

ORIGINAL

Dept. # 36 Assigned Alarcon

**FILED**  
Superior Court of California  
County of Los Angeles

**JUL 30 2018**

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By [Signature] Deputy  
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7 Attorneys for Plaintiffs Chadwick McQueen and  
City National Bank as Trustee of the Terry  
8 McQueen Testamentary Trust

9  
10 SUPERIOR COURT OF THE STATE OF CALIFORNIA  
11 COUNTY OF LOS ANGELES, CENTRAL DISTRICT  
12

13 CHADWICK MCQUEEN, an individual;  
CITY NATIONAL BANK AS TRUSTEE OF  
14 THE TERRY MCQUEEN  
TESTAMENTARY TRUST,  
15

16 Plaintiffs,

17 vs.

18 FERRARI N.V., a Dutch corporation;  
FERRARI NORTH AMERICA, INC., a  
19 Delaware corporation; and DOES 1 through  
10, inclusive,

20 Defendant.  
21  
22  
23  
24  
25  
26  
27  
28

Case No.

**BC 715754**

**COMPLAINT FOR:**

- (1) TRADEMARK INFRINGEMENT [15 U.S.C. §1114];
- (2) FALSE ENDORSEMENT AND DESIGNATION OF ORIGIN [15 U.S.C. §1125(a)];
- (3) RIGHT OF PUBLICITY [CAL. CIV. CODE §3344.1];
- (4) COMMON LAW UNFAIR COMPETITION

CIT/CASE: BC715754  
LEA/DEF#:   
RECEIPT #: CCH45980022  
DATE PAID: 07/31/18 08:53 AM  
PAYMENT: 435.00 310  
RECEIVED:   
CHECK: \$435.00  
CASH: \$0.00  
CHANGE: \$0.00  
CARD: \$0.00

1070649.4

COMPLAINT

6025 90067

07/31/2018

1 Plaintiffs Chadwick McQueen and City National Bank, in its capacity as Trustee of the  
2 Terry McQueen Testamentary Trust for the benefit of Molly McQueen, allege the following:

3 **PARTIES**

4 1. Plaintiff Chadwick McQueen is the son of the deceased movie star Steve McQueen.  
5 Chadwick McQueen is the co-owner of his father's right of publicity and trademark rights. He  
6 resides in the County of Los Angeles.

7 2. Plaintiff City National Bank is the trustee of the Terry McQueen Testamentary  
8 Trust, which is the other co-owner of Steve McQueen's rights of publicity and trademark rights.  
9 The trust is administered in the County of Los Angeles for the benefit of Molly McQueen, who is  
10 the daughter of Steve McQueen's late daughter, Terry McQueen. Molly McQueen also resides in  
11 the County of Los Angeles.

12 3. Plaintiffs Chadwick McQueen and City National Bank as Trustee of the Terry  
13 McQueen Testamentary Trust are hereinafter referenced collectively as "Plaintiffs."

14 4. Plaintiffs are informed and believe and thereon allege that defendant Ferrari N.V. is  
15 a corporation organized under the laws of the Netherlands with its principal place of business in  
16 Maranello, Italy.

17 5. Plaintiffs are informed and believe and thereon allege that defendant Ferrari North  
18 America, Inc., is a subsidiary of defendant Ferrari N.V., organized under the laws of Delaware,  
19 and headquartered in Englewood Cliffs, New Jersey.

20 6. The true names and capacities, whether individual, corporate, associate or  
21 otherwise of defendant Does 1 through 10, inclusive, are unknown to Plaintiffs who therefore sue  
22 said defendants by such fictitious names. Plaintiffs are informed and believe and thereon allege  
23 that each of the defendants designated herein as a fictitiously-named defendant is in some manner  
24 legally responsible for the events and happenings alleged herein. Defendants Ferrari N.V., Ferrari  
25 North America, Inc. and Does 1 through 10 are hereinafter referred to collectively as "Ferrari" or  
26 "Defendants."

