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**UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF PENNSYLVANIA**

CHIEN-HUI LEE,

On behalf of herself and others similarly situated,

Plaintiff,

v.

THE FRANKLIN INSTITUTE

Defendant.

Case No.:

CLASS ACTION COMPLAINT

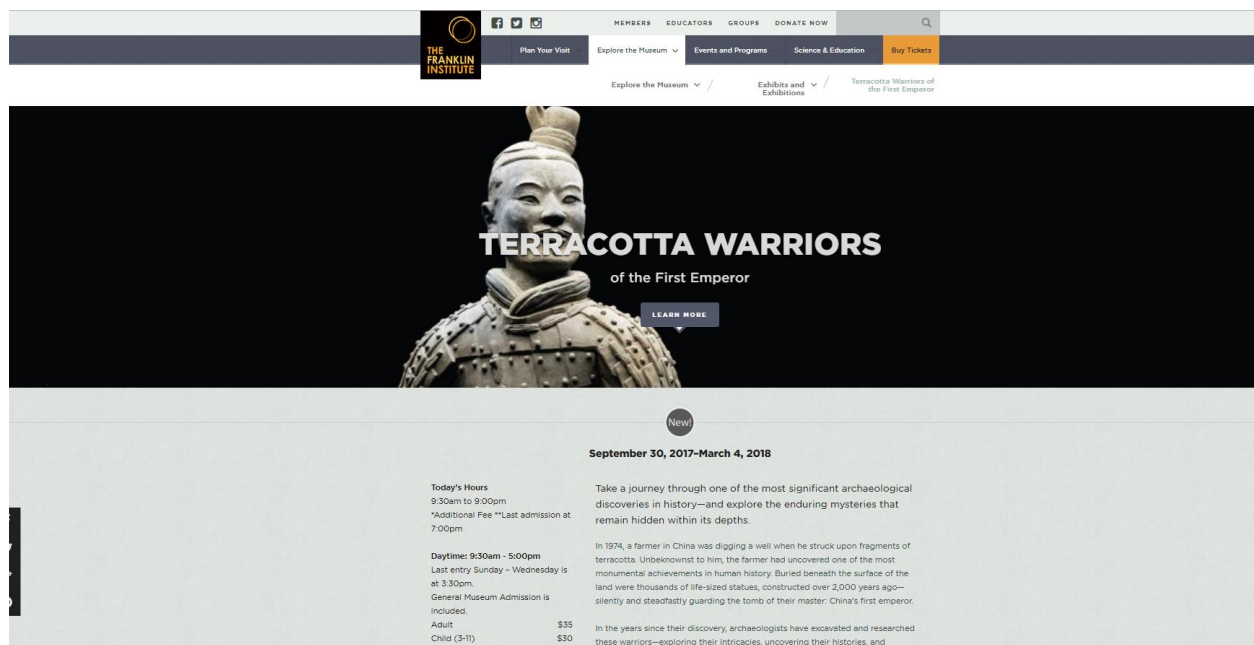
JURY TRIAL DEMANDED

Plaintiff CHIEN-HUI LEE (hereinafter, “Plaintiff LEE” or “Plaintiff”), individually and on behalf of all other persons similarly situated in Pennsylvania and the United States, by her undersigned attorneys, pursuant to this Class Action Complaint against THE FRANKLIN INSITUTE (“Defendant”), alleges the following:

NATURE OF THE ACTION

1. This is a consumer protection action arising out of the deceptive and otherwise improper business practices that Defendant engaged in through marketing and selling tickets to their *Terracotta Warriors of the First Emperor Exhibit* (“Exhibit”) between September 30, 2017 to March 4, 2018. The Defendant sold tickets specifically to the Exhibit online and in their museum kiosks. They also sold accompanying audio equipment and tickets for an IMAX movie

related to the Exhibit. In an effort to market the Exhibit, the Defendant created a website, a free augmented reality mobile application, and a K-12 education guide. A giant banner was hung in front of Defendant's headquarters in the middle of Philadelphia advertising the Exhibit. The banner read "Terracotta Warriors of the First Emperor" and displayed pictures of what appeared to be four authentic terracotta warriors. *See*, **EXHIBIT D**. Defendant created several elaborate posters advertising the Exhibit around Philadelphia. These posters instructed the public that there were authentic terracotta warriors in its Exhibit. Many of these terracotta warriors found on the posters were not found in the Exhibit. *See*, **EXHIBIT E**. Below is a picture of the website that marketed the Exhibit:



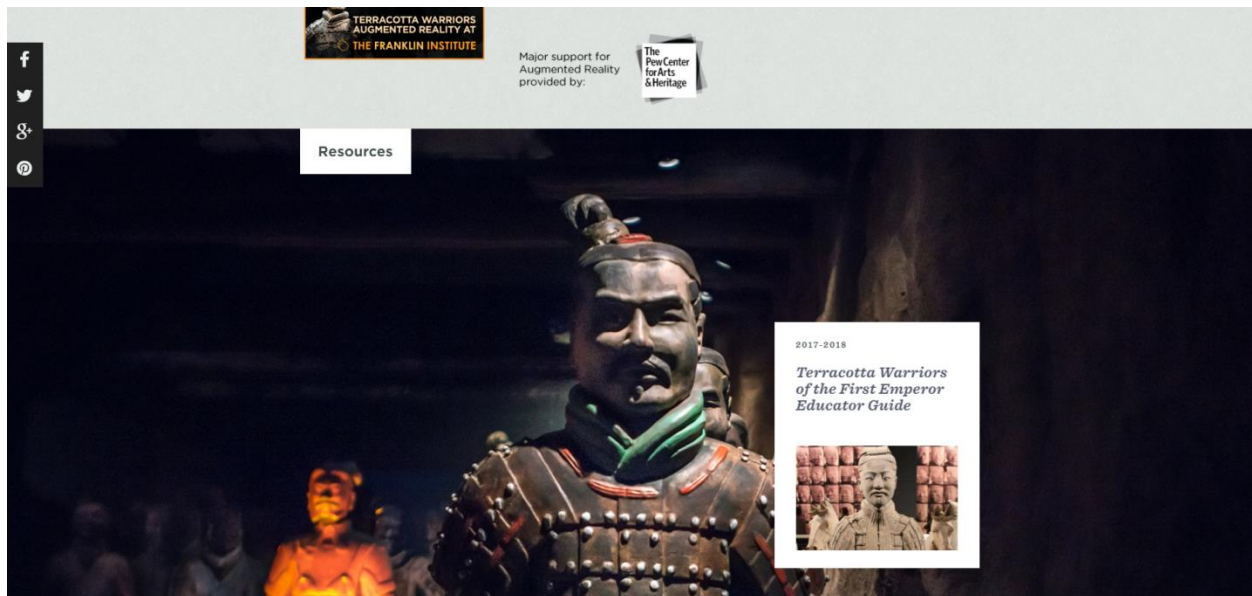
2. The website introduced the Exhibit by stressing the authenticity of the archaeological objects in the Exhibit. It began with the sentences, “Take a journey through one of the most significant archaeological discoveries in history – and explore the enduring mysteries that remain hidden within its depths. In 1974, a farmer in China was digging a well when he struck upon fragments of terracotta. Unbeknownst to him, the farmer had uncovered one of the

most monumental achievements in human history.” It later continues, “Now, these warriors – symbols of the astounding achievements of mankind and the incredible history of the human race – come to The Franklin Institute for the only east coast engagement of a two-city tour.” Nothing on the website indicated that the Exhibit would contain replicas of historical artifacts+. *See*,

EXHIBIT A.

