

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF PENNSYLVANIA**

**KAREN HEPP**

Plaintiff,

v.

**FACEBOOK, INC., IMGUR, INC.,  
REDDIT, INC., GIPHY, INC.,  
WGCZ S.R.O. and DOES 1-10**

Defendants.

**JURY TRIAL DEMANDED**

**COMPLAINT**

Plaintiff, Karen Hepp (“Plaintiff”), by and through her attorneys, Cohen Fineman, LLC, for her Complaint against Defendants, Facebook, Inc., Imgur, Inc., Reddit, Inc., Giphy, Inc., WGCZ, S.R.O. and Does 1-10 (collectively, “Defendants”), alleges as follows:

**PRELIMINARY STATEMENT**

1. This is an action resulting from Defendants’ violations of Pennsylvania’s “Right of Publicity” statute, 42 Pa. Cons. Stat. § 8316, and Plaintiff’s common law right of publicity stemming from Defendants’ usurpation and unlawful use of her image.
2. Plaintiff, a public figure, has suffered irreparable harm from the unlawful dissemination and publication of her image on various commercial websites.

### **JURISDICTION AND VENUE**

3. The original jurisdiction of this Court is invoked pursuant to 28 U.S.C. § 1332 because the parties have complete diversity of citizenship and the amount in controversy exceeds \$75,000.

4. This Court has personal jurisdiction over Defendants in that, among other things: (a) Defendants are engaged in tortious conduct within the Commonwealth of Pennsylvania and in this District, including by using Plaintiff's image without her authorization and (b) Defendants' conduct causes injury to Plaintiff within the Commonwealth of Pennsylvania.

5. Venue is proper in this judicial district pursuant to 28 U.S.C. § 1391(b)(2) because a substantial part of the acts, omissions and events giving rise to the claims asserted in this Complaint occurred in this judicial district.

### **PARTIES**

6. Plaintiff, Karen Hepp, is an adult individual residing at 737 South Latches Lane, Merion Station, Pennsylvania 19066.

7. Defendant, Facebook, Inc., on information and belief, is a for-profit corporation organized and existing under the laws of Delaware, having its registered agent, Corporation Service Company, located at 251 Little Falls Drive, Wilmington, Delaware 19808.

8. Defendant, Facebook, Inc., owns and operates "Facebook.com," one of the world's largest social media internet sites.

9. Defendant, Imgur, Inc., on information and belief, is a for-profit corporation organized and existing under the laws of Delaware, having its registered agent, Incorporating Services, Ltd., located at 3500 S. Dupont Highway, Dover, Delaware 19901.

10. Defendant, Imgur, Inc., is an internet-based online image-sharing business that owns and operates the website known as “Imgur.com.”

11. Defendant, Reddit, Inc., on information and belief, is a for-profit corporation organized and existing under the laws of Delaware, having its registered agent, Corporation Service Company, located at 251 Little Falls Drive, Wilmington, Delaware 19808.

12. Defendant, Reddit, Inc., is an American social news aggregation company that owns and operates the website known as “Reddit.com.”

13. Defendant, Giphy, Inc., on information and belief, is a for-profit corporation organized and existing under the laws of Delaware, having its registered agent, Corporation Service Company, located at 251 Little Falls Drive, Wilmington, Delaware 19808.

14. Defendant, Giphy, Inc., owns and operates a website known as “Giphy.com” that consists of an online database and search engine that allows users to search for and share short looping videos.

15. Defendant, WCGZ, S.R.O., on information and belief, is a limited liability company existing under the laws of the Czech Republic and having a place of business at Praha 1 - Nové Město, Krakovská 1366/25, PSČ 110 00 Czech Republic.

16. Defendant, WCGZ S.R.O., owns and operates “XNXX.com,” a popular adult-oriented website featuring pornographic materials.

