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## Texas State Securities Board

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IN THE MATTER OF §  
D&S RECRUITING, LLC, DBA LEGACY §  
LEADS; DIRTY RICHARD'S PRODUCTS, LLC, §  
DBA DIRTY DICK'S PRODUCTS; AND LARRY §  
SCOTT ROGERS AKA SCOTT ROGERS §

**Order No. ENF-21-CDO-1834**

### **D&S Recruiting, LLC, DBA Legacy Leads**

Service by certified mail, return receipt requested, to (1) 114 North Country Gate Circle, Conroe, Texas 77384; and (2) 2257 North Loop 336 West, Suite 140-480, Conroe, Texas 77304.

### **Dirty Richard's Products, LLC, DBA Dirty Dick's Products**

Service by certified mail, return receipt requested, to 7 La Costa Drive, Montgomery, Texas 77356.

### **Larry Scott Rogers AKA Scott Rogers**

Service by certified mail, return receipt requested, to (1) 7 La Costa Drive, Montgomery, Texas 77356; (2) 114 North Country Gate Circle, Conroe, Texas 77384; and (3) 2257 North Loop 336 West, Suite 140-480, Conroe, Texas 77304.

## **EMERGENCY CEASE AND DESIST ORDER**

This is your OFFICIAL NOTICE of the issuance by the Securities Commissioner of the State of Texas ("**Securities Commissioner**") of an EMERGENCY CEASE AND DESIST ORDER pursuant to Section 23-2 of The Securities Act, Tex. Rev. Civ. Stats. Ann. arts. 581-1-581-45 (the "**Texas Securities Act**").

The Enforcement Division of the Texas State Securities Board (the "**Enforcement Division**") has presented evidence sufficient for the Securities Commissioner to find that:

### **FINDINGS OF FACT**

1. D&S Recruiting, LLC, DBA Legacy Leads ("**Respondent Legacy Leads**") is a Texas limited liability company. It maintains last known addresses of 114 North Country Gate Circle, Conroe, Texas 77384 and 2257 North Loop 336 West, Suite 140-480, Conroe, Texas 77304.
2. Dirty Richard's Products, LLC, DBA Dirty Dick's Products ("**Respondent Dirty Dick's Products**") is a Texas limited liability company. It maintains a last known address of 7 La Costa Drive, Montgomery, Texas 77356.

3. Larry Scott Rogers AKA Scott Rogers ("**Respondent Rogers**") is a managing member of Respondent Legacy Leads and Respondent Dirty Dick's Products. He has last known addresses of 7 La Costa Drive, Montgomery, Texas 77356; 114 North Country Gate Circle, Conroe, Texas 77384; and 2257 North Loop 336 West, Suite 140-480, Conroe, Texas 77304.

#### THE PUBLIC SOLICITATIONS

4. Respondents Legacy Leads and Rogers published an advertisement in the "for sale" section of the Craigslist website targeting residents of Houston, Texas.
5. Respondents Legacy Leads and Rogers are using the advertisement to solicit investors for an alleged lead generation venture.
6. Concurrent with the advertisement for the lead generation venture, Respondents Dirty Dick's Products and Rogers are publishing advertisements in the "for sale" section of the Craigslist website targeting residents of Houston, Texas, and Dallas, Texas.
7. Respondents Dirty Dick's Products and Rogers are using the advertisements to solicit investors for an allegedly "revenue ready internet offer" and "instant money maker."

#### THE INVESTMENTS IN THE LEAD GENERATION VENTURE

8. Respondent Legacy Leads is purportedly in the business of generating leads primarily for life insurance companies.
9. Respondents Legacy Leads and Rogers are offering for sale debt investments to generate capital to fulfill a lead generation order for which they claim to lack sufficient capital.
10. Respondents Legacy Leads and Rogers are claiming that a \$25,000.00 investment will return \$30,000.00 to \$32,500.00 to an investor in 30 to 40 days.
11. Respondents Legacy Leads and Rogers are also claiming they lack sufficient capital to fulfill the lead generation order because of setbacks caused by events surrounding Hurricane Harvey and COVID-19, however they are not disclosing material facts relating to Respondent Rogers' history of financial difficulties prior to these events.

#### THE INVESTMENTS IN THE SPICE RUB VENTURE

12. Respondent Dirty Dick's Products is purportedly a business formed for the purpose of selling subscription boxes of various spice rubs.
13. Respondents Dirty Dick's Products and Rogers are offering for sale investments to produce and market the spice rubs.

