UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF NEW YORK

XCLUSIVE-LEE, INC.,

Plaintiff,

v. : Civil Action No.: 19-cv-520

JELENA NOURA "GIGI" HADID, : COMPLAINT AND JURY : DEMAND

Defendant.

COMPLAINT FOR COPYRIGHT INFRINGEMENT

Plaintiff, XCLUSIVE-LEE, INC. ("Xclusive" or "Plaintiff"), brings this complaint in the United States District Court for the Eastern District of New York against JELENA NOURA

"GIGI" HADID ("Hadid" or "Defendant"), alleging as follows:

PARTIES

 Xclusive is a New York Domestic Business Corporation with a principal place of business in Rego Park, New York.

2. Hadid is an American fashion model. In 2016, Hadid was named International Model of the Year by British Fashion Council. Hadid has modeled for Versace, Chanel, Elie Saab, Fendi, Marc Jacobs, Anna Sui, Miu Miu, Balmain, Diane Von Furstenberg, Tommy Hilfiger, Fenty, Puma, Isabel Marant, and Giambattista Valli. Hadid has also starred in advertising campaigns for Guess, Versace, Penshoppe, Balmain F/W 2015, Topshop, Max Mara, and Stuart Weitzman. Hadid has appeared on the covers of magazines such as *Vogue* (United States, Paris, Italy, Britain, Japan, Spain, Australia, Brazil, the Netherlands, Germany, Italy,

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China), Schön!, Numéro, Allure, W Magazine and Teen Vogue as well as WSJ Magazine, Elle Canada, Dazed and Harper's Bazaar. Hadid maintains and is personally responsible for her official Instagram account, which has over 44 million followers worldwide. Hadid resides in New York, New York.

JURISDICTION AND VENUE

- 3. This is a civil action seeking damages for copyright infringement under the copyright laws of the United States (17 U.S.C. § 101 et seq.).
- 4. This Court has jurisdiction under 17 U.S.C. § 101 et seq.; 28 U.S.C. § 1331 (federal question); and 28 U.S.C. § 1338(a) (copyright).
- 5. Defendant is subject to personal jurisdiction in New York.
- 6. Venue is proper in this district under 28 U.S.C. § 1391(b) and (c) and 1400(a) because the events giving rise to the claims occurred in this district, Defendant engaged in infringement in this district, Plaintiff resides in this district, and Defendant is subject to personal jurisdiction in this district.
- 7. This Court also has personal jurisdiction over Defendant, and venue in this District is proper under 28 U.S.C. § 1400(a). This Court also has personal jurisdiction over Defendant, and venue in this District is proper under 28 U.S.C. § 1400(a).

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¹ https://en.wikipedia.org/wiki/Gigi_Hadid

FACTUAL ALLEGATIONS COMMON TO ALL CLAIMS

- 8. Xclusive is the copyright holder of "Gigi Hadid on Oct 11, 2018" ("Copyrighted Photograph"), which was captured on October 11, 2018 in New York City. [Exhibit 1].
- On October 12, 2018, Hadid copied and uploaded Copyrighted Photograph to Hadid's Instagram account.
- 10. As a result of Hadid's actions described in Paragraph 11, Copyrighted Photograph was posted and publicly displayed to the following URLs:
 - www.instagram.com/gigihadid/?hl-en. (Last visited October 15, 2018) [Exhibit 3]
 - www.instagram.com/p/Boz7ASBHBDt/?hl=en&taken-by=gigihadid (Last visited October 15, 2018). [Exhibit 4]. (together "Instagram Posts")
- 11. Hadid copied and posted Copyrighted Photograph to Hadid's Instagram account without license or permission from Xclusive.
- 12. Hadid's Instagram account is followed by more than forty-three million (43,000,000) individuals throughout the world. [Exhibit 4].
- 13. More than 1.6 million (1,600,00) followers commented on Instagram Posts within four days of October 12, 2018. [Exhibit 4].
- 14. Prior to October 12, 2018, Hadid had first-hand knowledge that copying and posting photographs, of herself or other subject matters, to her Instagram or other social media accounts that she did not properly license or otherwise receive permission from the copyright holder constituted copyright infringement.
- 15. Specifically, Hadid was named as a defendant and served with a copy of a complaint and summons in a suit alleging copyright infringement, *Peter Cepeda v. Jelena Noura "Gigi" Hadid and IMG Worldwide, Inc.*, 1:17-cv-00989-LMB-MSN (E.D. Va.) (2017).