3. The K-12 education guide that was linked to the Exhibit website stated that the “objects on display [were] priceless artifacts never before seen in Philadelphia.” *See*, **EXHIBIT B.**

4. Defendant included the following images on its website. Plaintiff’s counsel has discovered, through its own investigation that the statues in the largest image were not authentic historical artifacts but were replicas. Nothing on the Exhibit website indicated to the viewer that they were replicas. *See also*, **EXHIBIT B.**



5. The term “terracotta warriors” refers to a collection of life-sized terracotta sculptures found in 1979 in Xi-An China. These sculptures were created around 210 BCE to

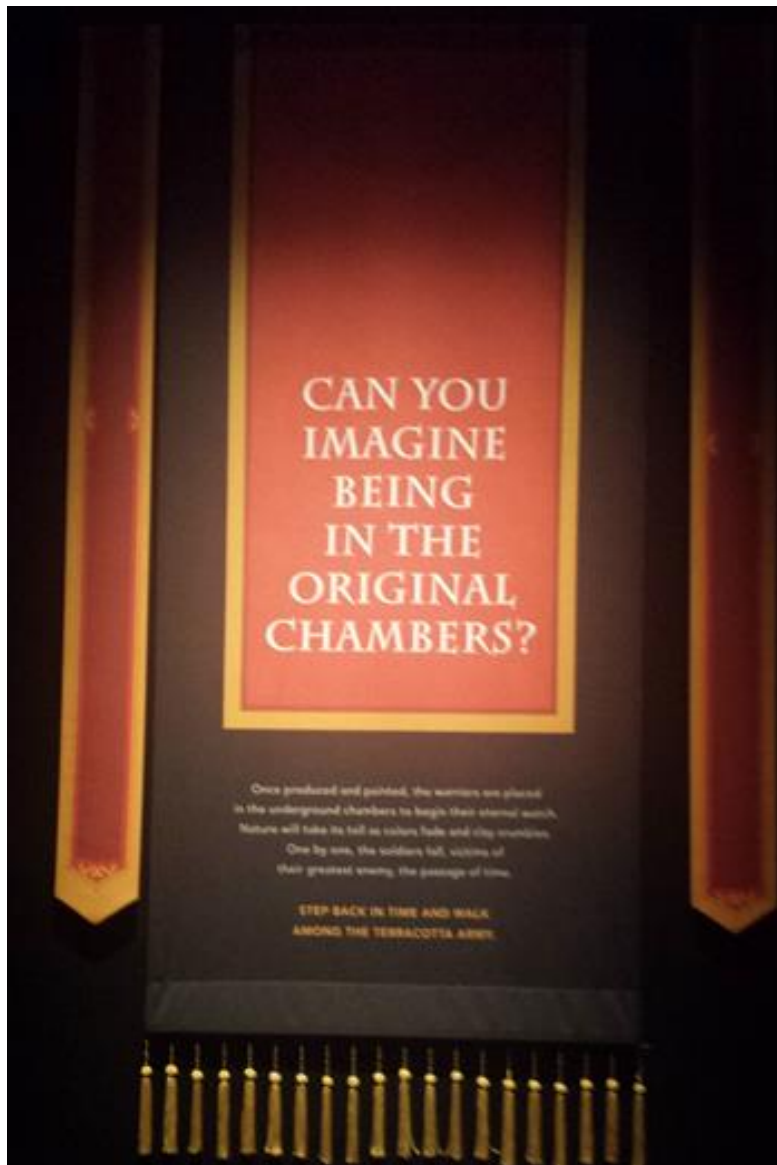
guard the tomb of an emperor of China, Qin Shi Huang. Below is a picture of some terracotta warriors:



6. Through Plaintiff counsel's investigations, Plaintiff counsel discovered that more than half of the life-sized sculptures in the Exhibit were replicas of the terracotta sculptures found in Xi-An China and not the original sculptures found in the tomb of the ancient Chinese emperor, Qin Shi Huang.

7. There were two portions of the Exhibit. The first portion of the Exhibit showcased ten authentic life-sized terracotta statues. In the second portion of the Exhibit, there were fourteen or more life-sized statues resembling terracotta warriors that were replicas. None were

marked as replicas. In fact, the Defendant had created a misleading banner which was placed in front of these replicas which suggested that theses statues were originals. The banner asked the question, “CAN YOU IMAGINE BEING IN THE ORIGINAL CHAMBERS?” It instructed the Exhibit attendee to “step back in time and walk among the Terracotta Army.”



8. Many posters were displayed around Philadelphia, in locations such as the University of Pennsylvania, advertising the Exhibit. These posters only presented that authentic terracotta warriors were part of the Exhibit and did not indicate to the viewer that more than half

would be replicas. Many of these posters contained images of terracotta warriors which were not found in the Exhibit. *See*, **EXHIBIT F**.

9. The statues in the Exhibit were not marked to indicate whether they were authentic terracotta warriors imported from Xi-An China or whether they were replicas. Defendant, by failing to accurately mark the statues, misled unsophisticated consumers into believing that all the statues they were observing were authentic, when in reality, more than half of the statues were replicas.

10. Plaintiff relied on the advertising posters and the webpages designed by Defendant and believed that all of the terracotta soldiers in the Exhibit were authentic. In fact, all other reasonable consumers would believe that all of the terracotta soldiers on display would be authentic, not replicas.

11. By marketing the Exhibit as an exhibit with authentic terracotta warriors, when it was an exhibit largely of replicas of the terracotta warriors, and by showcasing statues in its marketing materials which were either not in the Exhibit or which were replicas of the terracotta warriors from China, the Defendant misled consumers about nature of the experience of surveying the Exhibit. The Defendant stressed authenticity in its marketing materials. The Defendant claimed that “symbols of the astounding achievements of mankind and the incredible history of mankind [came] to The Franklin Institute,” on its website. It claimed that the “objects on display [were] priceless artifacts” on its K-12 education guide linked on its website. It claimed on numerous posters and banners that it was displaying Terracotta Warriors in the Exhibit. Defendant indicated to consumers that they would be entering an Exhibit where all of the life-sized sculptures were originals rather than replicas. Instead, customers found themselves surveying an Exhibit where more than half of the sculptures were replicas. Furthermore,

Defendants misled customers who attended the Exhibit into believing that the replicas inside the Exhibit were authentic by failing to label which statues were replicas, denying customers the ability to properly discern and observe the actual authentic terracotta warrior sculptures.

12. Defendant has deceived Plaintiff and other consumers by inducing Plaintiff and Class members to reasonably rely on Defendant's misrepresentations and purchase tickets to the Exhibit which Plaintiff and Class members would not have purchased at the given price had they known the truth. Through these unfair and deceptive practices, Defendant has collected substantial profits from the sale of tickets to its Exhibit that it would not have otherwise earned.

13. Plaintiff is among the victims of Defendant's fraud and brings this action on behalf of themselves and all other similarly situated consumers who, from the applicable limitations period up to and including the present (the "Class Period"), purchased tickets to the Exhibit in the United States ("the Class"). Plaintiff seeks to obtain redress for those who have been economically harmed by purchasing the tickets to the Exhibit, the accompanying audio guides, and tickets to the accompanying IMAX movie.

14. Plaintiff expressly does not seek to enforce any state law that has requirements beyond those established by federal laws or regulations.

JURISDICTION AND VENUE

15. The Court has jurisdiction over this matter pursuant to 28 U.S.C. § 1332, because this is a class action, as defined by 28 U.S.C § 1332(d)(1)(B), in which a member of the putative class is a citizen of a different state than Defendant, and the amount in controversy exceeds the sum or value of \$5,000,000, excluding interest and costs. *See* 28 U.S.C. § 1332(d)(2).

16. This Court has personal jurisdiction over Plaintiff because Plaintiff submits to the Court's jurisdiction. This Court has personal jurisdiction over Defendant because Defendant is headquartered in Pennsylvania and because its principal place of business is in Pennsylvania.

17. Venue is proper in this Court pursuant to 28 U.S.C. § 1391(a) because a substantial part of the events or omissions giving rise to these claims occurred in this District, the Defendant has caused harm to class members residing in this District, and the Defendant is a resident of this District under 28 U.S.C. 1391(c)(2) because it is subject to personal jurisdiction in this district.

PARTIES

Plaintiff

18. Plaintiff LEE visited The Franklin Institute in Philadelphia, PA to view the Exhibit for Terracotta Warriors. The Plaintiff had seen several posters advertising the Exhibit at different locations in Philadelphia. The Plaintiff also had the banner advertising the Exhibit that hung in front of Defendant's headquarters. These posters and banner read, "Terracotta Warriors of the First Emperor," and had images of what appeared to be authentic terracotta warriors. The Plaintiff also visited the Exhibit website and read the K-12 education guide. On account of the representations made on the banner, website, and posters – that the Exhibit was purely an exhibit featuring actual historical artifacts from tomb of China's first emperor like the ones shown on the banner, posters, and website and that she would be able to trust that the statues she saw were historical artifacts – Plaintiff had purchased tickets to the Exhibit, a mobile guide to the Exhibit, and tickets to an IMAX showing on February 2018. Upon surveying the Exhibit, Plaintiff found that none of the life-sized statues looked authentic. Afterwards, the Plaintiff asked a guard at the Exhibit if the statues in the Exhibit were authentic. The guard at the Exhibit stated to Plaintiff

that none of the statues in the Exhibit were authentic and that all of the statues in the Exhibit were replicas.