17. Defendants Does 1 through 10 are the owners and operators of other websites and/or media outlets. Plaintiff is unaware of the true names or capacities of Does 1 through 10. Plaintiff is informed and believes, and on that basis avers, that Does 1 through 10 either (a) directly performed the acts alleged herein, (b) were acting as the agents, principals, alter egos, employees, or representatives of the other Defendants, and/or (c) otherwise participated in the

acts alleged herein with the other Defendants. Accordingly, Defendants Does 1 through 10 each are liable for all of the acts alleged herein because they were the cause in fact and proximate cause of all injuries suffered by Plaintiff as alleged herein. Plaintiff will amend the Complaint to state the true names of Defendants Does 1 through 10 when their identities are discovered.

**FACTS GIVING RISE TO THIS ACTION**

18. Plaintiff is a professional television news anchor and joined the FOX 29 News team (Philadelphia-based) in November of 2010.

19. Plaintiff is a co-anchor of the 4 am to 6 am hours of "Good Day Philadelphia," a morning news program, and joins the set as co-host for the final hour of the show from 9 am to 10 am.

20. Prior to joining FOX 29, Plaintiff worked at WNYW-TV in New York City, anchoring Good Day Wakeup.

21. Plaintiff joined Fox 5 in January of 2005 as the weekend anchor.

22. Plaintiff previously worked for NBC-owned-and-operated stations for 8 years including: WNBC in New York; WCAU in Philadelphia; and WVIT in Connecticut. Her career began in Binghamton, New York and Rochester, New York.

23. Plaintiff graduated from New York University and hails from the Philadelphia region.

24. Approximately two years ago, Plaintiff discovered through her co-workers and managers, that, without her consent, a photograph of her taken by a security camera in a convenience store located in New York City was being used in online advertisements for erectile dysfunction and dating websites.

25. Plaintiff was unaware that her photograph was taken in said convenience store and does not know the identity or the location of the store or how her photograph was secured. A true and

correct copy of the photograph is attached hereto, made a part thereof and marked as Exhibit “A.” Said photograph shall be referred to hereafter as “The photo.”

26. Plaintiff has since learned that The Photo has appeared illegally on many other websites.

27. The photo was featured in a Facebook advertisement soliciting users to “meet and chat with single women.” A true and correct copy of said advertisement is attached hereto, made a part hereof and marked as Exhibit “B.”

28. The photo was featured on Imgur under the heading “milf,” which is a derogatory and degrading slang acronym that refers to a sexually attractive woman with young children. The Imgur link address is <https://i.imgur.com/0lulkf2.jpg>. A true and correct copy of said photograph within the Imgur website is attached hereto, made a part hereof and marked as Exhibit “C.”

29. The photo was featured on Reddit titled “Amazing” in the subgroup r/obsf (“older but still \$#^@ble”) and posted by a user known as “pepsi\_next.” There is a hyperlink for the photograph which links to the Imgur site. The Reddit url address is <https://www.reddit.com/r/obsf/comments/5owd59/amazing/dcnh8wj/>. A true and correct copy of said photograph within the Reddit website is attached hereto, made a part hereof and marked as Exhibit “D.”

30. The photo was modified and featured on Giphy wherein a video appears in the background of a man -- who is hiding behind a glass commercial freezer door and masturbating - - to what would appear, from his perspective, to be the backside of Plaintiff. The Giphy url addresses of this combination image/video are as follows: 1) <https://i.giphy.com/media/NfApNcuyg8mzK/giphy.mp4>; 2) <https://media.giphy.com/media/NfApNcuyg8mzK/giphy.gif>, and 3) <https://media.giphy.com/media/l4lYmuCE7ZZQeQd1e/giphy.gif>. A true and correct copy of

said image/video within the Giphy website is attached hereto, made a part hereof and marked as Exhibit “E.”

