



Date: May 28, 2019

To: Angelica Lopez - angelica@pipelinestudios.com

Marissa Collyer - marissa.collyer@pipelinestudios.com

Paul Moncrieffe - pmoncrieffe@pipelinestudios.com

Research for: Elinor Wonders Why Ep. 122 "Snow Friend"

Polish draft dated May 15, 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:

We find nothing for this section in this episode.

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

Pg#/Line#

12-13/6 (singing) Yesterday was warm, And the snow could really stick... We
can build anything When we warm up the snow