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# UNITED STATES DISTRICT COURT EASTERN DISTRICT OF NEW YORK

CRISTHIAN DIAZ, on behalf of himself and all others similarly situated,

Case No.:

Plaintiff,

**CLASS ACTION COMPLAINT** 

-against-

LOBEL'S OF NEW YORK, LLC,

Defendant,

Plaintiff, CRISTHIAN DIAZ (hereinafter, "Plaintiff"), on behalf of himself and others similarly situated, by and through his undersigned attorney, hereby files this Class Action Complaint against Defendant, LOBEL'S OF NEW YORK, LLC, and states as follows:

### INTRODUCTION

1. This class action seeks to put an end to systemic civil rights violations committed by Defendant LOBEL'S OF NEW YORK, LLC (hereafter collectively as "Lobel's of New York" or "Defendant"), against the blind in New York State and across the United States. Defendant is denying blind individuals throughout the United States equal access to the goods and services Lobel's of New York provides to their non-disabled customers through http://www.lobels.com (hereafter "Lobels.com" or "the website"). Lobels.com provides to the public a wide array of

the goods, services, price discounts, employment opportunities and other programs offered by Lobel's of New York. Yet, Lobels.com contains access barriers that make it difficult, if not impossible, for blind customers to use the website. In fact, the access barriers make it impossible for blind users to even complete a transaction on the website. Lobel's of New York thus excludes the blind from the full and equal participation in the growing Internet economy that is increasingly a fundamental part of the common marketplace and daily living. In the wave of technological advances in recent years, assistive computer technology is becoming an increasingly prominent part of everyday life, allowing blind people to fully and independently access a variety of services, including online shopping.

- 2. Plaintiff is a blind individual. He brings this civil rights class action against Defendant for failing to design, construct, and/or own or operate a website that is fully accessible to, and independently usable by, blind people.
- 3. Specifically, Lobels.com has many access barriers preventing blind people to independently navigate and complete a purchase using assistive computer technology.
- 4. Plaintiff uses the terms "blind person" or "blind people" and "the blind" to refer to all persons with visual impairments who meet the legal definition of blindness in that they have a visual acuity with correction of less than or equal to 20 x 200. Some blind people who meet this definition have limited vision. Others have no vision.
- 5. Approximately 8.1 million people in the United States are visually impaired, including 2.0 million who are blind. There are approximately 400,000 visually impaired persons in New York State. 2
  - 6. Many blind people enjoy online shopping just as sighted people do. The lack of

<sup>&</sup>lt;sup>1</sup> Americans with Disabilities: 2010 Report, U.S. Census Bureau Reports

<sup>&</sup>lt;sup>2</sup> American Foundation for the Blind, State-Specific Statistical Information, January 2015

an accessible website means that blind people are excluded from the rapidly expanding selfservice food industry and from independently accessing Lobels.com.

- 7. Despite readily available accessible technology, such as the technology in use at other heavily trafficked retail websites, which makes use of alternative text, accessible forms, descriptive links, resizable text and limits the usage of tables and javascript, Defendant has chosen to rely on an exclusively visual interface, including pop-up forms that are inaccessible. Lobel's of New York's sighted customers can independently browse, select, and buy products online, such as steaks and bacon without the assistance of others. However, blind people must rely on sighted companions to assist them in accessing and buying food on Lobels.com.
- 8. By failing to make the website accessible to blind persons, Defendant is violating basic equal access requirements under both state and federal law.
- 9. Congress provided a clear and national mandate for the elimination of discrimination against individuals with disabilities when it enacted the Americans with Disabilities Act. Such discrimination includes barriers to full integration, independent living, and equal opportunity for persons with disabilities, including those barriers created by websites and other public accommodations that are inaccessible to blind and visually impaired persons. Similarly, New York state law requires places of public accommodation to ensure access to goods, services and facilities by making reasonable accommodations for persons with disabilities.
- 10. Plaintiff browsed and intended to purchase food at Lobels.com. However, unless Defendant remedies the numerous access barriers on the website, Plaintiff and Class members will continue to be unable to independently navigate, browse, use and complete a transaction on Lobels.com.

11. This complaint seeks declaratory and injunctive relief to correct Lobel's of New York's policies and practices to include measures necessary to ensure compliance with federal and state law and to include monitoring of such measures, to update and remove accessibility barriers on Lobels.com so that Plaintiff and the proposed Class and Subclass of customers who are blind will be able to independently and privately use Defendant's website. This complaint also seeks compensatory damages to compensate Class members for having been subjected to unlawful discrimination.

### **JURISDICTION AND VENUE**

- 12. This Court has subject matter jurisdiction of this action pursuant to:
  - a. 28 U.S.C. § 1331 and 42 U.S.C. § 12188, for Plaintiff's claims arising under
     Title III of the Americans with Disabilities Act, 42 U.S.C. § 12181, et seq.,
     ("ADA"); and
  - b. 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).
- 13. This Court has supplemental jurisdiction pursuant to 28 U.S.C. § 1367, over Plaintiff's pendent claims under the New York State Human Rights Law, N.Y. Exec. Law, Article 15 (Executive Law § 290 *et seq.*) and the New York City Human Rights Law, N.Y.C. Administrative Code § 8-101 *et seq.* ("City law").
- 14. Venue is proper in the Eastern District of New York pursuant to 28 U.S.C. §§ 1391(b)-(c) and 1441(a).

15. Defendant is registered to do business in New York State and has been doing business in New York State, including the Eastern District of New York. Defendant maintains two shop locations in New York State. Defendant also has been and is committing the acts alleged herein in the Eastern District of New York, has been and is violating the rights of consumers in the Eastern District of New York, and has been and is causing injury to consumers in the Eastern District of New York. A substantial part of the acts and omissions giving rise to Plaintiff's claims have occurred in the Eastern District of New York. Specifically, Plaintiff attempted to purchase dry-aged boneless rib steak and smoked bacon on Defendant's website Lobels.com in Queens County.