31. The photo was featured on the XNXX site in the “milf” gallery 44/46 and can be easily downloaded. The XNXX site url address is [https://multi xnxx.com/gallery/1116129/a34b/milf\\_gallery\\_44\\_46/](https://multi xnxx.com/gallery/1116129/a34b/milf_gallery_44_46/). A true and correct copy of said photograph within the XNXX website is attached hereto, made a part hereof and marked as Exhibit “F.”

**COUNT I**  
**(Violation of 42 Pa. Cons. Stat. § 8316)**

32. The averments contained in Paragraphs 1 through 31 of this Complaint are incorporated herein by reference as though set forth in full.

33. Plaintiff is a well-known public figure who has spent years honing her skills as a professional television broadcaster.

34. Plaintiff is well-regarded in the Philadelphia community and has earned an excellent reputation as a moral and upstanding community leader and public person.

35. Her image has high intrinsic commercial value.

36. Through their actions, described *supra*, Defendants have appropriated Plaintiff’s likeness, which has commercial value, and used same for commercial purposes without Plaintiff’s written consent.

37. Defendants knew, based upon Plaintiff’s notoriety, that the Photo depicted Plaintiff and no one else.

38. Plaintiff’s image is instantly identifiable and automatically associated with Plaintiff’s professional persona.

39. Defendants' sexualization of Plaintiff's image and use for prurient and illicit purposes is abhorrent and disgusting.

40. Defendants' actions with respect to Plaintiff's image have caused serious, permanent and irreparable harm to Plaintiff's reputation.

41. Plaintiff seeks an affirmative injunction mandating that all Defendants remove Plaintiff's image immediately from their respective websites.

42. Plaintiff seeks compensatory damages to redress Defendants' wrongful use of Plaintiff's image.

**COUNT II**  
**(Pennsylvania common law right of publicity)**

43. Plaintiff incorporates by reference paragraphs 1 through 42 as if set forth in full.

44. Defendants appropriated Plaintiff's valuable likeness, without authorization, and used it to their commercial advantage.

45. Under the common law in Pennsylvania, Plaintiff maintains an exclusive entitlement to control the commercial value of her name and/or likeness and to prevent others from exploiting it without permission.

46. Under the circumstances presented here, Plaintiff would never have permitted any of the Defendants to use her image to promote prurient and base interests.

47. Defendants' actions with respect to Plaintiff's image have caused serious, permanent and irreparable harm to Plaintiff's reputation.

48. Plaintiff seeks an injunction mandating that all Defendants remove Plaintiff's image immediately from their respective websites.

49. Plaintiff seeks compensatory damages to redress Defendants' wrongful use of Plaintiff's image.

**PRAYER FOR RELIEF**

WHEREFORE, Plaintiff prays that this Court enter judgment in her favor on each and every claim for relief set forth above and award her relief including, but not limited to, an Order:

1. Preliminarily and permanently enjoining Defendants, their officers, employees, agents, subsidiaries, representatives, distributors, dealers, members, affiliates, licensees, internet service providers, and all persons acting in concert or participation with them from publishing Plaintiff's photograph.
2. Requiring Defendants to take down Plaintiff's photograph and any and all related images/videos and advertisements using Plaintiff's image for promotion on all websites, threads and chat rooms.
3. Requiring Defendants to provide Plaintiff with an accounting of any and all revenue and profits derived from the exploitation of Plaintiff's image.
4. Awarding Plaintiff monetary relief including damages sustained by Plaintiff in an amount not yet determined, including actual damages, reputational damages, and/or Defendants' profits in an amount in excess of \$10,000,000.
5. Awarding Plaintiff her costs and attorneys' fees in this action.
6. Awarding such other and further relief as this Court may deem just and appropriate.

Plaintiff demands a trial by jury.

