

August 19 at 6:06 pm Edited

Mr. Priotti, I want it to be very clear, that not one of your statements are based upon true and accurate facts, and I would like for you to know that:

- 1. Mr. Pavlow builds pools;
- 2. Mr. Pavlow did not pay "someone to sign off on his license";



- 3. Mr. Pavlow did not "pay off someone to activate" his license;
- 4. Mr. Pavlow has not gone "around bad mouthing everyone in town";
- 5. Mr. Pavlow does not have "a few lawsuits in the works:
- 6. Mr. Pavlow did not get any "false awards".
- 7. Mr. Pavlow's company Waterside Pools does not "have more comments then pools" in the palm coast biz web site.

Your statements are clearly not true, and you have no reason to believe your statements could be true. It is clear you did not make any efforts to validate the facts before you made your untrue statements. Your statements have not been validated, because if you did research the facts you would know and understand the statements you made in the Facebook post are not true.

You made statements on social medial without taking into consideration the negative impact the statements have caused and will continue to cause to Mr. Pavlow and his business Waterside Pools. By making the above-mentioned statements you have clearly shown that you have no regard for the immediate harm you have caused to Mr. Pavlow and his business Waterside Pools, and have no regard as to the future harm the statements will continue to cause to Mr. Pavlow and his business Waterside Pools. You did not validate the facts that you presented to be true, and your actions have caused harm to another. The damage you have caused to Mr. Pavlow and his business Waterside Pools is predictable, foreseeable, current, and ongoing.

Mr. Pavlow and his business Waterside Pools had a remarkable reputation with clients, other contractors, vendors, financial institutions, and more importantly the general public. I mention "had a remarkable reputation" because your post on Facebook has forever tarnished the personal reputation of Mr. Pavlow and the reputation of his business Waterside Pools. The damage you have caused is immediate, will be forever and far reaching. It is extremely disturbing that you made a conscious effort to damaged Mr. Pavlow's livelihood by making the statements you made of Facebook.

Pursuant to Florida Statute, Mr. Pavlow is demanding an immediate and complete retraction of the libelous statements in a manner designed to be as visible as the original

social media post. As previously mentioned Mr. Pavlow intends to litigate this matter, and the retraction does not relieve you from any possible punitive damages, as there are no reasonable grounds for believing that your statements are true. Mr. Pavlow may consider a retraction to be a positive step toward any possible discussion of an amicable resolution to this matter.

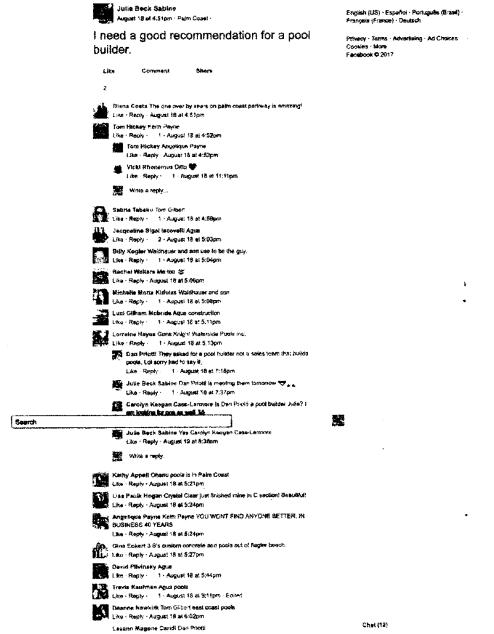
If you or your counsel would like to discuss this matter prior to the initiation of litigation, please feel free to contact me within 5 (five) days from receiving this letter.

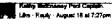
Sincerely,

/s/ Justin R. Infurna
Justin R. Infurna, Esquire

Fax: 407-386-3419

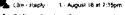
EXHIBIT "B"

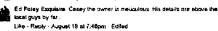


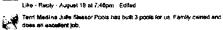


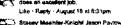


Sai Lazzawa Dan prion very good pool builde:











Stacey Machine-Knigm Jessey Like - Reply - August 18 sl 8:34pm Jason Paviaw Waterside Pools Inc has been voted the Best Pool and Spa-builder in Payler county for 8 years. That is not just by lank. I world say the commanity as a whole has spoten. I would suggest going to WatersowPool comite get aome great ideas. Then you may want to go to the showroom to see the quality and professionalism in person at 15 Harginine Lane #3k Palm Coest.



