Doc. 29 Att. 1

## IN THE UNITED STATES DISTRICT COURT FOR THE WESTERN DISTRICT OF PENNSYLVANIA

VALENCIA M. MCCLATCHEY,		<b>)</b>
Plaintiff,		05-145=
٧.		)
THE ASSOCIATED PRESS,	)	JURY TRIAL DEMANDED
Defendant.	)	<b>)</b>

#### COMPLAINT FOR COPYRIGHT INFRINGEMENT

Plaintiff Valencia M. McClatchey ("Plaintiff" or "Ms. McClatchey") complains of defendant.

The Associated Press ("AP" or "Defendant") as follows:

#### NATURE OF THE ACTION

1. This Complaint states claims for violations of the Copyright Act, 17 U.S.C. §§ 101, et. seq.

#### **JURISDICTION AND VENUE**

- 2. Jurisdiction exists under 28 U.S.C. § 1338(a) because the Defendant is charged with copyright infringement under the Copyright Act, 17 U.S.C. § 101, et. seq.
- 3. AP resides in and/or does business in this State and District by intentionally engaging in acts targeted at this District, purporting to enter into agreements with residents of this State and District, and purposefully availing themselves of the privilege of conducting activities in this State and District.
- 4. Venue is proper in this District pursuant to 28 U.S.C. §§ 1391(b)-(c) and 1400(a) because this is a judicial District in which a substantial part of the events giving rise to the claims occurred, and this is a judicial District in which the AP resides or may be found.

#### **PARTIES**

5. Plaintiff Valencia McClatchey is an individual and resident of Pennsylvania, with



a principal address at 107 Osage Path, Stoystown, Pennsylvania, 15563. Ms. McClatchey is the registered copyright owner of a photograph entitled "End of Serenity", and bearing copyright registration number VA 1-128-462. A copy of the copyright registration is attached as Exhibit A. In addition, a copyrighted photocopy of the photograph is attached as Exhibit B.

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6. Defendant The Associated Press is a not-for-profit corporation incorporated under the laws of New York with 242 bureaus worldwide and headquarters at 40 W. 33<sup>rd</sup> Street, New York, New York 10001. AP is registered to do business in Pennsylvania and has a registered office at the Telegraph Building, Harrisburg, Pennsylvania, 17105. In addition, AP has an office located at 6 Gateway Center, Suite 222, Pittsburgh, Pennsylvania, 15222. AP is in the business of producing and archiving news information and related media, including videos and photographs, for third party news provider use. More than a billion people a day read, hear, or see AP's news. In the United States, AP serves 1,700 newspapers and 5,000 radio and television stations. The AP also has more than 8,500 International subscribers in newspaper, radio and television in 121 countries. As such, the AP has obtained significant prestige as a national news media provider.

#### **BACKGROUND**

- 7. In the aftermath of the September 11, 2001 terrorist attacks, the media was flooded with articles, photographic and video footage related to the attacks.
- 8. AP has published a significant number of articles, photographs, and similar materials on and related to the September 11, 2001 terrorist attacks.
- 9. AP has made their publications, both print and online, available throughout the United States and the world.
- 10. Despite the flood of media attention related to the attacks, Plaintiff took what turned out to be the only existing photograph of the immediate aftermath of the crash of Flight 93 in Somerset County, Pennsylvania. Plaintiff entitled her photograph "End of Serenity." The

photograph has been used across the nation, internationally, and is in the Smithsonian Institution's exhibit on the September 11 attacks. The original digital image is in custody of the FBI.

- 11. At all relevant times, copyright in the photograph has been filed and registered in Plaintiff's name with the United States Copyright Office. The effective date of registration of the photograph is January 29, 2002.
- 12. Plaintiff donates the photograph free of charge for use by non-commercial organizations and entities. Further, a substantial portion of any proceeds that Plaintiff has received from commercial sale and use of the photograph is donated to the Todd M. Beamer Foundation, which aids children affected by the 9/11/01 attacks.
- 13. On or about September, 2002, Charles Sheehan, a writer for the Associated Press, interviewed the Plaintiff about the photograph for a news article entitled "Photo Brought Fame, Not Fortune For Woman." The article, which published on September 13, 2002, is attached as Exhibit C. In the article, Mr. Sheehan describes the unique nature of the photograph, "[t]he picture is one of the few images of the crash, and within two weeks it had been purchased by major U.S. magazines including U.S. News & World Report, Newsweek, Time, and several major magazines in Europe."
- 14. Plaintiff provided to the AP a courtesy copy of the photograph to use in connection with the proposed article. The courtesy copy included and incorporated a copyright notice line identifying Plaintiff as the rights holder to the work.
- 15. At no time did Plaintiff, either orally or in writing, provide to AP any express or implied authority to license or re-sell the "End of Serenity" photograph.
- 16. As a gesture of goodwill, Plaintiff gave Gene Puskar, an AP photographer, an 8X10 of the photograph for his personal use, which included and incorporated a copyright notice line identifying Plaintiff as rights holder to the work. Plaintiff further reminded Mr. Puskar that

