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Optimum brings this lawsuit based on defendants' willful and fraudulent efforts to sell copyrights in Michael Jackson photographs that do not belong to them, but in fact belong to Michael Jackson's Estate. Despite repeated warnings from the Estate regarding its copyright interests, defendants falsely advertised the sale of the Estate's copyrights to drive up prices in their online auction.

JURISDICTION AND VENUE

- This is an action for false advertising and unfair business 1. practices brought pursuant to Sections 32 and 43(a) of the Lanham Act, 15 U.S.C. § 1125(a); for declaratory relief to establish ownership in the copyrights in the photographs, pursuant to 28 U.S.C. § 2201(a); and for related state law causes of action under Sections 17200 and 17500 of the California Business and Professions Code.
- This Court has subject matter jurisdiction over the federal question claims pursuant to 17 U.S.O. §§ 101 et seq., 15 U.S.C. § 1125(a), and 28 U.S.C. §§ 1331 and 1338. This complaint also alleges violations of California law. This Court has jurisdiction over these state law claims pursuant to its supplemental jurisdiction, 28 U.S.C. § 1367(a), in that the claims are so related to the above federal claims that they form part of the same case or controversy.
- This Court has personal jurisdiction over the Defendants in that 3. the acts complained of herein occurred in the Central District of California. In addition, Optimum is informed and believes, and on that basis alleges, that Defendants reside in and are doing business in the State of California and in this judicial district.
- Venue is proper in this district under 28 U.S.C. § 1391(a), (b) and (c).

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THE PARTIES

- 5. Plaintiff Optimum Productions ("Optimum") is a California corporation organized and existing under the laws of the State of California and wholly owned by Michael Jackson at the time of his death in June 2009. Now part of Jackson's estate, Optimum is controlled by the co-Executors of the Estate of Michael J. Jackson. Optimum is the successor-in-interest to TTC Touring Corporation ("TTC"), a California corporation that was wholly owned by Michael Jackson during his lifetime.
- 6. Defendant Premiere Props Inc. ("Premiere") is a California corporation having its principal place of business at 128 Sierra Street, El Segundo, California 90245, and is an online auctioneer.
- 7. The defendant identified herein as "Doe 1" is a consignor of certain photographs sold by Premiere at a "live online auction" on June 21 and 22, 2014 ("Auction"). The identity of Doe 1 is currently unknown to Optimum, but Optimum will seek leave of this Court to amend its Complaint when Doe 1's identity is determined through discovery.
- 8. Optimum has demanded, in a cease and desist letter, and in communications by telephone and email with Premiere's employee Dan Levin, that Premiere provide the identity of Doe 1, who claims the rights to sell or transfer copyright in the photographs of Michael Jackson at issue. On information and belief, Levin knows Doe 1's identity but refuses to provide it to Optimum. Because Premiere has not disclosed the identity of Doe 1, and Doe 1's identity is not listed as part of the Auction, Optimum requires discovery to determine Doe 1's identity. Additionally, Premiere has not provided to Optimum any documentation showing Doe 1's claimed chain of title for the copyrights in the Photographs.
- 9. Optimum is currently unaware of the true names and capacities, whether individual, corporate, associate or otherwise, of

defendants sued herein as Does 2 through 10 ("Doe Defendants"; collectively with Premiere and Doe 1, "Defendants"), inclusive, and therefore sues these Doe Defendants by such fictitious names. Optimum will seek leave of this Court to amend its Complaint to allege the true names and capacities of the fictitiously named Doe Defendants when their identities have been ascertained. Optimum is informed and believes, and on that basis alleges, that each of the fictitiously named Doe Defendants is responsible in some manner for the occurrences herein alleged, and that Optimum's damages were proximately caused by such Doe Defendants.

10. Optimum is informed and believes, and on that basis alleges, that at all times herein mentioned, each defendant, including Premiere, Doe 1, and each of the fictitiously named Doe Defendants, was the agent, affiliate, servant, employee, representative, partner, limited partner, principal, aider and abettor, co-conspirator, and/or alter ego of the other Defendants, and, in doing the thirds herein described, was acting within the course and scope of such relationship, and with the permission and consent of each of the other Defendants, and that each is responsible in some manner for the occurrences herein alleged.

GENERAL ALLEGATIONS

11. Optimum is a corporate entity that is the successor-in-interest to TTC. TTC was wholly owned by Michael Jackson, the world famous recording artist and entertainer, during his lifetime. Upon Jackson's untimely death on June 25, 2009, TTC came under the control of the Executors of his Estate, John Branca and John McClain. TTC was merged into Optimum – another entity controlled by the Jackson Estate – in the fall of 2009.

From approximately July to December 1984, Michael Jackson participated in the "Victory Tour" of the United States and Canada with all

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five of his brothers. The tour included 55 concert performances with over 2 million attendees.

Jackson (through TTC) hired photographer Sam Emerson to 13. take pictures of him performing during the Victory Tour. On July 29, 1984, TTC entered into a written "work for hire" agreement with Emerson providing the following (inter alia):

TTC commissions you (Emerson) to take photographs (the "Photographs") of Michael Jackson during all of performances on the Jackson's Victory Tour commencing with those appearances at the Gator Bowl in Jacksonville, Florida through the final performance of the tour, or earlier as TTC may designate, in it's [sic] sole discretion.

