

## **PUFFS RIDER ASSIGNMENT**

***Review the Puffs rider and discuss the following:***

- ***What specific language in the rider seems important?***
- ***Describe the tone of this document.***
- ***Did anything surprise you?***
- ***Why do you think Samuel French requires organizations to complete this rider before rights are awarded?***

***Determine five important ways this rider will affect our production of Puffs. Consider both production and performance aspects.***

***Be specific and be prepared to share.***

A CONCORD THEATRICALS COMPANY  
**SAMUEL FRENCH**

Applicant Name:	Terry Gabbard
Organization:	Ardrey Kell High School
Address:	10220 Ardrey Kell Rd
	Charlotte, NC 28277
Request Number:	340411

**PUFFS** MARKETING and ADVERTISING GUIDELINES

or

What to say, how to say it in order to not receive an unpleasant letter from a lawyer.

A Brief Overview of Marketing Your Production of **Puffs**

**Puffs** is a stage play written by Matt Cox as a transformative and transfigured work under the magic that is US fair use laws. It is not endorsed, sanctioned, or in any other way supported directly or indirectly by Warner Bros. Entertainment, the Harry Potter book publishers, Sonia Friedman Productions or J.K. Rowling and her representatives, not to mention the people who made *Free Willy*, the *Rocky* franchise, Sylvester Stallone, or AOL Instant messenger. It is what one might call "its own thing." US fair use law may have changed since **Puffs**' publication; the producers, publishers and playwright of **Puffs** have asked that you not make changes to the script or stage directions (except where improv is encouraged in the text) and cannot be held liable for any improv decisions you [make or include]. We sent this script out into the world like a tiny golden ball with wings, and even with all our magic, we don't know where it will land or how any audience will react to it. We do however ask that no intellectual property created or distributed by or for the team behind everyone's favorite boy wizard, such as their copyrighted imagery, branded clothing, cloaks or capes or wands or official fonts and symbols be used near this play. We also reserve the right to ask for cuts or edits to the script when we grant a public performance license.

**tone**

**Puffs** is known for its hilarious, friendly and heartwarming tone, and our social media presence matches that tone. Playwright Matt Cox described the brand character as "Funny, intelligent, silly, heartwarming, a little worn and slightly ignored. And Badgers. Badgers are cool." Read the script. See the play in person or by download/streaming via your favorite online service. Check out the Official **Puffs** Website at <http://www.puffstheplay.com>. And be inspired by our social media content. You will have plenty of inspiration. Even a simple **Puffs**' "HIII!" goes a long way!

**THE UNDERDOG PERSPECTIVE**

**Puffs** brands itself as a play for "anyone who ever felt like they weren't the hero in their own story." The show also makes frequent jokes about how the **Puffs** are the "losers" of magic school. Embrace it! Make it clear that we know we always come in fourth place. It's endearing and hilarious! When speaking about the world, keep it positive, upbeat, and fun!

A CONCORD THEATRICALS COMPANY

# SAMUEL FRENCH

## COPYRIGHT, TRADEMARK, INTELLECTUAL PROPERTY AND BRAND CONFUSION

Our goal – and yours, as a performance licensee is to market/sell **Puffs**, without using any other brand to try and sell it for us. **Puffs** is an original comedy that takes place in a familiar world, but it is ultimately a world of its own creation. Trust in the strength of the script, the quality of the craft of the jokes and the enduring message of the show. You don't need to use another brand to sell **Puffs**, it has been able to stand up on its own very successfully. Don't use another show, brand or entity to sell **Puffs**, just sell **Puffs**.