Respectfully submitted,

COHEN FINEMAN, LLC

(PA ID No. 75717)

Samuel B. Fineman, Esq.  
Attorney for Plaintiff  
1999 Marlton Pike E., Suite 4



Cherry Hill, NJ 08003  
(856) 304-0699 – tel.  
(856) 489-5088 – fax  
sfineman@cohenfineman.com

# **EXHIBIT “A”**



# **EXHIBIT “B”**

Sponsored

Create Ad



**Meet Your Girlfriend**

[apps.facebook.com](https://apps.facebook.com)

Meet and chat with single women near you on the FirstMet© Facebook app. Click Here!



**View Single Ladies**

**Click Here to Browse Singles Near You!**

[ourtime.com](https://ourtime.com)

Find the Woman for You - The Best Place to Meet Like-Minded Singles Near You!

# **EXHIBIT “C”**





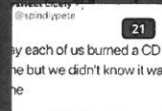
Milf

Uploaded Dec 13 2015

Next Post &gt;

## MOST VIRAL IMAGES

sorted by popularity

Throwing coffee powder  
to a friendThere's a last time for  
everything80s & 90s stars then and  
now

Metal Art

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[forum](#)



+ 11,543 views



# **EXHIBIT “D”**





r/obsf



Search r/obsf



LOG IN

SIGN UP

101

Amazing nswf

Posted by u/pepsi\_next 2 years ago

Amazing nswf [i.imgur.com/0lulkt...](https://imgur.com/0lulkt...)

3 Comments

**This thread is archived**

New comments cannot be posted and votes cannot be cast

SORT BY BEST

Single comment thread. View all comments →

View discussions in 6 other communities



darklightsun 1 point · 2 years ago

Odd to meet her in the dairy section.

More posts from the obsf community



Posted by u/crazymia 4 days ago

763 The view you would get if I was sitting on top of you 😊 xx 54yo [F] (OC) nswf[glycat.com/famili...](https://glycat.com/famili...)