The photographs are commissioined [sic] for such commercial and private uses, or otherwise, as TTC may deem appropriate. The photographs will be considered made for hire for TTCd [sic] and TTC will own all copyrights, the exclusive worldwide publicatioin [sic] and exploitation rights, and all other rights in the photographs, including, without limitation, the exclusive rights to utilize the photographs for any purpose and in any medium, now known or devised in the future, perpetually and throughtout [sic] the world.

Attached hereto as Exhibit A is a true and correct copy of the agreement between TTC and Emerson. As per the terms of the above agreement, TTC was the owner of the copyrights in any and all photographs taken by Emerson on the Victory Tour ("Photographs"), and all other rights in the Photographs.

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- 15. On June 18, 2014, the Estate and Optimum's representatives provided to Premiere by email, facsimile, and overnight mail a cease and desist letter, demanding that Premiere:
 - (1) immediately and permanently discontinue all use and display in any marketing, advertising, or other media connected with the Auction, including any electronic displays on Premiere and iCollector.com's websites, the following descriptions regarding the Photographs
 - a. "These photos were commission [sic] by Joe Jackson, father, founder and early manager of his children, Michael Jackson and the Jackson 5. He hired the top music concert photographers of the day to take pictures of Michael Jackson and the Jackson Five (both in individual performances and as a group), while they were on tour, and during personal appearances, as well as at family get-together's [sic]";
 - b. "The purchase of this photo . . . includes a full copyright release for your own personal unlimited reproduction printing and selling to the winning bidder";

- c. "Never Before Seen Michael Jackson Original Photos with Negatives Including Full Copyright":
- (2) desist from any reference to "copyright" in the Photographs, and any other use of the Photographs not authorized by the Jackson Parties;
- (3) include the following disclaimer in each Item Description for items 151-252 in the Auction: "No intellectual property rights, including copyrights, in this photograph are being sold, nor may they be purchased through this auction";
- (4) agree in writing to refrain from using any of the Jackson Parties' trademarks, copyrights, and trade names now and in the future;
- (5) immediately provide to us all contact information for the consignor of the Photographs, and all documents and communications from the consignor concerning your claim that the consignor owns the copyrights in the Photographs;
- (6) notify us in writing by 8 a.m. PDT tomorrow, June 19, 2014, that you have complied with the above-demands.
- 16. Premiere subsequently agreed that it would escrow any funds from the winning bidders pending a court's determination of ownership to the Photographs, Slides, and corresponding copyrights. Premiere further agreed it would provide a brief disclaimer in the item description for each of the Photographs ("Disclaimers") stating: "Bidders are advised that Jackson Entertainment Corp. and the Estate of Michael Jackson have asserted a claim that they are the owners of the copyright in this photo and/or rights to the reproduction of Michael Jackson's image. Bidders are advised that all proceeds from sales and delivery of the purchased items

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27 28 will be held by Premiere Props in escrow pending resolution of these claims unless the successful bidders assume the risk."

- Optimum is informed and believes that Premiere did not add 17. the Disclaimers until after the auction began, and Premiere only placed the Disclaimers on certain of the Auction items. Further, some of the Disclaimers did not contain the statement about the Estate's claimed copyright interests in the Photographs. Moreover, Premiere only placed the Disclaimers at the end of certain item descriptions, below Premiere and Doe 1's claim that each item "includes a full copyright release" for unlimited reproduction, printing, and selling. By stating that any sale included a "full copyright release," Optimum is informed and believes Premiere intentionally inisled the general public regarding the sale of the copyrights in the Photographs to drive the price of the Photographs higher in a scheme to net additional profits for Premiere and Doe 1.
- To add to the confusion over copyright ownership, Premiere's 18. Levin emailed at least one bidder stating that the Photographs were provided by the Estate "with full copyright," and that certain of the Photographs were "currently being reviewed [by the Estate] to allow full copyright to the winning bidders." Levin made these statements after the Estate objected to the sale and provided Premiere with notice that the Estate (through Optimum) owned the copyrights in the Photographs. Moreover, the Estate was never reviewing the Photographs to allow full or any other copyright to be sold to anyone in the Auction.
- The Auction occurred on June 21 and 22, 2014, and according to 19. Premiere's website, most of the Photographs were sold to winning bidders.
- Optimum put Premiere on notice to preserve and protect any of Premiere's emails and other communications ("Documents") regarding the Auction because the Documents would likely be relevant in any related

litigation. To date, despite repeated demands, Premiere refuses to disclose the identity of Doe 1 - the unknown consignor of the Photographs - and Premiere refuses to provide any documentation showing Doe 1's purported (and false claims regarding) chain of title to the copyrights in the Photographs.