#### **PARTIES**

- 16. Plaintiff, CRISTHIAN DIAZ, is and has been at all times material hereto a resident of Queens County, New York.
- 17. Plaintiff CRISTHIAN DIAZ is legally blind and a member of a protected class under the ADA, 42 U.S.C. § 12102(1)-(2), the regulations implementing the ADA set forth at 28 CFR §§ 36.101 *et seq.*, the New York State Human Rights Law and the New York City Human Rights Law. Plaintiff DIAZ has no light perception and is completely blind. Plaintiff DIAZ cannot use a computer without the assistance of screen reader software. Plaintiff DIAZ has been denied the full enjoyment of the facilities, goods and services of Lobels.com, as well as to the facilities, goods and services of Lobels.com, as a result of accessibility barriers on Lobels.com. Most recently in September 2016, Plaintiff DIAZ attempted to make a purchase on Lobels.com but could not add any dry-aged boneless rib steak or smoked bacon to his cart due to the inaccessibility of the website. The inaccessibility of Lobels.com has deterred him and Class members from shopping at Lobel's of New York locations.

- 18. Defendant LOBEL'S OF NEW YORK, LLC is an American for-profit corporation organized under the laws of New York, with a process of service address at 1039 Quaker Bridge Rd East, Croton on Hudson, New York, 10520.
- 19. Defendant owns and operates butcher shops (hereafter "Lobel's of New York Shops"), which are places of public accommodations. There are currently two Lobel's of New York Shops in New York State, including one in New York county and one in Bronx county. These shops provide to the public important goods, such as dry-aged boneless rib steak and smoked bacon. Lobel's of New York also provides to the public a website service known as Lobels.com. Among other things, Lobels.com provides access to the array of goods and services offered to the public by Lobel's of New York, including recipes, cooking instructions and other benefits related to these goods and services. The inaccessibility of Lobels.com has deterred Plaintiff from ordering food and refreshments online.
- 20. Plaintiff, on behalf of himself and others similarly situated seeks full and equal access to the services provided by Lobel's of New York through Lobels.com.

# **CLASS ACTION ALLEGATIONS**

- 21. Plaintiff, on behalf of himself and all others similarly situated, seeks certification of the following nationwide class pursuant to Rule 23(a) and 23(b)(2) of the Federal Rules of Civil Procedure: "all legally blind individuals in the United States who have attempted to access Lobels.com and as a result have been denied access to the enjoyment of goods and services offered in Lobel's of New York Shops, during the relevant statutory period."
- 22. Plaintiff seeks certification of the following New York subclass pursuant to Fed.R.Civ.P. 23(a), 23(b)(2), and, alternatively, 23(b)(3): "all legally blind individuals in New York State who have attempted to access Lobels.com and as a result have been denied access to

the enjoyment of goods and services offered in Lobel's of New York Shops, during the relevant statutory period."

- 23. There are hundreds of thousands of visually impaired persons in New York State. There are approximately 8.1 million people in the United States who are visually impaired. *Id.* Thus, the persons in the class are so numerous that joinder of all such persons is impractical and the disposition of their claims in a class action is a benefit to the parties and to the Court.
- 24. This case arises out of Defendant's policy and practice of maintaining an inaccessible website denying blind persons access to the goods and services of Lobels.com and Lobel's of New York Shops. Due to Defendant's policy and practice of failing to remove access barriers, blind persons have been and are being denied full and equal access to independently browse, select and shop on Lobels.com and by extension the goods and services offered through Defendant's website to Lobel's of New York Shops.
- 25. There are common questions of law and fact common to the class, including without limitation, the following:
  - a. Whether Lobels.com is a "public accommodation" under the ADA;
  - Whether Lobels.com is a "place or provider of public accommodation" under the laws of New York;
  - c. Whether Defendant through its website Lobels.com denies the full and equal enjoyment of its goods, services, facilities, privileges, advantages, or accommodations to people with visual disabilities in violation of the ADA; and
  - d. Whether Defendant through its website Lobels.com denies the full and equal enjoyment of its goods, services, facilities, privileges, advantages, or

accommodations to people with visual disabilities in violation of the laws of New York.

- 26. The claims of the named Plaintiff are typical of those of the class. The class, similarly to the Plaintiff, are severely visually impaired or otherwise blind, and claim that Lobel's of New York has violated the ADA, and/or the laws of New York by failing to update or remove access barriers on the website, Lobels.com, so it can be independently accessible to the class of people who are legally blind.
- 27. Plaintiff will fairly and adequately represent and protect the interests of the members of the Class because Plaintiff has retained and is represented by counsel competent and experienced in complex class action litigation, and because Plaintiff has no interests antagonistic to the members of the class. Class certification of the claims is appropriate pursuant to Fed. R. Civ P. 23(b)(2) because Defendant has acted or refused to act on grounds generally applicable to the Class, making appropriate both declaratory and injunctive relief with respect to Plaintiff and the Class as a whole.
- 28. Alternatively, class certification is appropriate under Fed. R. Civ. P. 23(b)(3) because questions of law and fact common to Class members clearly predominate over questions affecting only individual class members, and because a class action is superior to other available methods for the fair and efficient adjudication of this litigation.
- 29. Judicial economy will be served by maintenance of this lawsuit as a class action in that it is likely to avoid the burden that would be otherwise placed upon the judicial system by the filing of numerous similar suits by people with visual disabilities throughout the United States.
- 30. References to Plaintiff shall be deemed to include the named Plaintiff and each member of the class, unless otherwise indicated.

