



Jacquelyn Lawson <jacquelyn.lawson@lacity.org>

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## FW: Sesame Street cease and desist

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**Kerry Morrison** <Kerry@hollywoodbid.org>

Thu, Aug 14, 2014 at 11:51 AM

To: PETER ZARCONE <26271@lapd.lacity.org>, Jacquelyn Lawson <jacquelyn.lawson@lacity.org>

Cc: Daniel Halden <Daniel.Halden@lacity.org>

Captain Zarcone and Jackie,

I received a call today from the head of the Fifth Avenue BID in New York.

All the BIDs are meeting with Commissioner Bratton on Monday – and one of the topics will be the problems they are having with the characters in Times Square.

I certainly commiserated with him, and told him to say hi to the Commish. All of this will sound quite familiar to him.

Currently one of the strategies they are pursuing involves the intellectual property piece – and I told him that we have tried this angle on several occasions, with little result. However, I did share with him the one time it “stuck” and that was when Sesame Street had plans to open a pop-up store at H/H one summer, and they wanted to clear out of the way the slimy characters so as not to confuse the visitors. Fortunately we saved these letters.

There is talk of bringing together some pro-bono attorneys to tackle this strategy in New York. I told him we would stand in solidarity on any of these strategies and to keep us informed.

Kerry

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**Kerry Morrison**

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**From:** Kerry Morrison  
**Sent:** Thursday, August 14, 2014 11:48 AM  
**To:** TACUSICK@aol.com  
**Subject:** Sesame Street cease and desist

Hi Tom, good to talk with you today.

I am forwarding two cease and desist letters that were presented to two of the characters that we know of back in 2009. As I mentioned to you, this was in anticipation of a pop up Sesame Street experience at Hollywood & Highland that summer.

After the pop up was over, eventually the characters came back.

This is the only time we have seen a successful application of this type of license enforcement.

I am going to go back into my archived email to see if I can find our communications (with Sesame Street) about this.

Let me see if I can find anything else along these lines as well. I know that LAPD and our city attorney attempted also to meet with Warner Brothers and Marvel Comics. That did not yield much in the way of action.

Kerry

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3/26/2015

City of Los Angeles Mail - FW: Sesame Street cease and desist

fax: 323-463-4229

cell: [REDACTED]

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**2 attachments**



**Brian Figarol.pdf**

83K



**Harper - Elmo C&D 021909.pdf**

74K



Jacquelyn Lawson <jacquelyn.lawson@lacity.org>

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## WSJ.com - A bill would introduce a licensing system to regulate the work of the Times Square characters and call for background checks

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kerry@hollywoodbid.org <access@interactive.wsj.com>  
Reply-To: kerry@hollywoodbid.org  
To: Daniel.Halden@lacity.org, jacquelyn.lawson@lacity.org  
Cc: kerry@hollywoodbid.org

Wed, Jul 9, 2014 at 6:04 PM

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### THE WALL STREET JOURNAL.

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\* Please note, the sender's email address has not been verified

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Hi Dan and Jackie, interesting that Times Square is making some progress on this image licensing issue. We tried this to no avail on a couple of occasions. Worth watching..

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## WSJ.com - A bill would introduce a licensing system to regulate the work of the Times Square characters and call for background checks

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