



Date: September 23, 2019

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Research for: Elinor Wonders Why "Elinor's Circus" Ep. 139
Polish draft - Sept. 11, 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#

1/1 Welcome to the Animal Town Circus –
We find no circus by this name in internet or trademark searching.
We find no North American business by this name. Consider clear for use.

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

1/2 Featuring... The Amazing Ari! –
In your context a nickname/performer name for Ari. We find nothing relevant for this name in internet searching. Consider clear for use.

1/3 Olive the Awesome! –
In your context a nickname/performer name for Olive. We find nothing relevant for this name in internet searching. Consider clear for use.

1/4-5 The Extraordinary.....Elinor? –
In your context a nickname/performer name for Elinor. We find nothing relevant for this name in internet searching. Consider clear for use.

4/30 PHILBERT –
NOT CLEAR. We find Filbert is the name of a squirrel character from the animated series “Animal Crossing” <https://nookipedia.com/wiki/Filbert>.
To avoid any possible conflict advise use of one of the following clear alternatives cleared as a prominent squirrel character and in class 28 trademark searching:
Chester, Sigmund (or Siggy).

8/64 I was a squirrel scout –
We find “Squirrel Scout” in common use as a story element in several animated series (Camp Lazlo, Fairly Odd Parents, Marvel’s Earth-616). We also find this is the name of a scouting organization in Ireland, no scouting organization in North America. We find no current trademark registration by this name. Consider clear for use.

12/104 Ladieees and Gentle-animals! Let the Greatest Show in Animal Town BEGIN! –
Calls to mind Ringling Brothers - Barnum & Bailey’s circus tagline - “The Greatest Show on Earth”.

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

Pg#/Line#

1/1 A <FANFARE> plays
1/2 <CALLIOPE MUSIC> plays
12/104-105 <MUSIC UP>...To not fall down when you ride...
You can balance if you try!

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)
famous fictional cats, dogs, & critters (b)
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)