27 7. Plaintiffs are informed and believe and thereon allege that each of the Defendants  
28 was, at all relevant times, the agent, servant, employee, joint venturer and/or partner of each of the

1 other Defendants, and in doing the things alleged hereinafter, each Defendant was acting within  
2 the scope of authority conferred upon that defendant or with the consent, approval and/or  
3 ratification of the other Defendants.

4 **GENERAL ALLEGATIONS**

5 **A. Steve McQueen Is a Movie Icon and "The King of Cool"**

6 8. Terence Steven "Steve" McQueen (hereinafter "Steve McQueen" or "McQueen")  
7 is one of the most famous actors in American film history.

8 9. McQueen's "anti-hero" persona made him a top box-office draw of the counter-  
9 cultural 1960s and 1970s and engendered his nickname "The King of Cool."

10 10. McQueen received an Academy Award nomination for his role in *The Sand*  
11 *Pebbles* and starred in other landmark films, including *The Cincinnati Kid*, *The Thomas Crown*  
12 *Affair*, *Bullitt*, *The Getaway*, and *Papillon*, as well as the all-star ensemble films *The Magnificent*  
13 *Seven*, *The Great Escape*, and *The Towering Inferno*.

14 11. By 1974, McQueen was the highest-paid movie star in the world.

15 12. Tragically, however, McQueen was taken from us too soon; he passed away on  
16 November 7, 1980.

17 **B. The "Steve McQueen Effect" Skyrockets the Value of Cars**

18 13. McQueen had a passion for speed and danger. He was and remains known as an  
19 avid motorcycle and race car enthusiast. He performed many of his own movie stunts, including  
20 some of the car chases in *Bullitt* and the motorcycle chase in *The Great Escape*.

21 14. As a result of McQueen's link to and love of cars, McQueen cars and related  
22 collectibles carry a huge premium in today's market. The "Steve McQueen effect" drives the  
23 value of anything owned by the actor, especially cars, to several multiples its standard price. For  
24 example, a 1970 Porsche 917K featured in the Steve McQueen movie *Le Mans* auctioned for over  
25 \$14 million in August 2017, becoming the most expensive Porsche ever sold. In 2014, a vintage  
26 Ferrari 275 GTB/4 once owned by Steve McQueen sold for over \$10 million, despite similar  
27 Ferraris usually selling for approximately \$3 million. In 2016, a Porsche 911 Turbo once owned  
28 by McQueen sold for just under \$2 million, despite similar Porsches usually selling for around

1 \$100,000 to \$150,000. In 2012, a 1968 Ford GT40 race car used in the filming of *Le Mans* sold  
2 for \$11 million – the most ever paid for any Ford vehicle and almost four times the insurance  
3 company's valuation. In 2011, McQueen's 1970 Porsche 911S, also used in *Le Mans*, auctioned  
4 for \$1.375 million – the most ever spent at auction for a 911 series Porsche and despite being  
5 valued at \$72,000.

6 15. The president and founder of the automotive auction house Gooding & Company  
7 once stated: "Steve McQueen is really at the top of the car mythology." A managing director of  
8 RM Auctions agreed, noting: "When it comes to cars with celebrity provenance, it doesn't get any  
9 better than a Ferrari owned by Steve McQueen."

10 16. For more than thirty years, the McQueen family has carefully and deliberately  
11 limited the car and motorcycle themed projects featuring Steve McQueen. For example, Ford has  
12 launched three limited editions of Mustangs featuring the name and likeness of McQueen, and the  
13 family has been closely involved with each launch, including recently in Detroit and Geneva.

14 17. Triumph has also featured McQueen in the global advertising of limited numbered  
15 editions of motorcycles. The McQueen family was closely involved with design and performance  
16 features of these motorcycles, and McQueen's signature and name was prominently featured on a  
17 motorcycle that became known as the "Steve McQueen bike."

18 18. Metisse builds a finely crafted and revered Steve McQueen Desert Racer that  
19 commands premium fees. The Steve McQueen Desert Racer was designed with close  
20 involvement of the McQueen family.

