

U. S. and Canada

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 (insert property name) 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 sites, etc. using (insert property name) characters must receive written approval from Brand Assurance prior to production and distribution.

APPROVAL 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 of concept layout
- Pre-production samples or strike-offs
- Finished artwork or final proofs
- Finished products or package samples

Concept Submissions

All concepts are to be submitted via our on-line program called Cyber BA.

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.

Approvals

Comments on your submissions will be e-mailed to you on a PRODUCT APPROVAL FORM AND RESUBMISSION FORM.

Preproduction and Final Samples

After receiving approval to proceed beyond concept stage, send all physical preproduction and final sample submissions directly to Brand Assurance with a photocopy of the latest PRODUCT APPROVAL AND RESUBMISSION FORM. Cyber BA is for the concept and revised concept stages only.

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 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.