



Accounting **Law** &
Finance Department

EDHEC

GRANDE

ECOLE

MSc Legal & Tax Management 2010/2011

Intellectual Property Law in Globalized
and Digitalized Economies

Final exam - Duration:3 hours

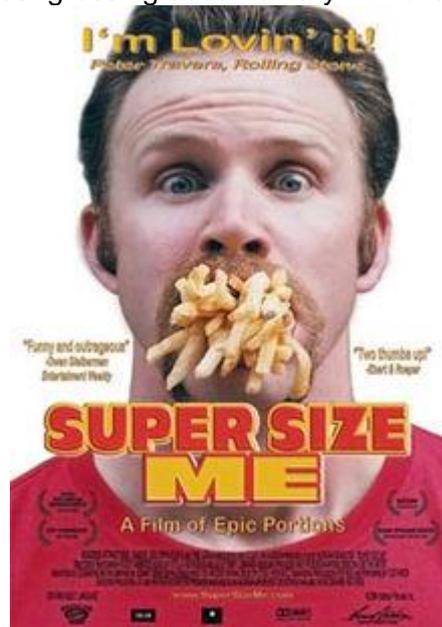
Documents allowed

Electronic and communication devices
forbidden

Professor:
Cédric MANARA

POM Wonderful Presents: The Greatest Movie Ever Sold. This is the title of a 2011 documentary that was “*fully financed through product placement from various brands, all of which are integrated transparently into the film*”, according to the press release (annex 1). This movie “*documents both the absurdity and pervasiveness of product placement in our daily lives*”, said its director Morgan Spurlock.

Spurlock is already noted for having shot “Super Size me” in 2004. “Super Size me” is a documentary where he criticized fast food restaurants for selling physiologically addictive and physically harmful products. To show the negative effects of this industry, he has eaten three times a day, during 30 days, in a McDonald’s restaurant. As a result, Wikipedia contributors have written, “*the then-32-year-old Spurlock gained 24½ lbs. (11.1 kg), a 13% body mass increase, a cholesterol level of 230, and experienced mood swings, sexual dysfunction, and fat accumulation to his liver. It took Spurlock fourteen months to lose the weight gained from his experiment*”.¹ “Super Size me” is the 12th highest-grossing documentary film of all time.



For his new movie “POM Wonderful Presents: The Greatest Movie Ever Sold”, he has worked with several people, who are listed in pages 4 to 7 and 20 to 23 of the annex.

The movie is named after POM Wonderful, an American company that grows and markets pomegranates and pomegranate-based products. The company is described in the annex (page 8). Here is one of its trademarks registered in the USA (number 3687492, registered on September 22, 2009):

**POM
WONDERFUL**

Other sponsoring companies, such as Hyatt or Old Navy, are portrayed pages 9 to 19. The total number of brands is 17.

As the press release states,

¹ Wikipedia (EN), *Super Size Me*, http://en.wikipedia.org/wiki/Super_Size_Me (last visited March 26, 2011).

Sponsors were provided with brand category exclusivity. The brands that agreed to sponsor the film placed Spurlock front and center in their brand campaigns and advertisements, both on and off-line. Partners have the unique right to promote themselves in association with Spurlock and the film as “The Greatest.”

The press release adds that

The agreements also stipulate that Spurlock maintains creative control of the film’s content and final edit.

1. You are the counsel of one of the companies that chose to sponsor Spurlock’s movie. As a consequence, your company’s trademark will appear in a movie whose director “*maintains creative control of the (...) content and final edit*”. Such a use may be risky for the brand.

After having listed the risks for the company/trademark, draft a clause of the sponsor contract by which you will try to circumscribe those risks as much as possible, without limiting the movie director’s creative control.

[for this question, you can pick one of the sponsoring companies]

[10 points]

2. Who is the owner of the copyright on the movie?

[4 points]

3. Would it be possible for the movie producer to register the title of the movie as a trademark in the European Union?

[6 points]

A Sony Pictures Classics Release

**POM WONDERFUL PRESENTS:
THE GREATEST MOVIE
EVER SOLD**

Official Selection:

Sundance Film Festival 2011
Miami International Film Festival 2011
SXSW Film Festival 2011

www.thegreatestmovieeversold.com

Release Date (NY/LA): 04/22/2011 | TRT: 88min | MPAA: Rated PG-13

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POM Wonderful Presents: The Greatest Movie Ever Sold

SYNOPSIS

Boundary-pushing Oscar®-nominated filmmaker Morgan Spurlock explores the world of product placement, marketing and advertising in *POM Wonderful Presents: The Greatest Movie Ever Sold*, a film that was fully financed through product placement from various brands, all of which are integrated transparently into the film.

While using brands in film promotion is not new for Hollywood, it certainly is new territory for the documentary format. Spurlock exploits the phenomenon to new heights, with everything from branded pizza boxes and in-flight film promotions to branded-everything in-film.