FIRST CLAIM FOR RELIEF

Violation of Lanham Act Section 43(a) [15 U.S.C. § 1125(a)] -Against All Defendants

- 21. Optimum incorporates by reference paragraphs 1 through 20 above, as though fully set forth herein.
- 22. Pursuant to TTC's agreement with Emerson and Optimum's succeeding to TTC's ownership rights, Optimum is the exclusive owner of the copyrights in the Photographs. Optimum has complied with the Copyright Act by filing for registrations in certain of the photographs sold by Doe 1 through Premiere to the public.
- 23. Optimum did not authorize Defendants' use and attempted sale of Optimum's copyrights in the Photographs. To the contrary, Optimum warned Premiere that Optimum owned the copyrights in the Photographs and that they were not for sale. Nevertheless, Defendants willfully offered for sale to the public, and purportedly sold to winning bidders, the copyrights in the Photographs.
- 24. Section 43(a) of the Lanham Act is designed to protect consumers and competitors. It provides, in relevant part:
 - (1) Any person who, on or in connection with any goods or services, or any container for goods, uses in commerce any . . . false or misleading representation of fact, which --

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15 U.S.C. § 1125(a).

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in commercial advertising or promotion, (B) characteristics, qualities, the nature, misrepresents geographic origin of his or another person's goods, services, or commercial activities, shall be liable in a civil action by any person who believes that he or she is likely to be damaged by such act.

Defendants made false statements of fact in commercial 25. advertisements for the Auction and on the Auction's website at iCollector.com concerning Defendants' ownership and right to sell the copyrights in the Photographs.

- Defendants statements actually deceived or had the tendency to deceive a substantial segment of the audience for the statements - the bidding consumers at the Auction.
- Defendants' deception is material, in that it went to the heart of 27. what a bidding consumer was hoping to purchase, and necessarily influenced the bidding consumers' purchasing decisions.
- Defendants caused their false statements about their ownership 28. of the copyrights in the Photographs to enter interstate commerce through iCollector.com and Premiere's websites.
- Optimum has been and is likely to be injured as a result of Defendants' false statements by a direct diversion of Optimum's ability to sell or otherwise commercially exploit the copyrights in the Photographs and/or Optimum's ability to utilize its exclusive rights under 17 U.S.C. § 106,
- In addition, Defendants' purported Disclaimers placed in certain of the Photographs' item descriptions were intentionally misleading. In addition, Levin's emails were intentionally misleading, as

- Optimum's copyrights were false advertisements, yet proceeded with the sales. Defendants obtained substantial profits through the sales of the Photographs to the bidding consumers by advertising that Defendants were not only selling the physical Photographs but also selling "a full copyright release for [the bidders'] own personal unlimited reproduction[,] printing and selling."
- 32. Defendants knowingly participated in the creation, development, and propagation of the false advertising campaign for the Auction.
- 33. Accordingly, Defendants have engaged in false advertising in violation of Section 43(a) of the Lankam Act, 15 U.S.C. § 1125(a), and are liable to Optimum for all damages related thereto, including but not limited to actual damages, infringing profits and/or statutory damages, as well as costs and attorney's fees.
- 34. Defendants' acts have caused, and will continue to cause, irreparable injury to Optimum.
- 35. Optimum is entitled to damages in an amount yet to be determined, including restitution.
- 36. Defendants' egregious conduct in auctioning to the general public Optimum's copyrights in the Photographs was willful and intentional, and this constitutes an exceptional case. Under 15 U.S.C. § 1117, Optimum is entitled to its attorney's fees.

37. Optimum has been, and unless enjoined by this Court will continue to be, damaged and irreparably harmed by Defendants' acts of false advertising. Such irreparable harm constitutes an injury for which Optimum has no adequate remedy at law. Accordingly, Optimum is entitled to injunctive relief pursuant to Section 34 of the Lanham Act, 15 U.S.C. § 1116(a).

SECOND CLAIM FOR RELIEF

False Advertising [Cal. Bus. & Prof. Code §§ 17500 et seq.] Against All Defendants

- 38. Optimum incorporates by reference paragraphs 1 through 37 above, as though fully set forth herein.
- 39. California's unfair competition law ("UCL") protects both consumers and competitors by promoting fair competition in commercial markets for goods and services. The UCL makes it unlawful:

for any person, . . . corporation . . . or any employee thereof with intent directly or indirectly to dispose of real or personal property or to perform services . . . or to induce the public to enter into any obligation relating thereto, to make or disseminate . . . before the public in this state, . . . in any newspaper or other publication . . . or in any other manner or means whatever . . . any statement, concerning that real or personal property or those services . . . which is untrue or misleading, and which is known, or which by the exercise of reasonable care should be known, to be untrue or misleading

Cal. Bus. & Prof. Code § 17500.

Defendants' statements in the advertising on Premiere and iCollector.com's websites were untrue or misleading and Defendants

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knew, or by the exercise of reasonable care should have known, that the statements were untrue or misleading.

