

# The Eastern Script

*Shameless self-promotion since 2011*

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## GET IN TOUCH

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## PRESIDENTIAL ADDRESS



How I See Life

Santa has some fabulous mail for you here in his newsletter bag!

He wrote a little thank-you note to some excellent new clients.

He issued a bulletin saying that Eastern's added some shelving in the warehouse for taking on new projects in the upcoming year... so give a shout! Hard-working elves await your orders.

He put a big envelope on the sleigh with two articles in it about title searches. If you've ever wondered what those reports consist of, read on. And if you've ever wondered what the first steps are when we start working on them, read further.

He included one of those four-color glossy "free gift" inserts: looks like the elves are going to offer a discount on movie reports during their quieter work season of January through April. The elves were all on-board with this friendly way to attract even more new clients and to keep their winter work days busier than ever.

He collected the "recent projects" notes again too so you could see some of what has been on the busy workbenches in 2019.

We wish all of you a very happy and restful holiday season.

See you in 2020!

Anne Marie Murphy  
President



## 2020: OPEN FOR BUSINESS!



Wow, that “2020” looks like some science fiction Jules Verne concoction. When I was a little kid I would sit in a tiny rocking chair in my bedroom and imagine what I’d be doing in some random year in the distant future, say 1978... I’d picture myself walking around on a big university campus that resembled UC Berkeley in *The Graduate* when Dustin Hoffman goes up to find Katharine Ross. The year 2020 was never on my radar... but it is now.

In 2019 we had to pass on a bunch of projects that came to us in the very busiest time of year for us: from spring to fall. We HATE to do that, it breaks our hearts to say no to new opportunities. In 2020, we hope to be able to take on any challenge you drop in our laps. If you were one of those people we had to turn away this year, please try us again. We have available bandwidth.

We did pick up some interesting new clients and projects this year and for that we are grateful. We have a new television series client in Chile, an animation company - *Fantástico*! We worked for an another television series out of New Zealand, that was a first and of course a bit of a challenge with the many time zones between us. We have been working on a television series based in St. Paul, Minnesota and a movie shooting in Oklahoma — ok, North Americans do not typically consider either place an intriguing holiday destination (like Chile or New Zealand) but my point here is that we are not just in

Canada any more, although it is our home base. We can work for anyone anywhere at this job.

If you will need script clearance or title search reports this year, wherever you are, give us a shout at your earliest convenience. We look forward to hearing from you.

[www.easternscript.com/contact-us](http://www.easternscript.com/contact-us)

## CHEAPER WHILE IT SNOWS

Elsewhere in this newsletter we mention that our busiest time of year is from spring through fall. So how about we give you a deal until the snow disappears?



**From January through April, we'll send you our 10% discounted rate sheet for movie reports.**

Select from any of the four turnaround times noted: ten, seven, five, and three business days. Keep us hopping so we stay warm!

## SETTING UP A TITLE SEARCH

We'd like to bring your attention to a small policy change that we've applied to title search orders. Some of you may have already noticed the change, but we talk about it here to provide clarification.

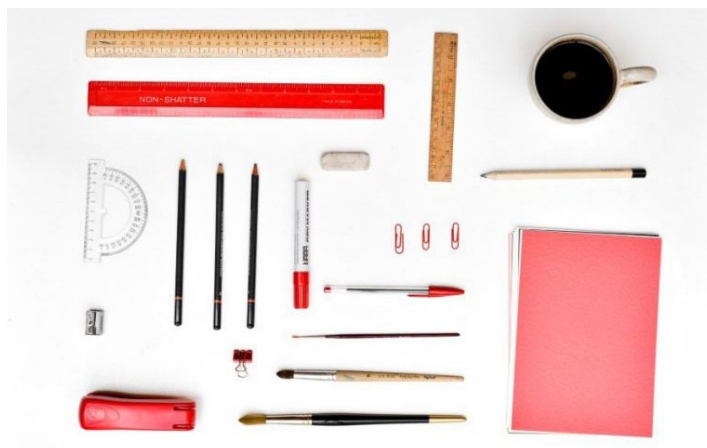
From now on, any changes to the wording of your title after the order has been placed, and you've confirmed we can start the work, will incur additional charges at our hourly rate. This is now stated on the order form. The reason for this is that careful work goes into 'setting up' the title search and its documents, and this often takes a significant amount of time to get right.

