

UNITED STATE DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

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STEVE BIEGEL, : Hon. _____
 :
Plaintiff, : Civil Action No. _____
 :
v. :
 :
DENTSU HOLDINGS USA, INC., : **COMPLAINT AND**
DENTSU AMERICA, INC., : **JURY DEMAND**
TOYO SHIGETA and :
TIMOTHY ANDREE, :
 :
Defendants. :
 :

I. PRELIMINARY STATEMENT

1. This is an action for unlawful discrimination and retaliation in employment, based on the employer's discriminatory and harassing conduct, and based on the discriminatory and retaliatory termination of plaintiff's employment.

II. JURISDICTION AND VENUE

2. This Court has jurisdiction over this action pursuant to 28 U.S.C. § 1331, because the complaint states a cause of action arising under federal

law. Jurisdiction over plaintiff's pendent state law claims is invoked pursuant to 28 U.S.C. § 1367.

3. Venue is appropriate in the Southern District of New York pursuant to 28 U.S.C. § 1391 because a substantial part of the events or omissions giving rise to the claims occurred in the Southern District of New York and because the corporate defendants both "reside" in the Southern District of New York within the meaning of 28 U.S.C. § 1391.

III. PARTIES

4. Plaintiff Steve Biegel is a citizen of the State of New York residing in Woodbury, New York.

5. Defendant Dentsu Holdings USA, Inc. (hereinafter "Dentsu Holdings"), upon information and belief, is a Delaware Corporation, with its headquarters and principal place of business located at 32 Avenue of the Americas, 16th Floor, New York, New York. Dentsu Holdings was formerly known as DCA Advertising, Inc.

6. Defendant Dentsu America, Inc. (hereinafter "Dentsu America"), upon information and belief, is a wholly owned subsidiary of Dentsu Holdings, with its headquarters and principal place of business located at 32 Avenue of the Americas, 16th Floor, New York, New York.

7. In this Complaint Dentsu Holdings and Dentsu America are sometimes referred to collectively as "Dentsu".

8. Defendant Toyo Shigeta is currently the CEO of Dentsu Holdings, and resides at 217 Orchard Place, Ridgewood, New Jersey. During

a portion of the time covering the events described herein, defendant Shigeta was the President and CEO of defendant Dentsu America. Defendant Shigeta is sued in both his individual and representative capacity.

9. Defendant Timothy Andree is currently the CEO of defendant Dentsu America, and resides at 26 Raven Road, Colts Neck, New Jersey. Defendant Andree is sued in both his individual and representative capacity.

IV. FACTUAL ALLEGATIONS

10. Dentsu Holdings and Dentsu America are part of a Japanese corporation that is the largest advertising agency in the world.

11. Plaintiff began working on a freelance basis for Dentsu America in 2003, and ultimately became a salaried employee of Dentsu America starting on May 1, 2003.

12. Plaintiff was hired as the Creative Director for Dentsu America, the position he held until his termination on November 17, 2006. Plaintiff's official title was Senior Vice President, Group Creative Director.

13. As the Creative Director, plaintiff reported directly to Ronald J. Rosen, whose title was the Executive Creative Director for Dentsu America.

14. Mr. Rosen, in turn, reported directly to defendant Shigeta, who was the President and CEO of Dentsu America at the time.

15. Plaintiff and Mr. Rosen are both Jewish and native born Americans, facts that were known to defendant Shigeta, as well as other members of management at Dentsu.

