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UNITED STATES DISTRICT COURT FOR THE CENTRAL DISTRICT OF CALIFORNIA

DEBORAH NOVAK, ET AL,

Plaintiffs,

vs.

WARNER BROS. PICTURES LLC, ET AL.,

Defendants.

Case No. CV 07-4000 GAF (PLAx)

ORDER GRANTING MOTION FOR SUMMARY JUDGMENT

I. INTRODUCTION AND BACKGROUND

This is a copyright case in which Plaintiffs, two documentary film makers who produced a film about the Marshall University football program, contend that Defendants produced and released a motion picture, "We Are Marshall," that infringed on Plaintiffs' copyright in the documentary. If the Court does not agree that infringement has occurred, Plaintiffs argue in the alternative that Defendants contractually agreed to acquire rights in the documentary and have breached that agreement. Defendants now move for summary judgment on all claims, arguing that the parties never entered into any contract and that "We Are Marshall" does not infringe on the documentary. Having reviewed the undisputed facts and those without substantial controversy, the Court agrees and concludes that Defendants are entitled to summary judgment on all claims.

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The lawsuit involves two films that deal with the tragic true story of a disaster that befell the Marshall University football team on November 14, 1970. On that rainy Saturday evening, a Southern Airways flight carrying the team, most of its coaches, and a number of its fans crashed into a hillside short of the Tri-State Airport outside of Huntington, West Virginia, on a return trip from a game against East Carolina University. Thirty years after the crash, Plaintiffs produced "Ashes to Glory, The Tragedy and Triumph of Marshall Football," a documentary commemorating the event, its aftermath, and the rebuilding of the Marshall football program. The story is told through newspaper accounts, historical film footage, news broadcasts from 1970, home movies taken of local fans who flew with the team, and interviews of surviving team members, sports reporters, and members of the community (including orphaned children) whose husbands, fathers, mothers, and friends died in the crash.

Defendants in this case knew of the documentary and had access to it. One of those defendants, Thunder Road Productions, Inc., an independent production company, even tried, unsuccessfully, to negotiate a contract with Plaintiffs to obtain their participation in the production of a dramatization of the event and to acquire certain rights in their documentary. When the negotiations failed, production of a movie based on the Marshall tragedy moved ahead, and, in 2006, Warner Brothers released "We Are Marshall," a two hour dramatization of the aftermath of the 1970 air crash. Though the movie is based on the actual events of 1970 and 1971, and draws on the historical record for information about the events, considerable artistic license is taken with the facts to condense, focus and sharpen the narrative -- fictional characters are created, events are modified or fabricated for effect, and the timing and sequence of some events has been rearranged.

Though the works are significantly different in their presentation, Plaintiffs contend that the feature film infringes on their copyright in "Ashes to Glory." However, to prove infringement, Plaintiffs must prove that the two works are "substantially similar" as that phrase is used in copyright jurisprudence. Defendants argue that

Plaintiffs cannot meet that burden and that the Court can compare the two works, apply the substantial similarity test, and enter judgment in Defendants' favor as a matter of law. Defendants contend that the works are similar only in that both deal with the events surrounding the November 14, 1970 airplane crash, and that those events are historical facts in which no one can claim a copyright interest. The Court agrees.

Though the two works tell the story of the November 14, 1970 air plane crash, that event, and the events that preceded and followed, are all matters of public record which cannot be copyrighted. Copyright protects only an author's original expression and not historical facts or events which means, as noted by the Supreme Court that "the fact/expression dichotomy limits severely the scope of protection in fact-based works." Feist Publications, Inc., v. Rural Tele. Serv. Co., 499 U.S. 340, 350 (1991). Here, Plaintiffs have created and produced a fact-based narrative that recounts, in an historically accurate way, what happened before and after the 1970 air plane crash. Defendants, on the other hand, have produced a dramatic recreation of the events that, though based on the historical record including the documentary, does not appropriate Plaintiffs' expressive elements and makes no pretense of being historically accurate. Thus, even though the two works have the same story as their subject, they are not "substantially similar" as that phase is used in copyright jurisprudence.

The contract claim fares no better. Plaintiffs retained Jonathan Westover to act as their agent in negotiations with Thunder Road and instructed him on the terms and conditions that they wanted included in any deal struck with that company. No agreement was reached on many material terms, and Westover acknowledged in deposition that no agreement was ever reached to option or purchase the rights to "Ashes to Glory." When the negotiations failed, Plaintiffs attempted, without success, to sell the documentary to other production companies, indicating that they clearly understood that they had no agreement with any defendant. Plaintiffs cannot now,

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with the success of "We Are Marshall" itself an historical fact, revive a claim that they never believed they had in the first place. For these reasons, which are discussed in greater detail below, the Defendants' motion for summary judgment is **GRANTED**.

II. FACTS

On November 13, 1970, a Friday, the Marshall University football team traveled to East Carolina University to play its next to last game on that season's schedule. Instead of traveling by bus, the team's normal mode of transportation, it flew to the East Carolina game on a Southern Airways DC-9 aircraft. Because the team did not occupy all seats on the plane, seats were made available for purchase by alumni and boosters. Injured players, freshman football players, and the cheerleading squad did not travel.

The following day, the team boarded the plane for the trip back to Huntington, West Virginia. The weather was bad, visibility was limited, and the captain of the aircraft had never landed at Tri-State Airport near Huntington. On final approach, for reasons never fully determined, the aircraft crashed into the side of a wooded hill short of the runway. All passengers and crew were killed.

A. COVERAGE OF THE MARSHALL STORY

As a result of the catastrophic loss suffered by the Marshall football program, the airplane crash received nationwide attention. The crash was reported through all national news outlets, including the three television networks. In the years since the crash, the tragic event has become the subject of a number of articles and stories that have chronicled the football program's rebirth.

1. The Salvatore Article

In 1993, local journalist Ernie Salvatore wrote an article for the Huntington Quarterly titled "After the Crash [/] Rising from the Ashes." (WB MSJ Ex. 13.) The article discussed the tragedy and the Marshall football team's "rise from the ashes"

¹Cites to "WB MSJ" exhibits and deposition transcripts are to the exhibits and transcripts attached to the Declaration of Andrew Esbenshade. (Docket No. 30.)

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which was "given an incredibly dramatic boost" with the "last-second victory in the first post-crash home game by the heirs to Marshall's decimated program." (WB MSJ Ex. 3; WB MSJ Novak Depo. Tr. at 71:2-10.) William "Red" Dawson, an assistant football coach at Marshall from 1968 through the 1971 season, agreed. He observed that the "victory over Xavier was an extremely emotional victory and was recognized by the team, the coaches, Marshall University and the community of Huntington, West Virginia as an important and extraordinary step in Marshall's rebuilding." (Dawson Decl. (Docket No. 30-12) ¶¶ 2, 7.)

2. The ESPN Documentary

In 2000, before "Ashes to Glory" first aired, ESPN aired its own one-hour documentary on the 1970 air crash entitled "Remembering Marshall: Tragedy to Triumph." (Novak Depo. Tr. at 121:11-17, 184:12-22.) The documentary focused on the crash, its effect on the football team, and the effort to rebuild the program, culminating with the inspirational and improbable 1971 upset victory over Xavier. (Novak Depo. Tr. at 184:12-22; <u>see also</u> Rose Decl. at 5-6.) Like each of the other works dealing with this event, the documentary describes and celebrates the team's triumph over adversity.

3. "Ashes to Glory"

As the thirtieth anniversary of the disaster approached, Plaintiffs Deborah Novak and John Witek became interested in the story and determined to produce a documentary which they endeavored to make as historically accurate as possible. (WB MSJ Novak Depo. Tr. at 205:9-14.) The documentary, which was produced in cooperation with West Virginia Public Television and registered with the United States Copyright Officer, aired as "Ashes to Glory" and presents the history of Marshall football from 1895 to 2000 through a variety of materials from the historical record and on camera interviews of those who were not on the flight. (Esbenshade Decl., Ex. 1.) The documentary covers the periods before and after the crash in roughly equal parts,

and places the events of 1970 and 1971 in the broader historical context of Marshall University football.

In the first half of its presentation, the documentary places considerable emphasis on the events leading to the tragedy and re-tells, in detail, the story of the entire 1970 football season.² By including comprehensive information about the 1970 Marshall football team and its members, the expectations for the season, the disappointments it suffered, and the importance of the game against East Carolina, the documentary provides context for the disaster and the events that followed. That context includes detailed biographical information regarding the coaches, team members and those who flew with the team, through a variety of means including footage of contemporaneous interviews of Coach Tolley and team members, and on camera interviews of surviving teammates and family members. In some instances, the lives of those who perished are vividly remembered through home movie footage that complements an accompanying on camera interview. Interesting facts about team members are related which include:

- the story of four African-American players recruited from the state of Alabama, all of whom were the first in their families to attend college;
- anecdotes from the team quarterback's brother who recounts his brother's exploits as both a football and baseball player and how he came to choose to attend Marshall; and
- the perhaps apocryphal story of the team's leading linebacker whose goal was to play a game without wearing a helmet.