21 19. McQueen will also be used as the key brand in a highly modified limited edition  
22 performance car announced by Steeda.

23 20. Porsche has worked closely with McQueen's family on special branded clothing  
24 and accessories featuring McQueen's classic Porsches.

25 21. In every case, the McQueen family has closely consulted, managed, and protected  
26 the use of Steve McQueen's persona to ensure that each project is authentic, of high quality and  
27 performance, and represents the essential McQueen style. The family routinely rejects projects  
28 that do not meet these rigorous standards. As a result, products featuring McQueen that are vetted

1 and approved by the McQueen family command premium prices, are highly praised by magazine  
2 and television journalists, and are highly sought after by discriminating car and motorcycle buyers.

3 **C. Ferrari Knowingly Infringes Upon McQueen's Intellectual Property Rights**

4 22. Ferrari is a world renowned Italian luxury sports car manufacturer and racing  
5 brand. Founded by Enzo Ferrari in 1939 out of Alfa Romeo's race division, Ferrari built its first  
6 car in 1940 and its first Ferrari-branded car in 1947. In addition to racing its cars competitively,  
7 Ferrari sells to the public high-end sports cars that are generally seen as symbols of speed, luxury,  
8 and wealth.

9 23. In 2011, plaintiff Chad McQueen personally visited Ferrari, met with the then-  
10 president and chairman of Ferrari, and toured the Ferrari factory. Plaintiff expressed interest in  
11 potentially working with Ferrari on a special McQueen car, provided he and his family would  
12 maintain approval rights and involvement in the project, as they routinely do with other partner  
13 brands, as described above.

14 24. Plaintiffs and the rest of the McQueen family were shocked when they learned, in  
15 2017, that Ferrari had, without notice or authorization, begun marketing and selling a special  
16 edition Ferrari that Ferrari entitled "The McQueen" and that Ferrari marketed through use of Steve  
17 McQueen's persona.

18 25. More specifically, to celebrate the 70th Anniversary of Ferrari-branded cars in  
19 2017, Ferrari designed modernized versions of 70 classic Ferrari car models. Ferrari advertised  
20 and sold to the public exclusive, limited edition liveries of each of the 70 special edition models.  
21 Ferrari named one of the models in the 70th Anniversary collection "The McQueen."

22 26. Ferrari marketed "The McQueen" to its key customers as an extremely limited  
23 edition "McQueen livery" and carting a significant price increase over a standard Ferrari model.

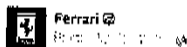
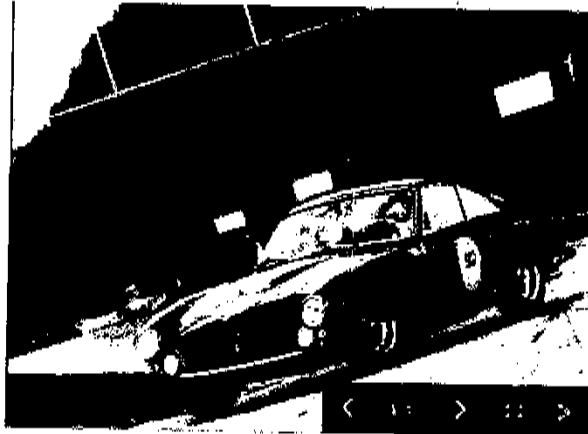
24 27. Ferrari also engaged in widespread advertising of "The McQueen." For example,  
25 Ferrari advertised, displayed, and offered for sale "The McQueen" on the Ferrari website and  
26 social media. Below are true and correct excerpts from the Ferrari website and social media pages  
27 advertising "The McQueen."  
28

## THE MCQUEEN

INSPIRED BY THE 250 GT BERLINETTA LUSO - 1963

The 250 GT Berlinetta Lusso is a masterpiece of Italian design and engineering. It is a car that has inspired generations of drivers and designers alike. The 250 GT Berlinetta Lusso is a car that is truly a work of art. It is a car that is truly a masterpiece of Italian design and engineering. It is a car that has inspired generations of drivers and designers alike. The 250 GT Berlinetta Lusso is a car that is truly a work of art. It is a car that is truly a masterpiece of Italian design and engineering. It is a car that has inspired generations of drivers and designers alike.