r/obsf

68.9k

Members

nswf

Adult content

80

Online

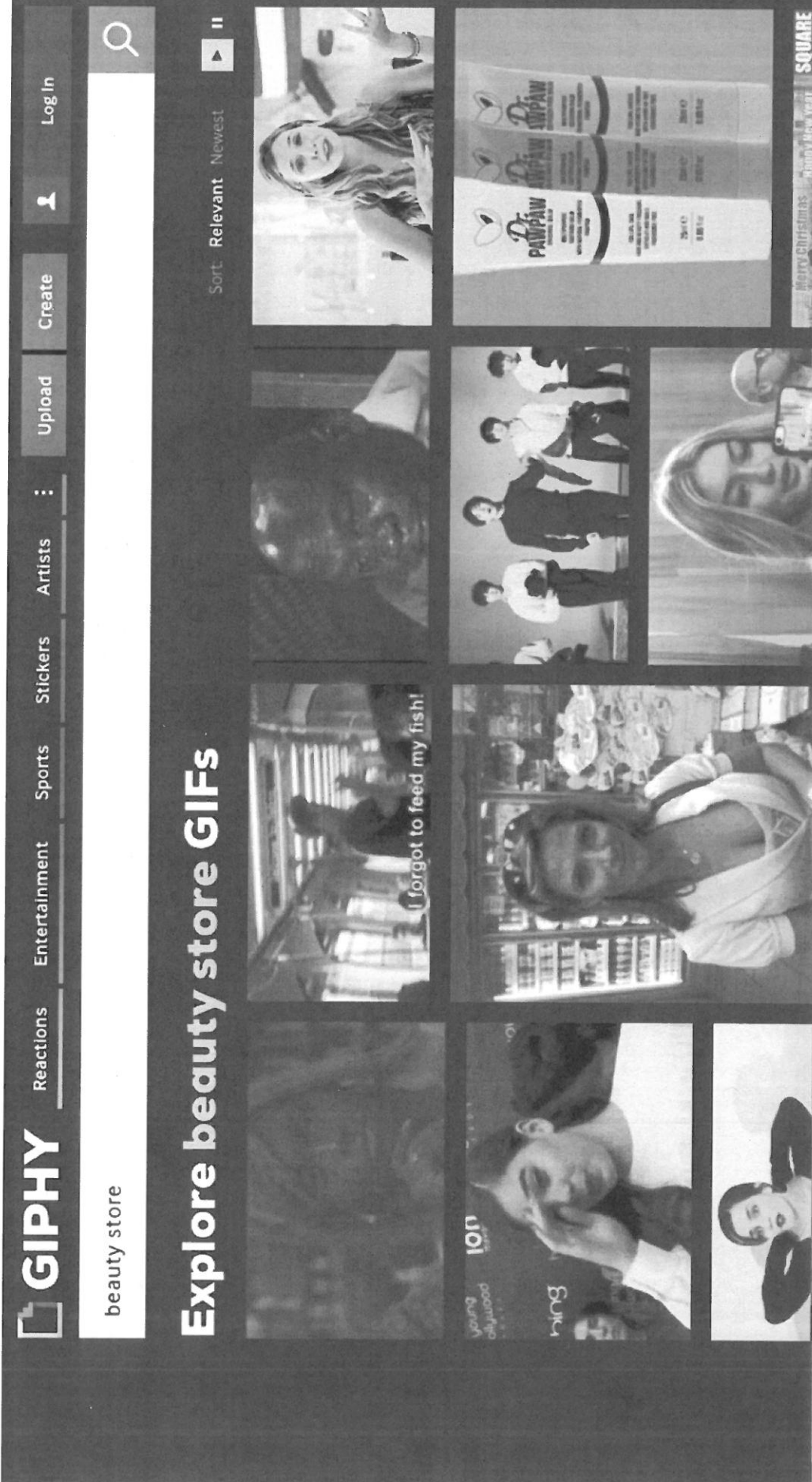
Older but still fuckable

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X CLOSE

# **EXHIBIT “E”**



# **EXHIBIT “F”**

MULTI.XNXX.COM MILF gallery 44/46

Photos uploaded to :  [xnxx.com / forum](#) by [endzeitH](#) - [NylonLover](#) - [DebbyLynn](#) - [Ginger Snap](#) - [easytiger511111](#)

Forum thread : [MILF gallery 44/46](#)



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UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF PENNSYLVANIA

**DESIGNATION FORM**

*(to be used by counsel or pro se plaintiff to indicate the category of the case for the purpose of assignment to the appropriate calendar)*

737 South Latches Lane, Merion Station, PA 19066

Address of Plaintiff: \_\_\_\_\_

Address of Defendant: \_\_\_\_\_ 251 Little Falls Dr., Wilmington, DE 19808

Place of Accident, Incident or Transaction: \_\_\_\_\_ Merion Station, Pennsylvania

**RELATED CASE, IF ANY:**

Case Number: \_\_\_\_\_ Judge: \_\_\_\_\_ Date Terminated: \_\_\_\_\_

Civil cases are deemed related when **Yes** is answered to any of the following questions:

- |  |                              |  |
|--|------------------------------|--|
| 1. Is this case related to property included in an earlier numbered suit pending or within one year previously terminated action in this court?  | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| 2. Does this case involve the same issue of fact or grow out of the same transaction as a prior suit pending or within one year previously terminated action in this court?            | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| 3. Does this case involve the validity or infringement of a patent already in suit or any earlier numbered case pending or within one year previously terminated action of this court? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| 4. Is this case a second or successive habeas corpus, social security appeal, or pro se civil rights case filed by the same individual?  | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

I certify that, to my knowledge, the within case ☐ is / ☒ is not related to any case now pending or within one year previously terminated action in this court except as noted above.