Defendant

19. Defendant THE FRANKLIN INSTITUTE is a corporation organized under the laws of New York with its headquarters at The Benjamin Franklin Parkway and 20th Street, Philadelphia, PA 19103. Defendant sells tickets to its exhibitions to customers nationwide. Defendant's address for service of process is The Benjamin Franklin Parkway and 20th Street, Philadelphia, PA 19103.

20. The advertising for the Exhibit, relied upon by Plaintiff, were prepared, approved, and disseminated by Defendant and its agents. Such advertising, containing the misrepresentations alleged herein, were designed to encourage consumers to purchase the tickets to the Exhibit and misled reasonable consumers, including Plaintiff and the Class, into purchasing tickets to the Exhibit. Defendant hosted the Exhibit and created and/or authorized the unlawful, fraudulent, unfair, misleading and/or deceptive advertising for the Exhibit.

FACTUAL ALLEGATIONS

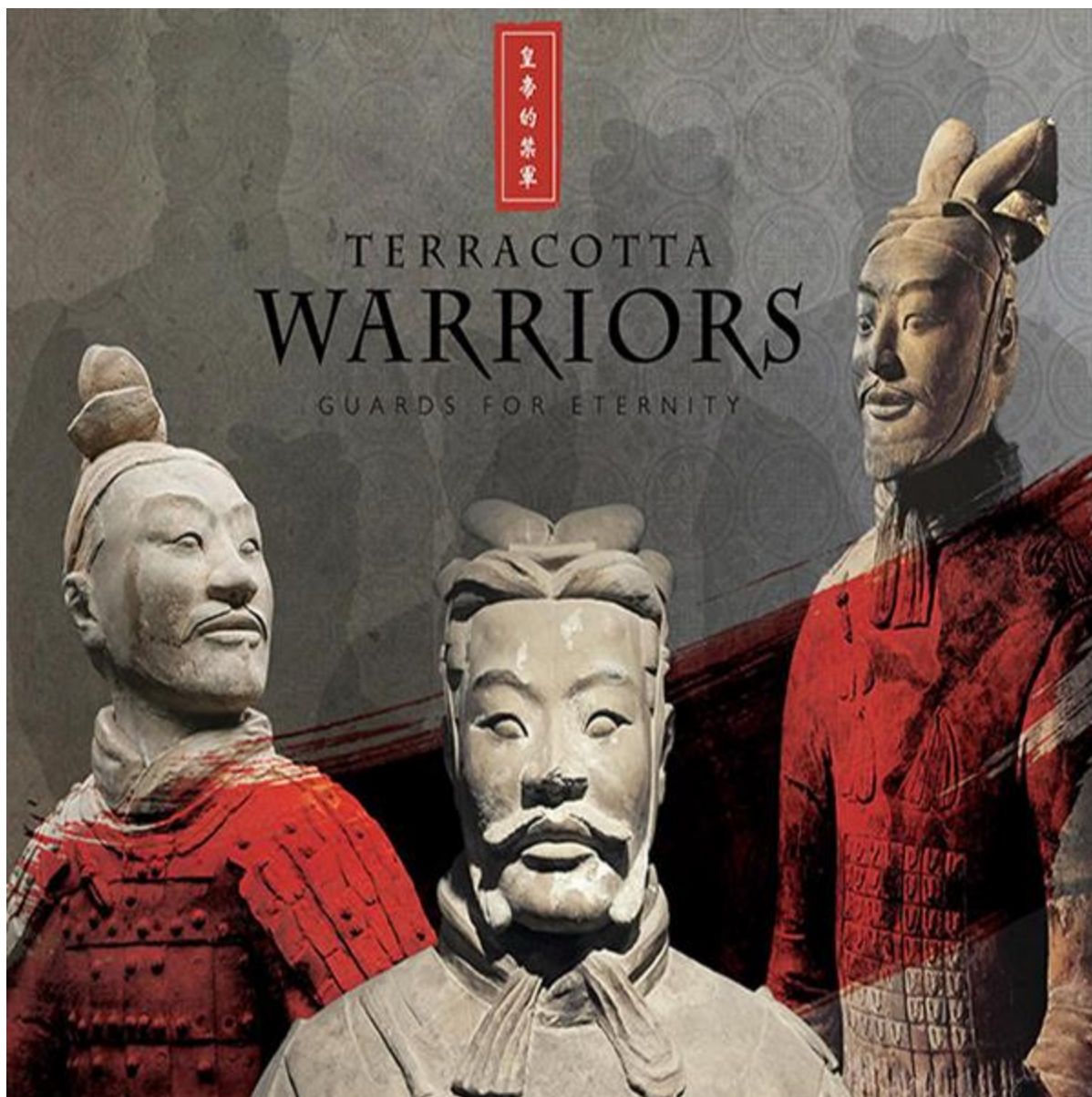
The Defendant Marketed and Represented the Exhibit as a Presentation of Ancient Terracotta Warriors from China

21. The Defendant marketed the Exhibit as a presentation of ancient terracotta warriors from China. The name of the Exhibit was *Terracotta Warriors of the First Emperor*. Blazoned on the top of the Exhibit's website, used to sell tickets to the Exhibit, was a photo of a statue resembling the famous life-sized terracotta statues found in Xi-An China; on the bottom of the same website was a photo of eleven similar statues. The Exhibit's website stated that "life-sized statues, constructed over 2000 years ago...come to the Franklin Institute for the only east coast engagement of a two-city exhibit tour." See, **EXHIBIT A**. The K-12 education guide that

was linked to in the Exhibit’s website stated that “the objects on display are priceless artifacts never before seen in Philadelphia.” *See*, **EXHIBIT B**. In addition, a larger banner was placed in front of the Defendant’s headquarters. This banner had photos of four statues that resemble the famous terracotta statues found in Xi-An China. The banner read, “Terracotta Warriors of the First Emperor;” it stressed the authenticity of statues displayed the Exhibit by indicating that that they belonged to the first emperor of China. The banner did not acknowledge that most of the life-sized statues in the Exhibit were replicas. *See also*, **EXHIBIT D**.



22. Numerous posters could have been found inside the Defendant’s headquarters and around Philadelphia, advertising the Exhibit. These posters did not indicate that most of the life-sized statues in the Exhibit were replicas. Some of these posters, like the posters displayed below, contained images of terracotta warriors which are squarely not found in the Exhibit. *See also* **EXHIBIT F**.





23. The images shown on the website, on the banner that was in front of the Defendant's headquarters, and the K-12 education guide, the description on the Exhibit website and posters located throughout Philadelphia demonstrate that the Defendant led the consumer to believe that they were entering an Exhibit where the entire Exhibit was comprised of authentic life-sized terracotta warriors from China, and not replicas. These advertisements also misled the consumer into believing that there were certain statues in the Exhibit that were simply not there.

Most of the Life-Sized Statues in the Exhibit were not the Originals Terracotta Warriors from Xi-an China but were Rather Replicas

24. Plaintiff's counsel has investigated and found that most of the life-sized "terracotta warriors" inside the Exhibit were not the original terracotta warriors from Xi-An China. Instead, most of the life-sized statues inside of the Exhibit were replicas of the terracotta warriors found in Xi-An China. In fact, the news outlet, philly.com, also stated that dozens of

statues in the Exhibit were replicas.¹ *See also*, **EXHIBIT C**. Below is a picture of some of the replicas in the Exhibit, found as part of Plaintiff counsel’s investigations. These life-sized statues were not marked as replicas. *See also*, **EXHIBIT E**.



25. In front of a room, in the second portion of the Exhibit, containing many of these replicas was a banner asked Exhibit attendees, “CAN YOU IMAGINE BEING IN THE

¹ <http://www.philly.com/philly/entertainment/terracotta-warriors-franklin-institute-exhibit-philly-20170927.html> ; Accessed 2/16/18

ORIGINAL CHAMBERS?” The banner instructed Exhibit attendees to “step back in time and walk among the Terracotta Army.” This banner was utterly misleading. It misled Exhibit attendees into believing that the life-sized statues past the banner were all originals when, in fact, all the life-sized statues that appear after this banner were replicas. No label indicated to the museum attendee that the life-sized statues that appeared in the room after the banner were, in fact, replicas.

26. There were more than sixteen life-sized statues in the Exhibit that were replicas. At most, there were ten authentic terracotta warriors. Thus, most of life-sized sculptures in the Exhibit were replicas which were not labeled as replicas. *See* also, **EXHIBIT A**.