### **FACTUAL ALLEGATIONS**

- 31. Lobel's of New York operates Lobel's of New York Shops, which are two butcher shops in New York.
- 32. Lobels.com is a service and benefit offered by Lobel's of New York and Lobel's of New York Shops in New York State. Lobels.com is owned, controlled and/or operated by Lobel's of New York.
- 33. Lobels.com is a commercial website that offers products and services for online sale and delivery that are available in Lobel's of New York Shops. The online store allows the user to browse items, menu descriptions and prices; view cooking instructions and recipes; purchase gift certificates; find shop locations; and perform a variety of other functions.
  - 34. Among the features offered by Lobels.com are the following:
    - (a) information about location, hours of operation and phone numbers of Lobel's of New York Shops;
    - (b) an online store, allowing customers to make a purchase and fill out delivery address;
    - (c) information about gift certificates that could be used for online purchase;
    - (d) information about Lobel's of New York's business gifts;
    - (e) sale of many of the products and services available at Lobel's of New YorkShops in New York State.
- 35. This case arises out of Lobel's of New York's policy and practice of denying the blind access to Lobels.com, including the goods and services offered by Lobel's of New York Shops through Lobels.com. Due to Lobel's of New York's failure and refusal to remove access barriers to Lobels.com, blind individuals have been and are being denied equal access to Lobel's

of New York Shops, as well as to the numerous goods, services and benefits offered to the public through Lobels.com.

- 36. Lobel's of New York denies the blind access to goods, services and information made available through Lobels.com by preventing them from freely navigating Lobels.com.
- 37. The Internet has become a significant source of information for conducting business and for doing everyday activities such as shopping, banking, etc., for sighted and blind persons.
- 38. The blind access websites by using keyboards in conjunction with screen-reading software which vocalizes visual information on a computer screen. Except for a blind person whose residual vision is still sufficient to use magnification, screen access software provides the only method by which a blind person can independently access the Internet. Unless websites are designed to allow for use in this manner, blind persons are unable to fully access Internet websites and the information, products and services contained therein.
- 39. There are well-established guidelines for making websites accessible to blind people. These guidelines have been in place for at least several years and have been followed successfully by other large business entities in making their websites accessible. The Web Accessibility Initiative (WAI), a project of the World Wide Web Consortium which is the leading standards organization of the Web, has developed guidelines for website accessibility. The federal government has also promulgated website accessibility standards under Section 508 of the Rehabilitation Act. These guidelines are readily available via the Internet, so that a business designing a website can easily access them. These guidelines recommend several basic components for making websites accessible, including, but not limited to: adding invisible alternative text to graphics; ensuring that all functions can be performed using a keyboard and not just a mouse; ensuring that image maps are accessible, and adding headings so that blind people

can easily navigate the site. Without these very basic components a website will be inaccessible to a blind person using a screen reader.

- 40. Lobels.com contains access barriers that prevent free and full use by Plaintiff and blind persons using keyboards and screen reading software. These barriers are pervasive and include, but are not limited to: lack of alternative text on graphics, inaccessible checkboxes, the lack of adequate prompting and labeling; lack of navigation links; the denial of keyboard access; and the requirement that transactions be performed solely with a mouse.
- 41. Alternative text ("Alt-text") is invisible code embedded beneath a graphical image on a website. Web accessibility requires that alt-text be coded with each picture so that a screen reader can speak the alternative text while a sighted user sees the picture. Alt-text does not change the visual presentation except that it appears as a text pop-up when the mouse moves over the picture. There are many important pictures on Lobels.com that lack a text equivalent. The lack of alt-text on these graphics prevents screen readers from accurately vocalizing a description of the graphics. (Screen readers detect and vocalize alt-text to provide a description of the image to a blind computer user.) As a result, Plaintiff and blind Lobel's of New York customers are unable to determine what is on the website, browse the site, investigate Lobel's of New York's menu, check product information and/or make any purchases.
- 42. Lobels.com also lacks accessible check boxes. Check boxes allow customers to locate and select products as well as specify the quantity of certain items. On Lobels.com, blind customers are not aware of the type of product or the specific quantity that has been selected because the screen reader only reads "edit blank." Therefore, blind customers are unsuccessful in adding products into their shopping carts and are essentially prevented from purchasing any item on Lobels.com.

- 43. Lobels.com also lacks prompting information and accommodations necessary to allow blind shoppers who use screen readers to locate and accurately fill-out online forms. On a shopping site such as Lobels.com, these forms include search fields to locate products, fields that specify the number of items desired, and fields used to fill-out personal information, including address and credit card information. Due to the lack of adequate labeling, Plaintiff and blind customers cannot easily make purchases or inquiries as to Lobel's of New York's products or programs, nor can they enter their personal identification and financial information with confidence and security.
- 44. The lack of navigation links on Lobel's of New York's website makes attempting to navigate through Lobels.com even more time consuming and confusing for Plaintiff and blind consumers.
- 45. Lobels.com requires the use of a mouse to complete a transaction. Yet, it is a fundamental tenet of web accessibility that for a web page to be accessible to Plaintiff and blind people, it must be possible for the user to interact with the page using only the keyboard. Indeed, Plaintiff and blind users cannot use a mouse because manipulating the mouse is a visual activity of moving the mouse pointer from one visual spot on the page to another. Thus, Lobels.com's inaccessible design, which requires the use of a mouse to complete a transaction, denies Plaintiff and blind customers the ability to independently make purchases on Lobels.com.
- 46. Due to Lobels.com's inaccessibility, Plaintiff and blind customers must in turn spend time, energy, and/or money to make their purchases at a Lobel's of New York shop. Some blind customers may require a driver to get to the shop or require assistance in navigating the shop. By contrast, if Lobels.com was accessible, a blind person could independently investigate products and programs and make purchases via the Internet as sighted individuals can and do.