Coach Tolley's widow recounts his attitude and approach to the game and how he felt about his players. Similar vignettes are presented about most of the team members and those who traveled with them on the ill-fated flight. By providing a sketch of each

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²The discussion that follows in the text is taken entirely from the Court's review of the documentary, which is attached as Exhibit 1 to the Esbenshade Declaration.

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of those who were killed in the crash, the documentary not only tells a story but also serves as a memorial to each of the victims of the tragedy.

B. DEFENDANTS CONTEMPLATE A MARSHALL PROJECT AND CONTACT PLAINTIFFS

In 2002 defendant Mary Viola, who in 2003 became a creative executive with Defendant Thunder Road Film Productions, began to think about making a feature film based on the Marshall plane crash. (WB MSJ Viola Depo. Tr. at 30:18-20; WB MSJ Pltfs. Ex.³ 21 [Viola Depo. Tr. at 20:3-8]). She read a number of articles about the crash and its aftermath, and learned of two documentaries on the subject, including "Ashes to Glory." (Defs. Sep. Statement, ¶ 16.) Viola purchased a copy of the documentary and first watched it sometime after August or September of 2002. (WB MSJ Viola Depo. Tr. at 30:21-31:19.) In September 2002, she registered a treatment for a feature film on the subject with the Writer's Guild of America. (Defs. Sep. Statement, ¶ 17.) She had the project in mind when she joined Thunder Road the following year.

During the same period, screenwriter Jamie Linden, who was also interested in the story, wrote an outline for a Marshall based story. (WB MSJ Linden Depo. Tr. at 37:18-38:5.) In December of 2003, as part of his research for the project, Linden ordered a copy of "Ashes to Glory." (WB MSJ Linden Depo. Tr. at 66:15-67:9.) The record before the Court indicates that, at this point in time, Linden was working completely independent of Thunder Road and was not involved with Thunder Road's Marshall project. (WB MSJ Pltfs. Ex. 16 [Aug. 17, 2005 memo from Linden].)

C. THE PARTIES ENTER NEGOTIATIONS

In November 2003, after she had watched the documentary, Viola and Kristi Felton contacted Deborah Novak about the possibility of optioning the rights to "Ashes" to Glory" in connection with Viola's effort to develop a film based on the Marshall story. (Defs. Sep. Statement, ¶¶ 19-20.) Shortly after that discussion, Felton emailed

³Cites to "WB MSJ Pltfs." exhibits and deposition transcripts are to exhibits and transcripts attached to the Plaintiffs' appendix of declarations (Docket No. 40-2).

Novak a pro forma "Documentary Rights Option and Exclusive Consulting Agreement" ("Option and Consulting Agreement"). (WB MSJ Pltfs. Exs. 2-3.) The email transmitting the Option and Consulting Agreement noted that "[w]e're sending this as a sample for you [sic] review -- its [sic] not a binding agreement by any means, so no need to fill out or sign. It's simply for you to get a sense of the verbiage and the basic elements of an option agreement." (WB MSJ Pltfs. Ex. 2.) The document did not contain either Novak or Witek's name and did not even make specific reference to "Ashes to Glory." (WB MSJ Pltfs. Ex. 3.) Novak received the document and discussed its contents with Witek. (WB MSJ Pltfs., Novak Decl. ¶¶ 27-28.) Thereafter, Viola, Novak and Witek spoke by telephone on a number of occasions regarding the terms of the proposal. (WB MSJ Novak Depo. Tr. at 26:17-27:17.)

On February 2, 2004 Viola sent Novak a draft "Option Agreement - Short Form" ("Option Short Form"). (WB MSJ Ex. 4.) The Option Short Form is addressed to Novak and Witek and states, among other things, that the "purchase price . . . shall be negotiated in good faith . . . and will be no less than fifteen thousand dollars." (WB MSJ Ex. 4.) In the cover email attaching the Option Short Form, Viola noted that a number of material terms were still under discussion, including who would retain ownership of the rights to "Ashes to Glory." (WB MSJ Ex. 4.) Viola invited Novak to send the current "version to [Novak's] lawyer to see what he/she says about it." (WB MSJ Ex. 4.)

Novak and Witek never signed the Option Short Form. (WB MSJ Ex. 14 [Plaintiffs' Responses to Requests for Admissions].) Instead, by February 18, 2004, Novak and Witek secured the services of an agent, Jonathan Westover at The Gage Group, and he took over the negotiations on behalf of Novak and Witek. (WB MSJ Ex. 6; WB MSJ Novak Depo. Tr. at 46:3-6.) In connection with his retention, Westover was specifically advised by Novak and Witek what they wanted in the contract including, among other things, the retention of all rights in "Ashes to Glory" save for a feature film, story and co-producer credits, a total minimum compensation

of \$500,000, and a bonus based on the film's gross. (WB MSJ Ex. 7.) Novak personally informed Viola that further negotiations should be directed to Westover, and Westover acknowledged that he was not told then, or at any other time, that Novak and Witek had reached agreement with Thunder Road. (Defs. Sep. Statement, ¶¶ 32-33.)

At about the same time, Basil Iwanyk, a colleague of Viola's at Thunder Road, was attempting to develop interest in a project based on the Marshall tragedy. In his effort to generate interest in the project, he sent multiple copies of "Ashes to Glory" to various agents and potential writers in an attempt find a screenwriter interested in the project. (WB MSJ Pltfs. Exs. 17-18; id. Ex. 22 [Iwanyk Depo. Tr. at 218:8-11].) It was during this period that he and Viola first met with Linden and another writer about working with Thunder Road on the Marshall football project. (WB MSJ Pltfs. Ex. 22 [Iwanyk Depo. Tr. at 299:12-300:7].) The meetings went well and Linden became the likely screen writer on the project. (WB MSJ Pltfs. Ex. 22 [Iwanyk Depo. Tr. at 299:12-300:7, 327:10-20].)

On February 25, 2004 Novak wrote to Viola with a list of dates when Viola could meet the potential writer, presumably Linden, for the project, but noted: "we will need to have you and Jonathan Westover work out an agreement before we can meet with your writer." (WB MSJ Pltfs. Ex. 10.) Viola responded that they "are working on an agreement with our lawyer who will then pass on to Jonathan. I spoke to him briefly the other day about the basics. It sounds like we're all on the same page." (WB MSJ Pltfs. Ex. 10.) After March 2, 2004, Novak did not talk or correspond with Viola or Iwanyk during the remainder of the negotiations. (WB MSJ Novak Depo. Tr. at 247:24-248:21.)

On March 8, 2004 Viola and Iwanyk wrote to Westover that their "attorney is drawing up some simple boiler plate to adjoin Witek & Novak Inc. with Thunder Road Pictures on the Marshall Football feature proposal." (WB MSJ Ex. 9.) The March 8, 2004 letter indicated that certain points were "currently being discussed" as to the cost

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and length of the option and the purchase price for underlying rights, co-producer credits and Witek and Novak's retention of rights. (WB MSJ Ex. 9.) Viola and Iwanyk wrote that the "above points are currently being drawn into a binding contract. Should more points need to be covered at this stage, please let us know." (WB MSJ Ex. 9.)

D. THE NEGOTIATIONS END

Despite a hopeful start, the negotiations failed in large part because the parties could not reach agreement on the financial terms and conditions. Novak and Witek told Westover that they were hoping to get \$500,000 out of the deal with Thunder Road. (WB MSJ Pltfs. Ex. 24 [Westover Depo. Tr. at 52:4-12]; WB MSJ Ex. 7.) In mid-March 2004 Westover offered a dollar figure that was untenable to Defendants. (WB MSJ Viola Depo. Tr. at 288:15-289:13.) Viola called Westover to work something out but "they were sticking to their exorbitant counter, they were passing on [Defendants'] offer, and they were going to take it out without [Defendants]." (WB MSJ Viola Depo. Tr. at 288:15-289:13.)