Plaintiff Relied on Defendant’s Representations that the Terracotta Warriors in the Exhibit were Authentic

27. The Plaintiff saw several posters advertising the Exhibit at multiple locations in Philadelphia. The Plaintiff also saw the giant banner advertising the Exhibit that hung on Defendant’s headquarters. These posters and banner read, “Terracotta Warriors of the First Emperor,” and had images of what appeared to be authentic terracotta warriors. Before attending the Exhibit, Plaintiff also went onto the Exhibit website. In reliance of the of the representations made on the banner, website, and posters – that there would be authentic terracotta warriors in the Exhibit including the ones on the banner, website, and posters and that she would be able to trust that the statues she saw were historical artifacts – she purchased tickets to the Exhibit, a mobile guide to the Exhibit, and tickets to an IMAX showing on February 15, 2018. Upon traversing the entirety of the Exhibit, she felt as if none of the statues in the Exhibit appeared to be authentic. Many of the statues in the Exhibit were not labeled as replicas. She asked a security guard if any of the statues in the Exhibit were authentic. The security guard replied that none of the statues in the Exhibit were authentic and that every statue was a replica. While in the Exhibit,

Plaintiff found herself unable to accurately discern which life-sized statues in the Exhibit were authentic and which were replicas or whether there were any authentic terracotta warriors in the Exhibit at all.

The Defendant did not Adequately Label Which Statues were Authentic and Which were Replicas

28. The Defendant did not label which statues in the Exhibit were authentic terracotta warriors and which statues in the Exhibit were replicas. Thus, Defendant misled Plaintiff and Class into believing that all of the statues in the Exhibit would be all authentic when most of the life-sized statues were replicas.

Plaintiff and the Class Were Injured as a Result of Defendant's Deceptive Conduct

29. The Plaintiff and Class members reasonably relied on the Defendant's misrepresentations when purchasing a ticket to the Exhibit and believed that that they were purchasing tickets to see an historical Exhibit where all the statues were authentic historical artifacts. Plaintiff and Class members were injured as the result of Defendant's deceptive conduct because they were misled to believe that all life-sized terracotta warriors in the Exhibit were authentic when most of them were replicas. Even if there were some life-sized terracotta warriors in the Exhibit which were authentic, Plaintiff and Class were not buying a product but rather the experience of entering an historical exhibit; the experience of entering an exhibit where most of the statues are replicas is markedly different from the experience of entering an exhibit where all of the statues are authentic historical artifacts. Through its marketing, the Defendant represented that the Exhibit would provide the latter experience. The Plaintiff and Class' injury was further exacerbated by the fact that the replicas in the Exhibit were not labeled as replicas, meaning that Plaintiff and Class were unable to properly discern, locate, and observe

the actual authentic terracotta warriors in the Exhibit. Thus, Plaintiff and the Class were deprived of the benefit of their bargain.

30. In order for the Plaintiff and Class to be made whole, they must be compensated for the full price of the ticket they paid to enter the Exhibit, for the price of the accompanying audio for the Exhibit, and for ticket to the accompanying IMAX movie. But for the Defendant's misrepresentations, the Plaintiff and Class would not have purchased the tickets to enter the Exhibit, nor the accompanying audio, nor the ticket for the IMAX movie.

CLASS ACTION ALLEGATIONS

31. Plaintiff LEE brings this action as a class action pursuant to Rule 23 of the Federal Rules of Civil Procedure on behalf of the following Class:

All persons or entities in the United States who bought tickets to the Exhibit, the accompanying audio for the Exhibit, and tickets for the accompanying IMAX movie during the applicable limitations period, and/or such subclasses as the Court may deem appropriate ("the Nationwide Class").

32. The proposed Classes exclude current and former officers and directors of Defendant, members of the immediate families of the officers and directors of Defendant, Defendant's legal representatives, heirs, successors, assigns, and any entity in which they have or have had a controlling interest, and the judicial officer to whom this lawsuit is assigned.

33. Class members are so numerous that joinder of all Class members is impracticable. While the exact number of Class members is unknown to Plaintiff at this time and can only be ascertained through the appropriate discovery, Plaintiff believes that there are thousands of members in the proposed Classes. Other members of the Classes may be identified from records maintained by Defendant and may be notified of the pendency of this action by

mail, or by advertisement, using the form of notice similar to that customarily used in class actions such as this.

34. Plaintiff's claims are typical of the claims of other Class members as they all are similarly affected by Defendant's wrongful conduct.

35. Plaintiff will fairly and adequately protect the interests of the Class members in that Plaintiff has no interests antagonistic to them. Plaintiff has retained experienced and competent counsel.

36. A class action is superior to other available methods for the fair and efficient adjudication of this controversy. Since the damages sustained by individual Class members may be relatively small, the expense and burden of individual litigation make it impracticable for the Class members to individually seek redress for the wrongful conduct alleged herein.

37. Common questions of law and fact exist as to all Class members and predominate over any questions solely affecting individual members. These include:

- i. Whether Defendant marketed, advertised and/or sold the tickets for the Exhibit to Plaintiff and Class members using in a false, misleading and/or deceptive manner;
- ii. Whether Defendant omitted and/or misrepresented material facts in connection with the sale of the tickets to the Exhibit;
- iii. Whether Defendant's marketing, advertising and/or selling of tickets to the Exhibit constituted an unfair, unlawful or fraudulent practice;
- iv. Whether the statues displayed in the Exhibit were authentic terracotta warriors or replicas

- v. Whether Class members have sustained damages as a result of Defendant's wrongful conduct;
- vi. Whether Defendant purposely misrepresented the Exhibit so that Plaintiff and Class members would purchase tickets to the Exhibit;
- vii. The appropriate measure of damages and/or other relief.

38. The membership of the Classes is readily definable, and prosecution of this action as a class action will reduce the possibility of repetitious litigation. Plaintiff knows of no difficulty which will be encountered in the management of this litigation that would preclude its maintenance as a class action.

39. A class action is superior to other available methods for the fair and efficient adjudication of this controversy. The damages suffered by any individual Class member are too small to make it economically feasible for an individual Class member to prosecute a separate action, and it is desirable for judicial efficiency to concentrate the litigation of the claims in this forum. Furthermore, the adjudication of this controversy through a class action will prevent the potentially inconsistent and conflicting adjudications of the claims asserted herein. There will be no difficulty in the management of this action as a class action.

40. The prerequisites to maintaining a class action for injunctive relief or equitable relief pursuant to Rule 23(b)(2) are met, as Defendant has acted or refused to act on grounds generally applicable to the Class, thereby making appropriate final injunctive or equitable relief with respect to the Class as a whole.

41. The prerequisites to maintaining a class action for injunctive relief or equitable relief pursuant to Rule 23(b)(3) are met, as questions of law or fact common to the Classes

predominate over any questions affecting only individual members and a class action is superior to other available methods for fairly and efficiently adjudicating the controversy.

42. The prosecution of separate actions by individual Class members would create a risk of establishing inconsistent rulings and/or incompatible standards of conduct for Defendant. Additionally, individual actions may be dispositive of the interest of all Class members, although certain Class members are not parties to such actions.

43. Defendant's conduct is generally applicable to the Classes as a whole and Plaintiff seeks, *inter alia*, equitable remedies with respect to the Classes as a whole. As such, Defendant's systematic policies and practices make declaratory relief with respect to the Classes as a whole appropriate.

CAUSES OF ACTION

COUNT I

VIOLATIONS OF THE PENNSYLVANIA UNFAIR TRADE PRACTICES AND CONSUMER PROTECTION LAW (73 Penn. Stat. Ann. § 201-1, *et seq.*)

***(Brought Individually and on behalf of the Pennsylvania Subclass of the Nationwide Class;
Alternatively, brought Individually and on behalf of the Pennsylvania Class.)***

44. Plaintiff LEE realleges and incorporates herein by reference all allegations contained above as if fully set forth herein and further alleges as follows:

45. Plaintiff LEE brings this claim individually and on behalf of the other members of the Class for violations of Pennsylvania's Unfair Trade Practices and Consumer Protection Law, 73 Penn. Stat. Ann. § 201-1, *et seq.* (the "UTPCPL").

46. Plaintiffs and Class members are consumers who purchased the tickets to exhibit for personal, family or household purposes.

47. The UTPCPL prohibits "'Unfair methods of competition' and 'unfair or deceptive acts or practices.'" 73 Penn. Stat. Ann. § 201-2. Specifically, the UTPCPL prohibits:

“Representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits or quantities that they do not have,” 73 Penn. Stat. Ann. § 201-2(v), “Representing that goods or services are of a particular standard, quality or grade, or that goods are of a particular style or model, if they are of another,” and 73 Penn. Stat. Ann. § 201-2(viii) “Engaging in any other fraudulent or deceptive conduct which creates a likelihood of confusion or of misunderstanding,” 73 Penn. Stat. Ann. § 201-2(xxi).

