

International

Brand Assurance Guidelines

High standards equal long-term success. By carefully controlling the design of all Warner Bros. Consumer Products properties and the licensed products on which they appear, we ensure that they will continue to attract consumer interest and appeal.

Therefore, all uses of the **LOONEY TUNES** character likenesses and names must be approved prior to the production and sale of any product designed by licensees. In addition, all packaging, advertising, in-store promotions, catalogs, brochures, web pages, etc. using **LOONEY TUNES** characters must receive written approval prior to production and distribution.

Approval Procedures - Contact your local BA office for specific procedures.

While Warner Bros. Consumer Products Brand Assurance gives each project our immediate and full attention, approvals take time. Please allow **10 business days** for each of the approval stages in your schedule. Avoid short turnarounds.

Submit new line art or production designs at the following stages:

- Rough sketch or concept layout
- Pre-production samples or strike-offs
- Finished artwork or final proofs
- Finished products or packaged samples

Concept Submissions

The most expedition way to submit your concept approvals is using our on-line program called Cyber BA. Check with your local BA office for details.

Cyber BA is a web-based tool designed to help expedite the concept submission process for Licensees who have current contracts. The website has a series of customized options that make it convenient for you to upload images instead of sending them via courier. As soon as you log on, the site recognizes you, presents you with a list of your contracts, and puts you just a few clicks away from submitting your concept. Once submitted, the concept is immediately viewable by Brand Assurance in Burbank and flows into the normal approval process.

If you do not have access to the internet you may send in your concept submissions via courier.

Your submission should be sent directly to Brand Assurance. Please send the **CONCEPT SUBMISSION FORM** (located on the CD-ROM) fully completed with your concept. Use one form per piece of art. Submissions will not be processed without the appropriate form; they will be returned to you. If you are submitting artwork that you wish to be returned to you, please include an additional copy which we can retain for our records. If this is not included, we will be unable to return the artwork to you. Items will be returned to you via regular mail service unless you provide us with your courier account number.

Comments on your submissions will be faxed to you on a **PRODUCT APPROVAL FORM AND RESUBMISSION FORM**. Please send any future submissions of that item with a photocopy of the latest **PRODUCT APPROVAL AND RESUBMISSION FORM** – do **NOT** resubmit with a Concept Submission Form – it should only be used the first time that you are submitting an item.

Trademark & Copyright Notices

Warner Bros. considers the protection of our characters to be of great importance and we carefully monitor the use of trademark and copyright notices. To facilitate your correct usage, here are some general guidelines:

- The likenesses, names, sayings, drawings, and renditions of all characters serve as trademarks and are protected under copyright; their use must be approved.
- All character names are trademarks and should not be covered or distorted on the product.
- A trademark and copyright notice must be included on all finished products, packaging, or advertising and promotional materials.
- When a character appears multiple times on products, packaging, or advertising, one copyright notice is sufficient.

Warner Bros. Consumer Products must be notified in advance about notices used. Submit the appropriate rendition of all trademark and copyright notices to your local Warner Bros. Consumer Products Representative for approval by Brand Assurance. Licensees must not assume approval is given unless specifically notified by Warner Bros. Consumer Products Brand Assurance department in writing.

Trademark and copyright notices should read:

LOONEY TUNES, characters, names and all related indicia are trademarks of and © Warner Bros. (sXX)*

Please note that the property name is in all caps as shown and the legal notice always ends with a period. There is no period after (sXX) and the “s” is lower case. (sXX) must appear on a separate line.

(sXX) reflects the year that the product is being shipped to retail. For example, (s01) indicates the product is shipping to retail in 2001.

Concept Submission Form

Located in the Brand_Assurance_Folder
01_form

ONLY USE THIS FORM FOR THE FIRST SUBMISSION OF AN ITEM. WHEN RESUBMITTING AN ITEM, USE A COPY OF THE PRODUCT APPROVAL FORM AS YOUR RESUBMISSION FORM.

WARNER BROS. CONSUMER PRODUCTS

CONCEPT SUBMISSION FORM

Brand Assurance, Licensing Division

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SUBMIT ONE ITEM PER FORM

EXCEL USERS:
Use appropriate Excel file. Found in the BA_Forms Folder. Print & Fax.

Note:
The Excel file is read-only. The document can be opened and unprotected without a password under Tools Menu, Protection Submenu.

ALL OTHER USERS:
Use appropriate PDF file. Found in the Acrobat_Forms Folder. Print & Fax.

Note:
The pdf file can be opened with Acrobat Reader 4.0 which is provided on the CD-ROM or can be obtained at www.adobe.com