- 47. Lobels.com thus contains access barriers which deny full and equal access to Plaintiff, who would otherwise use Lobels.com and who would otherwise be able to fully and equally enjoy the benefits and services of Lobel's of New York Shops in New York State.
- 48. Plaintiff CRISTHIAN DIAZ has made numerous attempts to complete a purchase on Lobels.com, most recently in September 2016, but was unable to do so independently because of the many access barriers on Defendant's website, causing Lobels.com to be inaccessible and not independently usable by, blind and visually impaired individuals.
- 49. As described above, Plaintiff has actual knowledge of the fact that Defendant's website, Lobels.com contains access barriers causing the website to be inaccessible, and not independently usable by, blind and visually impaired individuals.
- 50. These barriers to access have denied Plaintiff full and equal access to, and enjoyment of, the goods, benefits and services of Lobels.com and Lobel's of New York Shops.
- 51. Lobel's of New York engaged in acts of intentional discrimination, including but not limited to the following policies or practices:
  - (a) constructed and maintained a website that is inaccessible to blind class members with knowledge of the discrimination; and/or
  - (b) constructed and maintained a website that is sufficiently intuitive and/or obvious that is inaccessible to blind class members; and/or
  - (c) failed to take actions to correct these access barriers in the face of substantial harm and discrimination to blind class members.
- 52. Lobel's of New York utilizes standards, criteria or methods of administration that have the effect of discriminating or perpetuating the discrimination of others.

## **FIRST CAUSE OF ACTION**

(Violation of 42 U.S.C. §§ 12181, *et seq.* — Title III of the Americans with Disabilities Act) (on behalf of Plaintiff and the Class)

- 53. Plaintiff realleges and incorporates by reference the foregoing allegations as if set forth fully herein.
- 54. Title III of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12182(a), provides that "No individual shall be discriminated against on the basis of disability in the full and equal enjoyment of the goods, services, facilities, privileges, advantages, or accommodations of any place of public accommodation by any person who owns, leases (or leases to), or operates a place of public accommodation." Title III also prohibits an entity from "[u]tilizing standards or criteria or methods of administration that have the effect of discriminating on the basis of disability." 42 U.S.C. § 12181(b)(2)(D)(I).
- 55. Lobel's of New York Shops located in New York State are sales establishments and public accommodations within the definition of 42 U.S.C. § 12181(7)(E). Lobels.com is a service, privilege or advantage of Lobel's of New York Shops. Lobel's of New York is a service that is by and integrated with these Shops.
- 56. Defendant is subject to Title III of the ADA because they own and operate Lobel's of New York Shops.
- 57. Under Title III of the ADA, 42 U.S.C. § 12182(b)(1)(A)(I) it is unlawful discrimination to deny individuals with disabilities or a class of individuals with disabilities the opportunity to participate in or benefit from the goods, services, facilities, privileges, advantages, or accommodations of an entity.
- 58. Under Title III of the ADA, 42 U.S.C. § 12182(b)(1)(A)(II), it is unlawful discrimination to deny individuals with disabilities or a class of individuals with disabilities an

opportunity to participate in or benefit from the goods, services, facilities, privileges, advantages, or accommodation, which is equal to the opportunities afforded to other individuals.

- 59. Specifically, under Title III of the ADA, 42 U.S.C. § 12182(b)(2)(A)(II), unlawful discrimination includes, among other things, "a failure to make reasonable modifications in policies, practices, or procedures, when such modifications are necessary to afford such goods, services, facilities, privileges, advantages, or accommodations to individuals with disabilities, unless the entity can demonstrate that making such modifications would fundamentally alter the nature of such goods, services, facilities, privileges, advantages or accommodations."
- 60. In addition, under Title III of the ADA, 42 U.S.C. § 12182(b)(2)(A)(III), unlawful discrimination also includes, among other things, "a failure to take such steps as may be necessary to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services, unless the entity can demonstrate that taking such steps would fundamentally alter the nature of the good, service, facility, privilege, advantage, or accommodation being offered or would result in an undue burden."
- 61. There are readily available, well established guidelines on the Internet for making websites accessible to the blind and visually impaired. These guidelines have been followed by other large business entities in making their website accessible, including but not limited to: adding alt-text to graphics and ensuring that all functions can be performed using a keyboard. Incorporating the basic components to make their website accessible would neither fundamentally alter the nature of Defendant's business nor result in an undue burden to Defendant.
- 62. The acts alleged herein constitute violations of Title III of the ADA, 42 U.S.C. § 12101 *et seq.*, and the regulations promulgated thereunder. Patrons of Lobel's of New York Shops

who are blind have been denied full and equal access to Lobels.com, have not been provided services that are provided to other patrons who are not disabled, and/or have been provided services that are inferior to the services provided to non-disabled patrons.

- 63. Defendant has failed to take any prompt and equitable steps to remedy their discriminatory conduct. These violations are ongoing.
- 64. As such, Defendant discriminate, and will continue in the future to discriminate against Plaintiff and members of the proposed class and subclass on the basis of disability in the full and equal enjoyment of the goods, services, facilities, privileges, advantages, accommodations and/or opportunities of Lobels.com and Lobel's of New York Shops in violation of Title III of the Americans with Disabilities Act, 42 U.S.C. §§ 12181 *et seq.* and/or its implementing regulations.
- 65. Unless the Court enjoins Defendant from continuing to engage in these unlawful practices, Plaintiff and members of the proposed class and subclass will continue to suffer irreparable harm.
- 66. The actions of Defendant were and are in violation of the ADA and therefore Plaintiff invokes his statutory right to injunctive relief to remedy the discrimination.
  - 67. Plaintiff is also entitled to reasonable attorneys' fees and costs.
- 68. Pursuant to 42 U.S.C. § 12188 and the remedies, procedures, and rights set forth and incorporated therein Plaintiff prays for judgment as set forth below.

#### SECOND CAUSE OF ACTION

(Violation of New York State Human Rights Law, N.Y. Exec. Law,
Article 15 (Executive Law § 292 et seq.)

(on behalf of Plaintiff and New York subclass)

69. Plaintiff realleges and incorporates by reference the foregoing allegations as

though fully set forth herein.

