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Attorney for Plaintiff, Zack Ward

ERK US STAICT COURT ENTRAL DIST OF CALIF.

UNITED STATES DISTRICT COURT

FOR THE CENTRAL DISTRICT OF CALIFORNIA

WESTERN DIVISION

11-06749 PLA

ZACK WARD,

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Plaintiff,

VS.

WARNER BROS. ENTERTAINMENT, INC. AND ENESCO, LLC,

Defendants.

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Case No.:

COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

The Plaintiff, by and through his undersigned attorneys, alleges upon knowledge as to himself and his own acts, and as to all other matters upon information and belief, and brings this Complaint against the above-named Defendants, and in support thereof alleges the following:

PRELIMINARY STATEMENT

This action is brought by the Plaintiff, Zack Ward (the "Plaintiff"), the actor who portrayed the character "Scut Farkus" in A CHRISTMAS STORY (Metro-COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

Goldwyn-Mayer 1983) ("A Christmas Story"). The Plaintiff seeks damages against the Defendants for violation of the Lanham Act (15 U.S.C. § 1125(a)), Misappropriation of Likeness (Cal. Civ. Code § 3344) and the Common Law Right to Privacy related to the manufacture and sale of "Scut Farkus and His Toadies" figurines (the "Scut Farkus Figurine").

JURISDICTION AND VENUE

- 2. Jurisdiction is conferred on this Court pursuant to 28 U.S.C. §§ 1332 and 1338(a) and (b), and Section 43(a) of the Lanham Act.
- 3. This Court has supplemental jurisdiction over the state law causes of action pursuant to 28 U.S.C. § 1367.
- 4. Venue is proper in this District pursuant to 28 U.S.C. § 1391 because the Plaintiff resides within this District.

PARTIES

- The Plaintiff, Zack Ward, is an individual residing Los Angeles
 County, California.
- 6. The Defendant, Warner Bros. Entertainment, Inc. ("Warner Bros.") is a California corporation with a principal place of business located at 4000 Warner Boulevard, Burbank, California 91522.
- 7. The Defendant, Enesco, LLC ("Enesco"), is an Illinois limited liability company with a principal place of business located at 225 Windsor Dr., COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

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FACTUAL ALLEGATIONS

- 8. The Plaintiff is a professional actor who portrayed the character Scut Farkus in A CHRISTMAS STORY (the "Movie") and has been a member of the Alliance of Canadian Cinema, Television and Radio Artists ("ACTRA") since childhood. ACTRA is a Canadian labor union representing performers in Englishlanguage media.
- 9. On or about January 10, 1983, the Plaintiff entered into a standard ACTRA agreement with Christmas Tree Films, Inc. to play the character Scut Farkus in the Movie (the "ACTRA Agreement").
- 10. The ACTRA Agreement contained a rider which was silent as to the rights to use the Plaintiff's likeness for purposes of producing consumer merchandise related to the Movie.
- 11. However, the agreements that Christmas Tree Films entered into with every other actor/actress who played a major character in the Movie contained a merchandising rider that allowed Christmas Tree Films to use the actor or actresses' likeness for the purpose of producing consumer merchandise.
- 12. Because of the difference in the Plaintiff's ACTRA Agreement rider. the Plaintiff is the only major character who retained the rights to license his likeness.

COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

- 13. Since the theatrical release, the Movie has become increasingly popular, and its annual televised broadcasts attract millions of viewers.
- 14. Based upon information and belief, Warner Bros. and Enesco entered into a product license agreement whereby Enesco was permitted to manufacture the "Scut Farkus Figurine."
- 15. Warner Bros. knew that it did not own the rights to use or license the Plaintiff's likeness for purposes of producing consumer merchandise.
- 16. Based upon information and belief, Enesco knew that Warner Bros. did not own the rights to use or license the Plaintiff's likeness for purposes of producing consumer merchandise.
- 17. Despite the fact that Warner Bros. and Enesco knew that Warner Bros. did not own the rights to license the Plaintiff's likeness for purposes of producing consumer merchandise, Warner Bros. and Enesco entered into a product license agreement.
- 18. Based upon information and belief, Enesco provided Warner Bros. with a prototype of the Scut Farkus Figurine prior to its manufacture and sale.
- 19. Based upon information and belief, Warner Bros. approved the prototype for manufacture and sale by Enesco.
- 20. The Plaintiff was not consulted about using his likeness for purposes of producing the Scut Farkus Figurine and did not agree to license his likeness.

COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

- 21. In November, 2010, the Plaintiff became aware of the existence of the Scut Farkus Figurine.
- 22. On November 30, 2010, the Plaintiff sent Enesco a letter regarding the use of his image on the Scut Farkus Figurine.
- 23. On December 13, 2010, Warner Bros. responded to the Plaintiff's letter and denied that the Scut Farkus Figurine was based on the Plaintiff's likeness.
- 24. Specifically, Warner Bros. stated that: If you have seen the item in question, you will note that it does not bear the likeness of Mr. Ward. Although the hat, sweater, jacket and boots are similar to those worn by Mr. Ward in the Picture, the face of the character is not Mr. Ward's face.
- 25. Despite what Warner Bros. claims, the Scut Farkus Figurine is the Plaintiff's likeness.
- 26. Therefore, the Plaintiff is entitled to monetary damages in an amount to be determined at trial as well as equitable relief enjoining the Defendants from manufacturing and/or selling Scut Farkus Figurine.

CAUSES OF ACTION

<u>COUNT I</u> FALSE DESIGNATION OF ORIGIN

(The Lanham Act, 15 U.S.C. § 1125(a))

- 27. The Plaintiff repeats and realleges each of the allegations set forth above as though they were fully set forth herein.
- 28. 15 U.S.C. § 1125(a) provides, in pertinent part, "[a]ny person who, on or in connection with any goods or services...uses in commerce any word, term, name, symbol, or device, or any combination thereof...which is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of such person with another person...or approval of his or her goods, services, or commercial activities by another person...shall be liable in a civil action by any person who believes that he or she is or is likely to be damaged by such act."
- 29. The Defendants used, and continue to use, the Plaintiff's likeness in a false or misleading way that is likely to cause confusion, mistake and/or deceive as to the Plaintiff's affiliation with the Scut Farkus Figurine, Warner Bros. and Enesco.
- 30. The Defendants used, and continue to use, the Plaintiff's likeness without the Plaintiff's consent and with reckless disregard for the Plaintiff's rights.
 - 31. The Defendants' actions constitute a violation of 15 U.S.C. § 1125(a).

COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

32. As a result of the Defendants' conduct, the Plaintiff is entitled to monetary damages in an amount to be determined at trial as well as an order enjoining the Defendants from manufacturing and/or selling any products using the Plaintiff's likeness without the Plaintiff's consent.

COUNT II MISAPPROPRIATION OF LIKENESS (Cal. Civ. Code § 3344)

- 33. The Plaintiff repeats and realleges each of the allegations set forth above as though they were fully set forth herein.
- 34. Cal. Civ. Code § 3344 states in pertinent part: "[a]ny person who knowingly uses another's...likeness, in any manner on or in products, merchandise, or goods... without such person's prior consent...shall be liable for any damages sustained by the person or persons injured as a result thereof..."
- 35. The Defendants knowingly used, and continue to use, the Plaintiff's likeness for the purpose of selling the Scut Farkus Figurine without the Plaintiff's consent.
- 36. As a result of the Defendants' conduct, the Plaintiff is entitled to monetary damages in an amount to be determined at trial as well as an order enjoining the Defendants from manufacturing and/or selling any products using the Plaintiff's likeness without the Plaintiff's consent.

COUNT III COMMON LAW RIGHT TO PUBLICITY

- 37. The Plaintiff repeats and realleges each of the allegations set forth above as though they were fully set forth herein.
- 38. The Defendants knowingly used, and continue to use, the Plaintiff's likeness for their commercial advantage.
- 39. The Defendants knowingly used, and continue to use, the Plaintiff's likeness without the Plaintiff's consent.
- 40. As a result of the Defendants' conduct, the Plaintiff is entitled to monetary damages in an amount to be determined at trial as well as an order enjoining the Defendants from manufacturing and/or selling any products using the Plaintiff's likeness without the Plaintiff's consent.