the photograph was copyrighted.

- 17. At no time did Plaintiff, either orally or in writing, authorize Mr. Puskar to provide to AP any express or implied authority to license or re-sell the "End of Serenity" photograph.
- 18. Upon information and belief, either Mr. Puskar provided the photograph to the AP, or the AP made use of the courtesy copy of the photograph they had been given for use in the article. The AP then removed the Plaintiff's name and copyright notice from the photograph, and placed the photograph in a downloadable database on their Internet web site.
- 19. AP collects licensing revenue from customers and licensees, such as America Online ("AOL"), in connection with providing access to AP's downloadable database and archived materials.
- 20. Upon information and belief, on or about August 2003, AOL downloaded Plaintiff's copyrighted photograph from AP's database. The downloaded photograph did not contain a copyright notice identifying Plaintiff as the copyright owner of the work. On August 8, 2003, the "End of Serenity" appeared on AOL's home page. See the August 8, 2003 AOL homepage screen shot attached as Exhibit D.
- 21. At no time prior to or following providing AOL or any other customer's access to the photograph did AP obtain permission from Plaintiff to alter, license to the public, or authorize use of Plaintiff's copyrighted work.

## COUNT I (Direct Copyright Infringement)

- 22. Plaintiff repeats and re-alleges each and every allegation contained in paragraphs 1 through 21 as if fully set forth herein.
- 23. Plaintiff has complied in all respects with the Copyright Act of 1976, 17 U.S.C. § 101 et. seq., as amended, and all other laws and regulations governing copyrights, and has secured the exclusive rights and privileges in and to the copyright of the photograph "End of

Serenity."

- AP engaged in direct infringement of Plaintiff's copyright by (a) reproducing, distributing, and displaying the photograph without Plaintiff's permission, license, or consent; and (b) preparing derivative works based upon the photograph without Plaintiff's permission, license or consent. AP's conduct constitutes direct infringement under 17 U.S.C. §§ 106 and 501 et seq.
- 25. The foregoing acts of infringement by AP have been willful, intentional, and purposeful, in disregard of, and indifferent to the rights of the Plaintiff.
- 26. As a direct and proximate result of the direct infringements by AP of Plaintiff's copyright and exclusive rights under copyright, Plaintiff is entitled to damages and AP's profits pursuant to 17 U.S.C. § 504(b) for each act of infringement.
- 27. Alternatively, Plaintiff is entitled to the maximum statutory damages, pursuant to 17 U.S.C. § 504(c), in the amount of \$150,000, or such other amounts as may be proper under 17 U.S.C. § 504(c) for each infringement.
- 28. Plaintiff is further entitled to attorneys' fees and full costs pursuant to 17 U.S.C. § 505.
- 29. AP's conduct threatens to cause, and is causing, and unless enjoined and restrained by this Court, will continue to cause, Plaintiff great and irreparable injury that cannot be fully compensated for or measured in money. Plaintiff has no adequate remedy at law. Pursuant to 17 U.S.C. § 502, Plaintiff is entitled to preliminary and permanent injunctions prohibiting further infringements of her copyright and exclusive rights under copyright.

## COUNT II (Contributory Copyright Infringement)

30. Plaintiff repeats and re-alleges each and every allegation contained in paragraphs 1 through 21 as if fully set forth herein.