Once we receive the order for your title, the title search elves begin the process by creating the search strings that will best capture all the listings related to your title. This is actually a peer reviewed process as each set of strings needs to be confirmed by the group. After the strings have been established, we then set up the report documents and create a new folder for the project.

Any changes to the wording of the title after this has occurred mean starting the peer-review process and document setup all over again. When the title search orders come flooding in, you can imagine how time consuming it is to set up each search.

Thank you for your understanding. If you have any further questions please do not hesitate to [contact us](#).

## TITLE SEARCH: RECIPE INGREDIENTS



Most of our title searches have twelve sections in them (our "Basics" search is a low budget-friendly seven section alternative):

1. Big screen films: feature-length theatrical releases
2. Small screen:
  - a. tv series, tv movies, web series;
  - b. short films
3. Trademarks: film/television-related
4. Copyright registrations: film/television related
5. Publishing:
  - a. books;
  - b. comic books, periodicals
6. Plays
7. Radio programs
8. Music:
  - a. song titles;
  - b. album titles
9. Business names: film/television-related
10. Domain names
11. Newspaper and magazine articles
12. General internet search for miscellaneous items

Just as you “never step in the same river twice,” we are constantly reviewing the sources for each of those sections to ensure that we are spending time in the most useful places to find your answers. Some websites become more or less useful for searching titles over time. Some sources even disappear completely and when they do, we try to find a useful replacement.

The sections are listed in what we assume are highest to lowest concern for the client, with visual media projects at the top. “Big screen films” section is where you’ll find theatrical releases over an hour long. “Small screen” brings you television series, webseries, short films, television movies.

Next up is a search in the relevant trademark databases (determined by the geographic scope you select) looking for visual media-related registrations in classes 38 and 41. We also search “Official Marks,” a trademark status unique to Canada, these are trademarks granted to governments, police forces, universities, etc. — they are not required to provide the usual word descriptions in the goods/services area when registering (so would not show up in our goods/services limited searches) yet are registered in all classes and so important to find.

Section 4 presents results from the copyright registration databases of the U.S. and Canada. In the U.S. Copyrights database searching back to 1978 (prior to that year, searching must be done by an on-site searcher at the Library of Congress), we limit our searching to original registrations for motion pictures and screenplays because of the large number of U.S. copyright registrations — over 14 million — compared with Canadian copyright registrations of less than 500,000.

Section 5 looks at how your title has been used in the world of publishing, either as a book or periodical. There is great overlap between the world of publishing and that of film/television so that section can be of some interest.

The second half of the reports look at areas that are perhaps of less concern for a film/television project but still might turn up items of interest. Section 6 is plays, section 7 radio programs, section 8 music (album/song titles), and section 9 is business

names in the entertainment industry that match your title listings. In section 10 we look at what exists with the most popular North American suffixes (.com, .net, .org, .biz, .ca, .us, .info, .tv) for domain names. Section 11 includes matches for articles in newspapers and magazines from the last few decades. I recently noticed that Clint Eastwood’s forthcoming feature film The Ballad of Richard Jewell was based on an article by a version of that title (American Nightmare: the Ballad of Richard Jewell) that was published in Vanity Fair in 1996; that type of information in a title search could be of interest to production counsel.

In the final section we look at general internet findings using two different search engines, keeping an eye out for anything else that might be film or television related that hasn’t shown up in one of our regular sources. If we find other things in internet searching that seem significant enough to include, you’ll find them there. Finally, at the end of the report you’ll find a detailed list of the sources consulted.







## RECENT PROJECTS

**BEST SELLERS** – “Michael Caine is set to star in comedy Best Sellers, it was announced by Foresight Unlimited on Wednesday. The double Oscar-winner will star as a cantankerous, sharp-witted, has-been author whose goal is to live out his days in peace with a bottle of scotch, a cigar and his cat. However, an ambitious young editor embarks on a wild book tour with the author in a last-ditch attempt to save a boutique publishing house.”