With humor and insight, *POM Wonderful Presents: The Greatest Movie Ever Sold* unmask the marketing process to bring audiences behind closed doors directly into the pitch meetings and marketing presentations which ultimately inform our everyday entertainment decisions. Sponsors were provided with brand category exclusivity. The brands that agreed to sponsor the film placed Spurlock front and center in their brand campaigns and advertisements, both on and off-line. Partners have the unique right to promote themselves in association with Spurlock and the film as “The Greatest.” The agreements also stipulate that Spurlock maintains creative control of the film’s content and final edit.

POM Wonderful Presents: The Greatest Movie Ever Sold is directed by Morgan Spurlock, written by Spurlock and Jeremy Chilnick, and produced by Spurlock, Chilnick and Abbie Hurewitz through Spurlock’s production company, Warrior Poets, along with Snoot Entertainment’s Keith Calder and Jessica Wu, who produced.

DIRECTOR'S STATEMENT

It was two years ago when we first got the idea to make *POM Wonderful Presents: The Greatest Movie Ever Sold*. It began with a conversation between me and my producing partner and co-writer, Jeremy Chilnick, where we talked about the TV show *Heroes* and their less than subtle inclusion of the Nissan Rogue into the show's storyline.

We then started talking about all the big summer movies, from Transformers to Iron Man to James Bond, and about how all those product placements were more than just advertisements for products, they were tools that made these movies' footprints and awareness even bigger ... these —co-promotions helped turn them into blockbusters.

And we wondered, if a little movie, even a documentary, had the same type of partnerships and co-promotion opportunities, could it have a bigger presence? Would it have the same influence? Could a doc reach the same level of awareness and marketability of a summer blockbuster? Would it be a —doc-buster?

Brands are everywhere these days. It seems like I can't go to any event these days without someone —sponsoring it. Sporting events, concerts, anything. So, why not a movie? Better yet, why not a movie that examines the whole phenomenon that is actually paid for by the companies themselves. That was the jumping off point.

Now product placement isn't a new phenomenon. In the 1800s, Jules Verne sold the naming rights to shipping companies in *Around the World in 80 Days*, and in the early days of film, Thomas Edison put ads for his own products in his movies. But television has always been its own animal. When it first began, shows were actually paid for and written by the advertisers, and the whole purpose was to sell a product. (Let's not forget that soap operas were created by soap companies for the sole purpose of selling more soap to moms!)

But as the popularity of film and television grew, the power of the advertisers diminished. It became about star power. It became about the content of the shows and the creativity of their creators. Over the last few decades though, that power has slowly been chipped away as more and more networks and outlets are competing for the same ad dollars and the same eyeballs. And so, the advertisers began to have power again – not only to get the air-time they wanted, but with the ability to dictate the content.

And so, here we are once again as we were in the beginning, with the birth of a new film and TV revolution (actually the TiVo Revolution), at the crossroads of money, power, influence, distribution, and creativity.

I wanted this film to explore the give and take that happens when you —play the game or at least what happens when you try, and I think the film will open a lot of people's eyes to the unbelievable conversations and situations that happen behind closed doors everyday in the entertainment and advertising businesses. It doesn't matter if you're a writer, director, producer, or musician ... you are affected by this on some level ... but not nearly as much as the consumer.

For in the middle of the thousands of hours of commercials and advertisements that we all see in our lifetime, there is an invisible curtain that makes us think this is the norm. That it's the way it should be.

The movie documents both the absurdity and pervasiveness of product placement in our daily lives and I saw my role on this film as both a filmmaker and an anthropologist. I needed to be careful that I did not become part of the punch line or part of the campaign. I had set out to see how important advertising is in our daily lives, maintaining that perspective was the only way I could get the movie made. I also wanted to maintain a healthy respect for all of the sponsors and what their goals are and meanwhile I remain the third eye observing it all.

I think this film does a great job of pulling that curtain back in a way we've never seen. After people watch this film, I think they will start to look at everything a little differently, especially the way they are marketed and advertised to every single day of their lives.

-- Morgan Spurlock

ABOUT THE FILMMAKERS

MORGAN SPURLOCK (Director/Producer)

Morgan Spurlock is a New York based writer, director and producer. His first film, *Super Size Me*, premiered at the Sundance Film Festival in 2004 and won him Best Directing honors. The film went on to win the inaugural Writers Guild of America best documentary screenplay award as well as garner an Academy Award nomination for best feature doc. Since then he has directed, produced and distributed multiple film and TV projects, including the critically acclaimed FX television series, "30 Days," and the films *Where in the World is Osama Bin Laden*, *Confessions of a Superhero*, *Czech Dream*, *Chalk*, *The Future of Food*, *What Would Jesus Buy?*, and *Freakonomics*. He was most recently was nominated for a primetime Emmy Award as well as a Writer's Guild Award for *The Simpsons 20th Anniversary Special: In 3-D! On Ice!*, and is currently in post-production on his next feature documentary *Comic-Con Episode Four: A Fan's Hope*.