DATE: September 3, 2019 \_\_\_\_\_ Must sign here 75717  
 Attorney-at-Law / Pro Se Plaintiff Attorney I.D. # (if applicable)

**CIVIL: (Place a ✓ in one category only)**

**A. Federal Question Cases:**

- ☐ 1. Indemnity Contract, Marine Contract, and All Other Contracts  
☐ 2. FELA  
☐ 3. Jones Act-Personal Injury  
☐ 4. Antitrust  
☐ 5. Patent  
☐ 6. Labor-Management Relations  
☐ 7. Civil Rights  
☐ 8. Habeas Corpus  
☐ 9. Securities Act(s) Cases  
☐ 10. Social Security Review Cases  
☐ 11. All other Federal Question Cases  
 (Please specify): \_\_\_\_\_

**B. Diversity Jurisdiction Cases:**

- ☐ 1. Insurance Contract and Other Contracts  
☐ 2. Airplane Personal Injury  
☐ 3. Assault, Defamation  
☐ 4. Marine Personal Injury  
☐ 5. Motor Vehicle Personal Injury  
☐ 6. Other Personal Injury (Please specify): \_\_\_\_\_  
☐ 7. Products Liability  
☐ 8. Products Liability – Asbestos  
☒ 9. All other Diversity Cases  
 (Please specify): \_\_\_\_\_ right of publicity

**ARBITRATION CERTIFICATION**

*(The effect of this certification is to remove the case from eligibility for arbitration.)*

I, Samuel B. Fineman, counsel of record or pro se plaintiff, do hereby certify:

☒ Pursuant to Local Civil Rule 53.2, § 3(c) (2), that to the best of my knowledge and belief, the damages recoverable in this civil action case exceed the sum of \$150,000.00 exclusive of interest and costs:

☐ Relief other than monetary damages is sought.

DATE: September 3, 2019 \_\_\_\_\_ Sign here if applicable 75717  
 Attorney-at-Law / Pro Se Plaintiff Attorney I.D. # (if applicable)

NOTE: A trial de novo will be a trial by jury only if there has been compliance with F.R.C.P. 38.

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF PENNSYLVANIA**

**CASE MANAGEMENT TRACK DESIGNATION FORM**

Karen Hepp

CIVIL ACTION

v.

Facebook, Inc. et al.

NO.

In accordance with the Civil Justice Expense and Delay Reduction Plan of this court, counsel for plaintiff shall complete a Case Management Track Designation Form in all civil cases at the time of filing the complaint and serve a copy on all defendants. (See § 1:03 of the plan set forth on the reverse side of this form.) In the event that a defendant does not agree with the plaintiff regarding said designation, that defendant shall, with its first appearance, submit to the clerk of court and serve on the plaintiff and all other parties, a Case Management Track Designation Form specifying the track to which that defendant believes the case should be assigned.

**SELECT ONE OF THE FOLLOWING CASE MANAGEMENT TRACKS:**

- (a) Habeas Corpus – Cases brought under 28 U.S.C. § 2241 through § 2255. ( )
- (b) Social Security – Cases requesting review of a decision of the Secretary of Health and Human Services denying plaintiff Social Security Benefits. ( )
- (c) Arbitration – Cases required to be designated for arbitration under Local Civil Rule 53.2. ( )
- (d) Asbestos – Cases involving claims for personal injury or property damage from exposure to asbestos. ( )
- (e) Special Management – Cases that do not fall into tracks (a) through (d) that are commonly referred to as complex and that need special or intense management by the court. (See reverse side of this form for a detailed explanation of special management cases.) ( )
- (f) Standard Management – Cases that do not fall into any one of the other tracks. ☒

9/3/19

Samuel B. Fineman

Plaintiff

Date

Attorney-at-law

Attorney for

856-304-0699

856-489-5088

sfineman@cohenfineman.com

Telephone

FAX Number

E-Mail Address



JS 44 (Rev. 02/19)

**CIVIL COVER SHEET**

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

**I. (a) PLAINTIFFS**

Karen Hepp

(b) County of Residence of First Listed Plaintiff Montgomery  
(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

