

Clearance Report — THE ERRAND (short film)

Generated 2026-09-09 02:24 UTC · detection model gemini-3.6-flash · runtime 01:15 · 5 on-screen elements · 2 music cues

STATUS: DRAFT — NOT CLEARED. Agents flag, research, draft and recommend. Only the attorney of record marks an item Cleared.

Flagged elements (scene order)

#	Time	Type	Element	Recommendation	Rights holder
cue_01	00:00–00:15	music cue	A soft, gentle piano melody playing during the opening title and kitchen scene.	pending research	—
item_01	00:10–00:20	trademark logo	Coca-Cola	ATTORNEY REVIEW	The Coca-Cola Company
item_02	00:20–00:30	artwork	The Starry Night (Vincent van Gogh)	PUBLIC DOMAIN — no license needed	Public domain (original artwork); physical painting held by Museum of Modern Art (MoMA)
item_03	00:30–00:40	identifiable person	Tom Cruise	LICENSE REQUIRED	Tom Cruise
item_04	00:40–00:50	location signage	Piccadilly Circus Commercial Signs	ATTORNEY REVIEW	Landsec (Land Securities) and Ocean Outdoor UK (site operator); individual ad content belongs to respective trademark owners
cue_02	00:45–01:15	music cue	A soft piano piece resuming during the city street scene and continuing through the end credits.	pending research	—
item_05	00:50–01:02	poster prop	Nightfall Film Poster	LICENSE REQUIRED	unverified — needs human research

Dossiers

item_01 — Coca-Cola (00:10–00:20)

Rights holder: The Coca-Cola Company

Status: Active trademark (protecting name, logo, brand design, and bottle shape)

Recommendation: ATTORNEY REVIEW

Contact / process: Usage rights requests handled via The Coca-Cola Company policies; direct film clearance contact details unverified — needs human research

Summary: Coca-Cola is an active registered trademark owned by The Coca-Cola Company. Incidental or realistic background use of a trademarked product generally does not require a license under trademark law provided it does not suggest endorsement, cause consumer confusion, or disparage the brand. However, prominent placement, promotional use, or negative portrayals carry legal risks and require licensing or attorney review to confirm clearance options.

Sources: <https://nofilmschool.com/options-for-clearing-ip-for-independent-productions> · <https://darksidescinema.com/do-i-need-to-clear-every-brand-in-my-film> · <https://ask.metafilter.com/347847/Legal-ability-to-use-brands-in-movies-without-permission> · <https://www.coca-colacompany.com/policies-and-practices/patent-license-for-suppliers> · <https://scriptmag.com/features/legally-speaking-depends-trademarks-film>

Paper Chase · email · draft — not sent

To: The Coca-Cola Company — licensing / legal contact (address to be verified)

Permission Request: Trademark Clearance for 'THE ERRAND'

Dear Licensing Department, I am the clearance coordinator for the short film 'THE ERRAND', produced by A. Filmmaker Productions. We are seeking permission to feature the Coca-Cola trademark and brand design in our film. The asset appears on screen from 00:10 to 00:20. Our intended distribution includes film festivals, streaming platforms, and broadcast, worldwide and in perpetuity. Please advise on the formal process for obtaining a trademark usage license for this appearance. Could you provide your current fee schedule and an estimate of the typical turnaround time for such a request? We are happy to provide a screening link or further project details upon request. Please direct all correspondence regarding this matter to [contact address to be verified] Thank you for your time and assistance.

item_02 — The Starry Night (Vincent van Gogh) (00:20–00:30)

Rights holder: Public domain (original artwork); physical painting held by Museum of Modern Art (MoMA)

Status: Public domain

Recommendation: PUBLIC DOMAIN — no license needed

Contact / process: No permission required for the underlying artwork. Source a verified high-resolution CC0/public domain scan (such as from Wikimedia Commons or rawpixel) or secure a license for the specific photographic reproduction used.

Summary: Vincent van Gogh's 1889 painting 'The Starry Night' is in the public domain worldwide as the artist died in 1890 (more than 70/100 years ago). While the physical artwork is housed at MoMA, the copyright in the original painting has expired. To avoid secondary photographic copyright claims, production should use a CC0/public domain image file.

Sources: [https://wikioo.org/tr/paintings.php?artistname=Vincent%2BVan%2BGogh&refarticle;=8XZ55Y&titlepainting;=Starry%2BNight%2B\(Orsay\)](https://wikioo.org/tr/paintings.php?artistname=Vincent%2BVan%2BGogh&refarticle;=8XZ55Y&titlepainting;=Starry%2BNight%2B(Orsay)) · [https://wikioo.org/tr/paintings.php?artistname=Vincent%20Van%20Gogh&refarticle;=8XZ55Y&titlepainting;=Starry%20Night%20\(Orsay\)](https://wikioo.org/tr/paintings.php?artistname=Vincent%20Van%20Gogh&refarticle;=8XZ55Y&titlepainting;=Starry%20Night%20(Orsay)) · <https://law.stackexchange.com/questions/38276/is-van-goghs-starry-night-in-the-public-domain> · <https://www.astaguru.com/blogs/vincent-van-gogh---the-starry-night-1889-%7C-overview-809> · <https://www.artmajeur.com/madonnaro/en/artworks/2648501/the-starry-night-vincent-van-gogh>