- Members of the public were likely to be deceived by the false 41. advertisements that Defendants were offering for sale, and the public were purchasing, the copyrights in the Photographs that Defendants knew, or by the exercise of reasonable care should have known, that Defendants did not own. Any reasonable consumer would have been misled by Defendants' false advertisements.
- On information and belief, Defendants were targeting 42. consumers for the Auction that would buy the Photographs and Slides and use the purported copyrights in the images to mass produce items for sale that utilized the images in which Optimum owns the copyrights. Defendants knew, or by the exercise of reasonable care should have known, that offering for sale the copyrights that Defendants did not own would realize higher prices for each item at the Auction, thus garnering greater profits for Defendants.
- All conditions precedent to be performed by Optimum prior to 43. filing an action under the UCL have either been performed by Optimum, or would have been futile due to Defendants' acts.
- Along with the other Defendants, Premiere either directly participated in the actions alleged herein or is secondarily liable through aiding and abetting, agency, conspiracy, furnishing the means for the other defendants' violations, and alter ego.
- Optimum has suffered harm and lost money or property as a 45. result of Defendants' violations of the UCL, including but not limited to cloud on Optimum's title to the copyrights in the Photographs; the inability for Optimum to sell its copyrights in the Photographs; the loss of value in Optimum's copyrights because of Defendants' false claims in the

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copyrights; and the loss of value in Optimum's opprights because the images were never published by Optimum and thus were valued by their rarity.

THIRD CLAIM FOR RELIEF

Unfair Competition [Cal. Bus. & Prof. Code §§ 17200 et seq.] **Against All Defendants**

- Optimum incorporates by reference paragraphs 1 through 45 46. above, as though fully set forth herein.
 - The UCL provides: 47.

[U]nfair competition shall mean and include any unlawful, unfair or fraudulent business act or practice and unfair, deceptive, untrue or misleading advertising and any act prohibited by . . . Section 17500 . . . of the Business and Professions Code.

Cal. Bus. & Prof. Code § 17200.

- Defendants' conduct as alleged herein was unlawful, unfair, a 48. fraudulent business act, deceptive, untrue, consisted of misleading advertising, and was prohibited by Section 17500 of California Business and Professions Code.
- Defendants committed the practices alleged in this Complaint by, among other things: (1) engaging in false advertising in violation of the Lanham Act section 43(a) by advertising for sale the copyrights in the Photographs that Defendants did not own and were not authorized to sell or license; (2) making or authorizing statements to consumers written or oral that are untrue, misleading, and deceptive, and which are known, or which by the exercise of reasonable care should be known, to be untrue, misleading, and deceptive; (3) unfairly, fraudulently, and by misleading advertising, offering for sale at the Auction, and accepting payment from

consumers for, the copyrights in the Photographs that Defendants do not own and cannot provide to the consumers; the consumers relied on these false statements of material fact; Defendants knew their statements about the copyright ownership and ability to sell them were untrue, Defendants intended to deceive the public with the false statements; the public justifiably relied on Defendants' statements in bidding for the copyrights; and the winning bidders were injured by paying for copyrights that they could not purchase and had no right to purchase from Defendants; and (4) violating Business and Professions Code section 17500 as set forth in paragraphs 38-45 above.

- 50. Defendants have committed and continue to commit such unlawful business acts or practices by offering for sale the copyrights in the Photographs for Defendants' financial gain.
- 51. Pursuant to California Business and Professions Code Section 17203, Optimum seeks an order of this Court enjoining the Defendants from continuing to engage, use, or employ the unlawful business acts or practices complained of herein.
- 52. Optimum will be irreparably harmed and/or denied an effective and complete remedy if such an order as requested herein is not granted. The aforementioned acts and practices of Defendants, and each of them, as described herein, present a serious threat to Optimum.
- 53. Optimum has suffered harm and loss of money or property as a result of Defendants' unfair, unlawful, fraudulent, deceptive, untrue, misleading business practices, including but not limited to cloud on Optimum's title to the copyrights in the Photographs; the inability for Optimum to sell or commercially exploit the copyrights in the Photographs; the loss of value in Optimum's copyrights because of Defendants' false claims of ownership in the copyrights; and the loss of

value in Optimum's copyrights because the images were never published by Optimum and thus were valued by their rarity.

FOURTH CLAIM FOR RELIEF

Request for Declaratory Judgment [28 U.S.C. § 2201(a)]

Against All Defendants

 54. Optimum incorporates by reference paragraphs 1 through 53 above, as though fully set forth herein.

Optimum and Defendants as to the parties' rights in the Photographs sold by Defendants and, more specifically, whether Optimum or Defendants own the copyrights in the Photographs. As discussed above, Optimum claims that it is the rightful owner of the copyrights in the Photographs pursuant to the written work-for-hire agreement between TTC and Emerson, attached hereto as Exhibit A. On information and belief, the Defendants claim the consignor Doe 1 owns the copyrights in the Photographs.

56. Optimum is suffering and will continue to suffer an injury-infact as a result of Defendants' conduct. This injury-in-fact cannot be redressed without a judicial declaration of the parties' rights and obligations to the copyrights in the Photographs. This Court should issue a declaration to resolve the conflicts between the parties. Specifically, Optimum requests a judicial declaration that Defendants have no copyright ownership in the Photographs and that Optimum owns the applicable copyrights in the Photographs. Such a declaration is necessary and appropriate at this time so that Optimum can ascertain its rights and duties with respect to the Photographs and Defendants' claims to the Photographs, and with respect to third parties who may believe they have somehow acquired an interest in the copyrights in the Photographs.

