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Cunningham House  
130 Francis Street  
Dublin 8  
D08 H48R

Your Ref:

Our Ref:

RYO/AMO  
TRE018/0001

Date: 7 April 2026

**STRICTLY PRIVATE AND CONFIDENTIAL**

Mr. Robert Cox,  
TALK OF THE SOUND, Words in Edgewise,  
Apartment 1,  
Emmett House,  
Clyde Road,  
Dublin 4,  
D04 PD65

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**BY REGISTERED POST**

**Re: Injurious statements and malicious falsehoods, published by you on the talkofthesound.com website, Words In Edgewise publication and associated publications.**

Dear Mr. Cox,

We act for Anna & Jack's Treehouse, LLC, 629 Treehouse, LLC DBA Anna & Jack's Treehouse of Pelham, 7-11 Treehouse, LLC DBA, Anna & Jack's Treehouse of Larchmont (collectively known as "The Treehouse" or Anna & Jack's Treehouse "Company"), a daycare, Preschool & Childcare Center with locations in Larchmont, NY, New Rochelle, NY and Pelham, New York. The Company employs close to 150 staff, cares for almost 400 students daily, and has its registered addresses at 136 Centre Avenue, New Rochelle, New York., 629 5th Avenue Pelham, NY & 7-11 North Avenue Larchmont, NY 7. We also act for the Treehouse Play Place, LLC, a play space located at 7 North Avenue, Larchmont, NY 10538. We are writing to you concerning numerous incendiary articles and social media postings published by you on your 'talkofthesound.com', as well as "words in edgewise" website/publication and associated social Facebook accounts, Instagram Accounts, X accounts, Reddit and email, which repeatedly reference our client and/or individuals associated with our client in a manner that is misleading, unjustified, and damaging.

We note from the outset that your reporting on our client is contained within over thirty 'articles' published on your site about Mr. Robert Rubicco. Even a cursory scan of these articles reveals a clear, yet inexplicable, animus on your part toward Mr. Rubicco that borders on obsessive and shows clear hostility illustrated by the fact that you published at least twenty-nine (29) articles in a four-month period covering matters including, but not limited to: decades old misdemeanour convictions, traffic violations, an unrelated fire at an ice cream shop in 2022 (which had nothing to do with our client), to commentary on Halloween decorations on Facebook.

Partners: Donough Molloy; Richard Young; Damien Coffey  
Senior Associate: Aoife McNicholl Solicitors: Cian McCann; Aoife Dalton; Catherine Dolan; Caitriona Gildea  
Practice Manager: Aoife Kavanagh

Vat No. 4696047W

This pattern of publishing highly personal, historic, irrelevant and false details about the Company and Mr. Rubicco is invasive, disproportionate, and designed to humiliate, damage business, create false associations. Neither Mr. Rubicco nor any other officer of the Company is a public figure and as such, they are entitled to a reasonable expectation of privacy that you have chosen to disregard.

Your own editorial statements confirm a deliberate campaign to target him:

*"It is time to... put the focus squarely on one of the most despicable people in New Rochelle — Robert P. Rubicco... We want to make sure every parent is forewarned... We will publish headlines... and add more parts over time."*

and

*"Longtime readers know that if I write a 'Who is...?' article things tend to not end well for the subject."*

and

*"anyone who knows me knows i do things for a reason and always play the long game".*

These statements demonstrate express animus, not journalistic purpose. Your publications sensationalise Mr. Rubicco's past, seek to tie him to the Company's operations in a misleading fashion, and appear intended to inflict maximum reputational harm on both him and our client. These statements also beg the question of what you have against Mr. Rubicco, Mrs. Rubicco and their business.

Mr. Rubicco has previously acknowledged mistakes in his teens and 20's, particularly ill-conceived and ill-advised actions undertaken to help a family member in difficulty and trying to regain employment. You have capitalised on this misfortune by exaggerating and sensationalising historic matters with the admitted objective of "getting him" and deterring families from attending childcare centres operated by the Company.

Your targeting of Mr. Rubicco in conjunction with our client has caused and continues to cause serious damage to the Company's reputation, finances, operations, customer relationships, and standing with creditors, and constitute defamation, malicious falsehood, and tortious interference.

Including, but not limited to what we feel are the most egregious, and damaging, breaches concern:

- i) An unfounded and untrue allegation that a receiver was appointed over our client;
- ii) An inference through innuendo that our client practised as an unlicensed childcare provider;

- iii) Sensational framing of Office of Children and Family Services (OCFS) violations;
- iv) Statements that the Treehouse Play Place received multiple violations from OCFS.