Waterside Pools Inc.

Waterside Pools Inc. offers a full range of custom swimming pool, spa design & construction services EZFLOWPCXJLS.COM

Use - Report - Remove Proview 4 - Austral 18 at 8:44pm

Hide 14 Replies

Dan Priotti Like I said pool sales men, voted best around is who ever mends in most tally votes and one can vote as many times as they want, Just curious Jeson do you les your clients you Phild someone to ago of they you wered not them as a foremen when in fact you only were their pool sales man?

Lika - Reply - August 19 st 11:02am

Gene Knight Hey Dan just a word of advise, clients don't approcate a contractor who feets fire need to cell out a nother contractor with some BS on a public forum to by to make themselves look better. That says a lot about your character as a business

Like - Reply - 1 - August 19 at 11:27am

Julie Back Sebine Hey Jeson it's Julie yez I gave the buyers your information they would like to meet with you can you please let me lotter when you're available.

Like - Repty - 1 - August 19 at 12 12pm

Juston Pavlow Traffs very professional Dan Impactive with the pein you feel for not withing even 1 year...
especially aimor you've been here so long.
You have no exte my contentor history, or of my expertise and
experience, Your borderine stenderous statement / question is false.

and ignorant... See More

Like - Reply - 1 - August 19 et 12.40om - Edited

Jasen Paviow Julie Book Sebine I will have one of my designers call you to set something up. You are on my special list 🗠

Like - Reply 2 - August 19 at 12:25cm

Dam Priotti Gene Kritight it's not BS that he paid someone to sign off on her license that he worked as a foremen for them when in fect he men seles par

Also I do t eopreciate the fact he goes around bed moultaing everyone in lown when he is few tewsults in the works. I am who I am, my character is of an honest straight forward builder, one who didn't have

Like - Reply - August 19 at 2:57pm

Dan Priotet Cene Knight also client five honesty not dishoneshy, go box at your palm coast bit you have more comment then pools you've guys boils... If in inferious What about \$0 Code-tester. You guys ever decide to go back and fix your below per quality work? Or your

Like - Reply - 15 hrs - Edded

Jason: Periow Don Profit have never had a laweut spains: me or Weterside Pools Inc. Nor do I heve, or awe had a project at that address you referred too. You will be hearing from my attorney. Like - Reply - August 19 at 3:29pm

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Chat (12)

Like Reply 2 · August 19 at 12:25pm

Dan Priotti Gene Knight it's not BS that he paid someone to sign of on his license that he worked as a foreman for them when in fact he was a sales man.

Also I do t appreciate the fact he goes around bad mouthing everyone in town when he a few lawsuits in the works, I am who I am, my character is of an honest straight forward builder, one who didn't have to pay off someone to activate my license.

Like - Reply - August 19 at 2:57pm

Dan Priotti Gene Knight also client like honesty not dishonesty, go look at your palm coast biz you have more comments then pools you've guys built... it's hilarious. What about 91 Colechester . You guys ever decide to go back and fix your below par quality work? Or your still dealing with that one?

Like - Reply - 15 hrs - Edited

Jason Pavlow Dan Pnotti I have never had a lawsuit against me or Waterside Pools Inc. Nor do I have, or ever had a project at that address you referred loo. You will be hearing from my attorney. Like - Reply - August 19 at 3:29pm

Dan Priotti Jason Pavlow i don't file for awards like that. Voted best around, It's total BS and you know it. As for your experience and expertise, show me your W-2's that you work as a foremen for any pool company he'll even as a labor. . I'm holding 3 statements from customers you have bad mouth me to. Professional or not, I didn't have to lie to activate my license.