WHEREFORE, Optimum prays for judgment as follows:

- 1. On The First Claim For Relief:
- For all damages recoverable under the Lanham Act, including trebling the following:
 - a. Defendants' profits from the Auction; and
 - b. Damages sustained by Optimum, as proved at trial, including monetary damages to compensate Optimum for lost sales or loss of goodwill, Optimum's damage control costs;
 - All of Optimum's costs of the action;
- As this is an exceptional case, reasonable attorney's fees under 15 U.S.C. § 1117;
- Pursuant to Section 34 of the Lanham Act, 15 U.S.C. § 1116(a), for preliminary and permanent injunctions directing Defendants, and their attorneys, representatives, agents and anyone acting in concert with them, to (1) cease falsely advertising the sale of Optimum's copyrights in any manner; (2) refrain from representing to existing and prospective buyers and third parties that Defendants have the right or authority to administer, exploit, use, sell and/or grant licenses relating to optimum's copyrights in the Photographs; (3) refrain from soliciting or accepting any money or other benefit derived from the exploitation of Optimum's copyrights in the Photographs; and (4) return all funds paid to Defendants by any buyer or any other party related to Optimum's copyrights in the Photographs, or order that such funds be held in constructive trust pending this Court's determination of the parties' rights and obligations; and
- For such sum as this Court shall find to be just, according to the circumstances of the case.

COMPLAINT

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On The Second Claim For Relief: 2.

- That Defendants, their successors, agents, representatives, employees, and all persons who act in concert with Defendants be permanently enjoined from making any untrue or misleading statements in violation of Business and Professions Code section 17500, including but not limited to, the untrue or misleading statements alleged in this Complaint;
- For an injunction directing Defendants, and their attorneys, representatives, agents and anyone acting in concert with them, to (1) cease falsely advertising the sale of Optimum's copyrights in any manner; (2) refrain from representing to existing and prospective buyers and third parties that Defendants have the right or authority to administer, exploit, use, sell and/or grantlicenses relating to Optimum's copyrights in the Photographs; (3) refrain from soliciting or accepting any money or other benefit derived from the exploitation of Optimum's copyrights in the Photographs; and (4) return all funds paid to Defendants by any buyer or any other party related to Optimum's copyrights in the Photographs, or order that such funds be held in constructive trust pending this Court's determination of the parties' rights and obligations;
- For restitution pursuant to Business and Professions Code section 17535 to restore to Optimum all money or property, real or personal, which may have been acquired by Defendants by means of such untrue or misleading statements or other unlawful activity as alleged in this Complaint;
- For Optimum's attorney's fees pursuant to Code of Civil Procedure section 1021.5; and

For such further relief as this Court deems just.

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3. On The Third Claim For Relief:

- Pursuant to Business and Professions Code section 17203, Defendants, their successors, agents, representatives, employees, and all persons who act in concert with Defendants be permanently enjoined from engaging in unfair competition as defined in Business and Professions Code section 17200, including but not limited to, the acts and practices alleged in this Complaint;
- For an injunction directing Defendants, and their attorneys, representatives, agents and anyone acting in concert with them, to (1) cease falsely advertising the sale of Optimum's copyrights in any manner; (2) refrain from representing to existing and prospective buyers and third parties that Defendants have the right or authority to administer, exploit, use, sell and/or grant licenses relating to Optimum's copyrights in the Photographs; (3) refrain from soliciting or accepting any money or other benefit derived from the exploitation of Optimum's copyrights in the Photographs; and (4) return all funds paid to Defendants by any buyer or any other party related to Optimum's copyrights in the Photographs, or order that such funds be held in constructive trust pending this Court's determination of the parties' rights and obligations,
- For restitution pursuant to Business and Professions Code section 17203 to restore to Optimum all money or property, real or personal, which may have been acquired by Defendants by means of such unfair competition or other unlawful activity as alleged in this Complaint;
- For Optimum's attorney's fees pursuant to Code of Civil Procedure section 1021.5; and
 - For such further relief as this Court deems just.

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On The Fourth Claim For Relief: 4. 1 2 3 otherwise exploit the copyrights in the Photographs; and that (2) Optimum 4 is the rightful owner of the copyrights in the Photographs. 5 On All Claims for Relief: 5. 6 7 8 9 contract; For costs of suit incurred herein; and 10 11 and proper. 12 13 Dated: July 15, 2014 14 15 16 17 18 Productions 19 Dated: July 15, 2014 20 21 \$23 24 **Productions** 25 26

For a declaration that: (1) Defendants have no copyright interest in

the Photographs, and therefore may not distribute, sell, license, or

- For interest on all amounts at the maximum legal rate;
- For attorney's fees as permitted by law, statute, and/or
- For such other and further relief as this Court may deem just

KATTEN MUCHIN ROSENMAN LLP

ia F. Modabber

Attorneys for Plaintiff Optimum

KINSELLA WEITZMAN ISER KUMP

& ALDISERT LLP

Attorneys for Plaintiff Optimum

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COMPLAINT

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DEMAND FOR JURY TRIAN 1 Optimum hereby demands trial by jury on all claims so triable. 2 3 KATTEN MUCHIN ROSENMAN LLP Dated: July 15, 2014 4 5 6 By: ia F. Modabber 7 Attorneys for Plaintiff Optimum 8 **Productions** 9 10 KINSELLA WEITZMAN ISER KUMP Dated: July 15, 2014 11 & ALDISERT LLP 12 13 14 Attorneys for Plaintiff Optimum 15 Productions 16 17 18 2. 223 224 19 25 26 27 28

