

# VARIETY

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## ***Complaint cites confusion caused by false claims made in fraudulent email messages***



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*Variety* Media has filed suit against unnamed email imposters who have been impersonating columnist and editor-at-large Peter Bart, giving false statements to the media and making unauthorized purchase orders to vendors.

The defendants created a website, <http://www.peterbartproductions.com>, and an e-mail attached to it, claiming to be Bart, who also is a plaintiff in the suit filed Tuesday in Los Angeles Superior Court.

*Variety* Media claims violation of California business and professional code. It seeks a preliminary and permanent injunction to halt the actions of the site. The suit states that the defendants names will be disclosed when they can be ascertained.

"Defendants' conduct constituted a credible impersonation in that it actually confused *Variety's* vendors, among others," the suit stated. "Further, Defendants have admitted that they intended their conduct described above to cause harm to Plaintiffs."

In one e-mail sent widely to top industry execs, the Bart imposter claims to be speaking on behalf of *Variety* and invites recipients to attend a press conference. There is no such event scheduled.