Viola understood that "negotiations were done." (WB MSJ Viola Depo. Tr. at 289:6-13; see also WB MSJ Novak Depo. Tr. at 21:16-18.) Westover agreed that the parties had reached an impasse and informed Novak and Witek that he was unable to conclude a deal with Thunder Road. (WB MSJ Westover Depo. Tr. at 84:15-23; see also WB MSJ Westover Depo. Tr. at 120:6-8; see also WB MSJ Westover Depo. Tr. at 123:22-124:8.) Issues that were unresolved when negotiations ended included the nature of the interest that Defendants would receive in "Ashes to Glory." (WB MSJ Novak Depo. Tr. at 24:3-13.) Likewise, although Novak "felt that the basic agreement was in place," she concedes that the parties "were very far apart on the financial considerations." (WB MSJ Novak Depo. Tr. at 46:7-16.)

⁴Westover does not recall, one way or another, whether he conveyed the \$500,000 figure to Iwanyk or Viola, but does not believe he did. (WB MSJ Westover Depo. Tr. at 79:10-20.)

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E. Post Negotiation Activity

Around March 22, 2004 Novak authorized Westover to send "Ashes to Glory" to other production companies and studios for consideration. (WB MSJ Novak Depo. Tr. at 56:20-57:2.) Novak "felt that, if other people were interested, then perhaps [Iwanyk and Viola] would negotiate more vigorously with [Plaintiffs]." (WB MSJ Novak Depo. Tr. at 57:5-10.) Plaintiffs continued to look for other production companies or studios that might be interested in "Ashes to Glory" as a feature (WB MSJ Novak Depo. Tr. at 72:1-21) and submitted "Ashes to Glory" to ESPN at the end of June 2004 for consideration as a film project. (WB MSJ Novak Depo. Tr. at 73:13-24). Westover acknowledges that he was trying to sell "Ashes to Glory" because "no agreement had been reached with Thunder Road." (WB MSJ Westover Depo. Tr. at 83:9-14.)

Thunder Road went ahead with the Marshall project without Novak and Witek, and Linden drafted a screenplay. As of August 2005, one of Linden's sources for the information on Marshall was "Ashes to Glory." (WB MSJ Pltfs. Ex. 16 [Aug. 17 2005] memo from Linden].) Linden notes that he ordered a copy of "Ashes to Glory" in 2003 and watched it once; during the period that he was drafting he watched the documentary a second time. (WB MSJ Pltfs. Ex. 16.) "After the negotiations fell through, [he] intentionally didn't watch it again [b]ut [he] would have to say that it did influence [his] initial outline." (WB MSJ Pltfs. Ex. 16.)⁵

⁵There is slightly conflicting testimony as to whether Linden watched "Ashes to Glory" after the negotiations fell through. In his deposition, Linden states that he "watched parts of ["Ashes to Glory"] again at some point in the summer of '04" which would be after negotiations ended. (WB MSJ Pltfs. Ex. 23 [Linden Depo. Tr. at 94:11-14].) Linden states that when he re-watched it he did not know that negotiations had ended and further states that he fast-forwarded through a significant portion. (WB MSJ Pltfs. Ex. 23 [Linden Depo. Tr. at 98:6-16].) This apparent discrepancy does not affect the outcome of the motions. The Court also notes that Defendants

object to the use of a memorandum prepared by Linden as being unauthenticated (Defendants' Evidentiary Objections (Docket No. 49-5) at 6) even though they do not provide any evidence disputing its authenticity. The objection strikes the Court as odd because the memorandum

provides substantial support for Defendants' position.

F. WE ARE MARSHALL IS RELEASED

In December 2006, "We Are Marshall" was released and remained in theaters for approximately three months. The film reportedly grossed over \$43 million.

Later, in 2007, the present lawsuit was filed in this Court. Defendants now move for summary judgment on Plaintiffs' claims.

III. SUMMARY JUDGMENT STANDARD

Summary judgment is proper where "the pleadings, depositions, answers to interrogatories, and admissions on file, together with the affidavits, if any, show that there is no genuine issue as to any material fact and that the moving party is entitled to a judgment as a matter of law." Fed. R. Civ. P. 56(c). Thus, when addressing a motion for summary judgment, this Court must decide whether there exist "any genuine factual issues that properly can be resolved only by a finder of fact because they may reasonably be resolved in favor of either party." Anderson v. Liberty Lobby, Inc., 477 U.S. 242, 250 (1986). The moving party has the burden of demonstrating the absence of a genuine issue of fact for trial. See id. at 256. Where there is no evidence demonstrating the existence of a genuine issue of material fact, the moving party may prevail simply by "pointing out to the district court that there is an absence of evidence to support the nonmoving party's case." Celotex Corp. v. Catrett, 477 U.S. 317, 325 (1986).

IV. DISCUSSION

A. THE COPYRIGHT CLAIM

1. Scope of Copyright Protection

An understanding of what copyright protects, and what it does not protect, is critical to the resolution of this motion. Copyright does *not* protect hard work, industriousness, persistence, perseverance, tenacity or resourcefulness. It is not a doctrine based on fairness; it does not reward an author for his labor, even though in historical works the labor involved in researching, discovering, compiling and relating

the historical record may be the principal value added by the author. As the Supreme Court noted in Feist:

It may seem unfair that much of the fruit of the compiler's labor may be used by others without compensation. As Justice Brennan has correctly observed, however, this is not some unforeseen byproduct of a statutory scheme. It is, rather, the essence of copyright, and a constitutional requirement. The primary objective of copyright is not to reward the labor of authors, but to promote the Progress of Science and useful Arts. To this end, copyright assures authors the right to their original expression, but encourages others to build freely upon the ideas and information conveyed by a work. This principle, known as the idea/expression or fact/expression dichotomy, applies to all works of authorship. As applied to a factual compilation, assuming the absence of original written expression, only the compiler's selection and arrangement may be protected; the raw facts may be copied at will. This result is neither unfair nor unfortunate. It is the means by which copyright advances the progress of science and art.

499 U.S. at 349-50 (emphasis added) (citations, alteration, and internal quotation marks omitted). Thus, copyright law provides no support for Novak's notion that, by producing their documentary, Plaintiffs somehow came to own the Marshall story and that anyone using "Ashes to Glory" in conducting research for a screenplay would be engaged in an act of piracy.⁶

What copyright does protect is the original expression of ideas, which can be something as simple as the particular arrangement of facts in a data compilation. <u>Id.</u> at 345. The originality requirement gives an author a property interest in his *expression* of the facts, ideas and concepts that constitute the body of his work, but precludes copyright protection for the facts and ideas themselves because "facts, whether alone or as part of a compilation, are not original." <u>Id.</u> at 350-51 (compilation

⁶ Plaintiffs give lip service to this principle and proclaim that they do not seek the exclusive right to tell the story of the plane crash and its aftermath. They acknowledge that, "*Anyone was and is free to tell that story*." (Pltfs. MSJ Reply (Docket No. 48) at 7-8 (discussing affirmative defenses to contract claims) (emphasis added).) Even so, they assert that they have told the story in a unique way, and that they have "at least some proprietary rights to the singular method of telling this story." (<u>Id.</u>) The Court agrees with both points, but, as discussed below, the problem with the argument is that "We Are Marshall" does not appropriate that which is unique in the documentary. It is similar only in that it deals with the Marshall plane crash and presents, in that context, a tale of the phoenix rising from the ashes. Neither the Marshall story nor the "phoenix" plot line is protectable. Berkic v. Crichton, 761 F.2d 1289, 1293 (9th Cir. 1985).

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of unprotectable facts may gain protection through selection and arrangement); Metcalf v. Bochco, 294 F.3d 1069, 1074 (9th Cir. 2002) (citing Kouf v. Walt Disney Pictures & Television, 16 F.3d 1042, 1045 (9th Cir. 1994)). Unprotectable elements also include general plot ideas and "scenes a faire," which are scenes that flow naturally from unprotectable basic plot premises and "remain forever the common property of artistic man kind." Berkic v. Crichton, 761 F.2d 1289, 1293 (9th Cir. 1985). On the other hand, "protectable expression includes the specific details of an author's rendering of ideas, or 'the actual concrete elements that make up the total sequence of events and the relationships between the major characters." Metcalf, 294 F.3d at 1074 (quoting <u>Berkic</u>, 761 F.2d at 1293).

Because copyright jurisprudence holds that ideas themselves are not protectable, the Supreme Court "has long recognized that the fact/expression dichotomy limits severely the scope of protection in fact-based works." Feist, 499 U.S. at 350. Thus, "[a] factual compilation is eligible for copyright if it features an original selection or arrangement of facts, but the copyright is limited to the particular selection or arrangement. In no event may copyright extend to the facts themselves." ld. at 350-51. It follows that, where a work constitutes a presentation of historical facts and ideas, those facts and ideas are not protectable. Narell v. Freeman, 872 F. 2d 907, 910 (9th Cir. 1989). As the Narell court stated:

Historical facts and theories may be copied, as long as the defendant does not "bodily appropriate" the expression of the plaintiff. [Citations.] "[T]he scope of copyright in historical accounts is narrow indeed, embracing no more than the author's original expression of particular facts and theories already in the public domain." [Citation.]

ld. at 910-11 (emphasis added). In short, copyright protection "is limited to those aspects of the work -- termed 'expression' -- that display the stamp of the author's originality." Feist, 499 U.S. at 350.

