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Research for: Elinor Wonders Why "Just Peachy" ep. 134b

General notes on report content:

- ◆ We *note references to brand names*. Free speech laws allow those references but other factors 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 doing so. If it seems that your intent was for a product name to be fictional, we check to see if it is or not. We then proceed with either "reference to the brand name xxx" or "we've checked and we find xxx."
- ◆ 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. If you feature business names, copyrighted items, brand names, identifiable artwork from another source, etc. *permission or further research* will be needed.
- ◆ References to actual products, businesses, etc. may need consideration given *contractual obligations*. You might need to change them if you, for example, have a product placement agreement with a competitor or your distributor will not allow them.
- ◆ "Consider clear for broadcast" means we feel this name is safe for broadcast content but production counsel must weigh in as to whether the name is *safe for use in merchandising*. Trademark search results help you plan for possible merchandising.
- ◆ *Derogatory* references in dialogue may merit attention. We will flag these and production should consult with counsel on them.
- ◆ 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#

2/12 Thanks mom -

This "mom" is likely a typo (for "Thanks dad") here and later in the script; we only see Mr. Rabbit as part of this episode.

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

4/-- After a beat MIRO appears above -
Per email from production, we understand that this character is a platypus. We find no listing for a platypus character by this name. In the international trademark databases, we find 4 listings in class 28 by the name Miro(s) when specifying stuffed/plush/doll/figur? in the goods/services, none of them also specify platypus. Consider clear for use.

4/-- ASHLEY, and BODIE are kicking a BALL around -
Per email from production, we understand that this character Ashley is a bear. We find a few stuffed bears for sale by this name in our internet searching but we find no listing for a bear character by this name. In trademark searching we find 2 current registrations in class 28 that specify bear(s) in the goods/services but neither seem relevant (both are for full name "Laura Ashley"). We find over 40 current registrations in class 28 that specify stuffed/plush/doll/figur? in their goods/services. The word thus seems common in bear names; consider clear for use.

6/44, 6/6 Farmer Bear's farm ... EXT. FARMER BEAR'S FARM -
ENTRANCE-
In case you will be featuring these words on a sign, we have checked it as a business name and find nothing relevant for a North American business or anything prominent elsewhere. Consider clear for use.

8/65-6 Elinor is playing with a HULA HOOP in her backyard ... I could barely even hula hoop -
Reference in dialogue and indicated featured use in artwork of the tradename plastic toy hoop the Hula-Hoop (Wham-O Manufacturing Corp.).

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

Pg#/Line#

3/27	PLAYFUL INSTRUMENTAL MONTAGE MUSIC
13/106	Winter, Spring, Summer and Fall Each season grows ...

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)
en.wikipedia.org/wiki/List_of_fictional_bears (w)
en.wikipedia.org/wiki/Little_Bear_(TV_series) (w)
famous fictional cats, dogs, & critters (b)
google (w)
Internet Animation Database (w)
Muppet character names (w)
Pixar characters listing (w)
Saegis (200+ international trademark databases) (d)