- 31. As a result of AP's conduct, copyright infringements occur whenever AP's customers or licensees, without authorization of the Plaintiff, download the photograph from the AP database to their own computer. This action creates an unauthorized distribution and results in an unauthorized copy. Each of these infringements is facilitated, encouraged, and made possible by the AP. Upon information and belief, the photograph has been widely downloaded and obtained from the AP by at least The Washington Post, The Chicago Tribune, and America Online ("AOL").
- 32. Through its conduct, AP has engaged and continues to engage in the business of knowingly and systematically inducing, causing, and materially contributing to the above described unauthorized reproductions and/or distributions of the Plaintiff's work.
- 33. The foregoing acts of infringement by AP have been willful, intentional, and purposeful, in disregard of, and indifferent to the rights of the Plaintiff.
- 34. AP's conduct constitutes contributory infringement of Plaintiff's copyright and Plaintiff's exclusive rights under copyright in violation of 17 U.S.C. §§ 106 and 501.

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- 35. As a direct and proximate result of the contributory infringements by AP of Plaintiff's copyright and exclusive rights under copyright, Plaintiff is entitled to damages and AP's profits pursuant to 17 U.S.C. § 504(b) for each act of contributory infringement.
- 36. Alternatively, Plaintiff is entitled to the maximum statutory damages, pursuant to 17 U.S.C. § 504(c), in the amount of \$150,000, or such other amounts as may be proper under 17 U.S.C. § 504(c) for each contributory infringement.
- 37. Plaintiff is further entitled to attorneys' fees and full costs pursuant to 17 U.S.C. § 505.
- 38. The conduct of AP threatens to cause, and is causing, and unless enjoined and restrained by this Court, will continue to cause, Plaintiff great and irreparable injury that cannot be fully compensated for or measured in money. Plaintiff has no adequate remedy at law.

Pursuant to 17 U.S.C. § 502, Plaintiff is entitled to preliminary and permanent injunctions prohibiting further infringements of her copyright and exclusive rights under copyright.

## COUNT III (Vicarious Copyright Infringement)

- 39. Plaintiff repeats and re-alleges each and every allegation contained in paragraphs 1 through 21 as if fully set forth herein.
- 40. At all relevant times, AP had the right and ability to supervise and/or control the infringing conduct of its customers/licensees by, without limitation, removing the photograph from its archives and/or removing the photograph from its downloadable database, but has failed to exercise such supervision and/or control. As a direct and proximate result of such failure, AP's customers and licensees have infringed Plaintiff's copyright.
- 41. At all relevant times, AP derived substantial financial benefit from infringement of Plaintiff's copyright by its customers and licensees in that, among other things, it had the only existing photograph taken of the immediate aftermath of Flight 93, and it receives payment from its customers and licensees for access to the downloadable database of photographs.
- 42. The foregoing acts of infringement by AP have been willful, intentional, and purposeful, in disregard of and indifferent to the rights of Plaintiff.
- 43. AP's conduct constitutes vicarious infringement of Plaintiff's copyright and Plaintiff's exclusive rights under copyright in violation of 17 U.S.C. §§ 106 and 501.
- 44. As a direct and proximate result of the contributory infringements by AP of Plaintiff's copyright and exclusive rights under copyright, Plaintiff is entitled to damages and AP's profits pursuant to 17 U.S.C. § 504(b) for each act of vicarious infringement.
- 45. Alternatively, Plaintiff is entitled to the maximum statutory damages, pursuant to 17 U.S.C. § 504(c), in the amount of \$150,000, or such other amounts as may be proper under 17 U.S.C. § 504(c) for each vicarious infringement.

46. Plaintiff is further entitled to attorneys' fees and full costs pursuant to 17 U.S.C. § 505.

#### **COUNT IV**

## (Distributing False Copyright Management Information in Violation of the Digital Millennium Copyright Act)

- 47. Plaintiff repeats and re-alleges each and every allegation contained in paragraphs 1 through 21 as if fully set forth herein.
- 48. After receiving Plaintiff's photograph, AP intentionally, and without Plaintiff's consent, removed Plaintiff's copyright notice and identifying information from the border of the photograph and placed the photograph in its downloadable database. 49. AP knowingly distributed Plaintiff's photograph, without Plaintiff's identifying information and copyright notice to AOL and other customers and licensees with the intent to induce, enable, facilitate, or conceal infringement.
- 50. AP's conduct constitutes providing false copyright management information in violation of 17 U.S.C. §§ 1202(a).
- 51. As a direct and proximate result of AP's violations, Plaintiff is entitled to damages and AP's profits pursuant to 17 U.S.C. § 1203(c)(2) for each violation.
- 52. Alternatively, Plaintiff is entitled to the maximum statutory damages, pursuant to 17 U.S.C. § 1203(c)(3)(B), in the amount of \$25,000 for each violation.
- 53. Plaintiff is further entitled to attorneys' fees and full costs pursuant to 17 U.S.C. § 1203(b).