JEREMY CHILNICK (Writer/Producer)

Jeremy Chilnick has worked with Morgan Spurlock for the past six years. In that time, he has overseen all elements of production and development for their production company Warrior Poets. After co-producing the Shopocalypse-chronicling documentary *What Would Jesus Buy?*, as well as the official Cannes selection *The Third Wave*, Jeremy has gone on to write, produce, and executive-produce multiple films and television shows. Since 2008, Chilnick has co-written and co-produced *Where in the World is Osama Bin Laden?*, the Emmy-nominated *The Simpsons 20th Anniversary Special: In 3-D! On Ice!*, and most recently the documentary adaptation of *The New York Times* best-selling *Freakonomics*.

ABBIE HUREWITZ (Producer)

Abbie Hurewitz is a documentary producer based in New York. Prior to producing *POM Wonderful Presents: The Greatest Movie Ever Sold*, she was a field producer on Participant Media's *Countdown to Zero*, directed by Lucy Walker; story producer on *Iraq for Sale: The War Profiteers*, directed by Robert Greenwald; and supervising producer on "NeoEd," an innovative educational series for Korean audiences. Other non-fiction credits include the feature *Peace by Peace: Women on the Frontlines*, which premiered at the U.N., and series television for TLC, A&E, Planet Green, and PBS. In addition to her documentary work, Abbie is also a commercial copywriter and producer whose clients include Sports Illustrated, HBO, MasterCard, Pernod Ricard, among others. She received a BA in Anthropology from Wesleyan University.

KEITH CALDER (Producer)

Keith Calder is an alumnus of the prestigious Peter Stark Film Producing MFA Program at the University of Southern California, where he has also served as adjunct faculty. He also received a BA in business administration and entrepreneurship from Carnegie Mellon University, where he was honored with the Entrepreneurial Finance Award.

Calder founded Snoot Entertainment in February 2004 to independently develop, finance and produce both live-action films and CG animated features with broad audience appeal. Snoot recently premiered *Bunraku* at this year's Toronto Film Festival on September 11th. The live action film stars Josh Hartnett, Demi Moore, Woody Harrelson, Ron Perlman, and Kevin McKidd, along with internationally renowned Japanese actors Gackt and Shun Sugata. The project was written and directed by Guy Moshe.

Snoot Entertainment released its first animated film *Battle for Terra* on May 1, 2009. The family science-fiction epic, which premiered at the 2007 Toronto Film Festival, featured a stellar voice cast including Evan Rachel Wood, Luke Wilson, Brian Cox, David Cross, Dennis Quaid, James Garner, Danny Glover, Justin Long, Rosanna Arquette, Ron Perlman and Danny Trejo. At last year's SXSW Film Festival, Snoot Entertainment debuted *Thunder Soul*, a documentary of Conrad O. Johnson and The Kashmere Stage Band who reunited for the first time in 35 years to play a tribute concert for their former teacher, mentor, and beloved bandleader. The film has since been acquired by Roadside Attractions which plans to release the film theatrically in the spring of 2011. Snoot most recently finished production on *Undocumented*, a thriller about a small group of documentary filmmakers who are plunged into unimaginable horror when they chronicle the trials and inequities faced by Mexican illegal immigrants. The film premiered at Fantastic Fest 2010.

In 2005, Calder also co-founded Snoot Entertainment's sister company Occupant Films with Felipe Marino and Joe Neurauter, which has produced the feature films *All the Boys Love Mandy Lane*, *The Key Man* and *The Wackness*. Occupant also produced *Peep World* premiering at last year's Toronto Film Festival which was acquired by IFC. Directed by Barry W. Blaustein, the film stars Michael C. Hall, Sarah Silverman, Rainn Wilson, Ben Schwartz, Judy Greer, Kate Mara, Taraji P. Henson and Ron Rifkin, and tells the story of four siblings who come to terms with the publication of a novel written by the youngest sibling that exposes the family's most intimate secrets.

JESSICA WU (Producer)

Jessica Wu is Vice President of Snoot Entertainment. Along with Keith Calder, she produced *Battle for Terra*, *Bunraku* and *Undocumented*. Wu is a graduate from the Dramatic Writing Program at New York University's Tisch School of the Arts. Her film and television experience includes positions at management company The Firm in Los Angeles, HSI, a New York-based music video and commercial production company and the BBC.