Since Plaintiffs in this case seek protection of a documentary, which consists almost entirely of the arrangement of facts found in the historical record, the principles laid down in Feist and Narrell will necessarily control the analysis of the copyright

claim. With that background in mind, the Court turns to the elements of Plaintiffs' claim.

2. THE ELEMENTS OF A COPYRIGHT CLAIM

The elements of a copyright claim derive from the basic principles of copyright law discussed above. To establish copyright infringement, a plaintiff must show that: (1) she owns the copyright; and (2) defendant copied protected elements of the work. Rice v. Fox Broad. Co., 330 F.3d 1170, 1174 (9th Cir. 2003); Shaw v. Lindheim, 919 F.2d 1353, 1356 (9th Cir. 1990); 4-13 Melville B. Nimmer et al., Nimmer on Copyright § 13.01 (2005) ("Nimmer").

In this case, no one questions Plaintiffs' ownership of the copyright in the documentary. The resolution of the case turns entirely on whether Defendants copied protected elements of that work.

a. Proof of Copying

Plaintiff raises a threshold question regarding the second element -- the copying of protected elements. Plaintiff contends that, since Defendants had access to their work, copying is proved, or, at the very least, their burden of proving copying has been reduced.⁷ The first part of the argument is simply incorrect; the second

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⁷Plaintiffs argued at the hearing that Linden's testimony, and his memorandum from 2005, prove "direct copying." Linden watched "Ashes to Glory," just as he reviewed information from the Marshall Media Guide and ESPN, and read articles from the Huntington Herald-Dispatch and the Richmond, Virginia Times Dispatch as source material for his screenplay. In other words, he did his research. Watching "Ashes to Glory" and using it as a research source is not "copying" as Plaintiffs suggest. Nowhere does Linden state that he "copied" "Ashes to Glory" and one can scour "We Are Marshall" from one end to the other without finding any original element that has been bodily appropriated from the documentary into the movie. Moreover, even if protectable elements had been copied into the outline, Plaintiffs' case would fail because the relevant inquiry is not whether an early outline copied "Ashes to Glory" but whether the finished project, "We Are Marshall," copied "Ashes to Glory." See v. Durang, 711 F.2d 141,142 (9th Cir. 1983) ("The only discovery plaintiff suggests is the production of early drafts of defendant's play on the theory they might reflect copying from plaintiff's play that was disguised or deleted in later drafts. Copying deleted or so disguised as to be unrecognizable is not copying."); Chase-Riboud, 987 F. Supp. at 1231 ("A defendant that actually uses a plaintiff's work may legitimately avoid infringement by intentionally making sufficient changes in a work which would otherwise be regarded as substantially similar to that of the plaintiff's.") (citation and internal quotation marks omitted).

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aspect relies on the discredited "inverse ratio rule."

That Defendants, including the screenwriter, had access to and consulted Plaintiffs work (especially in view of the case law regarding fact-based and historical works) does not prove "copying." As Feist stated, since the very object of publishing a fact-based work is to communicate useful knowledge, the object of publishing it "would be frustrated if the knowledge could not be used without incurring the guilt of piracy of the book." Baker v. Selden, 101 U.S. 99, 103 (1880), quoted in Feist, 499 U.S. at 350. Thus, "copying," in a copyright action, is proven by evidence that (1) the defendant had access to the plaintiffs' work; and that (2) the allegedly infringing work is "substantially similar" to the plaintiffs' work. E.g., Funky Films. Inc. v. Time Warner Entm't Co., 462 F.3d 1072, 1076 (9th Cir. 2006) (citing Three Boys Music Corp. v. Bolton, 212 F.3d 477, 481 (9th Cir. 2000)); Narell, 872 F.2d at 910.

As to the suggestion that Defendants' acknowledged access to the work lowers the standard of proof of substantial similarity -- the so-called "inverse ratio rule" -- several decisions in this circuit quite properly question the viability and the imagined logic of the rule. The court in Aliotti v. R. Dakin & Co., 831 F. 2d 898, 902 (9th Cir. 1987), quoting from the Nimmer copyright treatise, noted, "'no amount of proof of access will suffice to show copying if there are not similarities." More to the point, the court observed that, since no amount of access relieves the plaintiff of proving substantial similarity, the "inverse ratio rule" confuses and even conceals the substantial similarity requirement. <u>Id.</u> In <u>Shaw v. Lindheim</u>, 919 F.2d 1353, 1361 (9th Cir. 1990), the circuit reiterated this point in observing that "clear and convincing evidence of access will not avoid the necessity of also proving substantial similarity since access without similarity cannot create an inference of copying." And most recently, in Funky Films, a case where the trial court assumed access in ruling on a motion for summary judgment and granted a defendant's motion on a finding of no substantial similarity, the plaintiff on appeal claimed that a continuance should have been granted to permit it to develop evidence of a high degree of access so that it

could invoke the inverse ratio rule. The Ninth Circuit rejected the argument and affirmed the trial court, noting:

We do not agree that appellants' invocation of the inverse-ratio rule requires reversal of the district court's decision. No amount of proof of access will suffice to show copying if there are no similarities, and, in this case, additional discovery would not change the fact that the two works lack any concrete or articulable similarities.

<u>Funky Films</u>, 462 F. 3d at 1081 (citation and internal quotation marks omitted). In short, regardless of the degree of access, Plaintiffs still bear the burden of proving the full measure of substantial similarity or their claim fails. Here, as in <u>Funky Films</u>, the Court assumes access, which is not contested in any event, and turns to the substantial similarity test.

b. Substantial Similarity

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In determining whether two works are substantially similar on summary judgment, the court employs the "extrinsic test," which objectively measures the "articulable similarities between the plot, themes, dialogue, mood, setting, pace, characters, and sequence of events." Rice, 330 F.3d at 1174 (quoting Kouf, 16 F.3d at 1045). In applying the extrinsic test, the court "compares, not the basic plot ideas for stories, but the actual concrete elements that make up the total sequence of events and the relationships between the major characters." Funky Films, 462 F.3d at 1077 (quoting Berkic, 761 F.2d at 1293). Courts "must take care to inquire only whether the protect[a]ble elements, standing alone, are substantially similar." Cavalier v. Random House, Inc., 297 F.3d 815, 822 (9th Cir. 2002) (citations and internal quotation marks omitted) (emphasis in original); see also Nimmer § 13.03[B][2] ("[A]n essential element of an infringement case is that 'plaintiff must show that defendants' works are substantially similar to elements of plaintiff's work that are copyrightable or protected by the copyright.' When similar works resemble each other only in those unprotected elements, then defendant prevails.") (emphasis in original) (citation omitted).

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Berkic provides helpful guidance on this point. In Berkic, a case that compared two works involving the murder of healthy young people for the purpose of removing and selling their organs to wealthy older people in need of transplants, the Ninth Circuit plainly stated:

No one can own the basic idea for a story. General plot ideas are not protected by copyright law; they remain forever the common property of artistic mankind.

Id. Thus, in Berkic, even though the plot lines at an abstract level revealed "a certain gruesome similarity," that similarity in expression did not give rise to a viable infringement claim because the abstract plot line -- murder for purpose of harvesting healthy organs -- itself was not protectable. Id. Later decisions have emphasized this point, admonishing trial courts to distinguish between the protectable and unprotectable material because only similarity in protected material will give rise to a claim for infringement. Funky Films, 462 F.3d at 1077 (citing Cavalier, 297 F.3d at 822).

Narell provides even more specific guidance where the alleged infringer has used material taken from an historical work. The plaintiff in Narell had written "Our City: The Jews of San Francisco," an historical account of "the movement of Jewish immigrants from Europe to California." 872 F.2d at 909. The book described itself as a "social history and mass biography of the Jewish families who since gold-rush days have left their mark on virtually every facet of Bay Area life." Id. The allegedly infringing work, "Illusions of Love," can be characterized as a romance novel as it presented "the unforgettable story of a romantic triangle that spans a quarter of a century." Id. Portions of "Illusions of Love" were based on historical events described in "Our City." The evidence demonstrated that the defendant had access to "Our City," and that he even lifted entire phrases from the work and included them in the novel. Even so, the Ninth Circuit affirmed the district court's grant of summary judgment because the historical facts taken from "Our City" were not protectable and the phrases allegedly copied were commonly-used expressions that lacked originality

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and therefore were not protectable. Furthermore, the Court held that the appropriation of the historical research, as opposed to the expression of that research would not give rise to a copyright claim, and that in this case the use of plaintiff's expressive elements, as opposed to historical facts, was minimal. The Ninth Circuit concluded:

[Defendant] has not copied the equivalent of a unique line or stanza, but has duplicated a few ordinary phrases and paraphrased largely factual statements in creating an entirely different kind of story.

ld. at 912.