- 70. N.Y. Exec. Law § 296(2)(a) provides that it is "an unlawful discriminatory practice for any person, being the owner, lessee, proprietor, manager, superintendent, agent or employee of any place of public accommodation ... because of the ... disability of any person, directly or indirectly, to refuse, withhold from or deny to such person any of the accommodations, advantages, facilities or privileges thereof."
- 71. Lobel's of New York Shops located in New York State are sales establishments and public accommodations within the definition of N.Y. Exec. Law § 292(9). Lobels.com is a service, privilege or advantage of Lobel's of New York Shops. Lobels.com is a service that is by and integrated with these stores.
- 72. Defendant is subject to New York Human Rights Law because they own and operate the Lobel's of New York Shops and Lobels.com. Defendant is a person within the meaning of N.Y. Exec. Law § 292(1).
- 73. Defendant is violating N.Y. Exec. Law § 296(2)(a) in refusing to update or remove access barriers to Lobels.com, causing Lobels.com and the services integrated with Lobel's of New York Shops to be completely inaccessible to the blind. This inaccessibility denies blind patrons full and equal access to the facilities, goods and services that Defendant makes available to the non-disabled public.
- 74. Specifically, under N.Y. Exec. Law § 296(2)(c)(I), unlawful discriminatory practice includes, among other things, "a refusal to make reasonable modifications in policies, practices, or procedures, when such modifications are necessary to afford facilities, privileges, advantages or accommodations to individuals with disabilities, unless such person can demonstrate that making such modifications would fundamentally alter the

nature of such facilities, privileges, advantages or accommodations."

- 75. In addition, under N.Y. Exec. Law § 296(2)(c)(II), unlawful discriminatory practice also includes, "a refusal to take such steps as may be necessary to ensure that no individual with a disability is excluded or denied services because of the absence of auxiliary aids and services, unless such person can demonstrate that taking such steps would fundamentally alter the nature of the facility, privilege, advantage or accommodation being offered or would result in an undue burden."
- 76. There are readily available, well established guidelines on the Internet for making websites accessible to the blind and visually impaired. These guidelines have been followed by other large business entities in making their website accessible, including but not limited to: adding alt-text to graphics and ensuring that all functions can be performed using a keyboard. Incorporating the basic components to make their website accessible would neither fundamentally alter the nature of Defendant's business nor result in an undue burden to Defendant.
- 77. Defendant's actions constitute willful intentional discrimination against the class on the basis of a disability in violation of the New York State Human Rights Law, N.Y. Exc. Law § 296(2) in that Defendant has:
  - (a) constructed and maintained a website that is inaccessible to blind class
     members with knowledge of the discrimination; and/or
  - (b) constructed and maintained a website that is sufficiently intuitive and/or obvious that is inaccessible to blind class members; and/or
  - (c) failed to take actions to correct these access barriers in the face of substantial harm and discrimination to blind class members.
  - 78. Defendant has failed to take any prompt and equitable steps to remedy their

discriminatory conduct. These violations are ongoing.

- 79. As such, Defendant discriminates, and will continue in the future to discriminate against Plaintiff and members of the proposed class and subclass on the basis of disability in the full and equal enjoyment of the goods, services, facilities, privileges, advantages, accommodations and/or opportunities of Lobels.com and Lobel's of New York Shops under § 296(2) *et seq.* and/or its implementing regulations. Unless the Court enjoins Defendant from continuing to engage in these unlawful practices, Plaintiff and members of the subclass will continue to suffer irreparable harm.
- 80. The actions of Defendant were and are in violation of New York State Human Rights Law and therefore Plaintiff invokes his right to injunctive relief to remedy the discrimination.
- 81. Plaintiff is also entitled to compensatory damages, as well as civil penalties and fines pursuant to N.Y. Exc. Law § 297(4)(c) *et seq.* for each and every offense.
  - 82. Plaintiff is also entitled to reasonable attorneys' fees and costs.
- 83. Pursuant to N.Y. Exec. Law § 297 and the remedies, procedures, and rights set forth and incorporated therein Plaintiff prays for judgment as set forth below.

# THIRD CAUSE OF ACTION

(Violation of New York State Civil Rights Law, NY CLS Civ R, Article 4 (CLS Civ R § 40 et seq.)

(on behalf of Plaintiff and New York subclass)

- 84. Plaintiff served notice thereof upon the attorney general as required by N.Y. Civil Rights Law § 41.
- 85. Plaintiff realleges and incorporates by reference the foregoing allegations as though fully set forth herein.

- 86. N.Y. Civil Rights Law § 40 provides that "all persons within the jurisdiction of this state shall be entitled to the full and equal accommodations, advantages, facilities and privileges of any places of public accommodations, resort or amusement, subject only to the conditions and limitations established by law and applicable alike to all persons. No persons, being the owner, lessee, proprietor, manager, superintendent, agent, or employee of any such place shall directly or indirectly refuse, withhold from, or deny to any person any of the accommodations, advantages, facilities and privileges thereof ..."
- 87. N.Y. Civil Rights Law § 40-c(2) provides that "no person because of ... disability, as such term is defined in section two hundred ninety-two of executive law, be subjected to any discrimination in his or her civil rights, or to any harassment, as defined in section 240.25 of the penal law, in the exercise thereof, by any other person or by any firm, corporation or institution, or by the state or any agency or subdivision"
- 88. Lobel's of New York Shops located in New York State are sales establishments and public accommodations within the definition of N.Y. Civil Rights Law § 40-c(2). Lobels.com is a service, privilege or advantage of Lobel's of New York Shops. Lobels.com is a service that is by and integrated with these Shops.
- 89. Defendant is subject to New York Civil Rights Law because they own and operate Lobel's of New York Shops and Lobels.com. Defendant is a person within the meaning of N.Y. Civil Law § 40-c(2).
- 90. Defendant is violating N.Y. Civil Rights Law § 40-c(2) in refusing to update or remove access barriers to Lobels.com, causing Lobels.com and the services integrated with Lobel's of New York Shops to be completely inaccessible to the blind. This inaccessibility denies blind patrons full and equal access to the facilities, goods and services that Defendant

makes available to the non-disabled public.