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- 16. Although the case was settled prior to the discovery stage of litigation, the facts alleged in *Cepeda* are nearly identical to the facts alleged in the present case, including the allegation Hadid copied and posted Plaintiff Cepeda's copyrighted photograph (of Hadid on a public street in New York City) to Hadid's Instagram and Twitter accounts without license or permission from Cepeda.
- 17. As of the date of this filing, Hadid's Instagram account includes at least fifty (50) examples of uncredited photographs of Hadid in public, at press events, or on the runway. [Exhibit 5]. Most if not all of these photographs were posted by Hadid without license or permission from the copyright holder.

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COUNT I: INFRINGEMENT OF COPYRIGHT PURSUANT TO 17 U.S.C. § 101 ET SEQ.

- 18. Xclusive incorporates herein by this reference each and every allegation contained in each paragraph above.
- 19. Xclusive is the copyright owner or licensee of exclusive rights under United States copyright with respect to Copyrighted Photograph, which is the subject of a valid and complete application before the United States Copyright Office for Certificate of Copyright Registration by the Register of Copyrights.
- 20. Among the exclusive rights granted to each Xclusive under the Copyright Act are the exclusive rights to reproduce and distribute the Copyrighted Photograph to the public.
- 21. Xclusive is informed and believes Hadid, without the permission or consent of Xclusive, copied and used Copyrighted Photograph on Hadid's Instagram account. In doing so, Hadid violated Xclusive's exclusive rights of reproduction and distribution. Hadid's actions constitute infringement of Xclusive's copyright and exclusive rights under copyright.
- 22. Xclusive is informed and believes that the foregoing act of infringement was willful and intentional, in disregard of and with indifference to the rights of Xclusive.
- 23. As a result of Hadid's infringement of Xclusive's copyright and exclusive rights under copyright, Xclusive is entitled to statutory damages, including any profits realized by Hadid attributable to the infringement, pursuant to 17 U.S.C. § 504 for Hadid's infringement of Copyrighted Photograph.

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COUNT II: CONTRIBUTORY INFRINGEMENT

- 24. Xclusive is informed and believes that Hadid, without the permission or consent of Xclusive, knowingly made available Copyrighted Photograph to innumerable individuals and media outlets by posting Copyrighted Photograph to Hadid's 43 million (43,000,000) Instagram followers.
- 25. Xclusive is informed and believes that Hadid, without the permission or consent of Xclusive, had knowledge or reason to know of such contributory infringement.
- 26. As a result of Hadid's actions, Xclusive is entitled to actual damages or such other and further relief as is just and proper.

PRAYER FOR RELIEF

WHEREFORE, Xclusive prays for judgment against Hadid as follows:

- A. Declaring that Hadid's unauthorized conduct violates Xclusive's rights under the Federal Copyright Act;
- B. Immediately and permanently enjoining Hadid, its officers, directors, agents, servants, employees, representatives, attorneys, related companies, successors, assigns, and all others in active concert or participation with them from copying and republishing Xclusive's Copyrighted Photograph without consent or otherwise infringing Xclusive's copyright or other rights in any manner;
- C. Ordering Hadid to account to Xclusive for all gains, profits, and advantages derived by Hadid by their infringement of Xclusive's copyright or such damages as are proper, and since Hadid intentionally infringed Xclusive's copyright, for the maximum allowable statutory damages for each violation;

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- D. Awarding Xclusive actual and/or statutory damages for Hadid's copyright infringement in an amount to be determined at trial;
- E. Awarding Xclusive his costs, reasonable attorney's fees, and disbursements in this action, pursuant to 17 U.S.C. § 505; and
- F. Awarding Xclusive such other and further relief as is just and proper.

JURY DEMAND

Xclusive hereby demands a trial by jury on all claims for which there is a right to jury trial.

Respectfully submitted,

Dated: January 28, 2019 REESE LLP

/s/ Michael R. Reese
Michael R. Reese
100 West 93rd Street, 16th Floor
New York, New York
Telephone: (212) 643-0500
Facsimile: (212) 253-4272
Email: mreese@reesellp.com

- and -

David C. Deal The Law Office of David C. Deal, P.L.C. P.O. Box 1042 Crozet, VA 22932 Telephone: (434) 233-2727