DANIEL MARRACINO (Cinematographer)

Daniel Marracino emerged from the primordial muck of television shooting shows like "Cribs," "Beach House," and years of Buzz Clips/DVD extras and First Look Specials for HBO including "Sex and the City," "Oz," and "The Sopranos." Daniel shot rock docs for VH1 News, including "On Parole with ODB," "Club Drugs," and "DMC: My Adoption Journey," and two seasons of IFC's "Media Project." In 2010, Daniel lensed *The Simpsons 20th Anniversary Special: In 3-D! On Ice!*. Daniel served as Director of Photography and co-Director of Photography on features including *What Would Jesus Buy?*, *Sicko*, *Capitalism: A Love Story*, *Freakonomics*, *Sick, Fat and Nearly Dead* (2011 release), and *Comic-Con Episode 4: A Fan's Hope* (2011 release), and finally the greatest movie he has ever shot, and *POM Wonderful Presents: The Greatest Movie Ever Sold*.

THOMAS M. VOGT (Editor)

Working as an editor for the past 20 years, Tom Vogt started his career at the award-winning Colossal Pictures studio in San Francisco in the early nineties. After a short stint as a hair model, Tom and his hair moved to Los Angeles to work on the Emmy award-winning television series "South Park" as lead editor for eight years. Tom also edited Academy Award®-nominated *South Park: Bigger, Longer & Uncut* and *Team America: World Police*. After working on all things Matt Stone and Trey Parker, Tom decided to move to New York City to work on commercials. This created a deep void within himself that he has refilled by editing *POM Wonderful Presents: The Greatest Movie Ever Sold*, a film by Morgan Spurlock about the world of commercialism. His interests include long walks on the beach, wine tasting, and befriending cabbies.

OK GO (Music)

In the year since EMI issued OK Go's acclaimed third album, *Of the Blue Colour of the Sky*, the Los Angeles quartet has gone from being a rare young light on a major label to arguably the world's most bleeding edge independent outfit. You probably know the bit about the treadmills by now but one can authoritatively say that those trusty treadmills shot the band into both better health and a Technicolor zone beyond the hoary indie-versus-major debate.

Billboard called them "trailblazing," the head of Apple's marketing said they were "the first post-internet band, the first band to use the internet as a medium of art, not just commerce." *BusinessWeek* praised their new model of "proactive creative types... looking beyond traditional parameters to get support for their work." OK Go's project is one of the modern age, of unlimited possibility, where infectious songs, inventive videos, surprising live shows, and an articulate, forward-thinking back-end combine into a total work by a defiantly do-it-yourself band without a shoestring budget. The band says they just like "making stuff."

In a series of surprising partnerships, companies like State Farm, Samsung, Flip Camera, and Range Rover have stepped into the role that major labels once occupied: investing in the band's berserker videos (like the 18-million-views-and-growing/UK-MVA-Best-Rock-Video winning Rube Goldberg-esque masterpiece for "This Too Shall Pass") and sold-out tours. Moreover, the band have emerged with an unprecedented level of independence, simultaneously bypassing a dying industry's gate-keepers with creative aplomb and forging the kind of three-dimensional band/audience relationship only fantasized about by social networking consultants.

The band's very public dispute with EMI about fans' rights to embed the band's videos landed them square in the crosshairs of contemporary culture. Kulash has penned editorials for *The Times of London*, *The New York Times*, and *The Washington Post*. "I've heard about nerdy being hip, but I've never known that just plain boring can be hip," Stephen Colbert noted of the deal with the not-known-for-their-non-boringness State Farm, which funded the assuredly not boring "This Too Shall Pass" video. "This is a new level of hipness!" Colbert concluded.

As befitting any band that recently parted ways with a venerable multinational corporation with their master tapes intact, OK Go also recently launched their own imprint, Paracadute. Not surprisingly, there's a new version of *Blue Colour* loaded with the expected demos, covers, live jams, and 12-track remix set, but also access to an online database where the band will continue to expand the album, still a breathing, growing entity.

Recorded with longtime Flaming Lips collaborator Dave Fridmann and named for a gorgeously quacky 19th century text, *Of the Blue Colour of the Sky* is not to be forgotten. *Entertainment Weekly* praised it as a "sing-along for hipsters who remember how to party unironically" and *The Onion's AV Club* called it "mature, compelling and totally unexpected." MTV's Newsroom went as far as calling it the "best album of the year (so far)."

Nothing but blue ahead.

AND NOW A WORD FROM OUR SPONSORS...



ABOUT POM WONDERFUL

POM Wonderful is a global brand committed to innovation and wellness. We grow and market pomegranates and pomegranate-based products that are healthy, honest and essential to the well-being of humankind.

Ours is the only company that grows, harvests, processes and ships our own pomegranates. Plus, we're the only pomegranate company that has provided over \$34M in funding to support scientific research on Wonderful variety pomegranate products at top institutions around the globe.