48. Defendants violate the UTPCPL by misleading consumers into believing that most of the statues in the exhibit were historical artifacts. Defendants’ entire advertising and marketing effort is designed to mislead reasonable consumers such as CHIEN-HUI LEE into purchasing tickets to the Exhibit. If not for Defendants’ false advertisements, consumers would not have paid as much for tickets to the Exhibit, or they would not have purchased them at all.

49. Consumers in Pennsylvania have been injured in their business and property by Defendants’ unfair and deceptive practices. In accordance with 73 Penn. Stat. Ann. § 201-9.2, Plaintiffs and are entitled to recover actual damages, treble damages, punitive damages, injunctive relief, equitable and declaratory relief, other appropriate damages, and attorneys’ fees and costs.

COUNT II

COMMON LAW FRAUD

(brought on behalf of the Nationwide Class, in conjunction with the substantively similar common law of other states and the District of Columbia to the extent New York common law is inapplicable to out-of-state Class members, or, in the alternative, on behalf of the New York Class)

50. Plaintiff realleges and incorporates herein by reference the allegations contained in all preceding paragraphs, and further alleges as follows:

51. Through its marketing and advertising, Defendant intentionally made materially false and misleading representations that the sculptures in the Exhibit were authentic and not replicas.

52. Plaintiff and Class members were induced by, and relied upon, Defendant's false and misleading representations and did not know the truth about the Exhibit at the time they purchased tickets.

53. Defendant knew of its false and misleading representations. Defendant nevertheless continued to promote and encourage customers to purchase the Product in a misleading and deceptive manner, intending that Plaintiff and the Class rely on its misrepresentations.

54. Had Plaintiff and the Class known that the Exhibit contained mostly replicas of terracotta warriors, and that these replicas would not be labeled as replicas, they would not have purchased tickets to the Exhibit.

55. Plaintiff and Class members have been injured as a result of Defendant's fraudulent conduct.

56. Defendant is liable to Plaintiff and Class members for damages sustained as a result of Defendant's fraud. In order for Plaintiff and Class members to be made whole, they need to receive a refund compensating them for the ticket they purchased.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff, individually and on behalf of all other similarly situated, seeks judgment against Defendant, as follows:

- a. An Order that this action be maintained as a class action and appointing Plaintiff as representative of the Nationwide Class or, in the alternative, the Pennsylvania Class;
- b. An Order appointing the undersigned attorney as class counsel in this action;

- c. Restitution and disgorgement of all amounts obtained by Defendant as a result of its misconduct, together with interest thereon from the date of payment, to the victims of such violations;
- d. All recoverable compensatory and other damages sustained by Plaintiff and the Class;
- e. Actual and/or statutory damages for injuries suffered by Plaintiff and the Class and in the maximum amount permitted by applicable law;
- f. An order (i) enjoining Defendant from continuing to misrepresent and conceal material information and conduct business via the unlawful, unfair and deceptive business acts and practices complained of herein; (ii) ordering Defendant to engage in a corrective advertising campaign; and (iii) requiring Defendant to reimburse Plaintiff and all members of the Class in an amount up to the purchase price of the ticket to the Exhibit, of the accompanying audio equipment, and of the ticket to the accompanying IMAX movie.
- g. Statutory pre-judgment and post-judgment interest on any amounts;
- h. Payment of reasonable attorneys' fees and costs; and
- i. Such other relief as the Court may deem just and proper.

DEMAND FOR TRIAL BY JURY

Plaintiff, individually and on behalf of all others similarly situated, hereby demands a jury trial on all claims so triable.

Dated: 3.20.2018

Respectfully submitted,

/s/ C.K. Lee

By: C.K. Lee, Esq.

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Attorneys for Plaintiff and the Class

JS 44 (Rev. 06/17)

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS

CHIEN-HUI LEE, on behalf of herself and all others similarly situated

(b) County of Residence of First Listed Plaintiff Berks County

(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

C.K. Lee, ESQ., LEE LITIGATION GROUP, PLLC
30 EAST 34th St. 2nd Floor. New York, NY 10016 Tel.: (212) 465-1188**DEFENDANTS**

THE FRANKLIN INSTITUTE

County of Residence of First Listed Defendant

(IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

- ☐ 1 U.S. Government Plaintiff
- ☐ 2 U.S. Government Defendant
- ☐ 3 Federal Question (U.S. Government Not a Party)
- ☒ 4 Diversity (Indicate Citizenship of Parties in Item III)

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- | | PTF | DEF | | PTF | DEF |
|---|---------------------------------------|----------------------------|---|----------------------------|---------------------------------------|
| Citizen of This State | <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> 1 | Incorporated or Principal Place of Business In This State | <input type="checkbox"/> 4 | <input checked="" type="checkbox"/> 4 |
| Citizen of Another State | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | Incorporated and Principal Place of Business In Another State | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| Citizen or Subject of a Foreign Country | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | Foreign Nation | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |

IV. NATURE OF SUIT (Place an "X" in One Box Only)

Click here for: Nature of Suit Code Descriptions.

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES	
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	PERSONAL INJURY <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice	PERSONAL INJURY <input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/ Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY <input checked="" type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act IMMIGRATION <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 835 Patent - Abbreviated New Drug Application <input type="checkbox"/> 840 Trademark SOCIAL SECURITY <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) FEDERAL TAX SUITS <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 376 Qui Tam (31 USC 3729(a)) <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
REAL PROPERTY <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Tort to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	CIVIL RIGHTS <input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education	PRISONER PETITIONS Habeas Corpus: <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty Other: <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition <input type="checkbox"/> 560 Civil Detainee - Conditions of Confinement			

V. ORIGIN (Place an "X" in One Box Only)

- ☒ 1 Original Proceeding
- ☐ 2 Removed from State Court
- ☐ 3 Remanded from Appellate Court
- ☐ 4 Reinstated or Reopened
- ☐ 5 Transferred from Another District (specify)
- ☐ 6 Multidistrict Litigation - Transfer
- ☐ 8 Multidistrict Litigation - Direct File

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):

73 Penn. Stat. Ann. § 201-1, et seq.)

Brief description of cause:

Defendant falsely advertised to plaintiff the nature of an exhibit Defendant held

VII. REQUESTED IN COMPLAINT:☒ CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.

DEMAND \$

CHECK YES only if demanded in complaint:

JURY DEMAND: ☒ Yes ☐ No**VIII. RELATED CASE(S)**

IF ANY

(See instructions):

JUDGE

DOCKET NUMBER

DATE March 20, 2018

SIGNATURE OF ATTORNEY OF RECORD

FOR OFFICE USE ONLY

RECEIPT #

AMOUNT

APPLYING IFP

JUDGE

MAG. JUDGE

UNITED STATES DISTRICT COURT

FOR THE EASTERN DISTRICT OF PENNSYLVANIA — DESIGNATION FORM to be used by counsel to indicate the category of the case for the purpose of assignment to appropriate calendar.

Address of Plaintiff: C/O Lee Litigation Group, 30 E 39th St., 2/F, NYC, NY 10016

Address of Defendant: The Benjamin Franklin Parkway and 20th Street, Philadelphia, PA 19103

Place of Accident, Incident or Transaction: The Franklin Institute, The Benjamin Franklin Parkway and 20th Street, Philadelphia, PA 19103
(Use Reverse Side For Additional Space)

Does this civil action involve a nongovernmental corporate party with any parent corporation and any publicly held corporation owning 10% or more of its stock?

(Attach two copies of the Disclosure Statement Form in accordance with Fed.R.Civ.P. 7.1(a))

Yes ☐ No ☒

Does this case involve multidistrict litigation possibilities?