14. Respondents Dirty Dick's Products and Rogers are representing that a \$35,000.00 investment in the spice rub venture may be structured in either of the following ways:
  - A. \$20,000.00 is treated as a no interest loan, to be repaid over 10 months at a rate of \$2,000.00 per month. The remaining \$15,000.00 purchases a 33% equity stake in Respondent Dirty Dick's Products with profits paid on a monthly basis; or
  - B. The full \$35,000.00 purchases a 15% equity stake in Respondent Dirty Dick's Products with profits paid on a monthly basis. The \$35,000.00 is also treated as a loan with 10% interest and a 12-month term.
15. Respondents Dirty Dick's Products and Rogers are also representing that Respondent Rogers has the expertise needed to market and sell goods on a subscription basis, but do not disclose material facts relating to prior subscription schemes managed by Respondent Rogers and Respondent Rogers' history of financial difficulties.

#### REGISTRATION VIOLATIONS

16. Respondents have not been registered with the Securities Commissioner as dealers or agents at any time material hereto.
17. The investments in the lead generation and spice rub ventures have not been registered by qualification, notification, or coordination at any time material hereto, and no permit has been granted for their sale in Texas.

#### FRAUD AND DECEIT AND THE CONCEALMENT OF INFORMATION RELATING TO RESPONDENT ROGERS

18. In connection with the offer of investments in the lead generation venture, Respondents are intentionally failing to disclose the following material facts about Respondent Rogers:
  - A. On or around January 29, 2015, Respondent Rogers and others were sued for failure to repay a lender in Williams Holding Corporation v. Vi-Tel Wireless, LLC, James Pearson, Larry A. Rogers, and L. Scott Rogers, Case 8:15-cv-00180-JSM-TGW, in the United States District Court for the Middle District of Florida, Tampa Division. On or around February 11, 2016, the Court granted Summary Judgment against Respondent Rogers and ordered him to pay \$295,669.39 in damages, stemming from allegations in the complaint that Rogers failed to pay on a note;
  - B. On or around March 9, 2016, Respondent Rogers filed for chapter 7 bankruptcy, Case 16-31237 in the United States Bankruptcy Court for the Southern District of Texas (Houston). On or around September 22, 2016, discharge was granted to Respondent Rogers; and

- C. On or around September 5, 2018, Respondent Rogers was sued for failure to repay a debt in Tim Hughes v. Larry Scott Rogers, Case No. 1116816, in the Civil Court at Law Number 1, of Harris County, Texas. On or around October 12, 2018, the Court granted Default Judgment against Respondent Rogers and ordered him to pay \$6,000.00 in damages and \$1,000.00 in attorneys' fees and expenses, stemming from allegations in the complaint that Rogers failed to pay on a debt.
19. In connection with the offer of investments in the spice rub venture, Respondents Dirty Dick's Products and Rogers are intentionally failing to disclose material facts relating to prior subscription schemes managed by Respondent Rogers, including voluminous consumer complaints published on scam reporting websites. The consumer complaints allege that customers of Respondent Rogers' previous ventures never received goods they had purchased and were charged repeatedly without their authorization.
20. Respondents Legacy Leads and Rogers are representing that they need outside funding due to setbacks created by Hurricane Harvey and COVID-19. This representation is materially misleading or otherwise likely to deceive the public in light of the following:
- A. The information set forth herein relating to Williams Holding Corporation v. Vi-Tel Wireless, LLC, James Pearson, Larry A. Rogers, and L. Scott Rogers, Case 8:15-cv-00180-JSM-TGW, in the United States District Court for the Middle District of Florida, Tampa Division;
- B. The information set forth herein relating to Respondent Rogers' chapter 7 bankruptcy, Case 16-31237 in the United States Bankruptcy Court for the Southern District of Texas (Houston); and
- C. The information set forth herein relating to Tim Hughes v. Larry Scott Rogers, Case No. 1116816, in the Civil Court at Law Number 1, of Harris County, Texas.
21. Respondents Dirty Dick's Products and Rogers are touting Respondent Rogers' business acumen and representing that Respondent Rogers has the expertise needed to market and sell goods on a subscription basis. These representations are materially misleading or otherwise likely to deceive the public in light of the following:
- A. The information set forth herein relating to Williams Holding Corporation v. Vi-Tel Wireless, LLC, James Pearson, Larry A. Rogers, and L. Scott Rogers, Case 8:15-cv-00180-JSM-TGW, in the United States District Court for the Middle District of Florida, Tampa Division;
- B. The information set forth herein relating to Respondent Rogers' chapter 7 bankruptcy, Case 16-31237 in the United States Bankruptcy Court for the Southern District of Texas (Houston);

- C. The information set forth herein relating to Tim Hughes v. Larry Scott Rogers, Case No. 1116816, in the Civil Court at Law Number 1, of Harris County, Texas; and
- D. The information set forth herein relating to the voluminous consumer complaints published against Respondent Rogers' prior business ventures.