Cohen Fineman, LLC; Samuel B. Fineman, Esq. of record  
1999 Marlton Pike E., Suite 4  
Cherry Hill, NJ 08003; Tel (856) 304-0699

**DEFENDANTS**

Facebook, Inc., IMGUR, Inc., Reddit, Inc., Giphy, Inc., WGCZ S.R.O.  
and Does 1-10

County of Residence of First Listed Defendant New Castle, Delaware  
(IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF  
THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

**II. BASIS OF JURISDICTION** (Place an "X" in One Box Only)

- ☐ 1 U.S. Government Plaintiff
- ☐ 2 U.S. Government Defendant
- ☐ 3 Federal Question  
(U.S. Government Not a Party)
- ☒ 4 Diversity  
(Indicate Citizenship of Parties in Item III)

**III. CITIZENSHIP OF PRINCIPAL PARTIES** (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- |   | PTF                                   | DEF                        |   | PTF                        | DEF                                   |
|---|---------------------------------------|----------------------------|---|----------------------------|---------------------------------------|
| Citizen of This State                   | <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> 1 | Incorporated or Principal Place of Business In This State     | <input type="checkbox"/> 4 | <input type="checkbox"/> 4            |
| Citizen of Another State                | <input type="checkbox"/> 2            | <input type="checkbox"/> 2 | Incorporated and Principal Place of Business In Another State | <input type="checkbox"/> 5 | <input checked="" type="checkbox"/> 5 |
| Citizen or Subject of a Foreign Country | <input type="checkbox"/> 3            | <input type="checkbox"/> 3 | Foreign Nation  | <input type="checkbox"/> 6 | <input type="checkbox"/> 6            |

**IV. NATURE OF SUIT** (Place an "X" in One Box Only)

Click here for: Nature of Suit Code Descriptions.

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	<b>PERSONAL INJURY</b> <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice	<b>PERSONAL INJURY</b> <input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability <b>PERSONAL PROPERTY</b> <input type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input checked="" type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 <b>PROPERTY RIGHTS</b> <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 835 Patent - Abbreviated New Drug Application <input type="checkbox"/> 840 Trademark <b>SOCIAL SECURITY</b> <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g))
<b>REAL PROPERTY</b> <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	<b>CIVIL RIGHTS</b> <input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education	<b>PRISONER PETITIONS</b> <b>Habeas Corpus:</b> <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <b>Other:</b> <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition <input type="checkbox"/> 560 Civil Detainee - Conditions of Confinement	<b>LABOR</b> <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 376 Qui Tam (31 USC 3729(a)) <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 485 Telephone Consumer Protection Act <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
<b>FEDERAL TAX SUITS</b> <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609				

**V. ORIGIN** (Place an "X" in One Box Only)

- ☒ 1 Original Proceeding
- ☐ 2 Removed from State Court
- ☐ 3 Remanded from Appellate Court
- ☐ 4 Reinstated or Reopened
- ☐ 5 Transferred from Another District (specify)
- ☐ 6 Multidistrict Litigation - Transfer
- ☐ 8 Multidistrict Litigation - Direct File

**VI. CAUSE OF ACTION**

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):  
28 U.S.C. § 1332

Brief description of cause:

Right of publicity statute violation and PA common law right of publicity

**VII. REQUESTED IN COMPLAINT:**

☐ CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.

DEMAND \$  
10,000,000.00

CHECK YES only if demanded in complaint:  
JURY DEMAND: ☒ Yes ☐ No

**VIII. RELATED CASE(S) IF ANY**

(See instructions):

JUDGE

DOCKET NUMBER

DATE

September 3, 2019

SIGNATURE OF ATTORNEY OF RECORD

FOR OFFICE USE ONLY

RECEIPT # \_\_\_\_\_ AMOUNT \_\_\_\_\_ APPLYING IFP \_\_\_\_\_ JUDGE \_\_\_\_\_ MAG. JUDGE \_\_\_\_\_