Date: April 29, 2019
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Research for: Elinor Wonders Why "Ari's Cousin" Ep. 110B
(Record Draft April 25, 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#

10/96 MARTHA COW -
We find no prominent cow character in the character name sources we search or in trademark searching in class 28 (toys). In internet searching we find a cow character named Martha from the book "No Moon, No Milk" (Chris Babcock, Mark Teague). Please advise if you wish alternative names provided based on this listing.

11/101 ARI'S COUSIN –
Not identified by name.

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

Pg#/Line#

10/96 (singing) Compare and see, compare and see!
Let's find someone that looks like me!

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

Comic Vine (w)
Disney animated characters (w)
Duckduckgo (w)
Google (w)
International Catalogue of Superheroes (w)
Internet Animation Database (w)
Muppet character names (w)
Pixar characters listing (w)
Saegis (200+ international trademark databases) (d)