Facsimile: (888) 965-8083 Email: <u>david@daviddeal.com</u>

Counsel for Plaintiff

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EXHIBIT 1

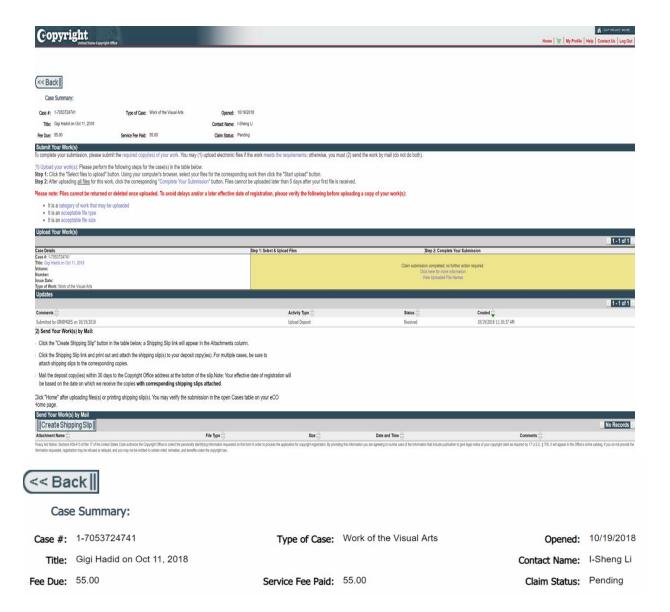
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EXHIBIT 2

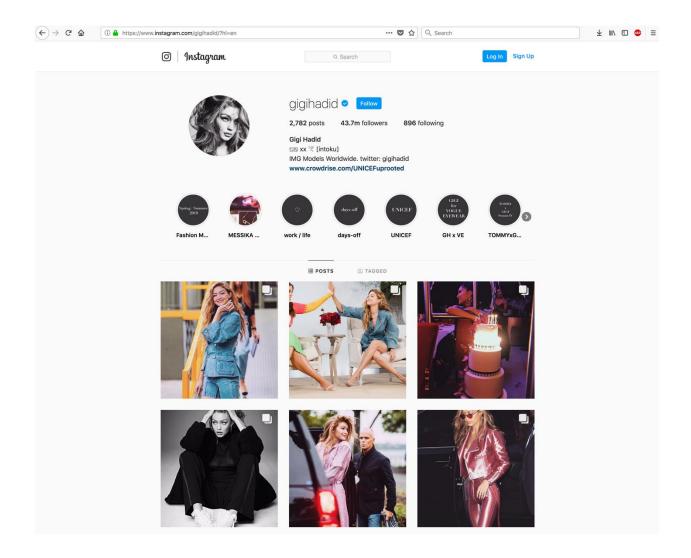
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EXHIBIT 3

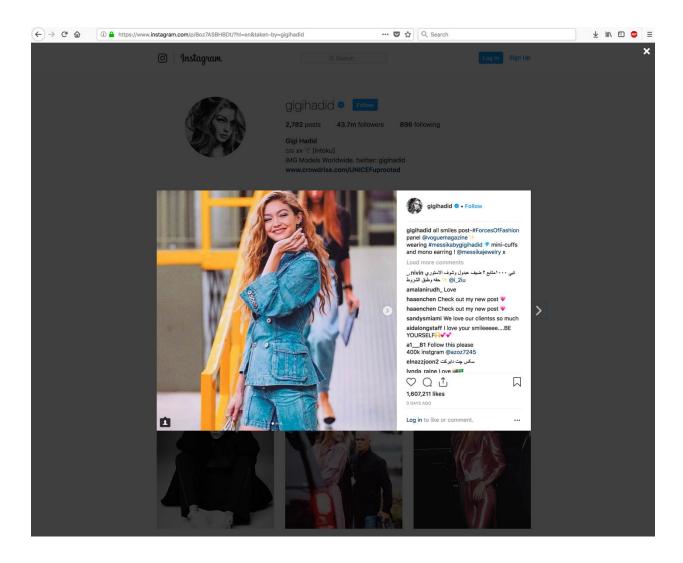
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EXHIBIT 4

