Date: July 5, 2019
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Research for: Elinor Wonders Why "Bubble House"
POLISH: 02-July-19

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:

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3/24 https://www.nytimes.com/2019/02/19/science/spittlebugs-bubble-home.html -
Presume that this is included for in-house reference; permission would be needed to feature any copyrighted material.

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

Pg#/Line#	
7/56	(singing) Bubble, bubble, bubble