WHEREFORE, the Plaintiff respectfully requests that this Court enter judgment against the Defendants as follows:

- 1. Enjoin, restrain and prohibit the Defendants, their agents, servants, employees, officers, directors, successor and assigns, and all persons, firms and corporations acting in concert or participation with the Defendants or on the Defendants' behalf, from using the Plaintiff's likeness to produce, manufacture, license, sell, promote and/or ship any Scut Farkus Figurines;
- Order the Defendants to destroy all Scut Farkus Figurines in the Defendants' possession and/or control;
- 3. Award the Plaintiff actual damages in an amount to be determined at trial;

COMPLAINT FOR VIOLATION OF LANHAM ACT, MISAPPROPRIATION OF LIKENESS AND THE COMMON LAW RIGHT TO PRIVACY

Attorney for Plaintiff, Zack Ward

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Name & Address: RANDALL S. NEWMAN, P.C.	
Randall S. Newman (Cal. Bar No. 190547) 37 Wall Street, Penthouse D New York, NY 10005	
rsn@randallnewman.net	
	DISTRICT COURT T OF CALIFORNIA
ZACK WARD	CASE NUMBER
PLAINTIFF(S) v.	CV11-06749PLA
WARNER BROS. ENTERTAINMENT, INC. AND ENESCO, LLC	SUMMONS
DEFENDANT(S).	
A lawsuit has been filed against you. Within21 days after service of this summon must serve on the plaintiff an answer to the attached counterclaim cross-claim or a motion under Rule 1 or motion must be served on the plaintiff's attorney, RA 37 WALL STREET, PH D, NEW YORK, NEW YORK judgment by default will be entered against you for the your answer or motion with the court.	ns on you (not counting the day you received it), you complaint amended complaint 2 of the Federal Rules of Civil Procedure. The answer ANDALL S. NEWMAN, P.C, whose address is 1 food 5 1. If you fail to do so.
AUG 1 6 2011 Dated:	By: Deputy Clerk (Seal of the Court)

[Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States. Allowed 60 days by Rule 12(a)(3)].

CV-01A (12/07)

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

I (a) PLAINTIFFS (Check box i ZACK WARD	DEFENDANTS WARNER BROS. ENTERTAINMENT, INC. AND ENESCO, LLC Attorneys (If Known)								
(b) Attorneys (Firm Name, Addi yourself, provide same.)									
RANDALL S. NEWMAN, 37 WALL ST., PENTHOUS NEW YORK, NY 10005 7	SE D								
II. BASIS OF JURISDICTION	(Place an X in one box only.)	III. CITIZE	ENSHIP OF PRINCIP an X in one box for plain	AL PARTIE	S - For Div	versity Cases	Only		
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FOR OFFICE USE ONLY: Case Number:

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

CV-71 (05/08)

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

VIII(a). IDENTICAL CASES: Has If yes, list case number(s):	this action been pre	viously filed in this court and dismissed, remanded or closed? W No					
VIII(b). RELATED CASES: Have any cases been previously filed in this court that are related to the present case? Vio Yes If yes, list case number(s):							
□ B. C □ C. I	Arise from the same Call for determination For other reasons wo	and the present case: or closely related transactions, happenings, or events; or n of the same or substantially related or similar questions of law and fact; or uld entail substantial duplication of labor if heard by different judges; or ent, trademark or copyright, and one of the factors identified above in a, b or c also is present.					
IX. VENUE: (When completing the	following information	on, use an additional sheet if necessary.)					
(a) List the County in this District; C Check here if the government, its	California County or agencies or employ	tside of this District; State if other than California; or Foreign Country, in which EACH named plaintiff resides.					
County in this District:*		California County outside of this District; State, if other than California; or Foreign Country					
Los Angeles							
(b) List the County in this District; Check here if the government, its	California County ou s agencies or employ	tside of this District, State if other than California; or Foreign Country, in which EACH named defendant resides.					
County in this District:*		California County outside of this District; State, if other than California, or Foreign Country					
Los Angeles (Warner Bros, Entertainment, Inc.)		DuPage County Illinois (Enesco, LLC)					
(c) List the County in this District; C Note: In land condemnation ca		tside of this District; State if other than California; or Foreign Country, in which EACH claim arose. of the tract of land involved.					
County in this District:*		California County outside of this District; State, if other than California; or Foreign Country					
Los Angeles							
* Los Angeles, Orange, San Bernare Note: In land condemnation cases, use		ntura, Santa Barbara, or San Luis Obispo Counties tract of land involved					
X. SIGNATURE OF ATTORNEY (C	OR PRO PER): \\	mome S. Northm Date 8 (16 1)					
or other papers as required by law but is used by the Clerk of the Co	This form, approve ourt for the purpose of	vil Cover Sheet and the information contained herein neither replace nor supplement the filing and service of pleadings and by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed f statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)					
Key to Statistical codes relating to Soc	cial Security Cases:						
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action					
861	ніа .	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))					

CV-71 (05/08) CIVIL COVER SHEET Page 2 of 2

Act, as amended.

All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security

All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. (g))

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