[MORE ABOUT THE 250 GT BERLINETTA LUSO](#)



Like Page

From @PerishMotorShow the #Ferrari #CaliforniaT in "The Steve McQueen" livery. Discover all iconic models!



70 Style Icons

70 Style Icons

70 Style Icons

70 Style Icons

Like Comment Share



Like Page

#32/70: deep brown exteriors, elegant camel leather interiors. This is The McQueen, our livery celebrating the #Ferrari 250 GT Berlinetta Lusso from 1963, owned by Steve McQueen, #70StyleIcons



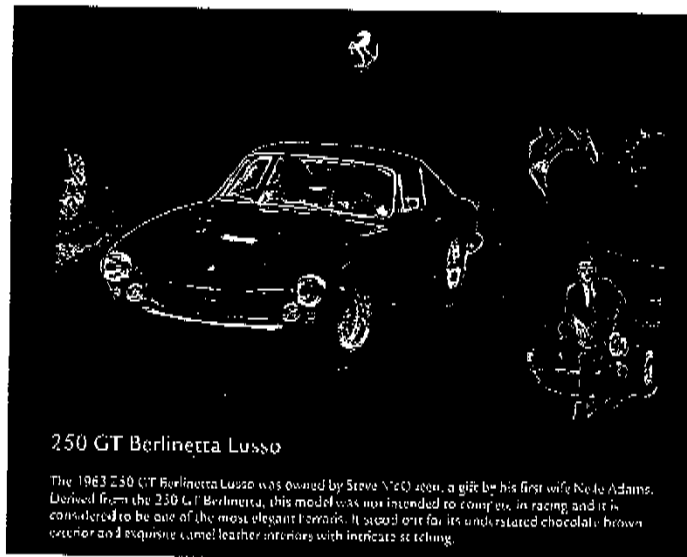
Discover The McQueen

Discover The McQueen

28. Ferrari created and distributed brochures, including one entitled "70 ANNI COLLECTION," to advertise, display, and offer for sale "The McQueen" automobile to the public. The brochures too incorporated a photograph of Steve McQueen and a description of Steve McQueen's ownership of the 250 GT Berlinetta Lusso. Ferrari's marketing that displayed a photo of McQueen next to a Ferrari Luso created an unmistakable (but false) association and endorsement of the McQueen-branded Ferrari by the McQueen family. Below is a page from the brochure.

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07/31/2018



250 GT Berlinetta Lusso

The 1963 250 GT Berlinetta Lusso was owned by Steve McQueen, a gift by his first wife Neke Adams. Derived from the 250 GT Berlinetta, this model was not intended to compete in racing and it is considered to be one of the most elegant Ferraris. It stood out for its understated chocolate-brown exterior and exquisite camel leather interior with intricate stitching.

29. Plaintiffs are informed and believe and thereon allege that Ferrari advertised and promoted "The McQueen" as one of only four liveries that Ferrari presented at the 2016 Paris Motor Show to showcase the 70th Anniversary collection. Numerous third-party press accounts covering the 2016 Paris Motor Show referenced "The McQueen" or "The Steve McQueen" by Ferrari.

30. Plaintiffs are informed and believe and thereon allege that Ferrari used the Steve McQueen name to promote "The McQueen" through word-of-mouth promotions, communications with car dealers, industry insiders, and members of the public.

31. Plaintiffs are informed and believe and thereon allege that, through Ferrari's aforementioned advertising and promotional activities, which were directed to California, Ferrari sold at least one unit of "The McQueen" to a California consumer.

32. Ferrari was aware that Steve McQueen had resided in California and that Plaintiffs reside in California. Plaintiffs are informed and believe and thereon allege that Ferrari engaged in its unauthorized use of Steve McQueen's intellectual property rights deliberately, knowing that Plaintiffs would be harmed in California.