POM Wonderful's commitment to wellness also means caring about the well-being of our planet. Our sustainable business practices include:

- Using the latest drip-irrigation technologies in our orchards to minimize use of one of California's scarcest resources – water.
- Making productive use of every single part of the pomegranate. What's left over is used as cattle feed – no landfills for us!
- Manufacturing our bottles right next to our filling plant, which means no wasteful transportation of air-filled bottles.
- Employing an intelligent routing system to ensure our products travel the fewest miles possible to reach store shelves.
- LEED Silver certified corporate offices in Los Angeles, CA.

We invite you to enjoy our fresh pomegranates, our 100% pomegranate juice and our growing line of POM-based products.



ABOUT AMY'S KITCHEN

We didn't set out to become the nation's leading natural frozen food brand. All we wanted to do was create a business that would allow us to earn a living by providing convenient and tasty natural vegetarian meals for people like ourselves, who appreciated good food, but were often too busy to cook "from scratch."

We started on a "shoestring," using our own house and barn as headquarters. The founding meetings were held in the same room where we were married and where our daughter Amy was born. This was in 1987, before the idea of "organic" food had become well known, and when there were very few frozen meals available for vegetarians to eat, either in health food stores or supermarkets. We were, however, very fortunate in being in the right place at the right time. The number of vegetarians had increased dramatically, as had consumer awareness of the harmful effects on their health and the environment of chemicals in the food supply.

Our first product, a vegetable pot pie, was an instant success. Other products followed in rapid succession, and we made the amazing discovery that they were being eaten not only by vegetarians and those interested in natural foods, but by millions of people looking for easy to prepare meals that really tasted good.

Since then Amy's has created over 88 frozen meals, including pizzas, pocket sandwiches, pot pies, entrées, snacks and whole meals. In 1999, we introduced a grocery line that now includes canned soups, beans and chili as well as jarred pasta sauces and salsas. Our foods are carried by all natural food stores, supermarkets and some club stores in the United States, Canada and abroad.

Although we have considerably expanded our production facilities and the number of people we employ, we have remained a family owned and operated business, sensitive to the needs of our customers.

In spite of the fact that many companies now produce similar products, Amy's is still #1 in popularity and sales. Our total commitment to quality has made the difference.



ABOUT THE ARUBA TOURISM AUTHORITY

Aruba, one happy island, is truly an extraordinary experience; the island is ideally situated in the southern fringes of the hurricane belt and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Visit Aruba.com for more information.



ABOUT BAN® BRAND

The patented breakthrough technology found in Ban® antiperspirant/deodorants helps protect women from more kinds of odor. With great scents in invisible solid, roll-on, and clear gel styles, using Ban® antiperspirant/deodorants helps women have the confidence to work hard, and play hard, without odor and wetness worries.

For the #1 protection in stress odor among Invisible Solids, try Ban® Invisible Solids. They go on clear and stay clear, with 24 hours of odor and wetness protection. Choose from six light, modern fragrances including Island Falls® Invisible Solid, the newest fresh Ban® Invisible Solid scent, with fresh green notes and citrus, or Unscented, perfect for individuals with sensitive skin.

America's #1 Roll-on is also part of the Ban® antiperspirant/deodorant collection. It goes on clear to give you 24 hours of odor and wetness protection for unstoppable freshness. From the classic, understated fragrance of Ban® Regular Scent Roll-on, to the fresh, modern Satin Breeze® Scent, Ban® Roll-on goes on clear, and leaves you worry-free.

Ban® Clear Gel provides proven all-day odor and wetness protection in two great scents: Cool Sport, with a touch of citrus that's great for athletes, and Powder Fresh, a soft, gentle fragrance that's perfect for every day.



ABOUT CARRERA

The history of the Carrera brand begins in 1956 in the field of sports glasses, ski goggles and helmets. Carrera is named after the famous trans-Latin American car race, “La Carrera Panamericana,” hence the brand’s tag line, “Racing Sunglasses Since 1956.” Carrera, a prominent sunglasses brand which achieved cult status in the ‘80s, has enjoyed a resurgence in recent years. With the brand’s unmistakable retro styling, iconic aviator shapes and distinctive details, the brand reintroduced popular vintage styles in Europe in 2007 with much success and later, in August 2008, at select Solstice Sunglass Boutique locations in the U.S. March 2009 marked the national launch of Carrera sunglasses with an expanded collection of offerings now being carried by major department and specialty stores across the country. The Carrera collection of sunglasses and optical frames is designed by Enzo Sopracolle and manufactured and distributed by Safilo Group which acquired the Austrian-based Carrera Optyl company in 1996.