- 91. There are readily available, well established guidelines on the Internet for making websites accessible to the blind and visually impaired. These guidelines have been followed by other large business entities in making their website accessible, including but not limited to: adding alt-text to graphics and ensuring that all functions can be performed using a keyboard. Incorporating the basic components to make their website accessible would neither fundamentally alter the nature of Defendant's business nor result in an undue burden to Defendant.
- 92. In addition, N.Y. Civil Rights Law § 41 states that "any corporation which shall violate any of the provisions of sections forty, forty-a, forty-b or forty two ... shall for each and every violation thereof be liable to a penalty of not less than one hundred dollars nor more than five hundred dollars, to be recovered by the person aggrieved thereby..."
- 93. Specifically, under NY Civ Rights Law § 40-d, "any person who shall violate any of the provisions of the foregoing section, or subdivision three of section 240.30 or section 240.31 of the penal law, or who shall aid or incite the violation of any of said provisions shall for each and every violation thereof be liable to a penalty of not less than one hundred dollars nor more than five hundred dollars, to be recovered by the person aggrieved thereby in any court of competent jurisdiction in the county in which the defendant shall reside ..."
- 94. Defendant has failed to take any prompt and equitable steps to remedy their discriminatory conduct. These violations are ongoing.
- 95. As such, Defendant discriminates, and will continue in the future to discriminate against Plaintiff and members of the proposed class on the basis of disability are being directly or indirectly refused, withheld from, or denied the accommodations, advantages, facilities and privileges thereof in § 40 *et seq.* and/or its implementing regulations.

96. Plaintiff is entitled to compensatory damages of five hundred dollars per instance, as well as civil penalties and fines pursuant to N.Y. Civil Law § 40 *et seq.* for each and every offense.

# **FOURTH CAUSE OF ACTION**

(Violation of New York City Human Rights Law, N.Y.C. Administrative Code § 8-102, *et seq.*) (on behalf of Plaintiff and New York subclass)

- 97. Plaintiff realleges and incorporates by reference the foregoing allegations as if set forth fully herein.
- 98. N.Y.C. Administrative Code § 8-107(4)(a) provides that "It shall be an unlawful discriminatory practice for any person, being the owner, lessee, proprietor, manager, superintendent, agent or employee of any place or provider of public accommodation, because of ... disability ... directly or indirectly, to refuse, withhold from or deny to such person, any of the accommodations, advantages, facilities or privileges thereof."
- 99. Lobel's of New York Shops located in New York State are sales establishments and public accommodations within the definition of N.Y.C. Administrative Code § 8-102(9). Lobels.com is a service, privilege or advantage of Lobel's of New York Shops. Lobels.com is a service that is by and integrated with these stores.
- 100. Defendant is subject to City Law because they own and operate Lobel's of New York Shops and Lobels.com. Defendant is a person within the meaning of N.Y.C. Administrative Code § 8-102(1).
- 101. Defendant is violating N.Y.C. Administrative Code § 8-107(4)(a) in refusing to update or remove access barriers to Lobels.com, causing Lobels.com and the services integrated with Lobel's of New York Shops to be completely inaccessible to the blind. This inaccessibility denies blind patrons full and equal access to the facilities, goods, and services that Defendant makes available to the non-disabled public. Specifically, Defendant is required

to "make reasonable accommodation to the needs of persons with disabilities ... any person prohibited by the provisions of [§ 8-107 *et seq.*] from discriminating on the basis of disability shall make reasonable accommodation to enable a person with a disability to ... enjoy the right or rights in question provided that the disability is known or should have been known by the covered entity." N.Y.C. Administrative Code § 8-107(15)(a).

- 102. Defendant's actions constitute willful intentional discrimination against the class on the basis of a disability in violation of the N.Y.C. Administrative Code § 8-107(4)(a) and § 8-107(15)(a) in that Defendant has:
  - (d) constructed and maintained a website that is inaccessible to blind class members with knowledge of the discrimination; and/or
  - (e) constructed and maintained a website that is sufficiently intuitive and/or obvious that is inaccessible to blind class members; and/or
  - (f) failed to take actions to correct these access barriers in the face of substantial harm and discrimination to blind class members.
- 103. Defendant has failed to take any prompt and equitable steps to remedy their discriminatory conduct. These violations are ongoing.
- 104. As such, Defendant discriminates, and will continue in the future to discriminate against Plaintiff and members of the proposed class and subclass on the basis of disability in the full and equal enjoyment of the goods, services, facilities, privileges, advantages, accommodations and/or opportunities of Lobels.com and Lobel's of New York Shops under § 8-107(4)(a) and/or its implementing regulations. Unless the Court enjoins Defendant from continuing to engage in these unlawful practices, Plaintiff and members of the subclass will continue to suffer irreparable harm.

- 105. The actions of Defendant were and are in violation of City law and therefore Plaintiff invokes his right to injunctive relief to remedy the discrimination.
- 106. Plaintiff is also entitled to compensatory damages, as well as civil penalties and fines under N.Y.C. Administrative Code § 8-120(8) and § 8-126(a) for each offense.
  - 107. Plaintiff is also entitled to reasonable attorneys' fees and costs.
- 108. Pursuant to N.Y.C. Administrative Code § 8-120 and § 8-126 and the remedies, procedures, and rights set forth and incorporated therein Plaintiff prays for judgment as set forth below.

