

**Smart In
Your World**

**It's More Than
a Tag Line**

**Arent
Fox
Is**

Arent
Fox
Is

Illuminating Ideas



**Some
Interesting
Clients**

**TALKING CARS, SUPERHEROES, MONSTERS,
A LONELY ROBOT AND A GOURMET RODENT-
ARENT FOX HAS SOME INTERESTING CLIENTS.**

The Eiffel Tower is one of the most recognized structures in the modern world. Located on the Champs de Mars in Paris, the tower has become the international symbol of France. It has been sketched, painted, photographed, and filmed countless times since it first opened in 1889. The Eiffel Tower has been featured in dozens of motion pictures, either in the background or as a scene location. James Bond and Superman have been portrayed on the big screen as visiting the iconic tower. Nearly 7 million tourists travel there each year, taking snapshots to show their family and friends back home. So, who knew using a picture of the Eiffel Tower in a movie could be against French law?

Who knew using a picture of the Eiffel Tower could be against the law?

Arent Fox's Anthony Lupo knew. And it was his job to inform his client – one of the most successful motion picture studios in the world – before it released a movie featuring a scene showcasing an illuminated Eiffel Tower on a beautiful Paris night.

Pixar Animation Studios is an Academy Award®-winning computer animation studio that has produced some of the highest-grossing and critically acclaimed films in motion picture history, including *Toy Story* and its sequels, *Finding Nemo*, *A Bug's Life*, *Cars*, *Monsters, Inc.* and *The Incredibles*. The films have grossed nearly \$7 billion combined and won numerous Oscars.

In 2007, Pixar (which had been purchased in 2006 by the Walt Disney Company) was preparing to release its next blockbuster animated feature, *Ratatouille*, about a determined young rat living in Paris named Remy who dreams of becoming an esteemed French chef. One scene in the film featured Remy staring into the Paris night with the Eiffel Tower lit up in the distance.

The scene, as sketched out in the script and pre-production storyboards, would undoubtedly appear stunning on the big screen as portrayed by Pixar's world-renowned animators.

There was only one problem.

French law protected images of the light patterns on the Eiffel Tower at night. Thus, while there are no restrictions on publishing a picture of the Tower

Some Interesting Clients

by day, photos taken at night when the lights are aglow could be subject to protection. Fees for the right to publish must be paid to the SNTE (Société nouvelle d'exploitation de la tour Eiffel).

Anthony worked closely with Pixar to make certain that the scene as portrayed on the screen complied with all applicable intellectual property laws.

Ratatouille was released in the summer of 2007 to both critical acclaim and financial success, earning more than \$200 million at the box office. In 2008, it won the Academy Award for Best Animated Feature.

ANIMATED LAWYERS. Pixar later went on to release three more modern day masterpieces – *Wall-E*, about a lonely robot who falls in love in outer space, *Up*, about an elderly widower who seeks adventure by flying to South America in a house suspended by hundreds of helium balloons, and *Toy Story 3*, the further adventures of Woody and Buzz Lightyear. Each of the films broke box-office records, with *Wall-E* and *Up* winning Best Animated Feature Oscars in 2008 and 2009, respectively. (Seven Pixar films released since the creation in 2001 of the Academy Award for Best Animated Feature category have been nominated for the award).

The release of Disney-Pixar animated films has become an annual event, eagerly anticipated by moviegoers around the world.

Few of the millions of moviegoers who attend the films, however, realize that before the movie can be released, each frame needs to meet the exacting approval of a team of lawyers in Washington, DC – Arent Fox's intellectual property group led by partner Anthony Lupo, and including attorneys Jennifer Donohue, Emily Mechem, and Grace Applefeld.

Sitting in a darkened screening room or huddled over a desk with a magnifying glass, Anthony and attorneys from the intellectual property practice scrutinize each frame of every Pixar production before the film is finally released.

Indeed, Anthony and Arent Fox have been responsible for giving the legal "go-ahead" to each of the classic, award-winning Disney-Pixar films released over the last dozen years. Anthony and his team monitor every phase of film production, making certain that the studio's films are free and clear of potential legal hazards, including any inadvertent copyright and trademark infringements.

Over the years, Arent Fox has served as Pixar's legal counsel during the production of movies that have grossed nearly \$7 billion worldwide.

For Disney-Pixar, the road to box-office gold begins at the little-known cross-section of Hollywood and Washington, DC, at the law offices of Arent Fox.

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