ABOUT SOLSTICE

Solstice is an upscale sunglass specialty chain owned and operated by Solstice Marketing Concepts (SMC), LLC, the New York City based subsidiary of the renowned Italian designer eyewear manufacturer Safilo Group. With over 160 Solstice Sunglass Boutique and Solstice Sunglass Outlet locations nationwide and an e-commerce web site launched in November 2010, Solstice offers one of the largest selections of designer sunwear of any department store or sunglass specialty retailer, with over 1,000 pairs from which to choose in a variety of price points. Highly coveted brands available at Solstice locations include: Armani Exchange, Balenciaga, Alexander McQueen, Bottega Veneta, Carrera, Dior, Dior Homme, Emporio Armani, Giorgio Armani, Gucci, Hugo Boss, Jimmy Choo, Juicy Couture, Kate Spade, Marc Jacobs, Marc by Marc Jacobs, Valentino and Yves Saint Laurent, to name a few. For general information, store locations and on-line purchases, visit www.solsticesunglasses.com.



ABOUT GET IT FOR FREE ONLINE

Why pay when you can get it for free?

Get It For Free Online is launching a new service in the summer of 2011 to provide free household items to consumers across the US courtesy of its sponsors. Beginning with paper towels, delivered every month right to consumers doors, and later adding other household items like tissues, napkins, school supplies, and pantry items Get It For Free Online will be providing households with what they need most -- Free Stuff! Founded by serial entrepreneur and marketing consultant David Laks on the premise that brands can provide more than coffee mugs, hats, tee shirts, and key chains to consumers to get their name in front of them, Get It For Free Online will help brands provide value to consumers in exchange for a share of voice in their homes. Get It For Free Online is proud to be aligned with an important film like *The Greatest Movie Ever Sold* which drives home the message that advertising is everywhere, whether you like it or not, so why not sell up and be a part of the game.



ABOUT HYATT HOTELS & RESORTS

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The company's subsidiaries manage, franchise, own and develop hotels and resorts under the *Hyatt*®, *Park Hyatt*®, *Andaz*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt Place*® and *Hyatt Summerfield Suites*® brand names and have locations under development on five continents.

Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates and markets as Hyatt Residence Club and Hyatt Residences.

As of September 30, 2010, the Company's worldwide portfolio consisted of 447 properties. For more information, please visit www.hyatt.com.



ABOUT JET BLUE

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier ranked “Highest in Customer Satisfaction Among Low-Cost Carriers in North America” by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as their low fare, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch), and super-spacious Even More Legroom seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 63 cities with 600 daily flights. Later this year JetBlue plans to introduce service to Providenciales, Turks & Caicos; Anchorage, Alaska; and Martha's Vineyard, Mass. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.



ABOUT MANE ‘N TAIL

Devon B. Katzev, President of Straight Arrow, says, “Our Original formula Mane ‘n Tail Shampoo and its companion conditioner have been a best kept secret for beauty aficionados everywhere? How did it all begin? Those two particular products reached iconic status when the equestrian audience started using the shampoo and conditioner that they used on their horses, on themselves! “They told their friends, and then the word spread like wildfire,” continues Mr. Katzev.

Originally, the product was created on the Katzev family horse farm in rural New Jersey. Straight Arrow was born when Mr. Katzev’s parents created Original Mane ‘n Tail Shampoo and Conditioner... that were specifically targeted for show horses with long flowing manes and tails. The formulas were outstanding and soon the line took off with the equestrian folks, but with one very important twist—the horse to human factor. Soon, the secret was out, consumers everywhere were reaping the benefits that were so coveted by the horse-owners ‘in-the-know’.

The shampoo formula contains high lathering and ultra-cleansing agents that are fortified with moisturizers and emollients to help leave hair soft and ultra clean. Followed by a conditioner

that helps nourish and aid healthy hair growth, leaving hair looking lustrous and silky. These micro-enriched protein formulas help to prevent hair breakage and repair split ends, achieving the goal of longer, stronger, fuller hair...the results are unbelievable! There is still an underground rumor that the Mane 'n Tail encourages hair growth. Imagine...the rest is history!

The line has expanded to include multiple shampoos, conditioners, an all-in-one, leave-in treatments, styling/finishing aids and hand & nail treatments.



ABOUT MERRELL

Merrell® is a brand within the Outdoor Group, a division of Wolverine World Wide, Inc. that also includes Chaco and Patagonia Footwear. Merrell believes in encouraging everyone to get outside, be active and have fun, and is the largest outdoor brand partner of the National Park Foundation. Wolverine World Wide, Inc. is headquartered in Rockford, Michigan. The company's portfolio of highly-recognized brands includes: Bates®, Chaco, Cushe®, Hush Puppies®, Merrell®, Sebago® and Wolverine®. The Company is also the exclusive footwear licensee of the following popular brands: CAT®, Harley-Davidson® and Patagonia®. The Company's products are carried by leading retailers in the U.S. and globally in nearly 180 countries and territories.



ABOUT MOVIE TICKETS.COM

MovieTickets.com, the worldwide leader in advance movie ticketing, offers moviegoers one of the leading destinations for buying movie tickets and checking movie showtimes. You can also access theater information, view trailers and video clips, write your own reviews and much more.