# **FIFTH CAUSE OF ACTION**

(Declaratory Relief)
(on behalf of Plaintiff and the Class)

- 109. Plaintiff realleges and incorporates by reference the foregoing allegations as if set forth fully herein.
- 110. An actual controversy has arisen and now exists between the parties in that Plaintiff contends, and is informed and believes that Defendant denies, that Lobels.com contains access barriers denying blind customers the full and equal access to the goods, services and facilities of Lobels.com and by extension Lobel's of New York Shops, which Lobel's of New York owns, operates, and/or controls, fails to comply with applicable laws including, but not limited to, Title III of the Americans with Disabilities Act, 42 U.S.C. §§ 12182, et seq., N.Y. Exec. Law § 296, et seq., and N.Y.C. Administrative Code § 8-107, et seq. prohibiting discrimination against the blind.
- 111. A judicial declaration is necessary and appropriate at this time in order that each of the parties may know their respective rights and duties and act accordingly.

WHEREFORE, Plaintiff prays for judgment as set forth below.

### PRAYER FOR RELIEF

WHEREFORE, Plaintiff requests relief as follows:

- 112. A preliminary and permanent injunction to prohibit Defendant from violating the Americans with Disabilities Act, 42 U.S.C. §§ 12182, *et seq.*, N.Y. Exec. Law § 296, *et seq.*, N.Y.C. Administrative Code § 8-107, *et seq.*, and the laws of New York;
- 113. A preliminary and permanent injunction requiring Defendant to take all the steps necessary to make its website, Lobels.com, into full compliance with the requirements set forth in the ADA, and its implementing regulations, so that Lobels.com is readily accessible to and usable by blind individuals;
- 114. A declaration that Defendant owns, maintain and/or operate their website, Lobels.com, in a manner which discriminates against the blind and which fails to provide access for persons with disabilities as required by Americans with Disabilities Act, 42 U.S.C. §§ 12182, et seq., N.Y. Exec. Law § 296, et seq., N.Y.C. Administrative Code § 8-107, et seq., and the laws of New York;
- 115. An order certifying this case as a class action under Fed. R. Civ. P. 23(a) & (b)(2) and/or (b)(3), appointing Plaintiff as Class Representative, and his attorneys as Class Counsel;
- 116. Compensatory damages in an amount to be determined by proof, including all applicable statutory damages and fines, to Plaintiff and the proposed subclass for violations of their civil rights under New York State Human Rights Law and City Law;
- 117. Plaintiff's reasonable attorneys' fees, statutory damages, expenses, and costs of suit as provided by state and federal law;
  - 118. For pre and post-judgment interest to the extent permitted by law; and
  - 119. Such other and further relief as the Court deems just and proper.

DATED: November 15, 2016 LEE LITIGATION GROUP, PLLC

C.K. Lee (CL 4086) Anne Seelig (AS 3976) 30 East 39th Street, Second Floor

New York, NY 10016 Tel.: 212-465-1188 Fax: 212-465-1181

By: <u>/s/ C.K. Lee</u> C.K. Lee, Esq. JS 44 (Rev. 07/16)

# **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 provided of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

purpose of initiating the civil do	cket sheet. (SEE INSTRUCT)	IONS ON NEXT PAGE O	F THIS FC	DRM.)							
I. (a) PLAINTIFFS CRISTHIAN DIAZ				DEFENDANTS LOBEL'S OF NEW YORK, LLC							
(b) County of Residence of First Listed Plaintiff Queens County  (EXCEPT IN U.S. PLAINTIFF CASES)				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)							
(c) Attorneys (Firm Name, Address, and Telephone Number) C.K. Lee, Esq., Lee Litigation Group, PLLC 30 East 39th Street, Second Floor, New York, NY 10016 Tel: (212) 465-1188											
II. BASIS OF JURISDI	CTION (Place an "X" in Or	ne Box Only)	III. C	TIZENSHIP OF		INCI	PA	L PARTIES	(Place an "X" is and One Box	n One Box	for Plaintiff
☐ 1 U.S. Government Plaintiff	3 Federal Question (U.S. Government Not a Party)		Citiz		) <b>PTF</b> <b> 外</b> 1	DE		Incorporated or Pr	rincipal Place	PTF  4	DEF
2 U.S. Government Defendant	☐ 4 Diversity (Indicate Citizenship of Parties in Item III)		Citiz	Citizen of Another State				Incorporated and of Business In		_ 5 _ 6	<b>o</b> 5
				Citizen or Subject of a							
IV. NATURE OF SUIT			1 6	ORFEITURE/PENALTY	,		BAN	KRUPTCY	OTHE	R STATUT	res
CONTRACT  110 Insurance 120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment	PERSONAL INJURY  310 Airplane  315 Airplane Product Liability  320 Assault, Libel &	PERSONAL INJUR  365 Personal Injury - Product Liability  367 Health Care/ Pharmaceutical Personal Injury	RY D 6	25 Drug Related Seizure of Property 21 USC 881 90 Other	1 0	☐ 422 Appeal 28 USC 158 ☐ 423 Withdrawal 28 USC 157  PROPERTY RIGHTS ☐ 820 Copyrights			☐ 375 False Claims Act ☐ 376 Qui Tam (31 USC		
& Enforcement of Judgment    151 Medicare Act   152 Recovery of Defaulted Student Loans (Excludes Veterans)    153 Recovery of Overpayment of Veteran's Benefits   160 Stockholders' Suits   190 Other Contract   195 Contract Product Liability   196 Franchise	Slander    330 Federal Employers'   Liability     345 Marine Product   Liability     350 Motor Vehicle     355 Motor Vehicle     360 Other Personal     Injury     362 Personal Injury -	Personat Injury Product Liability  368 Asbestos Persona Injury Product Liability PERSONAL PROPE  370 Other Fraud  371 Truth in Lending 380 Other Personal Property Damage Product Liability	RTY	LABOR 710 Fair Labor Standards Act 720 Labor/Management Relations 740 Railway Labor Act 751 Family and Medical Leave Act		SOC 3 861 1 3 863 1 3 864 3 4 864 3	Paten Trade HIA ( Black DIW( SSID	t	450 Commerce   460 Deportation   470 Racketeer Influenced and Corrupt Organizations   480 Consumer Credit   490 Cable/Sat TV   850 Securities/Commodities/Exchange   890 Other Statutory Actions   891 Agricultural Acts   893 Environmental Matters   895 Freedom of Information		
REAL PROPERTY  210 Land Condemnation  220 Foreclosure  230 Rent Lease & Ejectment  240 Torts to Land  245 Tort Product Liability  290 All Other Real Property	Medical Malpractice CIVIL RIGHTS  440 Other Civil Rights  441 Voting  442 Employment  443 Housing/ Accommodations  445 Amer. w/Disabilities - Employment  446 Amer. w/Disabilities - Other  448 Education	Other:	tte O	790 Other Labor Litigation 791 Employee Retirement Income Security Act  IMMIGRATION 462 Naturalization Applicat 465 Other Immigration Actions		☐ 870 Taxes or De ☐ 871 IRS— 26 US		AL TAX SUITS s (U.S. Plaintiff efendant) —Third Party ISC 7609	Act  896 Arbit  899 Adm  Act/F  Agen  950 Cons	t	
	emoved from	Remanded from Appellate Court	Re	(spec	other	Distri	ct	☐ 6 Multidis Litigatio Transfer	on -	8 Multid Litigat Direct	listrict ion - File
VI. CAUSE OF ACTI  VII. REQUESTED IN  COMPLAINT:	Brief description of c	ause: SECKS <u>INT</u> SIS A CLASS ACTIO	uncti	(Do not cite jurisdictional Abilities Act, 4 On to Ais Cri. DEMANDS	statu PZ M/	nat	707	iversity: C. §/2/8 M. OGOM CHECK YES onl IURY DEMANI	t the vis	nally in compl	uiii.
VIII. RELATED CAS	SE(S) (See instructions):	JUDGE SIGNATURE OF A	TORNE	OF RECORD		DC	CKI	ET NUMBER			
DATE 11/15/201	16	SIGNATURE OF A		. OT RECORD			_				
FOR OFFICE USE ONLY			_		<b>.</b>			MAG. J	LIDGE		
RECEIPT #	AMOUNT	APPLYING IF	P	JUDGI	E			MAG. J			