The Court therefore turns to the two works for the purpose of applying the substantial similarity test to determine whether any evidence suggests that Defendants "bodily appropriated," Narell, 872 F. 2d at 910, any protected element of Plaintiffs' documentary.

3. THE TWO WORKS ARE NOT SUBSTANTIALLY SIMILAR

"Ashes to Glory" is a documentary that records and describes real world events and the experiences of those individuals who lived through those events. It is historical and informational, not fictional, and places a premium on historical accuracy. Accordingly, the only protection available to Plaintiffs lies in their presentation of historical events by which the Court refers to the sequencing, pace, narration, and selection of footage, photographs, events and individuals portrayed -- but not the events themselves. A comparison of the two works reveals that, while both deal with the same event, their respective presentations vary so fundamentally that they cannot be described, in whole or in part, as "substantially similar."8

A.1. Style of Presentation: "Ashes to Glory"

"Ashes to Glory" is presented in what can best be described as a classical documentary format with the objective of telling a story that, to the extent possible, is accurate in every detail. The documentary draws on and presents evidence from the

⁸The discussion of the two works is taken entirely from the Court's review of the documentary and the feature film, which are attached as Exhibits 1 and 2 to the Ebenshade Declaration.

historical record and seeks, above all else, to be informative. Where footage is available from interviews of the victims of the tragedy, that footage is incorporated into the narrative. Likewise, the documentary includes biographical data regarding many of the community victims through home movie footage that accompanies interviews of surviving family members. Regarding the post-crash period, those who were involved with the team but not on the airplane, including former team members Reggie Oliver, Nate Ruffin, Ed Clark, Mickey Jackson, and Rick Meckstroth appear in excerpts of on camera interviews in which they tell their stories in much the same way that a witness would testify in court. In short, the documentary presents the story in an objective, chronological sequence with an emphasis on the place of the crash in the historical context of Marshall football.

A.2. Style of Presentation: "We Are Marshall"

In its style of presentation, "We Are Marshall" has nothing in common with the documentary. The movie dramatically recreates the events from November 1970 to the fall of 1971, and, though it remains true to the spirit of those events, it does not pretend to present an entirely accurate rendition of the events of the post-crash period. The principal objective of the movie is to entertain, which requires a different approach than a documentary, which has as its principal objective to inform. As discussed throughout this memorandum, numerous events are altered or invented entirely for dramatic effect, and the story is carried forward through dialogue most of which was imagined and independently created by the screenwriter.9 Moreover, while the documentary proceeds in the form of a chronological presentation of evidence, the movie is character driven and focuses principally on its star's portrayal of Coach Lengyel, who is made the inspirational center of the movie's narrative, and secondarily on the lives of Paul Griffin, Annie Cantrell, Marshall President Don Dedmon, Assistant

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⁹Some of the fictionalized events are listed in the Wikipedia entry for the movie. Among other things not revealed by the present record, the entry indicates that the cheer that forms the basis for the movie's title was created after the period covered by the movie.

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Coach Red Dawson, and team captain Nate Ruffin. Though there are important subplots, the movie centers primarily on the fictionalized daily interactions of Lengyel with his coaches, with the university president, and with members of the team and portrays him as willing them to overcome their loss and to triumph over adversity.

The movie also makes use of many of the common devices used in the production of feature films -- unusual camera angles, fades, dissolves, intercut scenes, montages, and the like. For example, in the post-game, pre-flight period, a number of short scenes from various locations -- Coach Lengyel's home in Wooster, Ohio, the home of the team's announcer, the locker room, the movie theater, the local diner, the airport tarmac, and a dorm room on campus -- are shown briefly in quick succession to expose the viewer to the simultaneous activities of characters going about their lives which, in the very immediate future, will be turned upside down. This rapid pacing is in sharp contrast to the slow, measured pace of the documentary, which places the air plane crash in historical context, which is not a part of the movie. Another example: the movie contains an early scene where Annie and the other cheerleaders are driving home from the game in an open convertible; a camera from above the car focuses on her face while she looks to the sky as if looking for Chris's flight. The camera slowly pulls back and as she fades into the darkness, the darkness becomes the window next to Chris's seat on the plane as he looks out the window as if looking down to find her. Through the camera work, without a word of dialogue, the scene creates an emotional moment because the viewer knows what is about to happen and knows that the characters don't. "We Are Marshall" contains dozens of such moments, but does not contain a single scene that can be described as a wholesale appropriation of any protectable element in the documentary. 10

¹⁰Apparently unaware of the irony in the argument, Plaintiffs claim that Defendants infringed their work by using the same clip from the Newlywed Game TV show that was used in "Ashes to Glory," which Plaintiffs contend is significant because the clip they used in "Ashes to Glory" was from an episode that was not actually televised at the time of the crash. The argument proves (continued...)

B.1. Content: "Ashes to Glory"

The documentary covers a much broader time period than "We Are Marshall" and attempts to be as historically accurate as possible. It devotes roughly equal amounts of time to the periods before and after the 1970 crash.

"Ashes to Glory" commences its narrative in 1895 with information regarding the first recorded Marshall football game and traces the history of the program through its "glory days" to its steep decline through the late 1960s. It recounts the reasons for the decline, references the team's 27 game losing streak as it entered the 1969 season, and explains that, because of the lack of funding at the state level, the program turned to the local community for support. It reports on the hiring of Rick Tolley to take over and rebuild the program and how he and his staff coached the team to three wins in 1969. Through interviews conducted in 1970, photographs and newspaper articles, and contemporary interviews of those who were not on the November 14, 1970 flight, the documentary presents detailed information about Tolley and the members of the team.

The documentary then turns to a description of the team's 1970 season, which started on a high note but soon headed south leading to much disappointment. The viewer learns that late season successes gave the team a chance at finishing .500 if it could win its last two games, the first of which was to be played at East Carolina. As the East Carolina game approached, and it was announced that the team would fly rather than take a bus to that game, the documentary explains that not all seats on the flight were filled and that community members could purchase tickets and fly with the

^{10(...}continued)

nothing of consequence. First, Plaintiffs own no copyright in the Newlywed Game clip, so it is not a protectable element of the documentary. Second, since they did not disclose that they fudged on the historical accuracy of this minor point until after the commencement of this litigation, one might reasonably conclude that Defendants believed the documentary to be historically accurate regarding the episode depicted in "Ashes to Glory" and therefore used the same clip. Finally, the Court notes that the clip appears so briefly in "We Are Marshall" that its use would not, in any event, support a finding of substantial similarity as to that aspect of the two works.

team. The documentary then turns to a presentation of biographical information of the

community members who died on the flight, drawn from photo albums, newspaper

accounts, home movie footage, and interviews of family and friends who were not on

the flight. Notably, none of this information -- neither fact nor expression -- appears in

"We Are Marshall," which simply does not address in any meaningful way the status of

the football program, its players or its coaches before the crash, and only tangentially

addresses the crash itself and retells the story through the experiences of former team

members, orphaned children of those who flew with the team, sports reporter Ernie

Salvatore, newspaper accounts, footage from the national television networks, and

film and videotape of funerals and memorial services. The documentary concludes

coaches not on the aircraft and the hiring of Jack Lengyel to head up the program.

Team members, coaches Dawson and Lengyel, and others recall those days and the

documentary reports on the stunning upset win over Xavier in the team's first home

game in 1971, and reports on the team's rise to glory in the 1990's when the team

won a number of championships and several Marshall players went on to become

with the post-crash efforts to rebuild the program through the retention of those

struggles they encountered in putting the team back together again. The

The documentary then

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stars in the National Football League. B.2. Content: "We Are Marshall"

refers to community members who were on the flight.

"We Are Marshall" is not a history but a dramatic re-enactment of an historical event with substantial liberties taken with the facts. The movie is devoted almost entirely to the time period from November 14, 1970, to the team's win over Xavier early in the 1971 season.