Formed in 2000, MovieTickets.com has given consumers the ease of a virtual box office in their homes and offices. MovieTickets.com enables consumers to buy tickets online for movie screens across the United States, as well as in Canada at MovieTickets.ca; in the U.K. at MovieTickets.co.uk; in Ireland at MovieTickets.ie; at MovieTickets.com.ar in Argentina; in Mexico at MovieTickets.com.mx; from any Internet-enabled wireless device at mobile.movietickets.com; and from any phone at 877-789-MOVIE. MovieTickets.com has eight different versions of the MovieTickets.com website, including Spanish and French language

versions. MovieTickets.com tickets for over 200 theater chains worldwide, more than ten times the amount of theaters than its nearest competitor. Its elite collection of partner theaters consistently represents over 50% of the top 50 and over 50% of the top 100 grossing theaters in North America on any given weekend.

Purchasing tickets at MovieTickets.com is simple. Users log on to MovieTickets.com, select a movie and showtime, and buy their tickets with a credit card. Some theater chains offer reserved seating options. MovieTickets.com consumers can email tickets to friends and family members.

By registering with MovieTickets.com, users are able to customize the ticket buying experience. Registered users can change display colors for a more personalized experience and can choose their favorite local theaters, which are displayed on many MovieTickets.com pages, allowing them to easily purchase their tickets with just a few clicks of the mouse every time they visit the site. Registered users are also exclusively eligible for promotional and sweepstakes offers.

Quick Checkout is another timesaving feature. Once consumers are registered and their credit card information is stored on MovieTickets.com's secure servers, Quick Checkout allows them to purchase movie tickets without re-entering their credit card information, by entering a password that they select. Additionally, consumers can sign up to receive an exclusive weekly MovieTickets.com email newsletter, to be invited to free movie screenings, to participate in market research on films being developed for future release, and more.

MovieTickets.com offers Print My Own Tickets for many theaters. With the Print My Own Tickets option, MovieTickets.com gives consumers the ability to proceed directly to theater ticket ushers and skip the box office altogether, making a night out at the movies even more convenient. Print My Own Tickets has been widely embraced by consumers.

For a complete list of the MovieTickets.com exhibitors, please visit:
<http://www.movietickets.com/exhibitors>



ABOUT OLD NAVY

Old Navy brings fun fashion and value to the whole family. From newborns through adults, we offer on-trend, modern clothing and accessories, as well as updated basics. Our unique, dynamic stores provide an exceptional shopping experience. That ensures that our customers find great, quality products at good value.



ABOUT PETLAND DISCOUNTS

Petland Discounts was started in 1965 when Neil Padron opened his first store in Glen Oaks, Queens. Now, with over 45 years in the Pet product retailing business he has grown the Petland Discounts chain into more than 100 stores with-in the tri-state area. Petland Discounts is an independently owned company and is the largest, continuously operated pet chain in America.

Petland Discounts offers a full line of aquariums and pet supplies (over 6,000 different products) as well as live fish, birds, reptiles and small animals. Petland Discounts staff is trained to take time with and listen to customers' needs and concerns. They build relationships, and are well trained to offer advice about the health and well being of the customer's pet.

Petland Discounts is very involved in Community Outreach by providing a school program to educate students and to promote responsible pet ownership by introducing a hands-on educational experience to children of all ages. Petland Discounts also works with many local shelters, humane societies and rescue groups throughout the tri-state area to help encourage animal adoptions. Because of the overpopulation of dogs and cats, Petland Discounts works closely with many of these organizations to help promote adoptions and offers savings on products to people who have adopted their pet.



ABOUT SEVENTH GENERATION

Seventh Generation is committed to becoming the world's most trusted brand of authentic, safe, and environmentally-responsible products for a healthy home. For 20 years, the closely held Burlington, Vermont-based company has been at the forefront of a cultural change in consumer behavior and business ethics.

One of the country's first self-declared "socially responsible" companies, Seventh Generation is a business that operates according to a new and different set of principles and values that in many

ways are a marked departure from those long considered “traditional.” Its business practice is focused on offering people avenues to express their idealism, passion, and commitment to causes larger than themselves at every point along its supply chain—from suppliers and partners to shareholders, customers and its own staff.

The company derives its name from the Great Law of the Iroquois that states, “In our every deliberation, we must consider the impact of our decisions on the next seven generations.” Every time you use a Seventh Generation product you are making a difference by saving natural resources, reducing pollution, keeping toxic chemicals out of the environment and making the world a safer place for this and the next seven generations.

Educating This and Future Generations

Seventh Generation is committed to helping consumers make informed choices.

Seventh Generation provides information in several formats: on packaging, on this Web site, in 7Gen News (look in the upper right corner on any Seventh Generation web page to sign up) and in booklets and presentations by Jeffrey Hollender, company co-founder, as well as other members of our community.