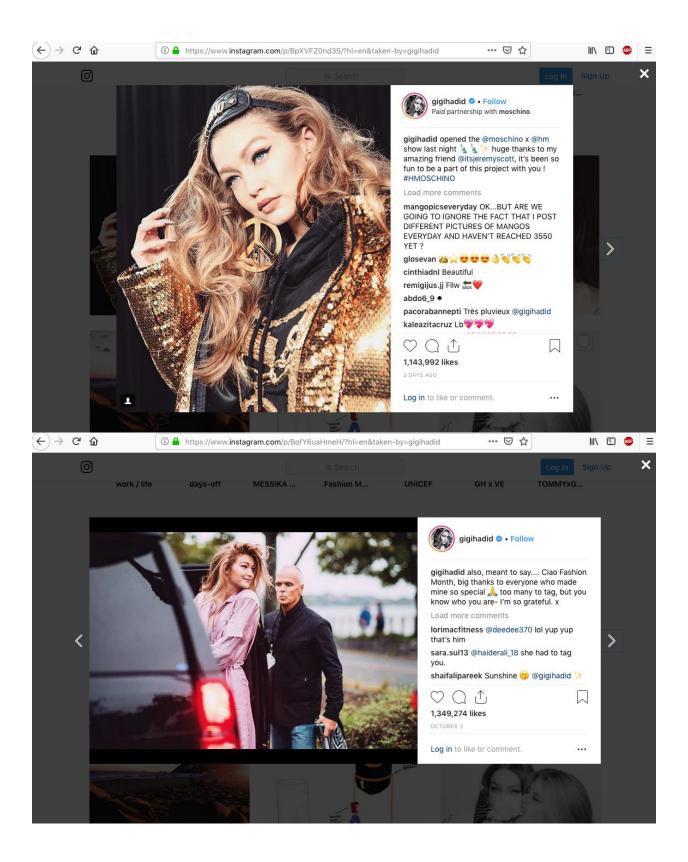
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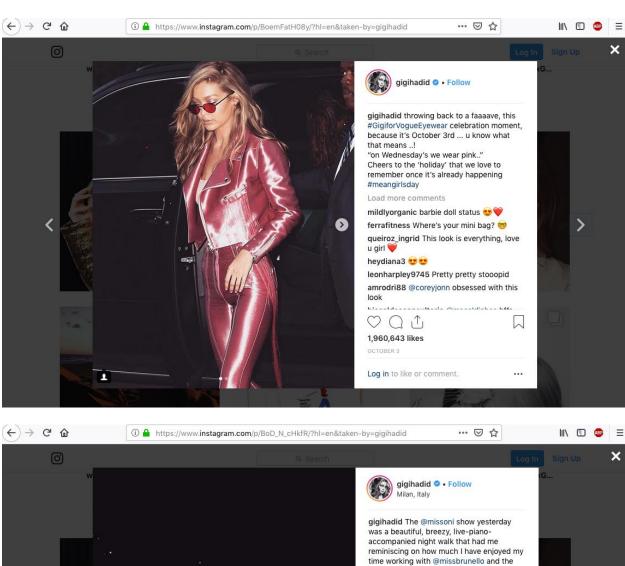
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EXHIBIT 5

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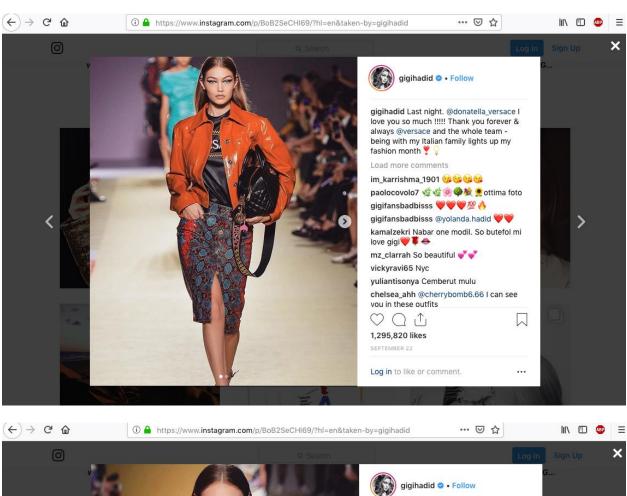


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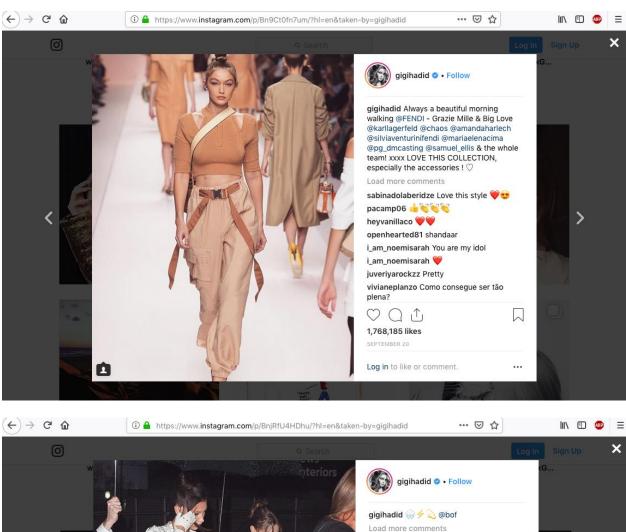


