



**PLAQUES & LETTERS.COM**

Don Baker dba Designs&Signs aka Plaques&Letters.com  
3205 Arthur Drive, Ruston LA 71270

Website: <http://www.plaquesandletters.com/> Email: [admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)

Local Phone: 318-251-9693 Local Fax: 318-251-9680

Toll-Free Phone: 1-866-336-4135 Toll-Free Fax: 1-866-336-4650

12/21/2009

Your File No.: 07-0000 protestations to LA AG re: "False Advertising" Complaint  
Against Saxton Bronze Plaques

The Law Offices of Koorosh K. Shahrokh  
6345 Balboa Boulevard, Building II, Suite 232  
Encino, CA 91316

Koorosh K. Shahrokh, [Esq.](#) (?),

I'll address your transparently risible points:

- "We represent Saxton Bronze and as such, we have been instructed to respond to the baseless complaints of Don Baker from Design & Signs." **Everything I said in my complaint is totally "based". Either you lie or didn't read it. It was comprehensively and meticulously documented.**
- "Don Baker's semi-coherent, and at times, rambling complaint letter..." **Apparently you struggle with the English language. It couldn't have been any more "coherent". Is this the way you defend all of your clients, with personal slams rather than addressing the FACTS? When they don't exist, apparently that's your last resort. As long as we're critiquing style points, there's likely a community college nearby that can assist in your writing.**
- "...and are able to state without reservation that Mr. Baker is mistaken about his understanding of Saxton Bronze and the products it manufactures, distributes, and sells." **Not at ALL Koorosh. Read on.**
- "Mr. Baker's frivolous and vexatious complaint..." **Apparently you didn't read the complaint after all. Let me help you. It's posted here: <http://www.plaquesandletters.com/FTC/Saxton%20Bronze/False%20Advertising%20Complaint%20Against%20Saxton%20Bronze.pdf> so you can finally start getting a clue "whereof you speak". There's zero "frivolous" about it.**
- "...to suggest that Saxton's 5-axis robotic waterjet (which occupies an entire room) is used to make "trophies" is laughable. This is the very type of machine that is used to cut shapes out of metal in applications designed for signage work." **That may be Koorosh but you're making two "laughable" errors: 1) You're confusing <http://www.saxtonindustrial.com/> with the matter at hand, which is <http://saxtonbronze.com>, and 2) all parent company Saxton Industrial Inc <http://www.saxtonindustrial.com> makes—or at least posts online—IS "trophy shop stuff". See: "Welcome to Saxton Bronze, the Architectural Signage Division of Saxton Industrial Inc., a world-wide supplier of the highest quality, custom one of a kind, custom-made recognition awards." I'd recommend getting to know your customers better before representing them.**

- That “Saxton Industrial Inc. has been a manufacturer and supplier of bronze products since 1947.”, as seen on [http://saxtonbronze.com/html/about\\_us.html](http://saxtonbronze.com/html/about_us.html) is IRRELEVANT. That saxtonbronze.com lies about making ANY offered product lines IS. “Some of this is complicated; some of this is not.”

▪ “The bulk of Mr. Baker's complaints appear to stem from his misunderstanding that Saxton is **not a manufacturer for** Matthews Bronze, who is one of the leading bronze manufacturers in the nation.” At this point I must wearily conclude you are simply and sadly illiterate. I never once believed NOR said “Saxton is not a manufacturer for Matthews Bronze”. IF Saxton Industrial Inc. manufactures something for Matthews I couldn't care less. “The bulk of Mr. Baker's complaints” is that <http://saxtonbronze.com> acquires ALL of their cast plaques, etched plaques, recognition trees, ImageCast plaques, Alumacolor plaques, cast and flat cut metal letters, in short, everything they offer, is actually made by Matthews Bronze. Yet they pretend to customers that they're a foundry, an etcher and letter manufacturer. As I post: “...There are NO coincidences in the architectural signage industry [re: Saxton showing Matthews' work & spec diagrams]. Saxton Bronze simply has Matthews Bronze make ALL of their product.”

What I CLEARLY said, that any literate person would understand is, and have someone translate it for you if necessary because it's the fundamental point: “<http://saxtonbronze.com> is a Distributor of ALL of the products offered there, yet they purport to make them in house. NO permutation of Saxton does make them.” That's undeniable, irrefutable, painstakingly documented and uncontestable...which you weakly did anyway. Starting to “get it” now?

