

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 SHOW** 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 **THE LOONEY TUNES SHOW** 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 each product at the following stages. If you are uncertain as to how many stages you need to submit for your particular manufacturing process please consult with Brand Assurance.

1. **Conceptual design.** This can be rough or final artwork. If rough, submit final artwork before proceeding beyond conceptual stage.
2. **Pre-production samples.** These are the next stages after conceptual layout and before proceeding to production. For apparel this would be a strike-off. For 3-D product this would be a sculpt, followed by a paint master.
3. **Final samples.** These are actual product taken from the first production run.

Concept Submissions

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

BA LINK 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 and flows into the normal approval process.

Approvals

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

Pre-production and Final Samples

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

Trademark and Copyright Notices

Warner Bros. Studios 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 as part of your concept for approval by Brand Assurance. Licensees must not assume approval is given unless specifically notified by Warner Bros. Consumer Products Brand Assurance in writing.

Trademark and copyright notices should read:*

TM & © Warner Bros. Entertainment Inc.
(sXX)

Please note that 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, (s10) indicates the product is shipping to retail in 2010.

*Note: The legal notice may vary depending on the inclusion of other marks on the product or packaging. Brand Assurance will supply you with the correct legal notice on the Product Approval Form that is returned to you with comments regarding your conceptual design.