Because it commences in November 1970, "We Are Marshall" contains almost no information about any aspect of the Marshall football program, its team members or its coaches prior to the 1970 plane crash. The movie's narrative begins in the last few seconds of the East Carolina football game as Marshall fails to connect

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on a last second pass to the end zone that would have given it a win. Coach Tolley is only briefly portrayed on the sideline of the East Carolina game, in a post-game locker room speech, at the airport, and in the airplane just prior to the crash. The viewer learns nothing of his background, experience, or family, and nothing about the history of Marshall football, recent or otherwise. The plane crash occurs shortly into the movie, and the focus thereafter is on President Dedmon, Paul Griffin and Coach Jack Lengyel, who is at the center of the movie and is portrayed by Matthew McConaughey as the inspirational savior of the program.

To understand the radical differences in the two presentations, the Court notes just some of the specific scenes, events and characters that appear in the movie and that are wholly, or in substantial part, fictionalized:

- (1) The narrative commences in the final seconds of the East Carolina game with the Marshall cheerleaders (who in reality did **not** make the trip) urging the team on. As Coach Tolley tells Coach Red Dawson to send in the final play, the movie cuts back and forth between the field and other locations including the home of Wooster College coach Jack Lengyel, who is depicted with his wife and children.¹¹ With the clock ticking down to zero, a last minute pass sails just past the outstretched fingertips of the Marshall receiver as time goes to 0:00. It did not happen that way: the documentary says nothing about Dawson sending in a play, and the game ended ignominiously on an intentional grounding penalty, not with a pass into the end zone. It is apparent that the scene is filmed so that it mirrors the later scene involving the last few seconds of the 1971 Xavier game at the end of the movie.
- (2) A scene from the local diner depicts fictional character Paul Griffin being congratulated by the owner and other local residents for his son Chris's successful game as a running back (19 carries, 108 yards) as Paul meets

¹¹The movie does not explain how a college football coach managed to be at home on a Saturday afternoon during the fall football season.

Marshall president Dedmon for dinner to discuss improvements to the school. The scene springs entirely from the mind of the screenwriter.

NOTE: Because Paul Griffin is a fictional character who symbolizes the community and personifies the despair felt throughout Huntington and Marshall University after the crash, the scenes in which he appears have necessarily been imagined and certainly do not appear in any form in the documentary. Likewise, since Griffin is a fictional character, his son Chris is also a creation of the screenwriter.

- (3) Multiple post-game scenes have been fictionalized including: (a) a locker room speech in which Coach Tolley admonishes the team that the only thing that matters is winning; (b) the boarding of the aircraft where Chris Griffin says goodbye to his fiancee, fictional cheerleader Annie Cantrell; (c) a telephone call from a phone booth at the airport in which one of the team members calls Reggie Oliver and asks him to buy a case of beer for later that evening. These events do not appear in the documentary because they have been made up.
- (4) The movie includes a scene on the aircraft as coach Tolley walks the aisle talking to players and supporters. Obviously the scene has been imagined because no one knows what happened inside the airplane that night.
- (5) The movie depicts President Dedmon as he confronts the scene of the crash as the plane, in pieces scattered across a wooded hillside, burns. Likewise, Paul Griffin and others are depicted at the scene as they come to realize that the aircraft is the Southern Airways flight that carried the Marshall football team. These events do not appear in the documentary although Nate Ruffin and others speak of the event.
- (6) Coach Dawson, whose marital status in 1970 is not described in the documentary, is depicted as being married at the time and is shown in a

fictionalized scene arriving home to greet his wife who believed he had been killed in the accident.

- (7) The movie suggests that only four members of the varsity team were left after the crash when, in fact, the documentary suggests that there were several upperclassmen who did not travel for a variety of reasons. Likewise, the entire freshman class escaped death because they were not eligible to play with the varsity team and did not travel with the team. The movie makes only the briefest reference to the freshmen. On the other hand, while the movie depicts Paul Griffin as almost immediately suggesting to Dedmon that the football program be suspended without mentioning that a final game remains on the schedule, the documentary indicates that there were enough remaining players that they asked to suit up and play the final game of the season in memory of their dead teammates.
- (8) Griffin's proposal to suspend the football program provides the impetus for a number of fictionalized dramatic scenes, including: Dedmon's confrontation with the four remaining upperclassmen and the emergence of Nate Ruffin as the leader of the what might be called the "save the program" movement; Ruffin's organization of a student demonstration to save the program; Ruffin's conflict with a fellow teammate who questions the wisdom of Ruffin's efforts; Ruffin's appearance at a board meeting to lobby to retain the program; the appearance of students outside the building where the meeting took place chanting, "We are Marshall." This last scene is central to the movie's theme, but never actually happened; it is another example of how the author created an event that captures a spirit, amalgamates several events, and communicates a complex set of ideas in a single dramatic scene that, though dramatically effective, was historically inaccurate.

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- (9) In a scene at the diner where she works as a waitress, Annie approaches Chris's father and offers to return Chris's engagement ring which had once belonged to his deceased mother.
- (10) Dedmon is depicted as offering Red Dawson the head coaching position, but Dawson declines because he no longer wants to be associated with Marshall football. 12 The historical record indicates only that Dawson was named interim head coach for a period and continued as an assistant when Lengyel was hired. Thus, the scene at Dawson's home (on the roof of a shed) where coach Lengyel attempts to talk Dawson into returning to the team is fictional.
- (11) Lengyel is fictionally portrayed as seeking the job; in fact he was recommended by a friend of Dedmon. There is no evidence that Dedmon traveled to Wooster, Ohio to meet Lengyel or any explanation in the documentary as to why Lengyel took the job. Whether or not the movie's depiction is accurate, the idea for these scenes cannot be found in anything produced by Novak and Witek.
- (12) Lengyel's relationships with Dedmon, with Dawson and other coaches, and with Ruffin and other team members, are largely fictionalized and include the following events that do not appear in the documentary:
 - Coach Lengyel's first meeting with the three returning upperclassmen;
 - Coach Lengyel's pressure on Dedmon to petition the NCAA to permit freshmen to play and Dedmon's efforts in that regard;

¹²With respect to Dedmon's role in the various activities involving the athletic department in general, and the football program in particular, screenwriter Linden notes that he "combined Dedmon's character and responsibilities . . . with Ed Starling, the Assistant Athletic Director In all likelihood, most of the legwork would have been done by Starling." (WB MSJ Pltfs. Ex. 16 [Linden Memo at 3].) This would have included the hiring of a new head coach, a task taken on entirely by Dedmon in the movie. (See id. at 2.)

- Coach Lengyel's hiring of his staff (presented in a montage with rock) music in the background);
- Coach Lengyel and staff recruiting high school players is depicted in the movie but barely mentioned in the documentary; and
- Coach Lengyel's visit to legendary coach Bobby Bowden at West Virginia University to seek advice and information on a new offense to be used at Marshall, if true, is based on sources other than "Ashes to Glory."
- (13) The movie depicts internal conflicts within the team, including a locker room fight after the opening game of the 1971 season, which is an event that may or may not have occurred, but is never even hinted at in the documentary.
- (14) The personal stories of Coach Dawson, Nate Ruffin, Annie Cantrell and Paul Griffin as they struggle to make sense of their lives in the wake of the tragedy, including Griffin's fictionalized spearheading of Dedmon's termination and the subsequent confrontation between the two of them are critical parts of the movie but, because they are fictionalized, do not appear in any detail in the documentary.
- (15) The documentary teaches that six players were so badly injured in the crash that they could not be identified and so were buried in a single ceremony at a single site. "We Are Marshall" presents this fact as follows: after the opening loss of the 1971 season, Marshall prepared to play its home opener against Xavier. On the day of the game, Coach Lengyel puts his players on a bus that takes them to the cemetery and addresses the team at the site of their memorial where he says, "For those of you who do not know, this is the final resting place for six members of the 1970 Thundering Herd. The plane crash that took their lives was so severe, so absolute, that their bodies were unable to be identified. So they were buried here, together." If this pre-game

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event occurred, the screenwriter learned of it from some source other than the documentary. Nevertheless, the comparison of the two works vividly demonstrates how an historical fact can be expressed in widely differing ways, and helps to demonstrate why copyright protects expression, but not facts. (16) Except for a brief denouement, the movie ends with the victory over Xavier in a final scene that mirrors the failed last play from the East Carolina game. Here Coach Lengyel instead of Coach Tolley turns to Red Dawson and tells him to send in the play, which he does with just a few seconds on the clock. As the clock ticks down to zero, the ball is snapped just in time to get the play off. Using similar camera angles as those used in the filming of the opening scene, the movie depicts the final pass of the game being thrown into the end zone where the receiver makes a leaping catch for a touchdown as the game ends with Marshall defeating Xavier 15-13 in one of the most stunning upsets in college football history. This scene, along with the opening scene, become the "bookends" of the story. The Court further notes that, though the Xavier game ended with a last second victory, the winning play was not a pass into the end zone but a screen pass requiring a 13 yard run for the score.