Yes ☐ No ☒

RELATED CASE, IF ANY:

Case Number: _____ Judge _____ Date Terminated: _____

Civil cases are deemed related when yes is answered to any of the following questions:

1. Is this case related to property included in an earlier numbered suit pending or within one year previously terminated action in this court?
Yes ☐ No ☒
2. Does this case involve the same issue of fact or grow out of the same transaction as a prior suit pending or within one year previously terminated action in this court?
Yes ☐ No ☒
3. Does this case involve the validity or infringement of a patent already in suit or any earlier numbered case pending or within one year previously terminated action in this court?
Yes ☐ No ☒
4. Is this case a second or successive habeas corpus, social security appeal, or pro se civil rights case filed by the same individual?
Yes ☐ No ☒

CIVIL: (Place ☒ in ONE CATEGORY ONLY)

A. Federal Question Cases:

1. ☐ Indemnity Contract, Marine Contract, and All Other Contracts
2. ☐ FELA
3. ☐ Jones Act-Personal Injury
4. ☐ Antitrust
5. ☐ Patent
6. ☐ Labor-Management Relations
7. ☐ Civil Rights
8. ☐ Habeas Corpus
9. ☐ Securities Act(s) Cases
10. ☐ Social Security Review Cases
11. ☐ All other Federal Question Cases
(Please specify) _____

B. Diversity Jurisdiction Cases:

1. ☐ Insurance Contract and Other Contracts
2. ☐ Airplane Personal Injury
3. ☐ Assault, Defamation
4. ☐ Marine Personal Injury
5. ☐ Motor Vehicle Personal Injury
6. ☐ Other Personal Injury (Please specify)
7. ☐ Products Liability
8. ☐ Products Liability — Asbestos
9. ☒ All other Diversity Cases

(Please specify) Consumer Fraud

ARBITRATION CERTIFICATION

(Check Appropriate Category)

I, _____, counsel of record do hereby certify:

- ☐ Pursuant to Local Civil Rule 53.2, Section 3(c)(2), that to the best of my knowledge and belief, the damages recoverable in this civil action case exceed the sum of \$150,000.00 exclusive of interest and costs;
- ☐ Relief other than monetary damages is sought.

DATE: _____

Attorney-at-Law

Attorney I.D.#

NOTE: A trial de novo will be a trial by jury only if there has been compliance with F.R.C.P. 38.

I certify that, to my knowledge, the within case is not related to any case now pending or within one year previously terminated action in this court except as noted above.

DATE: 3-20-18

Attorney-at-Law

Attorney I.D.#

**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF PENNSYLVANIA**

CASE MANAGEMENT TRACK DESIGNATION FORM

v.

:

:

:

:

:

CIVIL ACTION

NO.

In accordance with the Civil Justice Expense and Delay Reduction Plan of this court, counsel for plaintiff shall complete a Case Management Track Designation Form in all civil cases at the time of filing the complaint and serve a copy on all defendants. (See § 1:03 of the plan set forth on the reverse side of this form.) In the event that a defendant does not agree with the plaintiff regarding said designation, that defendant shall, with its first appearance, submit to the clerk of court and serve on the plaintiff and all other parties, a Case Management Track Designation Form specifying the track to which that defendant believes the case should be assigned.

SELECT ONE OF THE FOLLOWING CASE MANAGEMENT TRACKS:

- (a) Habeas Corpus – Cases brought under 28 U.S.C. § 2241 through § 2255. ()
- (b) Social Security – Cases requesting review of a decision of the Secretary of Health and Human Services denying plaintiff Social Security Benefits. ()
- (c) Arbitration – Cases required to be designated for arbitration under Local Civil Rule 53.2. ()
- (d) Asbestos – Cases involving claims for personal injury or property damage from exposure to asbestos. ()
- (e) Special Management – Cases that do not fall into tracks (a) through (d) that are commonly referred to as complex and that need special or intense management by the court. (See reverse side of this form for a detailed explanation of special management cases.) ()
- (f) Standard Management – Cases that do not fall into any one of the other tracks. (X)

Date

3-20-18

Attorney-at-law C.K. Lee

Attorney for

212-465-1180

212-465-1181

cklee@leelitigation.com

Telephone

FAX Number

E-Mail Address

**Civil Justice Expense and Delay Reduction Plan
Section 1:03 - Assignment to a Management Track**

- (a) The clerk of court will assign cases to tracks (a) through (d) based on the initial pleading.
- (b) In all cases not appropriate for assignment by the clerk of court to tracks (a) through (d), the plaintiff shall submit to the clerk of court and serve with the complaint on all defendants a case management track designation form specifying that the plaintiff believes the case requires Standard Management or Special Management. In the event that a defendant does not agree with the plaintiff regarding said designation, that defendant shall, with its first appearance, submit to the clerk of court and serve on the plaintiff and all other parties, a case management track designation form specifying the track to which that defendant believes the case should be assigned.
- (c) The court may, on its own initiative or upon the request of any party, change the track assignment of any case at any time.
- (d) Nothing in this Plan is intended to abrogate or limit a judicial officer's authority in any case pending before that judicial officer, to direct pretrial and trial proceedings that are more stringent than those of the Plan and that are designed to accomplish cost and delay reduction.
- (e) Nothing in this Plan is intended to supersede Local Civil Rules 40.1 and 72.1, or the procedure for random assignment of Habeas Corpus and Social Security cases referred to magistrate judges of the court.

**SPECIAL MANAGEMENT CASE ASSIGNMENTS
(See §1.02 (e) Management Track Definitions of the
Civil Justice Expense and Delay Reduction Plan)**

Special Management cases will usually include that class of cases commonly referred to as "complex litigation" as that term has been used in the Manuals for Complex Litigation. The first manual was prepared in 1969 and the Manual for Complex Litigation Second, MCL 2d was prepared in 1985. This term is intended to include cases that present unusual problems and require extraordinary treatment. See §0.1 of the first manual. Cases may require special or intense management by the court due to one or more of the following factors: (1) large number of parties; (2) large number of claims or defenses; (3) complex factual issues; (4) large volume of evidence; (5) problems locating or preserving evidence; (6) extensive discovery; (7) exceptionally long time needed to prepare for disposition; (8) decision needed within an exceptionally short time; and (9) need to decide preliminary issues before final disposition. It may include two or more related cases. Complex litigation typically includes such cases as antitrust cases; cases involving a large number of parties or an unincorporated association of large membership; cases involving requests for injunctive relief affecting the operation of large business entities; patent cases; copyright and trademark cases; common disaster cases such as those arising from aircraft crashes or marine disasters; actions brought by individual stockholders; stockholder's derivative and stockholder's representative actions; class actions or potential class actions; and other civil (and criminal) cases involving unusual multiplicity or complexity of factual issues. See §0.22 of the first Manual for Complex Litigation and Manual for Complex Litigation Second, Chapter 33.

EXHIBIT A

Exhibit Website



New!

September 30, 2017–March 4, 2018**Today's Hours**

9:30am to 9:00pm

*Additional Fee **Last admission at
7:00pm**Daytime: 9:30am - 5:00pm**General Museum Admission is
included.

Adult	\$35
Child (3-11)	\$30

BUY TICKETS**Evening: 5:00pm - 9:00pm**General Museum Admission is not
included.

Adult	\$20
Child (3-11)	\$15

BUY TICKETS**Member Tickets - Daytime or****Evening**

Adult	\$10
Child (3-11)	\$10

BUY MEMBER TICKETS***Weekday mornings are sold out!***Due to unprecedented demand, **additional evening time slots have been added.**Afternoon, evening and weekend tickets are still available while they last.
Purchase tickets in advance on our website or by phone at 215.448.1200.

Take a journey through one of the most significant archaeological discoveries in history—and explore the enduring mysteries that remain hidden within its depths.

In 1974, a farmer in China was digging a well when he struck upon fragments of terracotta. Unbeknownst to him, the farmer had uncovered one of the most monumental achievements in human history. Buried beneath the surface of the land were thousands of life-sized statues, constructed over 2,000 years ago—silently and steadfastly guarding the tomb of their master: China's first emperor.

In the years since their discovery, archaeologists have excavated and researched these warriors—exploring their intricacies, uncovering their histories, and unraveling the secrets that have lain beneath our feet since 210 BCE. Yet, questions remain about the elaborate tomb, shrouding the warriors in mystery and calling scientists to continue to explore.

Group

General Museum Admission is included.

Adult	\$24.00
Child (3-18)	\$18.00

BOOK YOUR GROUP VISIT



Now, these warriors—symbols of the astounding achievements of mankind and the incredible history of the human race—come to The Franklin Institute for the only east coast engagement of a two-city exhibit tour. *Terracotta Warriors of the First Emperor* takes a unique journey through the story, culture, craft, and science of the figures that promises to awe and inspire.

Unprecedented in its focus on the science and technology used to build, bury, and excavate the Terracotta Army, this brand new exhibit features ten terracotta figures from the burial complex, as well as more than 160 artifacts including weapons, jade pieces, gold ornaments, bronze bells, ceremonial vessels, coins, and architectural pieces of the time. Multimedia and interactive elements complement the artifacts to further engage visitors in hands-on STEM learning aligned with Next Generation Science Standards. Don't miss this unforgettable opportunity to immerse yourself in the wonders that are the Terracotta Warriors.