Like - Reply - August 19 at 3:35pm - Edited

Dan Priotti Jason Pavlow i'm sorry 91 colechester. Like - Reply - August 19 at 3:33pm

Dan Priotti Jason Pavlow maybe i should just ask the state to have you provide w-2's for profit to had activated your license. What do you think? I've seen contractor license taken away for lying about things to activate license. Yes have your attorney call me, that would be wonderful. We can discuss all this.

Like - Reply - August 19 at 3:39pm

Jason Paviow I honestly don't know what you are talking about, but you have made a mistake with your foolish rant.

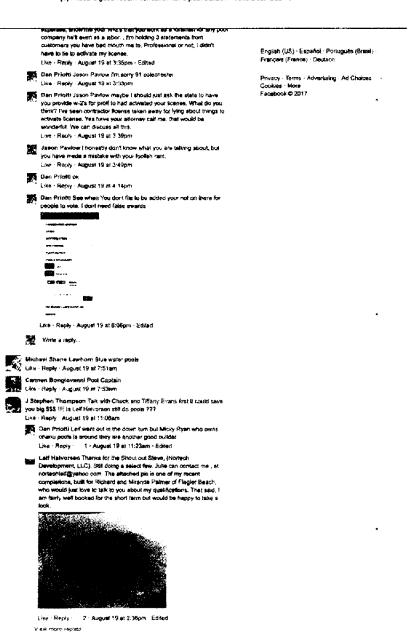
Like - Reply - August 19 at 3:49pm

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Write a repty...



Like - Repty - 2 - August 19 at 2:36pm - Edited View more replies

Write a reply...



Micky Ryan Do your homework, several pool builders have been mentioned and all have good reputations ask friends locally and took at recent finished product, be careful of builders who are too far out of town because you might not get the prompt service you are f... See More Like - Reply 2 - August 19 at 11:35am - Edited



Danialle Mulford-Pierro Waterside Pools Like - Reply - 1 - August 19 at 2:59pm



Leif Halvorsen Yes, and further to Micky Ryans long flat of precautionary measures, don't forget to check the Arrest Records of all the principals involved in your project. You wouldn't want to find out you've just signed a \$50,000.00 contract with a REALLY unsavory character, right?

Like - Reply - 1 - August 19 at 3:58pm



Dan Priotti HEY i LIKE MY MUG SHOT lol... , 85 YOU CAN SEE FROM HERE Ttheir mainly for being a loud mouth who doesn! take shit from anyone. Just because someone has been arrested doesnt mean they are guilty and just because someone has been arrested do not mean their unsavory...nor are they a felon. Just saying. My loud mouth always gets me in trouble , lol

Like - Reply - August 19 at 4:21pm



Leff Halvorsen Sorry Dan, not directed at you in any way. My comment was directed toward people who are actually dangerous; the type of oon artists and frauds, who are so full of themselves that they actually forget how they walk over the backs of friends and coworks... See More

Like · Reply · 1 · August 19 at 5:39pm · Edited

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Denielle Mulford-Pterca Waterside Poots
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Leif Helvorsen Yes, and further to Micry Ryens long list of precautionary measures, son't longe to check the Arrest Records of all the principals involved in your project. You wouldn't west to find out you've just signed a \$50,000 00 contract with a REALLY unsevery character, right?

Like Reply 1 - August 19 at 3:58pm

Latif Halvicraen Sorry Das, not directed at you in any way. My comment was directed toward people who are actually dangerous; the type of con artists and leasts, who are so full of themselves their they actually froget how they walls over the backs of friends and coworks. See Nore.

Like - Repty - 1 - August 19 at 5:39pm - Edited

View more replies

Write a reply...



Summ Mosters Raymond Watereide Like - Reply - August 15 at 518pm



Jeanne Saybold I just sent two clients to Jasun Pavlow - Wateraide pools

Highly recommend?
Like - Reply - August 19 at 5 48pm



Steve Jones Pool Captien is the best. Like - Reply - August 19 at 7:56pm



Write a comment.

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