COMPLAINT

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the Jasmine BRAND Com

TTC TOURING CORPORATION c,o Ziffren, Brittenham & Gullen 2049 Century Park East Suite 2350 Los Angeles, California 90067

29/84

Mr. Sam Emerson 348 S. Elm Drive Beverly Hills, California 90212

Dear Sam:

The following, when signed by you and by us ("TTC"), will confirm our agreement

- 1. TTC commissions you to take photographs (the "Photographs") of Michael Jackson during all of his performances on the Jackson's Victory Tour commencing with those appearances at the Gator Bowl in Jacksonville, Florida through the final performance of the tour, or earlier as TTC may designate, in it's sole discretion.* You will take the photographs in accordance with the plans and concepts approved by TTC and TTC's other directions, and you will deliver all unprocessed film to Shari Dub, or such other individual as TTC may designate from time to time, immediately upon conclusion of the performance each night, together with all releases, licenses, approvals and consents required for production or use of the photographs in form and substance satisfactory to TTC.
- 2. The photographs are commissioned for such commercial and private uses, or otherwise, as TTC may deem appropriate. The photographs will be considered made for hire for TTCd and TTC will own all copyrights, the exclusive worldwide publicatioin and exploitation rights, and all other rights in the photographs, including, without limitation, the exclusive rights to utilize the photographs for any purpose and in any medium, now known or devised in the future, perpetually and throughtout the world.
- As full compensation for the performance of your obligations and full consideratioin for all rights in the photographs, TTC agrees to pay you and you agree to accept the following:
- Weekly compensatioin at the rate of \$2100.00 for each full week you are requested to hold yourself available by TTC and a pro rata portion thereof if less than a full week is utilized.

*TTC agrees to give you no less than one week's notice if your services will not be required through the final performance of the tour and in the event less than one week's notice is given then TTC shall pay you a total of \$300.00 for each day less than Ae w One week's notice given.

(b) TTC agrees to furnish you, or reimburse you for, at TTC's sole discretion, transportation to each distant overnight location, and to furnish you with accommodations at each such overnight location.

The foregoing compensation and expenses shall be deemed to include all costs and expenses at any such overnight location, including without limitation, meals and beverages, local transportation, telephone, etc., and same shall be in lieu of, and not in addition to, any costs and/or expenses otherwise required to be paid to you.

- 4. TTC will also reimburse you for your reasonable expenses for film and processing, if you are requested to process any of the film, actually incurred in making the photographs, promptly after your submission to TTC of satisfactory substantiation. You will not be entitled to reimbursement for any expenses in connection with the releases and other documents mentioned in paragraph l above, or for any other expenses except those specified in the first sentence of this paragraph, except as expressly agreed by TTC in writing in advance.
- 5. TTC agrees to furnish you with transportation to and from each airport and each location of the performances.
- 6. TTC, in its sole discretion, may provide to you one copy of any or all of the Photographs solely for your file purposes and you may exhibit them (but) not for compensation) as examples of your work. You will not publish them or make any other use of the photographs without TTC's prior written permission in each instance. TTC may withold that permission for any reason, in its sole discretion. If pro grants such permission, you will cause TTC's copyright notice to be affixed to each reproduction of the photographs you make or authorize, and will comply with all other conditions TTC may prescribe.
 - 7. You warrant and represent that:
- (a) You have the right and power to enter into and fully perform this agreement;
- (b) No use of the photographs by TTC or its licensees for the purposes set forth herein will violate any law or infringe any rights of others; and
- Strate of the contract of the (c) TTC shall not be required to make any payments in connection with the photographs or their use, except as specifically provided in this agreement.

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- 8. You agree to indemnify and hold TTC and any Licensee of TTC harmless from all claims, damages, liabilities and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of your warranties or arising out of any breach of this agreement.
- 9. This agreement contains the entire understanding of the parties and will be governed by the laws of California applicable to contracts entered into in California and entirely performed therein. No change of this agreement will be binding upon TTC unless it is made by an instrument signed by you and an authorized signatory of TTC. TTC may assign its rights under this agreement in whole or in part. You will perform under this The Jasmine Brand agreement as an independent contractor and not as TTC's agent or employee.

Its Authorized Signatory

ACCEPTED AND AGREED TO:

SAM EMERSON

KWL; letter9/Emerson(1-3)

-3-

	S DISTRICT COURT
	for the
Central Di	strict of California
Optimum Productions, a California Corporation,	
Plaintiff(s)	Brance source of the colonies
v.	COVIDATIONS 503 GHK MRW)
Premiere Props Inc., a California corporation; and Does 1-10.	
Defendant(s)))
SUMMONS IN	A CIVIL ACTION
To: (Defendant's name and address) Premiere Props Inc. c/o Agent for Service of Process: Greg S. Bernstein 9601 Wilshire Boulevard, Suite 240 Beverly Hills, CA 90210	
are the United States or a United States agency, or an offic	you (not counting the day you received it) — or 60 days if you cer or employee of the United States described in Fed. R. Civ. Issuer to the attached complaint or a motion under Rule 12 of ion must be served on the plaintiff or plaintiff's attorney,
Katten Muchin Rosenman LLP: Zia F. Modabber 2029 Century Park East, Suite 2600, Los Ang	
Kinsella Weitzman Iser Kump & Aldisert LLP: 808 Wilshire Blvd., 3rd Floor, Santa Monica	, CA 90401
If you fail to respond, judgment by default will be You also must file your answer or motion with the court.	e entered against you for the relief demanded in the complaint.
Date: July 15, 2014	CLERK OF COURTS SAWYER
RANDO INC.	Signature of Glock or Deputy Clerk 1149
· C	AO-440
The state of the s	

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No.

