



Date: June 12, 2019

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Research for: Elinor Wonders Why "Wind in the Web" ep. 124

POLISH DRAFT: June 3, 2019

General notes:

- We will **note references to brand names**. Free speech laws allow you to make those references but internal considerations might dictate that you make them generic; we will not say "clear" or "not clear." Once we note them, you decide if you want to mention a brand name product or not. Every project has a different policy on using brand names in dialogue.
- On the other hand, if we can tell that your intention was for the product name to be fictional, we check to see if it is or not. We **assess your intention** and proceed with either "reference to the brand name xxx" or "we've checked and we find xxx."
- References to actual products, businesses, etc. may need consideration given **contractual obligations**. You might need to change them if you have a product placement agreement with a competitor.
- **Derogatory** references in dialogue may merit attention. We will flag these and production should consult with counsel on them.
- If **no brand name or business name** is noted (e.g. "bottle of mustard"/"ice cream shop"), we presume that you will advise us if you need fictional names to feature or contact information for obtaining permission to show actual product names, logos, etc.
- **Permission is needed** if you feature in artwork any business names, copyrighted items, brand names, identifiable artwork from another source, etc.
- We check **sound-alike spellings** (Daley, Dailey, Daly, etc.).

Setting: fictional "Animal Town"

1. The following cast names, dialogue references, and visual elements have been checked:

Pg#/Line#

3/25 I also have some special swiss soy cheese -
Our sources show that "soy cheese" is generic language. Consider clear for use.

829 norwest road
eastern script inc.
kingston, on canada k7p 2n3
www.easternscript.com
ph (844) 842-3999

6/47 it looks like it's headed straight for Ms. Gee Raffe -
Assuming that this is a giraffe character, consider this to be generic language
(preceded by "Ms."). No research conducted.

6/52 Olive and Ari come back with Deputy Mouse -
Assuming this character is a mouse and a deputy, consider this to be generic
language. No research conducted.

14/115 she holds up the spider book -
Please advise if you wish a fictional title to feature in artwork.

2. Presume that licenses have been obtained for use of the following music, where
applicable:

Pg#/Line#

4/34 Over some short music
11/97 As they work, they sing a song

Sources consulted

Please call if you want to know more about these materials. We will gladly supply details on the source provider, date of edition/update, breadth of coverage, etc.

CODE: (b) = book
 (d) = database
 (e) = e-mail correspondence
 (t) = telephone interview
 (w) = website/internet search engine

U.S. Patent & Trademark Office (w)

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