33. As explained above, consumers routinely pay a substantial premium for automobiles and motorcycles authenticated or approved by the McQueen family and featuring Steve McQueen. Ferrari thus benefitted from its use of Steve McQueen's intellectual property by

1 trading upon Steve McQueen's goodwill and reputation in the relevant public in order to promote  
2 and sell "The McQueen." Ferrari profited not just from the sales of "The McQueen" automobiles,  
3 but also from the sale of other special edition 70th Anniversary models that were promoted in  
4 conjunction with "The McQueen."

5 34. Ferrari's unauthorized use of Steve McQueen's intellectual property has damaged  
6 Plaintiffs. For starters, Ferrari has harmed the McQueen family and, by extension, its fans, by  
7 releasing a McQueen-branded car that creates the false perception that the car has been authorized  
8 by the family and that its design and details make it an authentic "McQueen" car deserving of the  
9 price premium and value that accrues to licensed and authentic McQueen cars and products.  
10 Additionally, Ferrari has deprived the McQueen family of a legitimate Ferrari project deserving of  
11 the McQueen name and containing actual performance and design enhancements that accompany  
12 an authorized McQueen vehicle. By unfairly benefitting from the public attention and exclusivity  
13 that would have accompanied an authorized relationship with the McQueen family, Ferrari has  
14 deprived the family of the commensurate compensation for use of the Steve McQueen name and  
15 likeness. Plaintiffs have thus lost licensing fees from Ferrari from its use of Steve McQueen's  
16 intellectual property.

17 35. Upon discovering Ferrari's unauthorized use of Steve McQueen's intellectual  
18 property in 2017, Plaintiffs' representatives contacted Ferrari and requested that Ferrari cease  
19 using Steve McQueen's name and persona to market "The McQueen."

20 36. Although Ferrari re-named the car in question "The Actor," Ferrari continues to  
21 reference Steve McQueen expressly on the Ferrari webpage for "The Actor," and there can be no  
22 reasonable question as to which "Actor" Ferrari is linking to the car. Below is a screenshot from  
23 Ferrari's current webpage advertising "The Actor." Thus, Ferrari continues to infringe upon  
24 Plaintiffs' rights knowingly.



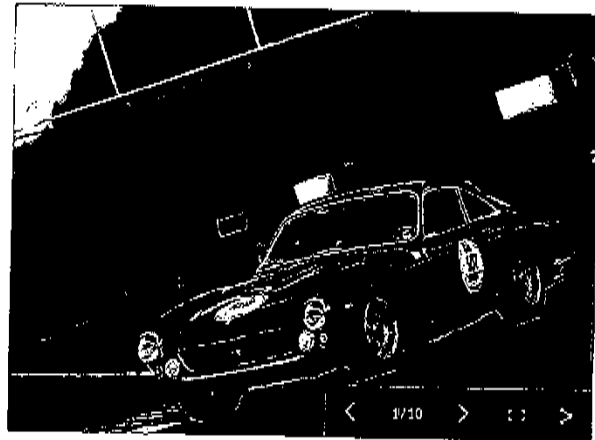
LIVERY NUMBER #32

## THE ACTOR

INSPIRED BY THE 250 GT BERLINETTA LUSSO - 1963

The 1963 250 GT Berlinetta Lusso was owned by Steve McQueen, a gift from his first wife Nelle Adams. Derived from the 250 GT Berlinetta, this model was not intended to compete in races, and is considered to be one of the most elegant Ferraris ever built. It stood out for its understated chocolate brown exterior and exquisite camel leather interiors with intricate stitching.

[▶ MORE ABOUT THE 250 GT BERLINETTA LUSSO](#)



### FIRST CAUSE OF ACTION

#### (Trademark Infringement)

37. Plaintiffs re-allege and incorporate by reference herein each and every allegation contained in the paragraphs above and below.

38. Plaintiffs own valid registrations issued by the United States Patent and Trademark Office for the trademark STEVE MCQUEEN, (the "McQueen Trademarks"), in a variety of classes and categories, including for motorcycles and replica and toy vehicles.