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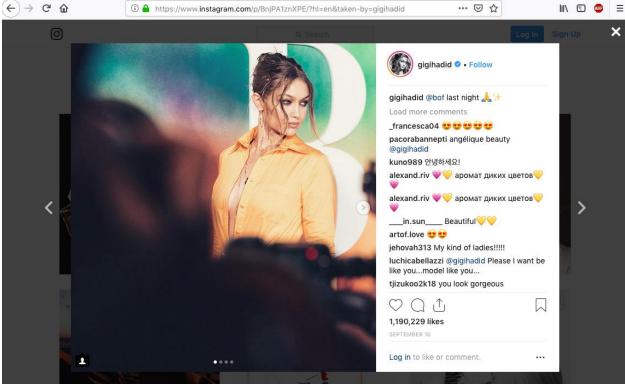
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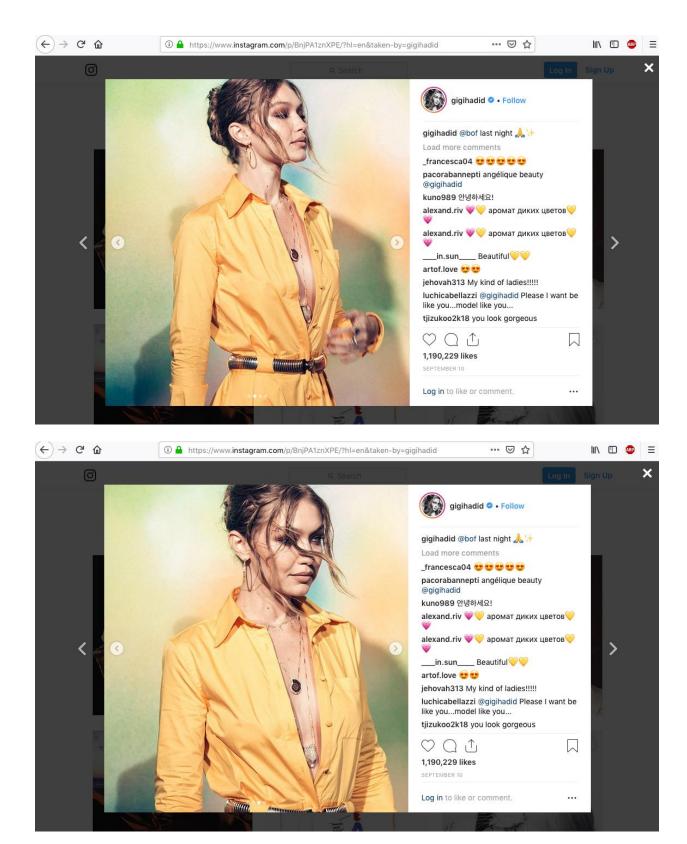


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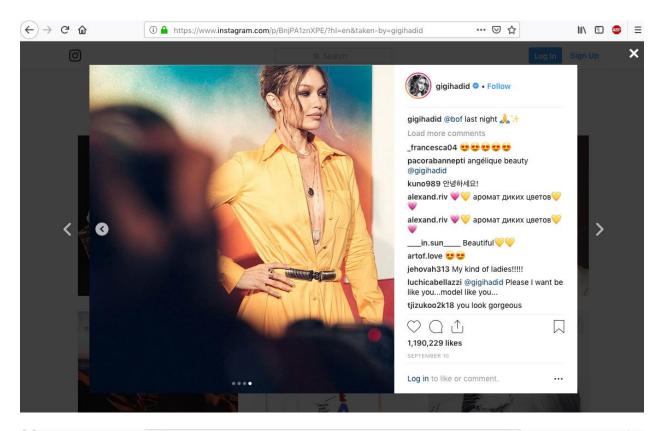




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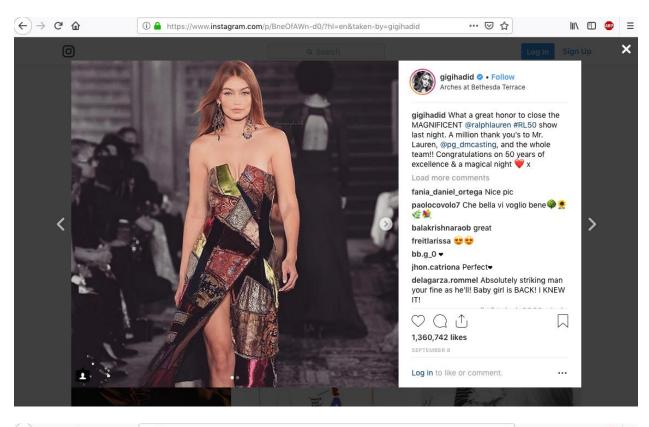