#### **COUNT V**

## (Removal of Copyright Management Information in Violation of the Digital Millennium Copyright Act)

54. Plaintiff repeats and re-alleges each and every allegation contained in paragraphs 1 through 21 as if fully set forth herein.

- 55. After receiving Plaintiff's photograph, AP intentionally, and without Plaintiff's consent, removed Plaintiff's copyright notice and identifying information from the border of the photograph and placed the photograph on its web site.
- 56. AP's conduct constitutes removing and altering copyright management information, in violation of 17 U.S.C. §§ 1202(b).
- 57. As a direct and proximate result of AP's violations, Plaintiff is entitled to damages and AP's profits pursuant to 17 U.S.C. § 1203(c)(2) for each violation.
- 58. Alternatively, Plaintiff is entitled to the maximum statutory damages, pursuant to 17 U.S.C. § 1203(c)(3)(B), in the amount of \$25,000 for each violation.
- 59. Plaintiff is further entitled to attorneys' fees and full costs pursuant to 17 U.S.C. § 1203(b).

#### **PRAYER FOR RELIEF**

WHEREFORE, Plaintiff prays for judgment against AP as follows:

- A. For AP's profits and for damages in such an amount as may be found, or alternatively, for maximum statutory damages of not less than \$150,000 with respect to each copyrighted work infringed, or for such other amount as may be proper pursuant to 17 U.S.C. § 504(c).
- B. For a preliminary and a permanent injunction enjoining AP and AP's agents, servants, employees, officers, attorneys, successors, licensees, partners, and assigns, and all persons acting in concert or participation with each or any of them, from (i) directly or indirectly infringing in any manner any of Plaintiff's copyright or other exclusive rights (whether now in existence or hereafter created); (ii) causing, contributing to, enabling, facilitating, or participating in the infringement of any of Plaintiff's respective copyrights; and (iii) causing, contributing to enabling, facilitating, or participating in the reproduction or distribution of any of Plaintiff's copyrights.

- C. For AP's profits and for damages in such an amount as may be found, or alternatively, for maximum statutory damages of not less than \$25,000 per violation or for such other amount as may be proper pursuant to U.S.C. § 1203(c)(3)(B).
- D. For AP's profits and for damages in such an amount as may be found, or alternatively, for maximum statutory damages of not less than \$25,000 per violation or for such other amount as may be proper pursuant to U.S.C. § 1203(c)(3)(B).
  - E. For prejudgment interest according to law.
  - F. For Plaintiff's attorneys' fees, costs, and disbursements in this action.
  - For such other and further relief as the Court my deem just and proper. G.

#### **JURY DEMAND**

Pursuant to Rule 38(b) of the Federal Rules of Civil Procedure, Ms. McClatchey requests a trial by jury on all issues presented that can properly be tried to a jury.

Respectfully submitted,

Eckert Seamans Cherin & Mellott, LLC

**USX Tower** 

600 Grant Street, 44th Floor Pittsburgh, Pennsylvania 15219

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Douglas M. Hall Kara L. Szpondowski Niro, Scavone, Haller & Niro 181 West Madison, Suite 4600 Chicago, Illinois 60602-4515

