

[1] Herbert J. Nevyas, M.D.  
[2] that?  
[3] A: No. The printed material I did. I told him  
[4] what to put in. He may have modified it, but...  
[5] Q: There was an advertisement on KYW.  
[6] MS. NEWMAN: What are you talking about?  
[7] Q: Was that same person involved with that?  
[8] A: No.  
[9] Q: Who was involved with the advertisement for  
[10] KYW?  
[11] A: I and whoever handled things for KYW.  
[12] Q: Did you use the services of an advertising  
[13] agency —  
[14] A: No.  
[15] Q: — at any time?  
[16] MR. LAPAT: Objection. Vague. Go  
[17] ahead.  
[18] A: Not that I can recall. I don't think we did,  
[19] no.  
[20] Q: As far as the KYW information that was  
[21] broadcast on the air, what time frame did that run  
[22] from?  
[23] A: I don't remember. There was very little. We  
[24] had a few — I think we had some advertising on KYW  
[25] to let people know what we were doing as far back as

[1] Herbert J. Nevyas, M.D.  
[2] '93 or '94 and I'm not sure what was done in the  
[3] next couple of years. I really don't recall. I'm  
[4] not even sure there was much around that time, if  
[5] any. I think — if I think back to '94 or '95, we  
[6] had some advertising at that time. I don't think  
[7] there was later.  
[8] Q: How long did advertising continue that you  
[9] can remember?  
[10] A: I don't know for sure. Not very long because  
[11] we did it — you have to remember, '94 specifically,  
[12] '95, I think we stopped because it really wasn't  
[13] producing much benefit.  
[14] Q: Who was in charge of deciding what copy would  
[15] be broadcast by KYW?  
[16] A: I.  
[17] Q: Do you have the originals or copies of any  
[18] informational or promotional or advertising  
[19] materials directed to the public for which the  
[20] subject included LASIK?  
[21] A: No, no, I don't.  
[22] Q: Do you maintain tax returns?  
[23] A: I'm sure we do.  
[24] MS. KRAMER: For the corporation are you  
[25] asking?

[1] Herbert J. Nevyas, M.D.  
[2] MR. FRIEDMAN: For the corporation,  
[3] yes, and for himself individually.  
[4] A: Whatever period of time my accountant or  
[5] bookkeeper suggests they be held, I'm sure we have  
[6] held them. I wouldn't know for sure.  
[7] Q: Who is your accountant or bookkeeper first  
[8] for the corporation?  
[9] MR. LAPAT: Objection.  
[10] A: My accountant has been Mr. Jeffrey Factor,  
[11] F-A-C-T-O-R. And I don't remember exactly how long  
[12] he has been my accountant. I think for probably  
[13] eight or ten years anyhow.  
[14] Q: And how about does he also do your personal  
[15] income tax?  
[16] A: Yes.  
[17] MR. LAPAT: Same objection.  
[18] Q: Where is Mr. Factor located?  
[19] MR. LAPAT: Objection.  
[20] A: I think his office is in Plymouth Meeting or  
[21] some such area around there. I have never been  
[22] there.  
[23] Q: Did you deduct the cost of advertising on KYW  
[24] as either an expense of the corporation or yourself?  
[25] MR. LAPAT: Objection.

[1] Herbert J. Nevyas, M.D.  
[2] A: As far as I know, it would have been an  
[3] expense of the corporation.  
[4] Q: Would your tax records, therefore, reflect  
[5] the years in which you were paying KYW for  
[6] advertisement?  
[7] A: I don't know. I don't know if anything  
[8] specifically was listed in tax records.  
[9] Q: There was a television production done by  
[10] MDTV. Was that paid for by the corporation or by  
[11] you?  
[12] MR. LAPAT: Objection.  
[13] Q: Pardon me. Let me withdraw that question.  
[14] Was there any payment made to MDTV at  
[15] any time?  
[16] MR. LAPAT: Objection. Anything that  
[17] relates to MDTV had no bearing on the plaintiff in  
[18] this action.  
[19] MS. NEWMAN: Join.  
[20] MS. KRAMER: You can answer.  
[21] A: Yes.  
[22] Q: Would your tax returns show the time that the  
[23] payments were made?  
[24] MR. LAPAT: Same objection.  
[25] MS. NEWMAN: Same objection.