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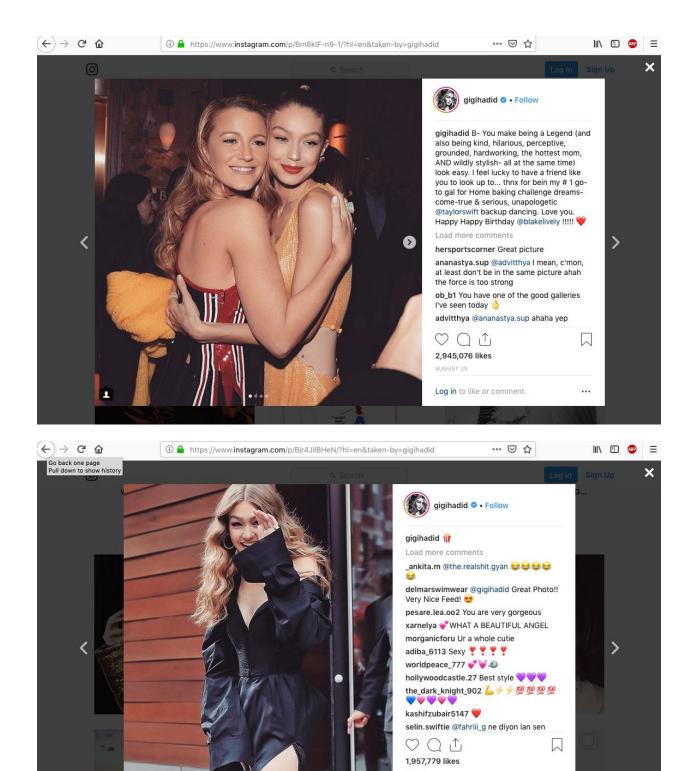


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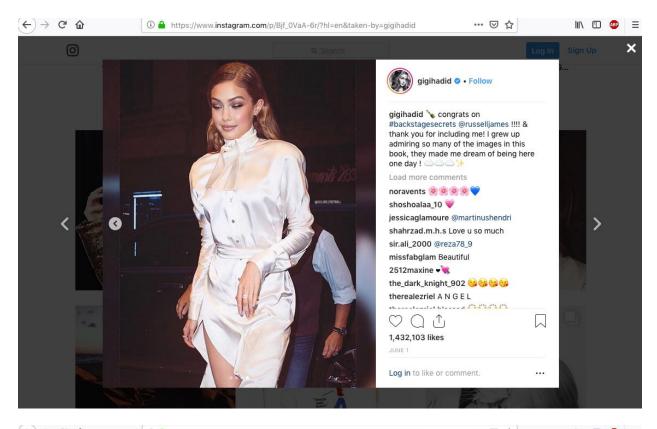
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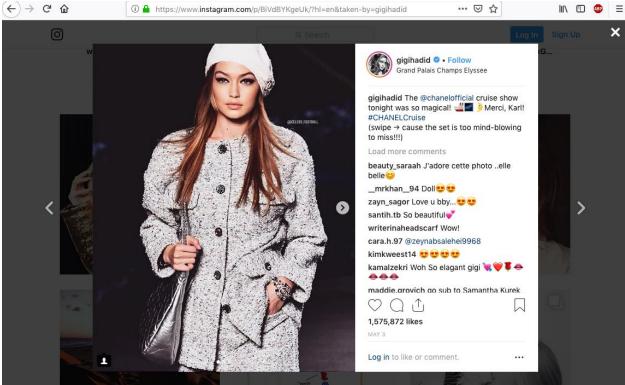


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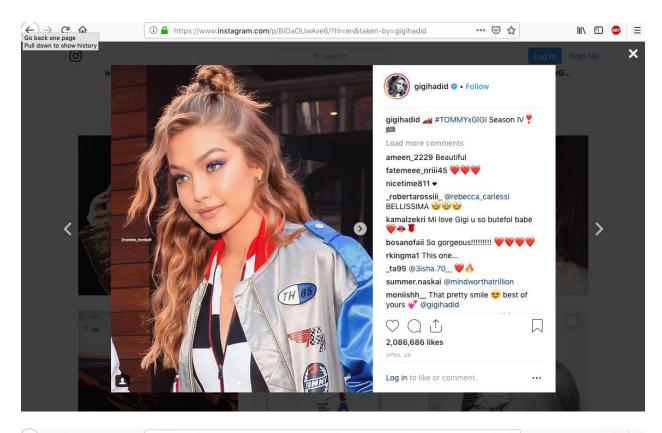
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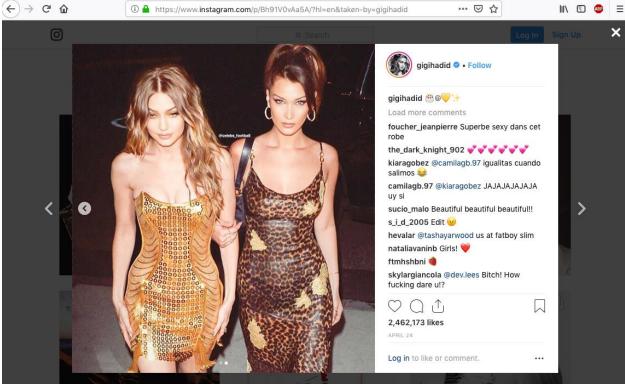
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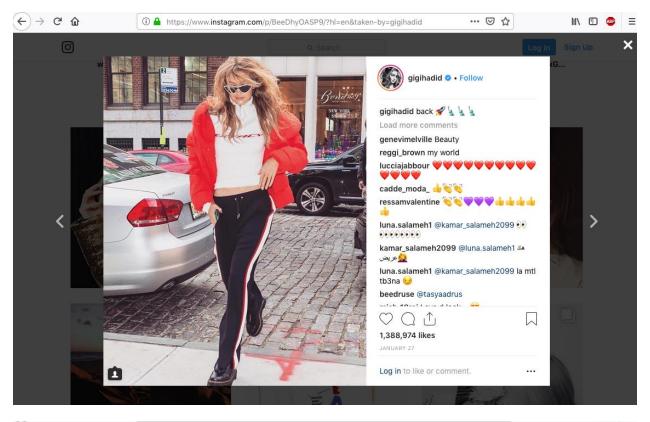