When to visit:

The best time to visit is a weekday afternoon or on a weekend. Weekday mornings are busier due to field trips. Make your reservation today so that you have an opportunity to experience this once-in-a-lifetime exhibition.

Before Your Visit:

Download the free **Terracotta Warriors Exhibition Augmented Reality (AR) mobile app** to experience AR inside the exhibit.

Find out more about Terracotta Warriors AR [here](#).



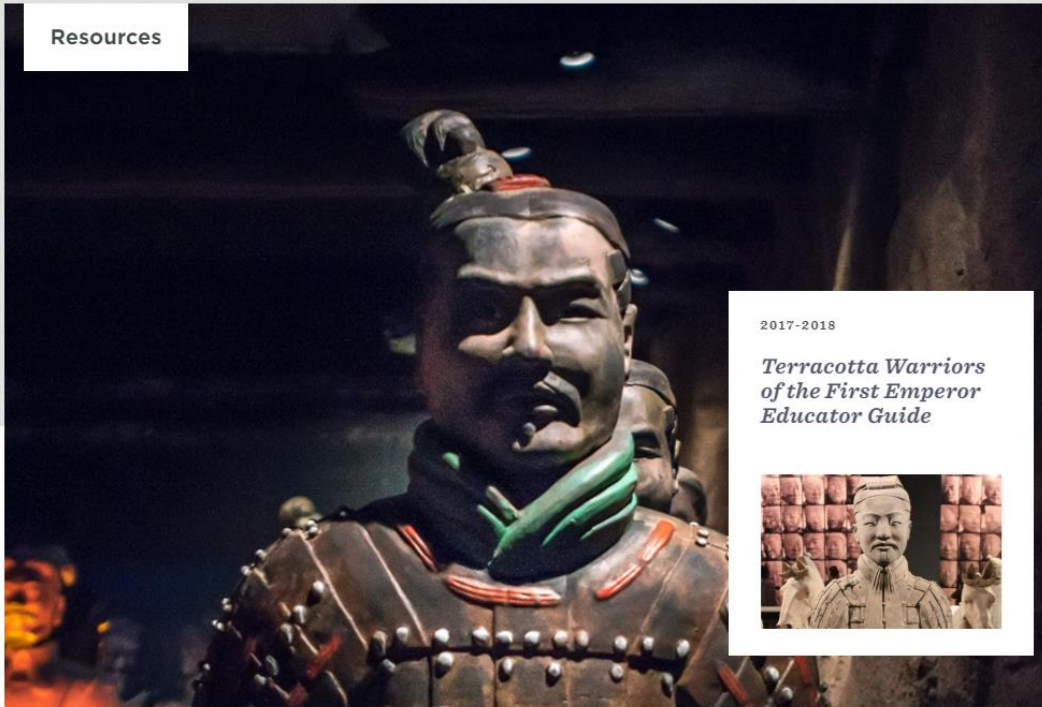
PRESENTED IN THE
NICHOLAS AND ATHENA
KARABOTS PAVILION

AND THE
MANDELL
CENTER

Major support for
Augmented Reality
provided by:



Resources



2017-2018

Terracotta Warriors of the First Emperor Educator Guide



JOIN OUR EMAIL LIST

CONNECT WITH US



DOWNLOAD OUR MOBILE APP



TWITTER



These past two days at @NASAKennedy have been an absolute blast. Thanks to @NASASocial for hosting us. We hope you...
<https://t.co/OukVuPoGdH>

15 hours 14 min ago



We have lift off! @NOAASatellites' #GOESS is officially on its way to geostationary orbit to help us better understand...
<https://t.co/psmwOwWcDr>

16 hours 53 min ago



FOLLOW @THEFRANKLIN

DONATE ABOUT US PRESS ROOM JOIN OUR TEAM CONTACT MUSEUM POLICIES

Mailing Address

The Franklin Institute
222 North 20th Street
Philadelphia, PA 19103

On-Site Parking Garage

The Franklin Institute
271 North 21st Street
Philadelphia, PA 19103

Contact

Questions or concerns? Call or email us at
215.448.1200 or guestservices@fi.edu



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EXHIBIT B

K-12 Education Guide

HOW TO PREPARE

Students should know that the objects on display are priceless artifacts never before seen in Philadelphia. The objects are NOT TO BE TOUCHED!

While touching the artifacts is not allowed, there are several hands-on things for students to do throughout the galleries. Students should be encouraged to try all of these activities in order to enrich their learning experience.

Chaperones and students should know that the museum encourages conversation around the displays and children should ask questions and discuss what they see. Museum etiquette suggests that the conversation be kept to an appropriate indoor volume level.

Note that there is a gift shop at the end of the exhibit which features items related to the exhibition at many price levels—from small souvenirs to collectible items. You have to pass through it to exit. Be prepared to direct your students accordingly to allow them time to shop or to instruct them to proceed directly through the shop to your next destination.



ABOUT THE EXHIBIT

TERRACOTTA WARRIORS OF THE FIRST EMPEROR

Direct from China, your students will discover the story and science behind the authentic terracotta warriors with a fascinating journey back to the days of China's First Emperor—before, during, and after his epic rule. They will marvel at ten life-size warriors up close and in person, alongside an exclusive collection of over 170 other artifacts from ancient China.

Terracotta Warriors of The First Emperor will feature an extraordinary collection of artifacts on loan from the People's Republic of China for this special, one-year exhibition. While pieces from Qin Shihuangdi's Mausoleum Site Museum are special highlights of the collection, museums from throughout the Shaanxi province are also contributing artifacts.

While other exhibits of soldiers from the terracotta army have been staged in institutions around the world, Terracotta Warriors of The First Emperor is unprecedented in its particular focus on the science and technology surrounding the burial and the artifacts. Never before have visitors had the opportunity to marvel at these amazing artifacts while also engaging in hands-on science learning through a series of interactive and immersive experiences. As visitors on both coasts—in Philadelphia and Seattle—learn about the burial complex of the First Emperor, their appreciation for Chinese culture will grow as they discover one of the most monumental achievements in human history.

Ten terracotta figures from the burial complex will appear in the exhibition: a general, an armored officer, a kneeling archer, a standing archer, an armored soldier, a cavalryman, a saddled horse, a charioteer, a civil official, and a kneeling musician. Over 170 other artifacts from the pre-Qin, Qin, and Han dynasties will accompany the figures. These include weapons, jade pieces, bronze bells, ceremonial vessels, gold ornaments, coins, architectural pieces, and ornate bronze chariot replicas. Multimedia and interactive elements throughout the exhibit complement the artifacts to help tell the overarching story of how a young prince conquered all known enemies, formed the empire of China, advanced its civilization, and prepared an unrivaled burial site for his eternal reign.

EXHIBIT C

Part of philly.com Article

The Inquirer
DAILY NEWS philly.com

NEWS SPORTS BUSINESS HEALTH ENTERTAINMENT FOOD OPINION OBITS REAL ESTATE

Already a print subscriber? [Get Access](#)

Super Win. Super



Entertainment

Why the Terracotta Warriors are so special, and how to see them in Philly

Updated: SEPTEMBER 27, 2017 — 11:44 AM EDT



The Franklin Institute on Saturday will unveil [*Terracotta Warriors of The First Emperor*](#), an ambitious, tremendously inventive exhibit about one of China's richest archaeological treasures: the massive collection of life-size clay soldiers crafted roughly 2,200 years ago and unearthed by farmers in eastern China in 1974.

Featuring 10 terra-cotta warriors — the most ever lent to a North American exhibit — the traveling show will stop at only two cities, Seattle and Philly.

It'll be at the Franklin Institute through March 4, 2018.

"So, 30 years ago, China allowed about three of them to come to Philadelphia," said Franklin Institute president and CEO Larry Dubinski. "Now they let us exhibit 10 of them, which is pretty amazing."

Karen Elinich, the institute's director of science content, chimed in, "It's also extremely rare — almost unheard of — to be allowed to exhibit them outside glass cases."

Dubinski and Elinich were part of a team of curators the institute sent to China last year to choose items for the exhibit, a multidisciplinary, multimedia, multiroom experience that takes up 14,000 square feet of exhibit space.

Featuring 160 other artifacts and dozens of full-size terra-cotta warrior replicas, the show uses each of the 10 figures as the centerpiece of an elaborate mise-en-scène that illuminates a different aspect of life in China during the 3rd century B.C., when the warriors were built. It also tells the story of China's first emperor, Qin Shihuangdi, who had them built to accompany him into the afterlife.