By Robert Mitchell, [variety.com/2019/film/news/michael-caine-headline-best-sellers-1203215478/](http://variety.com/2019/film/news/michael-caine-headline-best-sellers-1203215478/)

**BIG GOLD BRICK** – Starring Andy Garcia, Emory Cohen, Megan Fox and Lucy Hale. “Written by [Brian] Petsos, the story centers on fledgling writer Samuel Liston (Cohen) and his experiences with Floyd Deveraux (Garcia), the enigmatic, middle-aged father of two who enlists Samuel to pen his biography. But the circumstances that lead up to this arrangement in the first place are quite astonishing — and efforts to write the biography are quickly stymied by ensuing chaos in what becomes a dark comedy.”

By Tatiana Siegel, [www.hollywoodreporter.com/news/andy-garcia-megan-fox-lucy-hale-star-big-gold-brick-cannes-1208982](http://www.hollywoodreporter.com/news/andy-garcia-megan-fox-lucy-hale-star-big-gold-brick-cannes-1208982)

**THE FOURTH WITCH (THE CRAFT)** – “Cailee Spaeny plays the new girl at school, Hannah,” a high school outcast who becomes friends with three other young women and begins experimenting with witchcraft. They unleash a power that at first seems to solve problems in their lives but slowly consumes them with unforeseen costs.”

By Hoai-Tran Bui, [www.slashfilm.com/the-craft-remake-cast/](http://www.slashfilm.com/the-craft-remake-cast/)

**LET'S GO LUNA** – “Let's Go Luna! follows the adventures of three friends – Leo, a wombat from Australia; Carmen, a butterfly from Mexico; and Andy, a frog from the United States – as they traverse the globe with their parents’

traveling performance troupe, Circo Fabuloso. At each of the Circo’s stops, Luna the Moon guides the trio as they get to know the local region and its people.”

PBS, [www.pbs.org/parents/shows/luna](http://www.pbs.org/parents/shows/luna)

**NIGHT RAIDERS** – “Danis Goulet's female-driven dystopian drama stars Amanda Plummer, Elle-Maija Tailfeathers and Alex Tarrant. Jojo Rabbit director Taika Waititi is executive producing Night Raiders, Danis Goulet's female-driven dystopian drama now shooting in and around Toronto.”

By Etan Vlessing, [www.hollywoodreporter.com/news/taika-waititi-executive-produce-sci-fi-thriller-night-raiders-1249248](http://www.hollywoodreporter.com/news/taika-waititi-executive-produce-sci-fi-thriller-night-raiders-1249248)

**RUNNING HOME** – “Filming is underway on writer/director Zoe Hopkins’ second feature film, Running Home. Written and directed by the Heiltsuk/Mohawk filmmaker behind Kayak to Klemtu, the dramedy follows a single mother who is goaded into running a marathon by the ghost of Onondaga Six Nations runner Tom Longboat – helping her get her life back on track in the process.”

By Lauren Malyk, [playbackonline.ca/2019/09/20/zoe-hopkins-rolls-on-running-home/](http://playbackonline.ca/2019/09/20/zoe-hopkins-rolls-on-running-home/)

**XAVIER RIDDLE AND THE SECRET MUSEUM** – “Xavier Riddle and the Secret Museum is the newest educational offering coming to PBS, starting Monday, November 11. It’s described as an adventure-comedy series, and it’s based on author Brad Meltzer and illustrator Christopher Eliopoulos’s New York Times best-selling children’s book series, Ordinary People Change the World. The series will debut with five episodes that follow Xavier, his little sister, Yadina, and their friend Brad, as the heroes they meet attempt to help them solve problems.”

By Starr Rhett Rocque, [www.fastcompany.com/90428661/brad-meltzer-gets-kids-to-care-about-history-in-pbss-xavier-riddle-and-the-secret-museum](http://www.fastcompany.com/90428661/brad-meltzer-gets-kids-to-care-about-history-in-pbss-xavier-riddle-and-the-secret-museum)