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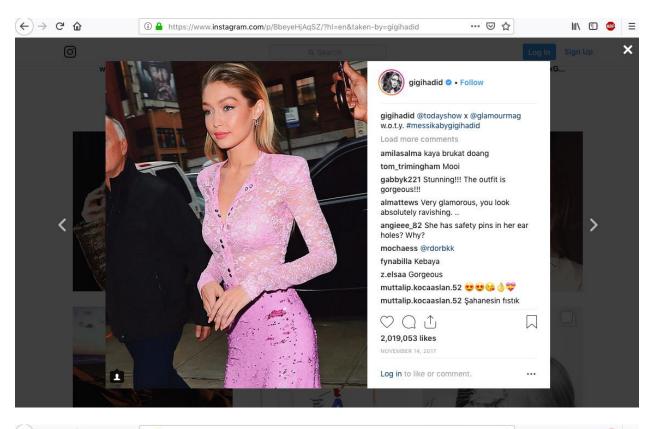


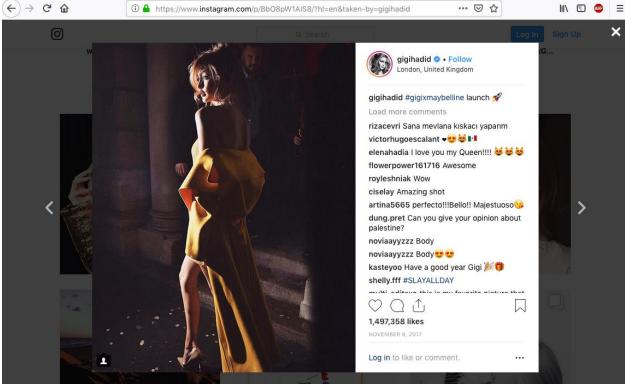
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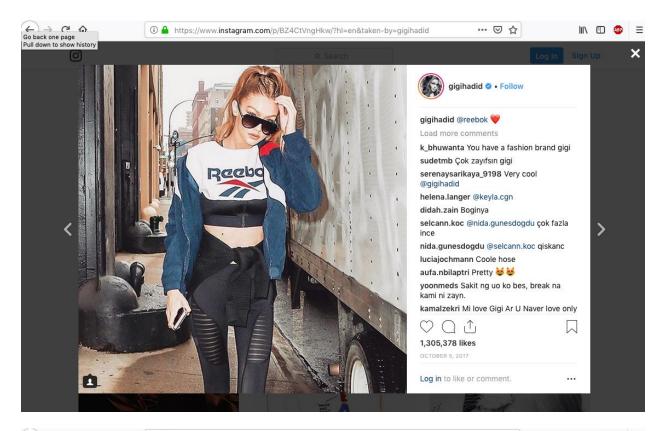


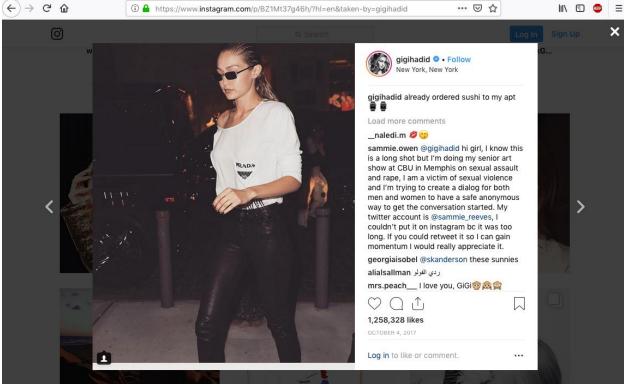
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The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial 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.)

