



Date: January 17, 2019

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Research for: Elinor's Town "The Town Picnic" ep. #101B

Record draft dated 11 Jan 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

1. The following cast names, dialogue references, and visual elements have been checked:

Pg#/Line#

1/1 ELINOR -

We find no prominent rabbit/bunny characters in our in-house sources or internet searching by this name. We find only 1 current international trademark

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listing in class 28 (toys) specifying rabbit or bunny/bunnies or plush or stuffed in the goods/services by the exact name Eleanor registered in the China database. It appears that the listing is for an elephant; however, among its goods/services it lists plush and stuffed toys. The entire listing is included at the end of this report. Please advise if you wish alternatives based on this listing.

1/2 RANGER RABBIT –
Elinor's mother. Not identified by name.

1/2 Ooh, we can do wood-carving with Mrs. Beaver –
Not identified by name.

1/4 Mr. Horse is giving everyone hayrides –
As above.

1/6 We could watch Mr. Cat at the dunking booth –
As above.

1/6 Suzie Aardvark prepares to throw a ball –
NOT CLEAR. We find only 2 current international trademark listings in class 28 specifying aardvark or anteater or plush or stuffed in the goods/services by this exact name. To avoid any possible conflict the following have been cleared for use: **Sandy (Aardvark), Sheila (Aardvark).**

2/8 HAZEL –
NOT CLEAR. We find only one character in our in-house sources by this name, a Disney MacStuffins character. To avoid any possible conflict the following have been cleared for use: **Heather, Helen.**
[n.b. We also tried Harriet, Hannah, Hilda and Ethel but ran into conflicts.]

2/10 I have to talk to Deputy Mouse –
Not identified by name.

2/10 chatting with JOE MOUSE -
NOT CLEAR. We find only one prominent mouse character in our in-house sources and internet searching by this name. To avoid any possible conflict, the following have been cleared for use: **Jarvis, George.**
[n.b. We also tried Jason, Josh, Jake, Jack, Jasper, Gene but ran into conflicts.]

2/14 ARI –
We find no prominent bat character in our in-house sources or internet searching by this name. We find 7 current international trademark listings specifying bat or plush or stuffed in the goods/services by this exact name, registered to 5 different owners. Consider common and clear for use.

2/14 Not just any ketchup... I'm waiting in line for Mrs. Gorilla's super special, World Famous, awesome ketchup -
We find no current international trademark listings in class 30 (includes ketchup) by the name Mrs. Gorilla. Consider clear for use.

3/21 Hazel shrugs and pulls her Nature book -
Please advise if you wish fictional title or author name to feature in artwork.

6/44 It says here that bees get the nectar (that's the juice from the flower) and then they bring it back to the bee hive -
We find this to be accurate information.

6/46 Then the bees use their wings to fan it, and that takes out some of the water that's inside of the flower juice -
We find "The bees return to the hive and pass the nectar stored in their honey stomachs onto other worker bees. The bees then spread the nectar throughout the honeycombs where water evaporates from it, making it a thicker syrup. The bees dehumidify or "dry" the nectar even faster by fanning it with their wings."

6/47 The bees turn the juice into honey because it lasts longer and takes up less space. -
We find this to be accurate information.

9/67 MRS. GORILLA'S KETCHUP STAND -
We find no North American business by this name. Consider clear for use.

9/67 MRS. GORILLA -
Not identified by name.

9/68 ALEJANDRO POSSUM -
We find no prominent aardvark/anteater character in our in-house sources or internet searching by this name. We find ocurent international trademark listings specifying aardvark or anteater or plush or stuffed in the goods/services by this exact name. Consider clear for use.

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

Pg#/Line#

7/51 ELINOR, HAZEL AND ARI (singing) Some things are goopy...
Interesting for you and me!

12/92 ELINOR (Singing) Some things are goopy... Just add water to make it go!

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Trademark listing for note 1/1 above:



Trademark ELEANOR

Source China

Application Number 33027437

Application Date 21-AUG-2018

Status UNPUBLISHED APPLICATION (PENDING)

Owner Hangzhou Aileno Brand Management Consulting Co., Ltd.

杭州爱蕾诺品牌管理咨询有限公司

浙江省杭州市滨江区西兴街道智慧之门中心1幢1232室

CN (CHINA)

Agent 杭州汇通知识产权代理有限公司

International Class(es) 28 (Toys and sporting goods)

Goods and Services Computerised Translation Toy balloons; Christmas tree decorations (except lighting items and candy); building blocks (toys); dolls; plush toys; Russian dolls; stuffed toys; toy models; toy watches; cards; playing cards; toys; Jigsaw toy

Subclass Description 2801 Apparatus and machines for entertainment purpose, goods for entertainment

2802 Playthings

2803 Chess, cards and their accessories and equipments

2804 Balls and their accessories

2805 Equipments for body-building

2806 Archery implements

2807 Gymnastic, weight lifting and athletics articles, ice and snow sports, other machines and apparatus for sports purpose

2808 Pools and racetracks

2809 Protecting articles for sportsmen, skates

2810 Decorations for Christmas trees

2811 Fishing tackle

2812 Single class articles

Design Type WORD ONLY

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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

canada411 (w)
comic book db (w)
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 - company name search (d)
Saegis (200+ international trademark databases) (d)
Verizon Superpages (w)

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