What appears above is just a small sampling of movie content that expresses the Marshall story in ways not found in the documentary. One could literally proceed scene by scene through "We Are Marshall" and find hundreds of similar examples precisely because the works, in terms of expression as opposed to facts, have little in common.

C. 1. Characters: "Ashes to Glory"

The discussion of characters in this context is somewhat unusual because the documentary speaks only of real people whose identities and connection to the crash are matters of fact and cannot be copyrighted. Nevertheless, the Court notes that the documentary includes: (1) on camera interviews of former teammates Reggie Oliver,

interview of Coach Tolley's widow; (3) on camera interviews of numerous family members of local boosters who traveled with the team; (4) on camera interviews of local newsmen who covered the team and the post-crash funerals; (5) an on camera interview of Coaches Lengyel and Dawson; and (6) footage of interviews from 1970 of Coach Tolley and the team's quarterback, tight end, and defensive captain. Ruffin, Lengyel and Dawson are featured in the movie, but the others are presented either briefly or not at all. The facts related in these interviews, under Feist and Narell, are not copyrightable.

Nate Ruffin, Ed Carter, Mickey Jackson and Rick Meckstroth; (2) an on camera

C.2. Characters: "We Are Marshall"

The movie's portrayal of Lengyel, Ruffin and Dawson, though based on information from a number of sources including interview segments included in "Ashes to Glory," does not lift and incorporate these interviews into its narrative. Rather, "We Are Marshall" uses only some of the events discussed in these interviews and recreates them through fictionalized dialogue that, by definition, does not appear in the documentary. Moreover, as noted above, "We Are Marshall" adds a number of fictional characters, who are central to the movie's narrative, to symbolize aspects of the historical events and to sharpen the movie's focus. Three notable additions are:

(1) Paul Griffin, a widower and prominent member of the Huntington community who is portrayed as a member of the Marshall University Board of Trustees, the father of a star player killed in the crash, and a proponent of suspending the Marshall football program; (2) Annie Cantrell, a cheerleader and fiancee of Paul Griffin's son, Chris, whose open grieving helps Paul to deal with his own sense of loss; (3) Don Dedmon, President of Marshall University who is an amalgam of the actual president and the assistant athletic director.

In short, we learn of the characters and what happened to them through the documentary; we learn more about their thoughts and feelings through the movie.

C. 3. Characters: The Nate Ruffin Issue

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Despite the clear differences in how the two works deal with the people involved in the tragedy, Plaintiffs argue in substance that a screenwriter who learns facts about the life of a person from a copyrighted documentary cannot dramatize that person's story without infringing on the copyright. An example of Plaintiffs' argument illuminates their fundamental theory.

The documentary includes extensive interview footage of Nate Ruffin, the 1970 and 1971 Marshall team captain who, because he was injured, did not travel to the East Carolina game. The timing of Plaintiffs' interview of Ruffin turned out to be fortuitous because Ruffin died shortly after the documentary was filmed. Ruffin, therefore, was not available as a source of information to writer Jamie Linden, who was forced to rely on material already in the historical record, including the interview segments incorporated into the documentary, for information about Ruffin's connection to the Marshall tragedy. At the hearing on this motion Plaintiffs argued that, but for Ruffin's interview, no one would know that he attended a movie on the night of the crash, that he learned of the crash at the theater, and that he left the theater to find a ride to the airport. It follows, according to Plaintiffs, that the dramatization of these events, which were recorded only in the documentary, infringes on their copyright. Plaintiffs warn that, if the Court holds that a script writer can use documentaries as a basis for dramatizing events without compensation to the documentary film producer, such a ruling would destroy the value of copyrights in all documentary films.

The Court acknowledges that documentary film makers, like all historians, perform a great service as they add to our understanding of historical events, large and small. But, even assuming that Ruffin's interview is the only source of information about what he did on the night of the crash, Plaintiffs' argument cannot be correct because it would essentially give them a copyright in the historical facts of Ruffin's life (and all of the other historical events discussed in the documentary) -- something that the law does not allow. What Ruffin did upon learning of the crash is a fact -- it does

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not "display the stamp of the author's originality." Feist, 499 U.S. at 350. While one can appreciate that Plaintiffs' interview of Ruffin has preserved this information in the historical record for all time, case law teaches that copyright does not reward effort and that historical works, because they are fact intensive, receive narrower copyright protection than works of fiction. A comparison of Ruffin's appearance in the two works helps to illustrate why the Supreme Court has established such a rule.

In the documentary, a number of segments of Ruffin's interview are incorporated into the narrative. Regarding the evening of November 14, 1970, Ruffin tells the interviewer that he was at a local movie theater when he learned of an airplane crash and, worried that it might be the team's aircraft, left the theater to find a ride to the airport. He does not say whether he attended the movie alone or with a friend, and does not provide any information about what happened before he received word of the crash. Essentially the documentary presents the testimony of a witness, Nate Ruffin, who describes what he recalled of his actions at a particular time and place that is central to the subject of the documentary. "We Are Marshall" does not use the words Ruffin spoke in the interviews or otherwise lift footage of the interview and incorporate it into its narrative. Rather, in "We Are Marshall," the events are dramatically recreated with modification and embellishment. First, Ruffin and a teammate are depicted entering the theater and bantering with the young woman in the ticket booth about the East Carolina loss; the scene is juxtaposed with Coach Tolley's post-game locker room speech. A few scenes later, the lights are turned on in the theater, the movie is stopped, and a theater employee walks onto the stage and announces that an airplane has crashed near the airport. At that point, Ruffin and his friend sprint from the theater, run into the street and flag down a pick up truck that is speeding toward the airport. Thus, unlike the documentary, which presents a witness's recollection of an event, the movie presents a re-enactment of the event with a substantial dose of artistic license taken to add further drama to the story line.

There can be little dispute that, in respect to this particular event, "We Are Marshall" deals with the same general historical information contained in Ruffin's interview, but it is equally apparent that it expresses the information in an entirely different way with an entirely different effect. The movie depicts Ruffin as he lives through and experiences the horror of the event; the documentary presents his recollection of the event. One work tells us what happened; the other shows us what happened.

D.1. Plot: "Ashes to Glory"

"Ashes to Glory" is what its authors say it is -- an historically accurate documentary of the history of Marshall University football told in chronological order from the beginning in 1895 to the present with the 1970 air plane crash tragedy at the mid-point of the narrative. To the extent it can be said to have a sub-plot, it would be the personal stories of spouses, friends and family members of the boosters who flew with the team to the East Carolina game. But these "plot lines" are not protectable because they are not original to the authors.

D.2. Plot: "We Are Marshall"

"We Are Marshall" focuses principally on the "phoenix rising from the ashes" aspect of the Marshall football program, which is also central to the documentary, but which, as noted, is not protectable because it describes an historical event. The movie, however, adds plot lines that are not found in the historical record presented by "Ashes to Glory," and, based on information from Linden, appear to be entirely, or largely, fictional. These include: Paul Griffin's personal struggle as he grieves over the loss of his son; Annie Cantrell's uncertainty over what to do with her life now that her fiancee has been killed; Nate Ruffin's personal struggle first to save the football program and then to lead the team while coping not only with his grief but with the pain of physical injury; Coach Dawson's effort to come to grips with his loss and make a contribution to the rebuilding of the program; President Dedmon's battle with the awesome responsibility of dealing with the community, the university's board, the

student body, the football team, the NCAA, and his own termination. Other, narrower plot lines that appear in "We Are Marshall" but not in the documentary include: (1) Dedmon's pursuit of the NCAA waiver; (2) the coaching staff's recruiting efforts; and (3) internal strife among the football players leading up to the Xavier game.

4. CONCLUSION

If the unprotectable elements of the two works -- the historical facts, scenes a faire, the biographical data -- are removed from the analysis, the two works are not substantially similar. The Court has carefully and thoroughly considered the two works, and has viewed the content of each several times. Those reviews, for reasons discussed above, persuade the Court that, on the basis of the undisputed facts, the works are not substantially similar as a matter of law. The copyright claim therefore fails and the Court **GRANTS** Defendants' motion for summary judgment on Plaintiffs' copyright claim.

B. Breach of Contract Claims

Plaintiffs bring claims for breach of express and implied-in-fact contracts, all of which fail. The undisputed facts show that the parties never reached an agreement and never manifested any conduct that would lead one to believe an agreement had been reached.

