



MIAMI
REALITY
TV STARS
FACE
REAL-LIFE
LAWSUIT
STORY, PAGE A3

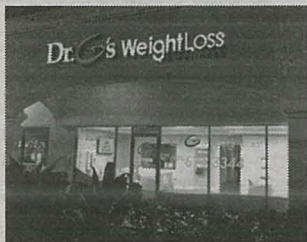
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DAILY BUSINESS REVIEW

LITIGATION

Miami reality TV stars face real-life lawsuit

Two of "The Real Housewives of Miami" are being accused of pilfering a popular weight loss program.



A lawsuit filed Feb. 16 in U.S. District Court in Miami claims Alexia Echevarria and Marysol Patton engaged in unfair competition and deceptive trade practices as spokeswomen for Dr. Gregg's Weight Loss Centers in Miami.

The plaintiff has a similar name: Dr. G's Weight Loss Clinics, which was started by Dr. Charles Goldsmith in 1994.

"It's a brazen ripoff of our client's business," said Robert Einhorn, attorney for Dr. G's Weight Loss and partner at Zarco Einhorn Salkowski & Brito in Miami.

The name was just manufactured to trade off the real Dr. G's good name and reputation."

The lawsuit also claims David and Judah Burstyn, the owners of Dr. Gregg's, were patients of Goldsmith and copied his business plan for their own weight loss centers in Miami and Aventura.

The "Real Housewives of Miami" ran on the Bravo cable network last year as the seventh installment of a series that focuses on a group of well-connected housewives in a large metropolitan city.

Echevarria is executive editor of fashion and celebrity magazine Venue. Patton runs the public relations firm Patton Group.

Attorney Sam Lewis, a partner at Feldman Gale in Miami, is representing the defendants but could not be reached for comment by deadline.



Einhorn