#### FRAUD AND THE LEAD GENERATION VENTURE

- 22. In connection with the offer of investments in the lead generation venture, Respondents Legacy Leads and Rogers are intentionally failing to disclose the following material facts:
  - A. Information on the current assets and liabilities of Respondent Legacy Leads, its operating history and revenue, and other information reflecting its ability to offer a 20% return in 30-45 days; and
  - B. Any information relating to the risks associated with the business of Respondent Legacy Leads, including the risks associated with the solvency and liquidity of Respondent Legacy Leads or its clients, which may negatively impact their ability to meet financial obligations.

#### FRAUD AND THE SPICE RUB VENTURE

- 23. In connection with the offer of investments in the spice rub venture, Respondents Dirty Dick's Products and Rogers are intentionally failing to disclose the following material facts:
  - A. Information on the current assets and liabilities of Respondent Legacy Leads, its operating history, sales history, and revenue, and any other information reflecting its ability to repay debt or reflecting the value of equity in Respondent Dirty Dick's Products; and
  - B. Any information relating to the risks associated with the business of Respondent Dirty Dick's Products, including the risks associated with securing marketable goods, attracting and retaining customers, and controlling costs associated with shipping and other aspects of operations.

#### CONCLUSIONS OF LAW

- 1. The investments in the lead generation venture and the investments in the spice rub venture are securities as the term is defined by Section 4.A of the Securities Act.
- 2. Respondents are violating Section 7 of the Securities Act by offering securities for sale in Texas at a time when the securities are not registered with the Securities Commissioner.

3. Respondents are violating Section 12 of the Securities Act by offering securities for sale in Texas without being registered pursuant to the provisions of Section 12 of the Securities Act.
4. Respondents are engaging in fraud in connection with the offer for sale of securities.
5. Respondent has made an offer containing a statement that is materially misleading or otherwise likely to deceive the public.
6. Respondents' conduct, acts, and practices threaten immediate and irreparable public harm.
7. The foregoing violations constitute bases for the issuance of an Emergency Cease and Desist Order pursuant to Section 23-2 of the Securities Act.

### **ORDER**

1. It is therefore ORDERED Respondents immediately CEASE AND DESIST from offering for sale any security in Texas until the security is registered with the Securities Commissioner or is offered pursuant to an exemption from registration under the Securities Act.
2. It is further ORDERED Respondents immediately CEASE AND DESIST from acting as a securities dealer or agent in Texas until Respondents are registered with the Securities Commissioner or are acting pursuant to an exemption from registration under the Securities Act.
3. It is further ORDERED Respondents immediately CEASE AND DESIST from engaging in any fraud in connection with the offer for sale of any security in Texas.
4. It is further ORDERED Respondents immediately CEASE AND DESIST from offering securities in Texas through an offer containing a statement that is materially misleading or otherwise likely to deceive the public.

### **NOTICE**

Pursuant to Section 23-2 of the Texas Securities Act, you may request a hearing before the 31st day after the date you were served with this Order. The request for a hearing must be in writing, directed to the Securities Commissioner, and state the grounds for the request to set aside or modify the Order. Failure to request a hearing will result in the Order becoming final and non-appealable.

You are advised under Section 29.D of the Texas Securities Act that any knowing violation of an order issued by the Securities Commissioner under the authority of Section 23-2 of the Texas Securities Act is a criminal offense punishable by a fine of not more than \$10,000, or imprisonment in the penitentiary for two to ten years, or by both such fine and imprisonment.

SIGNED AND ENTERED by the Securities Commissioner this 18<sup>th</sup> day of March, 2021.

A handwritten signature in blue ink, appearing to read "T. J. Iles", is positioned above a horizontal line.

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TRAVIS J. ILES  
Securities Commissioner