A complete line of non-toxic household products

Seventh Generation brand-name products include: non-chlorine bleached, 100% recycled paper towels, bathroom and facial tissues, and napkins; non-toxic, phosphate-free cleaning, dish and laundry products; plastic trash bags made from recycled plastic; chlorine-free baby diapers, training pants, and baby wipes; and chlorine-free feminine care products, including organic cotton tampons.

Our donations program

We dedicate 10% of our profits to non-profit community, environmental, health, and responsible business organizations working for positive change.



ABOUT SHEETZ

Sheetz is a family owned convenience store chain based in Altoona, Pennsylvania. For more than 50 years, our mission at Sheetz has been to meet the needs of customers on the go. Of course, things have changed over those 50+ years. Life is faster and busier, and customers expect us to be there when they need us most. One thing that hasn't changed over the years is our commitment to our customers, our employees and the communities in which we operate.

Committed To Our Customers

We really care about our customers. Our mission at Sheetz is to provide fast, friendly service and quality products in clean and convenient locations. We work hard to make sure we deliver on our Mission promise every day.

We continue to reinvent ourselves and bring innovation to our industry. In fact, our Vision is to create the business that will put Sheetz, as we know it today, out of business. That's what keeps us on top and keeps us focused on ways to make our business even more successful in the future.

We are able to succeed because we have outstanding employees with a commitment to Total Customer Focus (TCF). Our employees strive to meet the needs of our busy customers. Our employees also keep us rooted in the communities in which we operate convenience stores.

Committed To Our Communities

We connect with our neighbors in a number of ways and through various charitable organizations like Special Olympics, youth sports groups and Sheetz Family Christmas®.

Sheetz employees started Sheetz Family Christmas® in 1992. Since then, we have raised millions of dollars to help fulfill the wishes of needy children during the holiday season. It's a charity that is very near and dear to our hearts, and we look forward to brightening the lives of these children every year.



ABOUT THAYER'S NATURAL REMEDIES

In 1847, Henry Thayer M.D., opened a laboratory on Main Street in Cambridge, Massachusetts to produce his newly developed line of herbal extracts for sale to the medical profession. Born in 1828, into one of Massachusetts' founding families, he was trained in the medical arts of his day by his physician father. His method produced, for the first time, standardized strengths, enabling physicians to regulate dosages accurately. The company, named Henry Thayer & Company, prospered and broadened its line of products and has been described as the largest manufacturer of pharmaceuticals in America at the time of the Civil War.

In 1875, the company published "Descriptive Catalogue of Fluid and Solid Extracts in Vacuo" listing over 800 of its products: herbal based, presented in the forms of tinctures, infusions, syrups, poultices and wines. Prominent among these products was a Fluid Extract of Witch Hazel, listed as a "Tonic, astringent, and sedative; useful in checking hemorrhages and excessive discharges." The final pages show sugar-coated pills, a physician's dose list, apothecary's tables, a diet for invalids, and some diagnosis-related formulas including numerous combinations for cough remedies, a "Lotion for Humors and Eruptions", "Hair Restorative", and "Effervescent Lemonade Without a Machine."

After Dr. Thayer died in 1902, ownership of the business passed to his great niece, Mrs. Joseph Sturdevant. The nature of the business changed from emphasis on extracts of herbs to the preparation and sale of compound formulas marketed to the public through drug stores as “patent” medicines. Included were a line of 9 children's remedies, marketed under the brand name "Tots", a pile ointment, and a line of lozenges, including Slippery Elm Lozenges.

In 1947, Chase, Storrow Co. of Boston, a partnership of former Harvard roommates and recent Navy veterans, bought the company from Mrs. Joseph Sturdevant. A vigorous program of sales and advertising was begun based on a strategy of first increasing sales in New England, to be followed by expansion west of the Hudson River. The next decade saw distribution of the lozenges in the U.S. and Canada in independent drug stores and natural product stores, and the addition of related items, Cough Syrup, Nose Drops, Cold Sore Balm, and Coughmasters™. In 1989, the decision was made to add a line of Witch Hazel products for sale in the health food trade, with the addition of Aloe Vera to not only soothe and clean skin but soften as well.

In 1999 the company was sold to Karen Clarke, who for five years had served as General Manager. The Thayers family-business tradition was carried forward yet again in 2003, when Karen's son, John Gehr, came aboard as Vice President of Sales & Marketing and Business Development.

A longstanding commitment to making effective, natural remedies with high-quality ingredients has ensured Thayers' longevity. Its owners are confident that with this unwavering dedication, the company will flourish throughout the 21st Century.

POM Wonderful Presents: The Greatest Movie Ever Sold

CREDITS

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Digital Intermediate Producer
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Digital Intermediate Assistant
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