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. F. (1))

This summons for (name of individual and title,	e, if any)	
was received by me on (date)	•	A.
I personally served the summons on t	the individual at (place)	
	on (date)	; or
	s residence or usual place of abode with (name)	
	, a person of suitable age and discretion who re led a copy to the individual's last known address; or	
`/ \\	vidual)	, who is
designated by law to accept service of pr	rocess on behalf of (name of organization) On (date)	' or
I returned the summons unexecuted b	₹ <i>D</i>	
Other (specify):		
My fees are \$ for travel a	and \$for services, for a total of \$	
I declare under penalty of perjury that this	s information is true.	
Date:	Server's signature	
	Printed name and title	
The state of the s	Server's address	

Additional information regarding attempted service, etc:

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UNITED STA. _3 DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

			IVIL	JOVER OHEE		
Optimum Productions, a California			DEFENDANTS (Check be if you are representing yourself) Premiere Props Inc. a California			
corporation			corporation;	corporation; and Does 1-10		
(b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same information.) KATTEN MUCHIN ROSENMAN LLP 2029 Century Park East, Suite 2600 Los Angeles, CA 90067-3012 Telephone: 310-788-4400				(b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same information.)		
Facsimile: 310-788-4471 II. BASIS OF JURISDICTION (Place an X in one box only)			III. CI	CITIZENSHIP OF PRINCIPAL PARTIES-For Diversity Cases Only		
1. U.S. Government		Citizer Citizer	(Place an X in one box for plaintiff and one for defendant) PTF DEF tizen of This State X 1			
Defendant	2. U.S. Government 4. Diversity (Indicate Citizenship of Parties in Item III)			itizen or Subject of a oreign Country 3 3 5 Foreign Nation 6 6		
	emoved from 3.	Remanded from Appellate Court		singtoted or	ct (Specify)	Multi- District igation
V. REQUESTED IN COM	PLAINT: JURY DEM	AND: X Yes		No (Check "Yes" on	ly if demanded in comp	laint.)
CLASS ACTION under F	.R.Cv.P. 23: Ye	s X No		MONEY DEMAN	DED IN COMPLAINT:	\$
VI. CAUSE OF ACTION (or This is an action for false advert certain photographs, pursuant to VII. NATURE OF SUIT (P	ising and unfair business po 28 U.S.C. § 2201(a); and	oractices brought purs for related state law o	uant to	15 U.S.C. § 1125(a); for	declaratory relief to establish	ownership of copyrights in
OTHER STATUTES	CONTRACT	REAL PROPERTY C	200200	IMMIGRATION	PRISONER PETITIONS	PROPERTY RIGHTS
375 False Claims Act 400 State Reapportionment 410 Antitrust 430 Banks and Banking 450 Commerce/ICC Rates/Etc. 460 Deportation 470 Racketeer Influenced & Corrupt Org. 480 Consumer Credit 490 Cable/Sat TV 850 Securities/Commodities/Exchange 890 Other Statutory Actions 891 Agricultural Acts 893 Environmental Matters 895 Freedom of Info. Act 896 Arbitration 899 Admin. Procedures Act/Review of Appeal of Agency Decision 950 Constitutionality of State Statutes	110 Insurance 120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment & Enforcement of Judgment 151 Medicare Act 152 Recovery of Defaulted Student Loan (Excl. Vet.) 153 Recovery of Overpayment of Vet. Benefits 160 Stockholders' Suits 190 Other Contract Product Liability 196 Franchise REAL PROPERTY 210 Land Condemnation 220 Foreclosure 230 Rent Lease & Ejectment	240 Torts to Lan 245 Tort Produc Liability 290 All Other Re Property TORTS PERSONAL PROPE 310 Airplane 315 Airplane Product Liability 320 Assault, Lib Slander 330 Fed. Employ Liability 340 Marine 345 Marine Prod Liability 355 Motor Vehic Product Liability 360 Other Personal Injury 362 Personal Injury 367 Health Care Pharmaceutical Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability	el & yers' duct cle cle diury-	A62 Naturalization Application Application 465 Other Immigration Actions TOR'S PERSONAL PROPERTY 370 Other Fraud 371 Truth in Lending 380 Other Personal Property Damage Product Liability BANKRUPTCY 422 Appeal 28 USC 158 423 Withdrawal 28 USC 157 CIVIL RIGHTS 440 Other Civil Rights 441 Voting 442 Employment 443 Housing/ Accomodations 445 American with Disabilities- Employment 446 American with Disabilities-Other 448 Education	Habeas Corpus: 463 Alien Detainee 510 Motions to Vacate Sentence 530 General 535 Death Penalty Other: 540 Mandamus/Other 550 Civil Rights 555 Prison Condition 560 Civil Detainee Conditions of Confinement FORFEITURE/PENALTY 625 Drug Related Seizure of Property 21 USC 881 690 Other LABOR 710 Fair Labor Standards Act 720 Labor/Mgmt. Relations 740 Railway Labor Act 751 Family and Medical Leave Act 790 Other Labor Litigation 791 Employee Ret. Inc. Security Act	X 820 Copyrights 830 Patent 840 Trademark SOCIAL SECURITY 861 HIA (1395ff) 862 Black Lung (923) 863 DIWC/DIWW (405 (g)) 864 SSID Title XVI 865 RSI (405 (g)) FEDERAL TAX SUITS 870 Taxes (U.S. Plaintiff or Defendant) 871 IRS-Third Party 26 USC 7609
FOR OFFICE USE ONLY:	Case Number:			68%		