One of the most important aspects of the success of selling **Puffs** and not running into any copyright or trademark issues is that we don't invite brand confusion. This means, that **Puffs** can never represent itself as being part of any other universe other than its own. Don't ever represent in any media or advertising that **Puffs** is in any way part of the Potter universe. This is a sure-fire way to get in legal hot water and frankly, it's unnecessary. That said, if someone else says something about the show that does make comparisons to other brands, you are allowed to use those pull quotes since it is a third party making a statement and not the show itself. We commonly refer them to Pull quotes, usually from articles and reviews, but tread carefully on this line. You want to make sure you are being respectful and not inviting brand confusion by leading the consumer down an unintended path as to what the show is. Finally, everyone involved with a production of **Puffs** must understand the most important thing to remember when talking about it or advertising the show, ... **Don't violate Copyright or Trademark Law!**

## HOW NOT TO GET AN ANGRY LETTER FROM LAWYERS

Since a certain boy wizard's franchise belongs to Warner Brothers, great care must be taken when posting or talking about **Puffs**. Here is a list of do's and don'ts that will help prevent you from crashing into copyright and trademark barriers:

### DON'TS

- DO NOT use the names "Harry" and "Potter" together. Even better, refer to Harry as "a certain boy wizard" or something equally ambiguous.
- DO NOT use any materials from Warner Brothers, Universal, Scholastic or Bloomsbury – or any of the official Cursed Child stage play accounts. To avoid trouble like a **Puff** should, we must steer clear of all things from the films, books, and parks. This includes images or materials in all forms. Do not use any of these materials to create production images, or to advertise or promote your production. This includes using fonts on any advertising materials that resemble fonts from the before mentioned entities.
- DO NOT refer to the characters as they appear in the books/films/play. In the world of **Puffs**, Harry is the actor playing him and Ron is a mop; Daniel Radcliffe and Rupert Grint are Mug-Borns (shhhhhh!).

A CONCORD THEATRICALS COMPANY

# SAMUEL FRENCH

- DO NOT use the franchise's names for supporting characters. When in doubt, refer to the script how you should refer to someone. The most frequently used character names are listed below in the 'do's' section.
- DO NOT use well known franchise vocabulary including (but not limited to) the houses, spells, and shop names – although you can mention wands, brooms, owls, trolls and mirrors in general. If you need a specific phrase to refer to a franchise word, refer to the script.

## DO'S

- DO feel free to refer to ideas that don't specifically belong to the franchise. For instance, referring to the **Puffs** party culture or room near the kitchen is acceptable.
- DO refer to the houses by their **Puffs** names
  - Braves
  - Snakes
  - Smarts
  - PUFFS!**
- DO refer to characters as they are identified in the play. The most frequently used/referred to characters are:
  - Death Buddy
  - Blondo Malfoy
  - The Headmaster
  - Professor McG
  - Real Mr. Moody
  - A Certain Potions Teacher
  - Voldy
- DO feel free to use hashtags! Our hashtags are:
  - o #puffsplay
  - o #thirdornothing
  - o #jfinchapproved
  - o #badgerpride
  - o #badgersunite
- DO use the approved logo and other promotional and marketing materials provided by the publishers

## THE SUMMARY

We want people to be talking about **Puffs**, we want YOU to talk about **Puffs**. Say and post what you would like, just make sure that you are taking all precautions to avoid legal trouble for yourself and the

# A CONCORD THEATRICALS COMPANY || SAMUEL FRENCH ||

entire **Puffs** team and franchise. When in doubt, ask before saying anything publicly. And remember, include everyone, keep it happy, keep it spunky, and most of all, keep it fun.

Failure to strictly comply by these guidelines will result in the immediate revocation of the performance license. Use of any copyrighted or trademarked materials in the advertising and promotion of your production of **Puffs** will result in the immediate revocation of the performance license.

DocuSigned by:  
*Terry Gabbard*  
A332D8EF8396477  
Agreed to: \_\_\_\_\_ Dated: August 22, 2019  
(Name / Organization)

Print: Terry Gabbard \_\_\_\_\_ Dated: August 22, 2019  
(Name / Organization)

**K12 Licensing**  
[212-206-8990](tel:212-206-8990) | [k12@samuel french.com](mailto:k12@samuel french.com)  
[o. 866-598-8449](tel:866-598-8449) | [f. 212-206-1429](tel:212-206-1429)  
[235 Park Avenue South, Fifth Floor, New York, NY 10003](https://www.samuel french.com)