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I. (a) PLAINTIFFS				DEFENDANTS						
(b) County of Residence of First Listed Plaintiff (EXCEPT IN U.S. PLAINTIFF CASES) (c) Attorneys (Firm Name, Address, and Telephone Number)				County of Residence of First Listed Defendant (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 JURISDI	ICTION (Place an "X" in G	One Box Only)	III. CI	TIZENSHIP OF P	RINCIPA	AL PARTIES	(Place an "X" in	One Box f	or Plaintifi	
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VI. CAUSE OF ACTIO		•	re filing (I	Do not cite jurisdictional stat	utes unless di	versity):				
VII. REQUESTED IN COMPLAINT: CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.		N D	EMAND \$	CHECK YES only if demanded in complaint: JURY DEMAND: ☐ Yes ☐ No						
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Case 1:19-cv-00520 ERTIFICATION OF ARBITRATION FLIGHBILITY Local Arbitration Rule 83:10 provides that with certain exceptions, actions seeking money damages only in an amount not in excess of \$150,000, exclusive of interest and costs, are eligible for compulsory arbitration. The amount of damages is presumed to be below the threshold amount unless a certification to the contrary is filed. Case is Eligible for Arbitration __, do hereby certify that the above captioned civil action is ineligible for . counsel for compulsory arbitration for the following reason(s): monetary damages sought are in excess of \$150,000, exclusive of interest and costs, the complaint seeks injunctive relief, the matter is otherwise ineligible for the following reason DISCLOSURE STATEMENT - FEDERAL RULES CIVIL PROCEDURE 7.1 Identify any parent corporation and any publicly held corporation that owns 10% or more or its stocks: RELATED CASE STATEMENT (Section VIII on the Front of this Form) Please list all cases that are arguably related pursuant to Division of Business Rule 50.3.1 in Section VIII on the front of this form. Rule 50.3.1 (a) provides that "A civil case is "related" to another civil case for purposes of this guideline when, because of the similarity of facts and legal issues or because the cases arise from the same transactions or events, a substantial saving of judicial resources is likely to result from assigning both cases to the same judge and magistrate judge." Rule 50.3.1 (b) provides that " A civil case shall not be deemed "related" to another civil case merely because the civil case: (A) involves identical legal issues, or (B) involves the same parties." Rule 50.3.1 (c) further provides that "Presumptively, and subject to the power of a judge to determine otherwise pursuant to paragraph (d), civil cases shall not be deemed to be "related" unless both cases are still pending before the court." NY-E DIVISION OF BUSINESS RULE 50.1(d)(2) 1.) Is the civil action being filed in the Eastern District removed from a New York State Court located in Nassau or Suffolk County? Yes 2.) If you answered "no" above: a) Did the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in Nassau or Suffolk County? Yes b) Did the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in the Eastern District? Yes c) If this is a Fair Debt Collection Practice Act case, specify the County in which the offending communication was received: If your answer to question 2 (b) is "No," does the defendant (or a majority of the defendants, if there is more than one) reside in Nassau or Suffolk County, or, in an interpleader action, does the claimant (or a majority of the claimants, if there is more than one) reside in Nassau or Suffolk County? (Note: A corporation shall be considered a resident of the County in which it has the most significant contacts). **BAR ADMISSION** I am currently admitted in the Eastern District of New York and currently a member in good standing of the bar of this court. Yes No Are you currently the subject of any disciplinary action (s) in this or any other state or federal court? (If yes, please explain Yes No I certify the accuracy of all information provided above. Signature:

UNITED STATES DISTRICT COURT

for the

	Eastern District of New York						
Xclusive-Lee, Inc.)))						
Plaintiff(s) V. Jelena Noura "Gigi" Hadid)) Civil Action No. 19-cv-520)))						
Defendant(s)							
SUMMONS IN A CIVIL ACTION							
10 Bon	Noura "Gigi" Hadid Street ·k, New York 10012						
A lawsuit has been filed agains	you.						
are the United States or a United States P. 12 (a)(2) or (3) — you must serve on	nis summons on you (not counting the day you received it) — or 60 days if you gency, or an officer or employee of the United States described in Fed. R. Civ. the plaintiff an answer to the attached complaint or a motion under Rule 12 of the answer or motion must be served on the plaintiff or plaintiff's attorney,						
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If you fail to respond, judgment You also must file your answer or motion	by default will be entered against you for the relief demanded in the complaint. n with the court.						
	DOUGLAS C. PALMER CLERK OF COURT						
Date:	Signature of Clerk or Deputy Clerk						
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