CV14-5503

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UNITED STATES USTRICT COURT, CENTRAL DISTRIC OF CALIFORNIA CIVIL COVER SHEET

VIII. VENUE: Your answers to the questions below will determine the division of the Court to which this case will most likely be initially assigned. This initial assignment is subject to change, in accordance with the Court's General Orders, upon review by the Court of your Complaint or Notice of Removal.

· · · · · · · · · · · · · · · · · · ·	,	, , ,	\sim		
Question A: Was this case removed from state court?	STATE CASE WAS PE	NDING IN THE COUNTY OF:	INITIAL DIVISION IN CACD IS:		
Yes X No	Los Angeles	Western			
If "no, " go to Question B. If "yes," check the	Ventura, Santa Barbara, or	San Luis Obispo	Western		
box to the right that applies, enter the corresponding division in response to	Orange		Southern		
Question D, below, and skip to Section IX.	Riverside or San Bernarding	0	Eastern		
Question B: Is the United States, or one of			•		
its agencies or employees, a party to this	If the United States, or one of	s it:			
action?	A PLAINTIFF?	A DEFENDANT?	DIVISION IN		
Yes X No	Then check the box below for the couwhich the majority of DEFENDANTS				
If "no, " go to Question C. If "yes," check the	Los Angeles	Los Angeles	Western		
box to the right that applies, enter the corresponding division in response to	Ventura, Santa Barbara, or S	San Luis Ventura, Santa Barbara, Obispo	or San Luis Western		
Question D, below, and skip to Section IX.	Orange	Orange	Southern		
	Riverside or San Bernardino	Riverside or San Bernar	dino Eastern		
	Other	Other	Western		
A.	В. УЛ	C. D.	E F.		
Question C: Location of Los Ang plaintiffs, defendants, and claims?	geles Ventura, Santa Barbara, 🥡	Orange County Riverside or San Bernardino Counties	Outside the Central Other		
Indicate the location in which a majority of plaintiffs reside:					
Indicate the location in which a majority of defendants reside:					
Indicate the location in which a majority of claims arose:					
C.1. Is either of the following true? If so, ch	neck the one that applies:	C.2. Is either of the following true? If	so, check the one that applies:		
2 or more answers in Column C		2 or more answers in colum	in D		
only 1 answer in Column C and no	answers in Column D	only 1 answer in Column D and no answers in Column C			
Your case will initially be	assigned to the		ially be assigned to the		
SOUTHERN DIVISION. Enter "Southern" in response to Question D, below.		EASTERN DIVISION. Enter "Eastern" in response to Question D, below.			
If none applies, answer question C2 to the right.					
9.0		nitially be assigned to the			
		ERN DIVISION. esponse to Question D below.			
Question D: Initial Division?	=15,	INITIAL DIVIS	SION IN CACD		
Enter the initial division determined by Question	n A, B, or C above:	Western			
***) _{>} ,				
	$\langle \mathcal{O} \rangle$				

CIVIL COVER SHEET

Page 2 of 3

CV-71 (09/13)

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UNITED STATES DISTRICT COURT, CENTRAL STRICT OF CALIFORNIA **CIVIL COVER SHEET**

IX(a). IDENTICAL CAS	SES: Has this a	ction been previously filed in this court and dismissed, remanded or closed? X NO YES
If yes, list case num	ber(s):	<u> </u>
IX(b). RELATED CASE	S: Have any ca	ses been previously filed in this court that are related to the present case? NO YES
If yes, list case num	ber(s):	
Civil cases are deemed i	related if a previo	ously filed case and the present case:
(Check all boxes that appl	ly) A. Arise	e from the same or closely related transactions, happenings, or events; or
	B. Call	for determination of the same or substantially related or similar questions of law and fact; or
	C. For	other reasons would entail substantial duplication of labor if heard by different judges; or
	D. Invo	lve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.
other papers as required by to	The CV-71 (JS-44	T): DATE: July 15, 2014 Zia F. Modabber; Attorney for Plaintiff) Civil Giver Sheet and the information contained fierein neither replace nor supplement the filing and service of pleadings or proved by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed pose of statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet).
Vt- Ot-E-E-It	4	
Key to Statistical codes rela	iting to Social Sec	curity Cases.
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))

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CIVIL COVER SHEET