- “What Mr. Baker does not understand, despite having received confirmation from Saxton directly on February 4, 2009, is that Saxton is a business partner of Matthews. Saxton manufactures products for Matthews...At the same time, Saxton also subcontracts some of its work to Matthews.” Your ineptitudes are firesome. You need to get over what I do and don't “understand”. I couldn't “understand” this situation any better, and you couldn't “understand” it any less. [saxtonbronze.com](http://saxtonbronze.com) “subcontracts ALL of its work to Matthews”. “Furthermore”: Virtually every customer of Matthews—which is merely what saxtonbronze.com is—claims they're a “business partner of Matthews”. That “Saxton [presumably you mean parent co. Saxton Industrial Inc.] manufactures products for Matthews...”—whatever that might be—is NOT Germaine. That “Saxton Bronze simply has Matthews Bronze make ALL of their product” IS. saxtonbronze.com is merely and simply a customer of Matthews. Period.
- “Furthermore, Mr. Baker apparently does not appreciate the fact that any and all references to Matthews' products on Saxton's website and catalogue are used with the explicit permission of Matthews...and distributes other Matthews' products with permission from Matthews.” 1) I never once disputed—and show me where I did—that saxtonbronze.com “...distributes other Matthews' products with permission from Matthews”. I SAID that [saxtonbronze.com](http://saxtonbronze.com) pretends and ONLY pretends to make the products saxtonbronze.com offers. It's beyond dispute. 2) There aren't any “all references to Matthews' products on Saxton's website”. Zero. Nada. ZIP. NONE. That's a fundamental problem. The SOLE example I could come up with, out of countless pages, was: ““Diamond Shield® is registered trademark of and ImageCast™ and the Alumicolor™ logo are trademarks of Matthews Resources, Inc Ailmington DE.”, as seen on a near-buried spec page: [http://saxtonbronze.com/html/product\\_specifications.html](http://saxtonbronze.com/html/product_specifications.html) Even then that's wrong because it's Matthews Bronze of Pittsburg, not “Matthews Resources, Inc Ailmington DE”, which holds those copyrights. Googling “Matthews Resources, Inc Ailmington DE” finds two listings, one of which is saxtonbronze.com's near-buried spec page. The other is for [Full text of "Wilmington, N.C. directory \[serial\]"](#) When Google corrects for “Did you mean: [Matthews Resources, Inc Wilmington DE](#)” it offers:

[Matthew Episcopal Church, Wilmington, Delaware](#) & [Matthews, Bruce E DDS - Wilmington, Delaware](#). Googling "[Matthews Resources, Inc](#)" yields zero results, and apparently doesn't even exist. What there IS on [saxtonbronze.com](#) are statements like (among many other blatant lies): "Cast plaques are manufactured using sand molds in **our state-of-the-art foundry...**" as seen on [http://saxtonbronze.com/html/metal\\_choices.html](http://saxtonbronze.com/html/metal_choices.html).

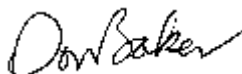
- "Ironically, Mr. Baker fails to mention that he is the only one who has used deceptive techniques in this dispute by trying to use an alias "Sandy" to obtain information from Saxton." **Ge** **h**ow "Ironically" **Koorosh**. "Ya think" they'd tell the truth if I'd use my business addy? **They didn't even when I used "Sandy". Your grasp of "Irony" is frail.**
- "Mr. Baker **also incorrectly claims that Saxton has presented to the public in its website that it manufactures cast bronze/aluminum plaques and letters. Saxton has not made such representations [???**], and Mr. Baker's allegations are unfounded and misdirected." **Please see:** "Cast plaques are manufactured using sand molds in **our state-of-the-art foundry...**" as seen on [http://saxtonbronze.com/html/metal\\_choices.html](http://saxtonbronze.com/html/metal_choices.html)." **Also see:** "These 31 standard letterstyles are available in the cap heights and depths listed. In addition, **Saxtons can custom cast** virtually any logo or typeface.", as seen on [http://saxtonbronze.com/html/size\\_and\\_letterstyles.html](http://saxtonbronze.com/html/size_and_letterstyles.html). **About Us:** <http://saxtonbronze.com/index.html> offers "With our 40,000 square feet manufacturing facility we are capable of meeting any of your recognition, commemoration, dedication and identification needs." **That isn't an indication that saxtonbronze.com makes what they offer online?!? IN-CREDIBLE! Get your stories straight, boys.**
- "However, so that there is no misunderstanding, Saxton is capable of manufacturing signage within its facilities and continues to do so...." **1) "so that there is no misunderstanding"? You'd hate that wouldn't you Koorosh? Your entire rambling article, containing irrelevancies like "Saxton's 5-axis robotic waterjet" is meant to obfuscate & confuse those who know nothing about this industry, and 2) "Saxton is capable of manufacturing signage.." still isn't and never WILL be the issue. READ preceding paragraphs (or have someone do it for you).**
- "Also, Mr. Baker's apparently does not understand how business is conducted in free-market economy countries such as the United States." **Koorosh, you "apparently" think it means lying.**
- He assumes that the public is misled by Saxton's advertising by believing that "they'll be receiving 'manufacturer-direct pricing', and any other benefits assumed inherent in 'dealing direct'." I "assumes" **quite little. Poll 100 people and likely at least 95 would believe there are inherent benefits buying direct from a foundry...which saxtonbronze.com "ain't".**
- Mr. Baker is mistaken again in assuming that Saxton's customers are not receiving manufacturer direct pricing." **NO YOU are "mistaken again". They're receiving "distributor-direct pricing" when buying from saxtonbronze.com. Can't Saxton afford a real lawyer?**
- "In terms of Mr. Baker's allegations that Saxton is using Matthews Bronze products on its website for cast bronze plaques, etched plaques, metal letters, water-jet cut metal letters and donor recognition trees; again, all items are displayed with the express permission of Matthews Bronze." **Using courtroom jargon: "Asked and answered." I never once said they didn't have permission. AGAIN: What I said and what is true is: "that saxtonbronze.com pretends and ONLY pretends to make the products saxtonbronze.com offers."**
- "Mr. Baker's allegation that Saxton has no emblems is also misdirected. Saxton has over 9000 standard emblems that it is capable of providing its customers." **I'm really feeling sorry for you now. Saxton doesn't "has over 9000 standard emblems", as seen on [http://saxtonbronze.com/html/emblems\\_portraits.html](http://saxtonbronze.com/html/emblems_portraits.html). Matthews Bronze does. Are you hopefully detecting a trend here?**
- As before, Mr. Baker has chosen to take Saxton's representations completely out of context." **I take ALL "in context"...the "context" of saxtonbronze.com. TIP #1: Just because you somehow got a JD and say something doesn't make it true. Tip #2: Your incessant usage of "Mr. Baker" is cloying. You confuse "politesse" with "professionalism".**