Phone: 312-236-0733 Fax: 312-236-3137

Attorneys for Valencia M. McClatchey

# **EXHIBIT A**

Effective Date of Registration

# For a Work of the Visual Arts UNITED STATES COPYRIGHT OFFICE

### RIFICATE OF REGISTRATION



**MINISTER** ype to

Ctv/State/Z₽ ▼

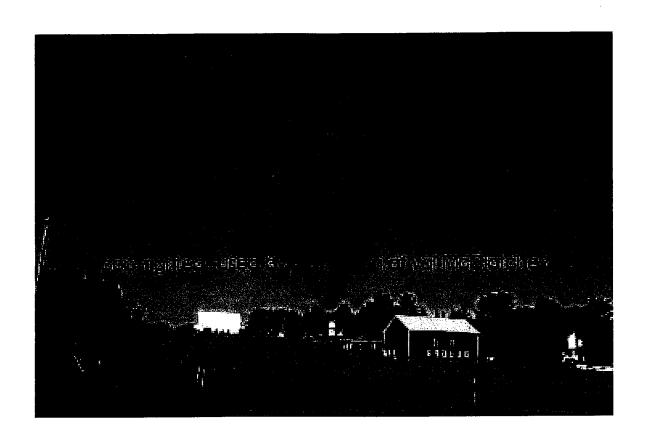
STOYS tOWN,

This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

DO NOT WRITE HERE

Application Received United States of Alberidged By Deposit Received One Fee Received Comspondence PE OR PRINT IN BLACK INK. DO NOT WRITE ABOVE THIS LINE. Title of This Work END of SERENITY Alternative title or title of larger work in which this work was published: VALENCIA MAMO CLATCHEY: Name and Address of Author and Owner of the 107 OSAGE PATH Copyright STOYSTOWN. Phone (814) 754-4796 Nationality or domictle: Stooge @ shol. com Phone, fax, and email: Email j rear of Lineation: *20*01 2001 (Month, day, and OCTOBER a. Date If work has been published, year all required, Year Day Month Date and Nation of Publication: b. Nation ☐ Map Photograph. 3-Dimensional sculpture Type of Authorship Text. lewelry design ☐ 2-Dimensional artwork in This Work: Check all that this author created. ☐ Technical drawing I certify that the statements made by me in this application are correct to the best of my knowledge. \* Check or 6 Signature: Authorized agent Registration cannot be completed without a signature. Check here if same as #2 above **EXHIBIT** Name and Address of Person to Contact for **Rights and Permissions:** ) Α Phone ( Phone, fax, and email: Email Deposit Account # Name VALENCIA MY MECLATCHEL Complete this spi if you currently his Deposit Account i the Copyright Office. Certificate will be mailed in

# **EXHIBIT B**



EXHIBIT

B

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# **EXHIBIT C**

# WORLD IN TURMOIL

# Shanksville resident captured horror ot fortune for woma hoto brought fam

THE ASSOCIATED PRESS

SHANKSVILLE - The horror in winfolding on Val McClatchey's telewinfolding on Val McClatchey's telewission the morning of Sept. 11 in when the winder that the power a violent blast outside cut the power a violent blast outside cut the power in the winder of the win to her home and blackened the

captured with a digital camera the munity of 245 people. once hundreds of miles away, came to this Western Pennsylvania commoment that the terrorist attacks, Running outside, McClatchey, 46,

rumultuous year for McClatchey. She came to the crash site, about a image marked the beginning of a with thousands of others Wednesmule from her home where she took the picture, to mark the anniversary The time and date recorded on the

in and she said. "It's been chaos since that the only places I could kind of blend "I just felt that this was one of find some anonymity,"

news ci ige, which has brought to the front door and a

room-shaped cloud rises from an othpainted red barn. McClatchey, a sinister black, musherwise peaceful view of a farm with a limited amount of fame to

just outside Shanksville shortly after gers and crew. 10 a.m. Sept. 11. Investigators say an open field, killing all 40 passenfought hijackers for control before the airliner crashed upside down in passengers aboard the Boeing 757 United Airlines Flight 93 crashed

weeks it had been purchased by major U.S. magazines including U.S. images of the crash, and within two News & World Report, Newsweek, in Europe. Time and several major magazines The picture is one of the few

attacks had an almost immediate band, John. effect on McClatchey and her hus-But ripples from the terrorist

and operated by John McClatchey with 46 employees, was forced to file JCM Industries, a sawmill owned

20. "After the attacks, insurance comor bankruptcy protection on Sept.

companies that did work that's considered risky," Mr. McClatchey panies just didn't want to cover said. "We had always been able to get insurance, but things changed."

of his business, but they played a been the sole reason for the collapse direct role. He said the attacks may not have

the sawmill gone, Mrs. McClatchey's surgery and tumors removed from health would take a turn for the ner kidneys and liver. worse. She would need gallbladder In the year after the attacks, with "We're struggling," she said. "My

sold for \$250 to \$350 have not ucense, but it's been hard." took real estate classes and got my husband got a job brokering pallets. I The images McClatchey said she

said she has donated almost all of costs of printing, and McClatchey insisted on paying cash to cover wanted copies of the image have Some residents of the region who

done much to help the couple finan-

Foundation, that money to the Todd M. Beamer Foundation, and named after onc

outside her home shortly after the crash of United Airlines Flight Val McClatchey of Shanksville holds the photograph she snap THE TRULY THE CO

of the passengers aboard Flight 93 that aids children affected by the ter-Porist attacks.