Your targeting of Mr. Rubicco in conjunction with our client has caused and continues to cause serious damage to the Company's reputation, finances, operations, customer relationships, and standing with creditors, and constitute defamation, malicious falsehood, and tortious interference.

Including, but not limited to what we feel are the most egregious, and damaging, breaches concern:

- i) An unfounded and untrue allegation that a receiver was appointed over our client;
- ii) An inference through innuendo that our client practised as an unlicensed childcare provider;
- iii) Sensational framing of Office of Children and Family Services (OCFS) violations;
- iv) Statements that the Treehouse Play Place received multiple violations from OCFS.

**1. Allegation that a receiver was appointed over our client**

In your article titled "Robert P. Rubicco: Criminal, Liar, Fraud, Daycare Operator Part XXIX (Luxury Amid Defaults and Judgments)" (originally published on or about 9 February 2023 but republished on 1 February 2026), you assert that in the case of Vox Funding, LLC v. Anna & Jack's Treehouse LLC et al. (Nassau County Supreme Court, Index No. 615241/2022), a "*court-appointed neutral receiver took full control of the entities' assets, revenues, and operations,*" and that "*the receivership was appointed in 2023 (following a May hearing)... One location was sold in August 2024, after which the case was disposed, ending the receivership.*"

Similarly, in your article titled "Robert P. Rubicco: Criminal, Liar, Fraud, Daycare Operator Part XXVIII (\$1,396,791.60 Vox Funding Capital Merchant Cash Advance Default)" published on 31 January 2026, you wrote: "*A merchant cash advance provider secured court appointment of a receiver over three affiliated childcare businesses in a commercial contract dispute, after alleging defaults on repayment obligations and highlighting financial insolvency of all three business locations (New Rochelle, Pelham, and Norwalk).*"

Our client instructs that no receiver was ever appointed over the Company and, having reviewed the case file available online, we note that the Honourable Randy Sue Marber, presiding over the proceedings, never appointed a receiver to take control of the Company's assets, revenues, or operations. This is reflected in the Court's order entered 9<sup>th</sup> November 2022. As you are undoubtedly aware and as you wrote about, the appointment of a receiver over a company represents a significantly negative watershed

event in a company's life and acts as an alarm to third parties regarding the company's management, solvency, and longevity.

By reporting the appointment of a receiver in circumstances where no such appointment was made, you compounded the difficulties experienced by our client during the COVID 19 crisis, threatened its survival, and slandered its reputation. Regardless of the problems the company may have been facing during COVID 19 (as many businesses did and also fell victim to Merchant Cash Advances) the appointment of a receiver represents a distinct and material insolvency event with serious legal and commercial implications.

If we are somehow mistaken, and you are relying on any later order(s), we demand you identify the precise order, date, docket entry and produce it. Absent such proof, your statements are false and defamatory and require immediate correction, and we call upon you to publish a prominent correction and clarification referencing the original posting immediately, along with an apology addressed to our client and Mr. Rubicco, who is obviously also negatively affected by your erroneous reporting. Your reporting deliberately tied the fates of our client and Mr. Rubicco together, exposing them to the same reputational harm in the eyes of your readership. Consequently, our client is of the belief that only a tied apology can be expected to mitigate the harm.

Accordingly, we call upon you to publish, without delay, a prominent correction and clarification referencing the original posting, together with a formal apology addressed to both the Company and Mr. Rubicco, who has likewise been adversely affected by your erroneous reporting. Your article expressly linked the reputations and circumstances of the Company and Mr. Rubicco, thereby subjecting them to the same reputational harm in the eyes of your readership. In light of that linkage, our client maintains that only a joint correction and apology can adequately mitigate the damage caused.

## **2. Inference through innuendo that our client practiced as an unlicensed childcare provider.**

In your article titled "Nightmare on the Isle of Sans Souci: Part III — What is Anna & Jack's Treehouse?" (dated July 30, 2021), you insinuate that:

*"It is not clear whether the Rubiccós operated a child care program without a license for three years or obtained a license through another entity or in their names, but Anna & Jack's Treehouse did not have a license from 2013 to 2016."*

This is materially misleading.

Additionally, on 9<sup>th</sup> December 2025 after having almost 5 years to fact check your research you also stated:

*"Robert P. Rubicco: Criminal, Liar, Fraud, Daycare Operator" series begs the question: How was Rob Rubicco allowed by the New York State Office of Child and Family Services (OCFS) to operate an unlicensed daycare center in his home for three*

*years while on probation”... “The fact that the couple had already operated an unlicensed day care (Anna & Jack’s Treehouse) from 2013 to 2016 while Rubicco was still violating probation further demonstrated wilful disregard for child-care laws, providing independent grounds for denial”... “Those factors would almost certainly have failed the mandatory safety assessment, regardless of his wife’s clean record”.*

For the purposes of clarification, Anna & Jack’s Treehouse, LLC, is the successor to two previous companies:

- i) Anna’s Playhouse, LLC (also known as Anna’s Treehouse) which operated at 3 Kensington Oval, New Rochelle, NY 10805, and held a Group Family Day Care License effective August 30, 2013 – August 29, 2015
- and
- ii) Jack’s Playhouse Inc., operating at 7 Emerson Avenue, New Rochelle, NY 10801, was incorporated in July 2014 and held a Group Family Day Care License effective August 12, 2014 – December 7, 2016.