- “In terms of the etched plates, Saxton outsources its chemical etching in the same manner as Matthews...” **You’re showing your ignorance again. Matthews bought out an etcher in Kingwood W VA many years ago. They do their own etching.**
- “Finally, Mr. Baker's allegation that Saxton does not have a "wheel" of its own is completely false. As described, **Saxton is fully equipped to make most of the items it offers in-house.**” **That’s an utter lie. Read proceeding paragraphs. Now you’re even disputing...yourself! Are you now retracting your above statements, and now maintaining Saxton CAN cast & etch plaques, make donor recognition trees, and cast metal letters et al IN HOUSE after all!?!? What happened to, for instance: “Saxton outsources its chemical etching...”?**
- “Saxton's business relationship with Matthews continues to grow in a symbiotic way, and during these economic times, it is not surprising that competitors such as Mr. Baker will say and do anything to try and obtain a competitive advantage.” **You’re just tiresome. 1) Your implications that you know anything about either me, Matthews, business in general or even the law borders if not reaches “silly”, and 2) My point has always been that it’s Saxton that will “do anything to try and obtain a competitive advantage”.**
  - Thankfully, laws exist to force deceptive individuals like Mr. Baker to pay the price for their recklessness... We expect to serve Mr. Baker with our formal cease and desist notice in the next few weeks, and will take formal legal action against him personally if our reasonable demands are not met..” **Look up the word “reasonable”. Then completely rewrite your “letter”. It was written November 25, 2009. You’re a bit behind. “Thankfully”, courts frown on nuisance suits.**

**I write because this set of lies will not go unchallenged. As for your bloviating “...will be dealt with in due course in the appropriate venue, and at the appropriate time, should Mr. Baker choose to continue his slanderous ways.”: “Sue away.” Just keep lying & whining. Tell the truth. Your choice. I will always tell the truth regardless of what decision anyone makes, any path they take. Others’ business IS my business when it deleteriously (look it up) affects mine. Everything that I post about <http://saxtonbronze.com> on [http://www.plaquesandletters.com/ftc\\_false\\_adv\\_complaints.htm](http://www.plaquesandletters.com/ftc_false_adv_complaints.htm) “including but not limited to” <http://www.plaquesandletters.com/FTC/Saxton%20Bronze/False%20Advertising%20Complaint%20Against%20Saxton%20Bronze.pdf> is true and abundantly demonstrated.** Any real lawyer will tell you that “*the truth is an absolute defense*”. “Lying” is saying something that isn’t true. Telling the truth is neither slanderous nor libelous, though you find that of no consequence. That’s an indictment of your lack of legal prowess. Pretty simple stuff.

**You screwed with the wrong guy. You’ve demonstrated in your letters that I’m both smarter as well as more honest than you. That diploma you have(?) does not intimidate. Your own words only do further harm; dig yourselves deeper. This response, as well as your comical attempt at practicing law, will within days be posted online. In doing so, I’m not “trying to get you” to do anything. There’s neither “coercion” nor “threat”. What you and Saxton now does is irrelevant. I will offer that if Saxton ceases it’s lying, that will be duly noted. “Hope this Helps.”**

Don Baker



Designs&Signs

aka Plaques&Letters.com

<http://www.plaquesandletters.com/>

copy: Mr. Charles Johnson, Louisiana AG’s Office, Consumer Section; Federal Trade Commission; Saxton Bronze.