"And since we're the Franklin, there's a strong science and technology element to the exhibit as well," Dubinski said.

The exhibit also will include an [Augmented Reality component](#): Visitors with the Franklin Institute app on their smartphones can access a wealth of extra visual detail and information about eight of the 10 warriors.

"Use your smartphone to scan special tags on the displays," Dubinski said, "and you can look at the warrior surrounded by virtual-reality elements."

The exhibit also has a film element; the documentary *Mysteries in China* will be featured in the Tuttleman IMAX Theater.

EXHIBIT D

Banner on Defendant's Headquarters



EXHIBIT E

Replicas of Terracotta Warriors found in the Exhibit







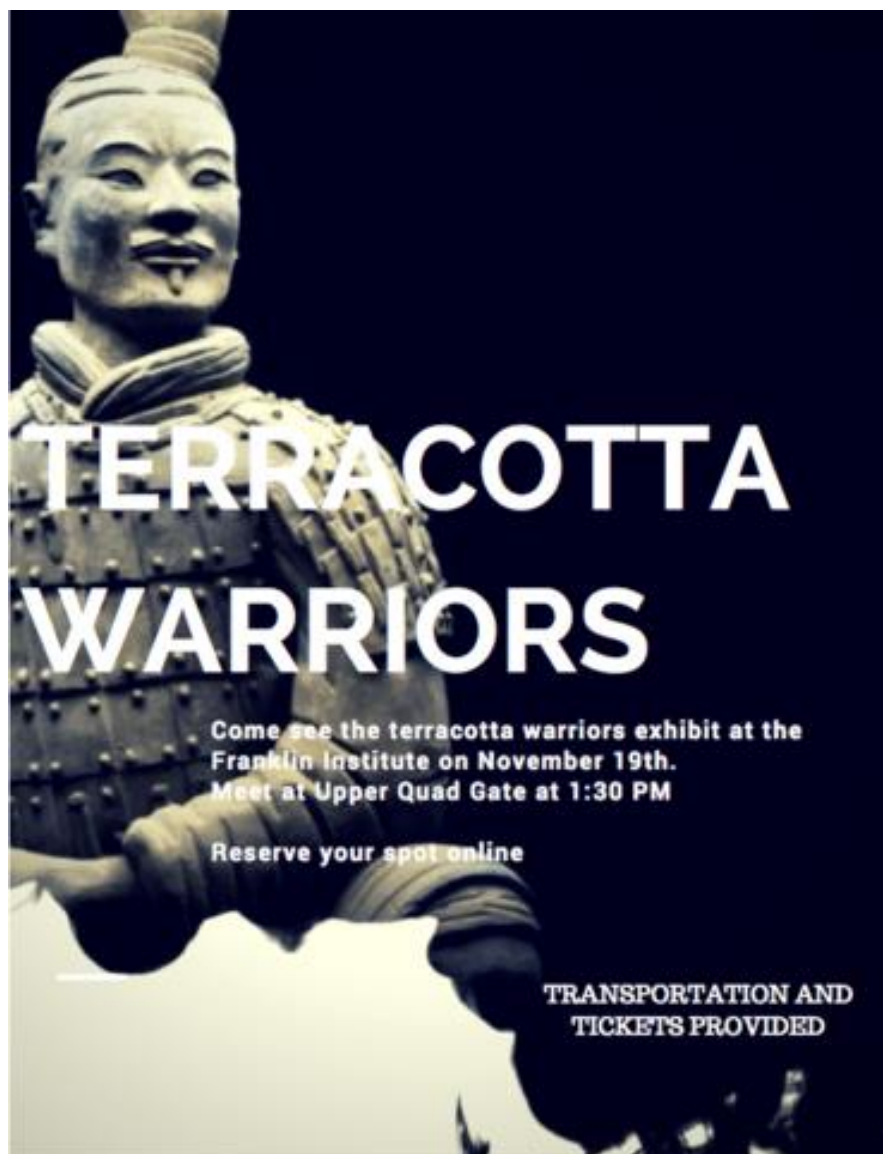


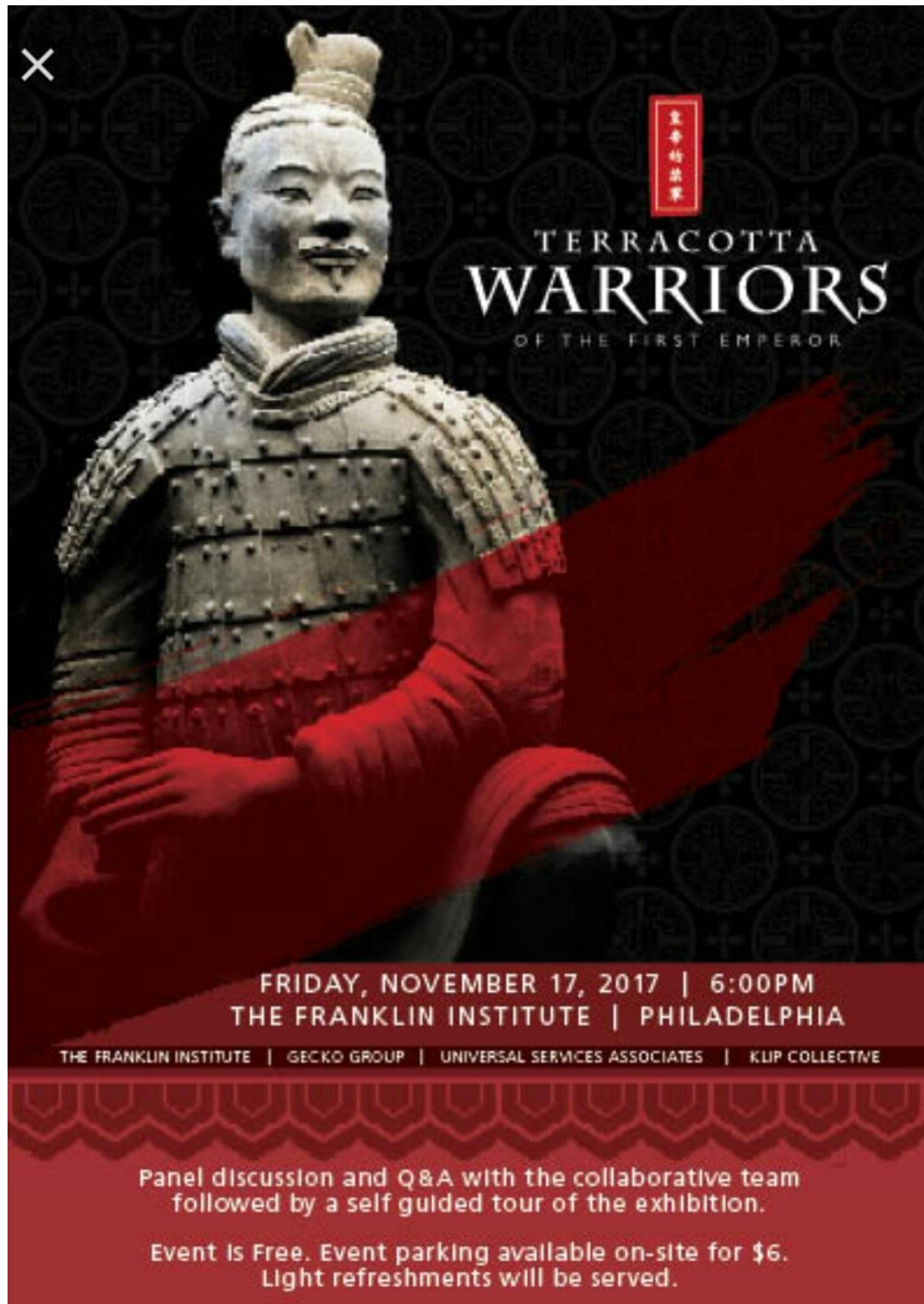
EXHIBIT F

Posters Advertising Exhibit









×

皇帝的禁軍

TERRACOTTA
WARRIORS
OF THE FIRST EMPEROR

FRIDAY, NOVEMBER 17, 2017 | 6:00PM
THE FRANKLIN INSTITUTE | PHILADELPHIA

THE FRANKLIN INSTITUTE | GECKO GROUP | UNIVERSAL SERVICES ASSOCIATES | KLIP COLLECTIVE

Panel discussion and Q&A with the collaborative team
followed by a self guided tour of the exhibition.

Event is Free. Event parking available on-site for \$6.
Light refreshments will be served.





EXHIBIT G

Banner in Front of Replicas

