Date: October 8, 2019
To: Angelica Lopez - angelica@pipelinestudios.com
Marissa Collyer - marissa.collyer@pipelinestudios.com
Paul Moncrieffe - pmoncrieffe@pipelinestudios.com

Research for: Elinor Wonders Why "Zig Zag Plant" Ep. 141
Polish draft dated Sept. 25, 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#

1/8 holding a BOOK -
Please advise if you wish fictional title or author name to feature in artwork.

4 a huge stack of books –
As above.

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

<u>Pg#</u>

4 Over music, we see a montage of scenes
13 Up, up, up! Plants will grow up…Even if the ground
Tilts a lot