Your publications omit this licensing context and, in their natural and ordinary meaning, and/or by innuendo, convey that Anna & Jack’s Treehouse, LLC operated unlawfully without a license between 2013–2016. Our client instructs this is false and materially misleading. At minimum, your statements lack necessary context and falsely imply criminality, inviting the inference that the business knowingly operated unlawfully and suggesting that the company has a lax attitude to law enforcement.

Furthermore, you tie our client to further unwarranted focus by accusing Mr. Rubicco of partaking in the running of these companies while under probation, as if that was in itself criminal or untoward. Mr. Rubicco engaged thoroughly with the New York State OCFS during this time and continues to do so. OCFS’ Criminal History Unit conducted background checks against Mr. Rubicco on the 13<sup>th</sup> May 2013, August 2014, the 2<sup>nd</sup> November 2020 and June 2024, which passed without incident.

These statements that the business knowingly operated unlawfully are false. We trust that you will publish appropriate corrections on the TalkoftheSound.com website, to clarify the above and ensure ongoing harm is not caused to Mr. Rubicco and/or our client, as a result of the erroneous reporting, now that the record has been clarified.

### **3. Sensational framing of OCFS violations**

In your article: “Robert P. Rubicco: Criminal, Liar, Fraud, Daycare Operator – Part IX (New Rochelle OCFS violations)”, published on 9th December 2025, you assert that since the 5<sup>th</sup> July 2016, the Company: *“has been issued 55 violations by the New York*

*State Office of Children and Family Services since receiving its license on July 5, 2016*”, characterising these as: “*incidents that directly involve child abuse or endangerment,*” “*inadequate supervision,*” and “*failure to conduct background checks,*” among other alarming descriptions.

Our client acknowledges that, over approximately a decade, OCFS has issued notices (which occur in the ordinary course of regulatory oversight) and takes each with the utmost seriousness, addressing and remediating issues promptly in cooperation with OCFS. However, your broad-brush categorisation is misleading and sensational, conflating administrative or technical findings with the most serious categories, omitting dispositions and corrective actions, and thereby conveying an unfair, unbalanced and defamatory impression.

Our client hereby requests that you remove the sensational characterizations, or present a balanced, itemized account that accurately reflects the category, date, disposition, and corrective action for each item, with links to official OCFS records where available, and include our client’s responses demonstrating the issues raised have been attended to.

#### **4. Wrongful Accusation of having Violation Record**

In your article “New Rochelle Thanksgiving Parade Sponsor Racks Up Violations in First Year”, dated the 25<sup>th</sup> November 2025, you assert that: “*The Treehouse Play Place, the name sponsor for last weekend’s New Rochelle Thanksgiving Parade, opened just 13 months ago but has already accumulated a lengthy violation record, with two serious issues — including failure to submit staff fingerprints for state and FBI criminal background checks*”.

Our client asserts that is the materially false and the Treehouse Play Place has no violations.

#### **5. Conclusion**

The nature and tone of your publication have caused our client, Anna & Jack’s Treehouse, LLC, unnecessary and unwarranted harm and loss, particularly in respect of issues of receivership and licencing and the malicious manner in which you have sought to tie our client and Mr. Rubicco together with the sensationalised matters from his past, now long irrelevant. The net effect of these efforts has been to cause our client ongoing harm that damages its ability to trade, attract and engage customers, and provide a service to the community.

We therefore call upon you to immediately:

1. Cease publishing irrelevant or gratuitous personal material relating to the Company and/or Mr. Rubicco;

2. Remove or substantially edit prior posts to eliminate false or misleading implications;
3. Publish conspicuous retractions and corrections at the top of the original URLs and on associated social media accounts;
4. Issue apologies addressed to both the Company and Mr. Rubicco.

If you fail to comply within seven (7) days, we will advise our client on pursuing appropriate remedies under Irish law, given that you reside and publish within this jurisdiction.

We trust that legal proceedings will not be necessary and that suitable corrections will appear promptly on your website and associated social media platforms.

Yours sincerely,

  
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**SHEEHAN & PARTNERS LLP**