luing, and they remain optimistic. walting to see what next year will

But the McClarchey's say they are

town is, but I think we're ready year ago," she said. "This w the bankruptcy, but I know we stronger people now than we we "It depends on how things to

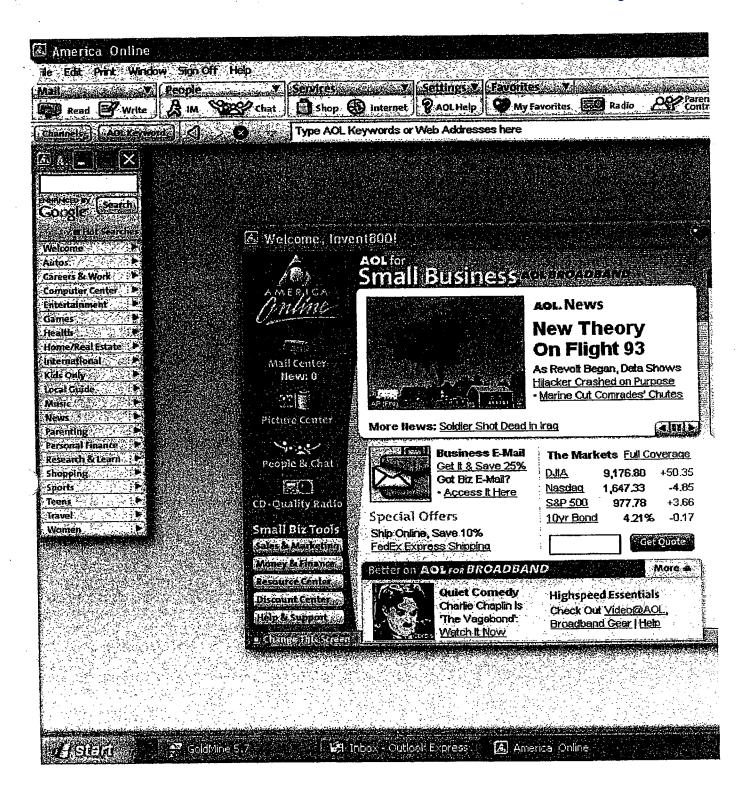
**EXHIBIT** 

The Tribune-Democrat, Johnstown, Pa.

# **EXHIBIT D**

Case 3:05-cv-00145-TFM

Filed 06/19/2006



**EXHIBIT** D

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LAW OFFICES OF NIRO, SCAVONE, HALLER & NIRO

Clerk of the US District Court for the

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\$250.00

# **EXHIBIT E**

### LEVINE SULLIVAN KOCH & SCHULZ, L.L.P.

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WRITER'S DIRECT DIAL 212-850-6109

March 10, 2006

NICOLE A. AUERBACH
JEANETTE MELENDEZ BEAD\*
MICHAEL BERRY\*
CHAD R. BOWMAN\*
AUDREY CRITCHLEY\*
THOMAS CURLEY\*
ADAM J. RAPPAPORT\*
ALIA L. SMITH
"NOT ADMITTED IN NEW YORK

#### VIA FACSIMILE AND FIRST CLASS MAIL

Kara L. Szpondowski, Esq. Niro, Scavone, Haller & Niro 181 West Madison Street, Suite 4600 Chicago, IL 60602-4515

Re: Valencia M. McClatchey v. The Associated Press

Dear Ms. Szpondowski:

SETH D. BERLIN

LEE LEVINE\*

JAY WARD BROWN

JAMES E. GROSSBERG\*

ASHLEY I. KISSINGER\*

**ELIZABETH C. KOCH\*** 

ROBERT PENCHINA

**CELESTE PHILLIPS\*** 

DAVID A. SCHULZ

GAYLE C. SPROUL MICHAEL D. SULLIVAN\*

NATHAN SIEGEL

Following up on your recent inquiry, in September 2002, there were 1,128 newspaper members and subscribers, and 19 broadcast members and subscribers to AP's PhotoStream service. Those numbers were the same in January 2003. In January 2004, there were 1,143 newspaper members and subscribers, and 21 broadcast members and subscribers, to AP's PhotoStream service.

Very truly yours,

LEVINE SULLIVAN KOCH & SCHULZ, L.L.P.

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Robert Penchina