39. The McQueen Trademarks are valid, protectable marks that Plaintiffs use in commerce.

40. Ferrari has used the McQueen Trademarks to advertise, market, offer for sale, sell, distribute, and profit from the sale of automobiles.

41. Ferrari's use of the McQueen Trademarks is likely to cause confusion among ordinary purchasers as to the source, sponsorship, or affiliation of relevant Ferrari cars.

42. Plaintiffs have never consented to Ferrari's use of the McQueen Trademarks.

43. Ferrari infringed upon the McQueen Trademarks willfully.

44. As a proximate result of the unfair advantage accruing to Ferrari from using confusingly similar marks and deceptively trading on goodwill in the McQueen Trademarks, Ferrari has made substantial sales and profits in amounts to be established according to proof.

1       45. As a proximate result of the unfair advantage accruing to Ferrari from using similar  
2 or quasi-similar marks and deceptively trading on goodwill in the McQueen Trademarks, Plaintiffs  
3 have been damaged in amounts to be established according to proof.

4       46. Unless restrained by the Court, Ferrari will continue to infringe the McQueen  
5 Trademarks. Pecuniary compensation will not afford Plaintiffs adequate relief for the damage to  
6 the trademarks. In the absence of injunctive relief, consumers are likely to continue to be  
7 mistaken or deceived as to the true source, origin, sponsorship, and affiliation of relevant Ferrari  
8 cars.

9       47. Ferrari's acts were committed, and continue to be committed, with actual notice of  
10 Plaintiffs' exclusive rights and with the intent to cause confusion, to cause mistake, and/or to  
11 deceive, and to cause injury to the reputation and goodwill associated with the McQueen  
12 Trademarks. Pursuant to 15 U.S.C. section 1117, Plaintiffs, therefore, are entitled to recover three  
13 times actual damages or three times Ferrari's profits, whichever is greater, together with their  
14 attorneys' fees. Plaintiffs are also entitled to statutory damages of \$2 million per registered mark.

15                   **SECOND CAUSE OF ACTION**

16                   **(False Endorsement and Designation of Origin)**

17       48. Plaintiffs re-allege and incorporate by reference herein each and every allegation  
18 contained in the paragraphs above and below.

19       49. The McQueen Trademarks, as well as the Steve McQueen name and likeness, are  
20 inherently distinctive and have also acquired secondary meaning for over 50 years.

21       50. Ferrari was and is advertising, marketing, creating, displaying, promoting, offering  
22 for sale, selling, distributing, and profiting from products incorporating the McQueen Trademarks  
23 and the Steve McQueen name and likeness.

24       51. Plaintiffs have never consented to Ferrari's use of the McQueen Trademarks or the  
25 Steve McQueen name and likeness.

26       52. Ferrari has used the McQueen Trademarks, as well as the Steve McQueen name  
27 and likeness, in a way that is likely to cause confusion and/or mistake among relevant consumers  
28 by falsely suggesting and implying that Ferrari cars were authorized, approved and/or sponsored

1 by Plaintiffs or that Plaintiffs are in some way affiliated, connected or associated with Ferrari or its  
2 cars.

3 53. As a proximate result of the unfair advantage accruing to Ferrari from using similar  
4 or quasi-similar marks and the name and likeness of Steve McQueen and deceptively trading on  
5 Plaintiffs' goodwill, Ferrari has made substantial sales and profits in amounts to be established  
6 according to proof.

7 54. As a proximate result of the unfair advantage accruing to Ferrari from using  
8 confusingly similar marks and the name and likeness of Steve McQueen and deceptively trading  
9 on Plaintiffs' goodwill, Plaintiffs have been damaged and deprived of substantial profits and the  
10 value of the trademarks as commercial assets, in amounts to be established according to proof.