1. THERE WAS NO EXPRESS CONTRACT

An express contract is one in which the parties intent is stated in words. Cal. Civ. Code § 1620. In this case, the parties entered into negotiations for the purpose of forming a contract, but never achieved that objective. While the parties expressed varying degrees of hopefulness during the negotiation process, and the evidence indicates that some progress was made during the course of negotiations, disagreements on material terms prevented a final meeting of the minds. In these circumstances, as even Plaintiffs' agent understood, the parties never reached agreement on a contract.

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Even if the parties had reached a stage where they expected to reach an agreement (which does not appear to be the case here), "[t]here is no contract where the objective manifestations of intent demonstrate that the parties chose not to bind themselves until a subsequent agreement [was] made." Bustamante v. Intuit, Inc., 141 Cal. App. 4th 199, 213 (2006) (second alteration in original) (internal quotation marks omitted) (quoting Rennick v. O.P.T.I.O.N. Care, Inc., 77 F. 3d 309, 316 (9th Cir. 1996)). Bustamante explains that where "essential terms were only sketched out, with their final form to be agreed upon in the future (and contingent upon third-party approval), the parties had at best an 'agreement to agree,' which is unenforceable under California law." Id. Thus, for example, even if the parties had signed a document indicating their intent to enter into a final agreement, such a letter has no binding effect because it reflects only that the parties were in the process of negotiating a binding agreement. Rennick, 77 F. 3d at 315-16. In circumstances like those presented in this case, "[t]he failure to reach a meeting of the minds on all material points prevents the formation of a contract even though the parties have orally agreed upon some of the terms, or have taken some action related to the contract." Bustamante, 141 Cal. App. 4th at 215 (emphasis in original) (internal quotation marks omitted) (quoting <u>Banner Entm't, Inc. V. Superior Court</u>, 62 Cal. App. 4th 348, 359 (1998)).

Here, neither the Option and Consulting Agreement nor the Option Short Form were signed by the parties and they were transmitted with correspondence that clearly showed they were not binding on the parties. (WB MSJ Pltfs. Ex. 2; WB MSJ Ex. 4.) On the contrary, the parties continued to negotiate, and when those negotiations became serious Plaintiffs hired an agent to represent them and gave him specific directions as to what they wanted included in any agreement with Thunder Road, including, among other things, substantially more money than Thunder Road had offered and a retention of rights in "Ashes to Glory." (WB MSJ Ex. 7.) When negotiations broke off in March of 2004, the parties had not reached agreement on

various terms including, most importantly, either the purchase price or an identification of the rights Defendants would receive in "Ashes to Glory." (WB MSJ Novak Depo. Tr. at 20:25-24:19.) In essence, neither side was in agreement on either the sale price or what was being sold. Westover unambiguously advised Novak and Witek that he was not able to reach an agreement with Thunder Road. (WB MSJ Westover Depo. Tr. at 84:15-23.)

After negotiations ended, Plaintiffs attempted to sell the rights to "Ashes to Glory" to other studios. (WB MSJ Novak Depo. Tr. at 72:1-21; WB MSJ Novak Depo. Tr. at 73:13-24.) Westover admits that he was attempting to make a deal with others, including ESPN, because "no agreement had been reached with Thunder Road." (WB MSJ Westover Depo. Tr. at 83:9-14.) Clearly, all parties involved knew that no agreement had been reached and their conduct conveyed as much.

2. THERE WAS NO IMPLIED CONTRACT

"An implied contract . . . in no less degree than an express contract, must be founded upon an ascertained agreement of the parties to perform it, the substantial difference between the two being the mere mode of proof by which they are to be respectively established Zenith Ins. Co. v. Cozen O'Connor, 148 Cal. App. 4th 998, 1010 (2007) (citations and internal quotation marks omitted); Goodrich & Pennington Mortgage Fund, Inc. v. Chase Home Finance, LLC, 05 CV 636 (JLS), 2008 WL 698464, at *7 (S.D. Cal. Mar. 14, 2008) (slip copy) ("The essential elements of an implied-in-fact contract and an express contract are the same -- mutual assent and consideration.") (citing Chandler v. Roach, 156 Cal. App. 2d 435, 440 (1957)). "[A]n implied-in-fact contract entails an actual contract, but one manifested in conduct

¹³Considering the materiality of these terms, i.e., what was being sold and the price, the Court

is not in the least persuaded by Plaintiffs' arguments that California law or "custom in the industry" will "fill in the gaps" and supply the necessary terms. See Weddington Prods., Inc. v. Flick, 60 Cal. App. 4th 793, 811 (1998) ("If, by contrast, a supposed 'contract' does not provide a basis for determining what obligations the parties have agreed to, and hence does not make possible a determination of whether those agreed obligations have been breached, there is no contract.") (citations omitted).

rather than expressed in words." <u>Maglica v. Maglica</u>, 66 Cal. App. 4th 442, 455 (1998).

A common example of an implied contract can be found in employment litigation. Typically, a long term employee who has been terminated by his employer will claim that he had an implied contract not to be terminated without good cause. The Court then looks to such things as the length of the employee's tenure, the content of company policies, the elements of company practices, the content of annual performance reviews, and statements by management level employees to ascertain whether the employee has established the existence of the alleged agreement. E.g., Guz v. Bechtel Nat. Inc., 24 Cal. 4th 317, 336 (2000); Foley v. Interactive Data Corp., 47 Cal. 3d 654, 680 (1988). In short, courts look to conduct involving the two parties to find an agreement to be bound on the material terms of their relationship. In this case, the parties had no involvement with each other except for their negotiations. When those failed, their relationship ceased to exist. In these circumstances, there is no basis for finding that the parties entered into any implied in fact contract to do anything with respect to "Ashes to Glory."

3. THE FACTS DO NOT ESTABLISH A DESNY CLAIM

Plaintiffs also appear to make a claim under <u>Desny v. Wilder</u>, 46 Cal. 2d 715 (1956) which supports an implied-in-fact contract when a party discloses an idea and "(a) before or after disclosure he has obtained an express promise to pay, or (b) the circumstances preceding and attending disclosure, together with the conduct of the offeree acting with knowledge of the circumstances, show a promise of the type usually referred to as 'implied' or 'implied-in-fact." <u>Desny</u>, 46 Cal. 2d at 738-39. (citations omitted). However, <u>Desny</u> requires that Plaintiffs disclose their idea to Defendants. <u>Grosso v. Miramax Film Corp.</u>, 383 F.3d 965, 967 (9th Cir. 2004) ("The Desny rule is justified on the theory that the bargain is not for the idea itself, but for the services of conveying that idea.") (citation omitted). <u>Desny</u> addresses the situation where the recipient of a script, treatment, screenplay or other work has expressly or

impliedly sought disclosure of the author's work and obtained access to that work through disclosure by the author. That case plainly has no application here because Defendants already possessed "Ashes to Glory" when they contacted Plaintiffs. Thus, Plaintiffs have no basis for a Desny implied-in-fact contract claim.

2. CONCLUSION

For the foregoing reasons, the Court **GRANTS** Defendants' motion for summary judgment on Plaintiffs' breach of contract claims.

C. UNFAIR COMPETITION

Defendants argue there is no evidence of any unfair business practice and that, even if there were, Plaintiffs could only obtain restitution or injunctive relief, neither of which are warranted. (WB MSJ Mem. at 18.) Defendants are correct. "[T]he Unfair Business Practices Act does not authorize an award of damages." Bank of the West v. Superior Court, 2 Cal. 4th 1254, 1272 (1992). Furthermore, because Plaintiffs never conveyed any money or property to Defendants, there is no basis for restitution. Nor is there any evidence of any ongoing wrong to warrant injunctive relief. Plaintiffs even seem to concede that their unfair business practice claim is completely dependent on their breach of contract and copyright claims, without which the unfair business claim fails. (WB MSJ Opp. at 27 ("If plaintiffs withstand summary judgment as to any of their claims, they suffice to form the basis for a claim under section 17200.").) Accordingly the Court **GRANTS** Defendants' motion for summary judgment on the unfair competition claim.

V. CONCLUSION

For the reasons set forth above, the Court **GRANTS** Defendants' motion for summary judgment.¹⁴ As such, Defendants prevail on all of Plaintiffs' claims and the Court **GRANTS** judgment in Defendants' favor. Defendants shall provide the Court with a proposed judgment consistent with this memorandum and order.

IT IS SO ORDERED.

DATED: October 20, 2008

Judge Gary Allen Feess United States District Court

¹⁴Plaintiffs moved for summary judgment on Defendants' affirmative defenses. (Docket No. 31.) Because Defendants have prevailed on their motion for summary judgment, Plaintiffs' motion is **DENIED AS MOOT**.