



Date: October 22, 2019

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Research for: Elinor Wonders Why "Frozen Fish" Ep. 143
Polish Draft dated Oct. 21, 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#

2/11 We're at Mossy Lake! -
We find this to be a common North American place name. Consider clear for use.

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

8/51 where Ranger Rabbit pours hot chocolate from a Thermos into three small mugs -
Possible featured use in artwork of tradename product/logo. For permission contact: Canadian ThermosProducts Inc., Tel: 416-757-6231, or 847-439-7821, Toll Free: 1-800-669-7065
<https://www.thermos.com/contacts#worldwide-offices>

8/57 If the lake has turned to ice... what happened to Splashy -
Although we find Splash/Splashy to be a common fish name in internet searching, one of them is a popular computer app released in 2014 by RedBit Games. In checking the international trademark databases, we find no relevant listing in class 28 for just "Splashy" as a fish character name. Please advise if you wish us to check other names based on this application name.

13/96 But what do the fish do under there all winter?... Some bury themselves in the sand at the bottom and go to sleep. Some get close to their friends to stay warm. But other fish, like the trout, stay awake. They just move more slowly, and eat as much as they can find. -
We find this to be accurate information.

16/120 Those critters have some very clever ways to survive. Let's read about one of my favorites, called Daphnia. -
We find Daphnia to be members of Cladocera, and are one of the several small aquatic crustaceans commonly called water fleas because their swimming style resembles the movements of fleas. Daphnia live in various aquatic environments ranging from acidic swamps to freshwater lakes and ponds

16/120 Mz. Mole pulls out a book from her bag and opens to a picture of a pond -
Please advise if you wish fictional book title to feature here.

17/120 Adult daphnia with eggs image ref:
https://upload.wikimedia.org/wikipedia/commons/thumb/4/4e/Daphnia_pulex.png/440px-Daphnia_pulex.png -
Presume that you have permission to feature any copyrighted images here.

17/124 Not to worry, the momma daphnia makes a special case that keeps her eggs safe as the pond dries up -
We find this to be accurate information.

17/125 Don't the little eggs need water? ...They do. But if they are in their special case they can wait for the spring rains to fill up the pond again. Then, pop! Out come the new little daphnia -
As above.

18/126 Baby daphia image ref:
https://upload.wikimedia.org/wikipedia/commons/thumb/5/52/Daphnid_GLERL_1.jpg/440px-Daphnid_GLERL_1.jpg
See note 17/120 above: "Adult daphnia with eggs image ref".

18/130 Video of swimming:
<https://www.youtube.com/watch?v=3rOCjjD29SY> -
As above.

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

Pg#/Line#

14/103 (SONG) Lakes are fun to dip your toes in, But in winter, they get frozen. ... liquid water on the bottom! END 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

duckduckgo (w)

google (w)

SAEGIS int'l trademark databases (close to 200 countries) (d)