11 55. Unless restrained by the Court, Ferrari will continue to infringe Plaintiffs'  
12 trademarks and rights to the Steve McQueen name and likeness. Pecuniary compensation will not  
13 afford Plaintiffs adequate relief for the damage to the trademarks and the Steve McQueen name  
14 and likeness. In the absence of injunctive relief, consumers are likely to continue to be mistaken  
15 or deceived as to the true source, origin, sponsorship, endorsement and affiliation of Ferrari and its  
16 relevant cars.

17 56. Ferrari's acts were committed, and continue to be committed, with actual notice of  
18 Plaintiffs' exclusive rights and with the intent to cause confusion, to cause mistake, and/or to  
19 deceive, and to cause injury to the reputation and goodwill of Plaintiffs and the McQueen Estate.  
20 Pursuant to 15 U.S.C. section 1117, Plaintiffs are, therefore, entitled to recover three times the  
21 actual damages or three times Ferrari's profits, whichever is greater, together with attorneys' fees.

22 **THIRD CAUSE OF ACTION**

23 **(Violation of Civil Code Section 3344.1)**

24 57. Plaintiffs re-allege and incorporate by reference herein each and every allegation  
25 contained in the paragraphs above and below.

26 58. Steve McQueen died on or about November 7, 1980, and all of the actions by  
27 Ferrari complained of herein occurred within 70 years of his death.

28 59. At the time of his death, Steve McQueen was domiciled in California.

1       60.    At the time of his death, the name, photograph and likeness of Steve McQueen had  
2 substantial commercial value.

3       61.    Plaintiffs are co-owners of the rights of publicity of Steve McQueen.

4       62.    Prior to the dates of Ferrari's use of the name and likeness of Steve McQueen,  
5 Plaintiffs duly registered their claims to the right to make use of the name, photograph, and  
6 likeness of Steve McQueen with the office of the Secretary of State of California.

7       63.    Ferrari has violated Plaintiffs' right to make use of Steve McQueen's name,  
8 photograph, and likeness commercially by using the same without consent or authorization from  
9 Plaintiffs.

10       64.   Plaintiffs are entitled to recover actual damages, statutory damages of no less than  
11 \$750, and/or Ferrari's profits in an amount to be determined at trial.

12       65.   Plaintiffs are entitled to attorneys' fees and costs.

13       66.   Plaintiffs are informed and believe, and thereon allege, that Ferrari committed the  
14 foregoing acts with the intention of depriving Plaintiffs of their legal rights, with oppression,  
15 fraud, and/or malice, and in conscious disregard of Plaintiffs' rights. Plaintiffs are, therefore,  
16 entitled to an award of exemplary and punitive damages, according to proof.

17                   **FOURTH CAUSE OF ACTION**

18                   **(Common Law Unfair Competition)**

19       67.   Plaintiffs re-allege and incorporate by reference herein each and every allegation  
20 contained in the paragraphs above and below.

21       68.   Ferrari's unauthorized use of the McQueen Trademarks and the name and likeness  
22 of Steve McQueen is likely to cause consumer confusion as to the source, origin, sponsorship, and  
23 association of Ferrari's relevant cars.

24       69.   Plaintiffs have been, and will continue to be, damaged and irreparably harmed by  
25 the actions of Ferrari unless Ferrari is enjoined by this Court.

26       70.   Plaintiffs have no adequate remedy at law.

27       71.   Plaintiffs are entitled to recover damages and/or Ferrari's profits in an amount to be  
28 determined at trial.



1           6.     For statutory damages of no less than \$2 million per registered trademark and \$750  
2 for a violation of Civil Code section 3344.1;

3           7.     For punitive damages according to proof;

4           8.     For pre-judgment interest according to proof;

5           9.     For the attorneys' fees and costs of suit incurred herein; and

6           10.    For such other and further relief as the Court may find appropriate.

7  
8 Dated: July 30, 2018

BROWNE GEORGE ROSS LLP

Peter W. Ross  
Keith J. Wesley  
Ivy A. Wang

9  
10  
11 By:   
12                   Keith J. Wesley

13 Attorneys for Plaintiffs Chadwick McQueen and  
14 City National Bank as Trustee of the Terry McQueen  
15 Testamentary Trust  
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