#### CERTIFICATION OF ARBITRATION ELIGIBILITY

Local Arbitration Rule 83.10 provides that with certain exceptions, actions seeking money damages only in an amount not in excess of \$150,000, exclusive of interest and costs, are eligible for compulsory arbitration. The amount of damages is presumed to be below the threshold amount unless a certification to the contrary is filed. [ C. K. Lee, Esq. I, <u>C. K. Lee, Esq.</u>, counsel for <u>Cristhian Diaz</u>, do hereby certify that the above captioned civil action is ineligible for compulsory arbitration for the following reason(s): X monetary damages sought are in excess of \$150,000, exclusive of interest and costs, X the complaint seeks injunctive relief, the matter is otherwise ineligible for the following reason DISCLOSURE STATEMENT - FEDERAL RULES CIVIL PROCEDURE 7.1 Identify any parent corporation and any publicly held corporation that owns 10% or more or its stocks: RELATED CASE STATEMENT (Section VIII on the Front of this Form) Please list all cases that are arguably related pursuant to Division of Business Rule 50.3.1 in Section VIII on the front of this form. Rule 50.3.1 (a) provides that "A civil case is "related" to another civil case for purposes of this guideline when, because of the similarity of facts and legal issues or because the cases arise from the same transactions or events, a substantial saving of judicial resources is likely to result from assigning both cases to the same judge and magistrate judge." Rule 50.3.1 (b) provides that "A civil case shall not be deemed "related" to another civil case merely because the civil case: (A) involves identical legal issues, or (B) involves the same parties." Rule 50.3.1 (c) further provides that "Presumptively, and subject to the power of a judge to determine otherwise pursuant to paragraph (d), civil cases shall not be deemed to be "related" unless both cases are still pending before the court." NY-E DIVISION OF BUSINESS RULE 50.1(d)(2) 1.) Is the civil action being filed in the Eastern District removed from a New York State Court located in Nassau or Suffolk County: No. 2.) If you answered "no" above: a) Did the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in Nassau or Suffolk County? No. b) Did the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in the Eastern District? Yes If your answer to question 2 (b) is "No," does the defendant (or a majority of the defendants, if there is more than one) reside in Nassau or Suffolk County, or, in an interpleader action, does the claimant (or a majority of the claimants, if there is more than one) reside in Nassau or Suffolk County? (Note: A corporation shall be considered a resident of the County in which it has the most significant contacts). **BAR ADMISSION** I am currently admitted in the Eastern District of New York and currently a member in good standing of the bar of this court. No Are you currently the subject of any disciplinary action (s) in this or any other state or federal court? (If yes, please explain) Yes

I certify the accuracy of all information provided above.

Signature:

# UNITED STATES DISTRICT COURT

	for the
Easter	rn District of New York
CRISTHIAN DIAZ	
Plaintiff(s) v. LOBEL'S OF NEW YORK, LLC  Defendant(s)	Civil Action No.
SUMMO	ONS IN A CIVIL ACTION
To: (Defendant's name and address) Lobel's of New Yor 1039 Quaker Bridg Croton on Hudson,	ge Rd East
	ons on you (not counting the day you received it) — or 60 days if you an officer or employee of the United States described in Fed. R. Civ.
P. 12 (a)(2) or (3) — you must serve on the plaintif	or motion must be served on the plaintiff or plaintiff's attorney,  p, PLLC t, Second Floor
If you fail to respond, judgment by default You also must file your answer or motion with the	will be entered against you for the relief demanded in the complaint. court.
	DOUGLAS C. PALMER CLERK OF COURT
Date:	

Signature of Clerk or Deputy Clerk

# **ClassAction.org**

This complaint is part of ClassAction.org's searchable class action lawsuit database and can be found in this post: <u>Lobel's of New York Slapped with ADA Compliance Suit</u>