Paper Chase · internal_note · draft — not sent

To: (internal note)

Clearance Status: The Starry Night (Vincent van Gogh) - THE ERRAND

The artwork 'The Starry Night' by Vincent van Gogh, appearing in 'THE ERRAND' from 00:20 to 00:30, is in the public domain. As the underlying work is not subject to copyright, no formal license is required from the Museum of Modern Art (MoMA) for the artwork itself. We will secure a high-resolution, CC0-licensed photographic reproduction for the production. Please maintain documentation confirming the public domain status of the original painting and the usage rights of the chosen photographic asset in our production files.

item_03 — Tom Cruise (00:30–00:40)

Rights holder: Tom Cruise

Status: Protected under right of publicity; Tom Cruise personally retains all rights to his likeness.

Recommendation: LICENSE REQUIRED

Contact / process: Contact Tom Cruise's legal representatives or management to request direct permission and likeness clearance.

Summary: Evidence indicates that Tom Cruise personally retains all rights to his own likeness and strictly controls its usage, disallowing official merchandise and unauthorized commercial use. Productions wishing to feature his image or likeness must obtain explicit permission directly from Tom Cruise.

Sources: <https://faroutmagazine.co.uk/how-many-licenses-does-tom-cruise-have/> · <https://fandomwire.com/from-fighter-planes-to-real-estate-every-license-tom-cruise-has/> · <https://faroutmagazine.co.uk/reason-why-official-tom-cruise-merchandise/> · <https://www.hollywoodreporter.com/business/digital/ai-deepfake-legal-issues-new-copyright-filing-1235368025/> · <https://www.dailymail.co.uk/tvshowbiz/article-12781783/amp/Genie-writer-Richard-Curtis-ask-Tom-Cruise-permission-image.html>

Paper Chase · email · draft — not sent

To: Tom Cruise — licensing / legal contact (address to be verified)

Likeness Clearance Request: THE ERRAND (Short Film)

Dear Legal Representative, I am the clearance coordinator for the short film 'THE ERRAND,' produced by A. Filmmaker Productions. We are seeking a license for the use of Tom Cruise's likeness in our production. The actor appears in a segment from 00:30 to 00:40, appearing as an identifiable figure in the background. We intend to distribute this film via film festivals, streaming platforms, and broadcast, worldwide and in perpetuity. Could you please confirm the process for obtaining the necessary right-of-publicity and likeness clearance for this use? Additionally, please provide your current fee schedule and an estimate of your typical turnaround time for reviewing such requests. We appreciate your assistance and look forward to your guidance. Sincerely, Clearance Coordinator, A. Filmmaker Productions, [contact address to be verified]

item_04 — Piccadilly Circus Commercial Signs (00:40–00:50)

Rights holder: Landsec (Land Securities) and Ocean Outdoor UK (site operator); individual ad content belongs to respective trademark owners

Status: Active commercial digital advertising location; third-party brand logos and display content are protected by trademark and copyright

Recommendation: ATTORNEY REVIEW

Contact / process: Contact Ocean Outdoor UK (operator on behalf of Landsec) for location/display clearance, and contact individual brand trademark owners for specific advertisement content

Summary: Piccadilly Lights in London's Piccadilly Circus are owned by Landsec and operated by digital out-of-home media provider Ocean Outdoor UK. Prominent display of these commercial digital signs and third-party brand logos in film requires clearance from Ocean Outdoor/Landsec as well as the individual brand rights holders, or legal review to determine fair use / incidental inclusion.

Sources: <https://www.iwm.org.uk/collections/item/object/30028028> · <https://www.daktronics.com/news/piccadilly-circus-replacing-iconic-digital-signage> · <https://www.london.gov.uk/who-we-are/what-london-assembly-does/questions-mayor/find-an-answer/piccadilly-circus-advertising-2> · <https://www.daktronics.com/en-us/markets/commercial/spectaculars/piccadilly-lights> · <https://www.marketingdive.com/news/piccadilly-circus-billboard-tracks-passersby-to-serve-interactive-targeted/507554/>

Paper Chase · licence_request · draft — not sent

To: Landsec (Land Securities) and Ocean Outdoor UK (site operator); individual ad content belongs to respective trademark owners — licensing / legal contact (address to be verified)

Clearance Request: THE ERRAND - Piccadilly Circus Signage

Dear Licensing Team, I am a clearance coordinator for A. Filmmaker Productions, currently finalizing rights for our short film, THE ERRAND. We are seeking permission to feature the digital commercial signage located at Piccadilly Circus in our film. The footage appears for 10 seconds (00:40–00:50) and displays the site's environment and various brand advertisements. We are requesting a worldwide, in-perpetuity license covering all media, including festival, streaming, and broadcast distribution. Could you please confirm if Ocean Outdoor manages the necessary clearance for this location and the display content, or if we must contact individual trademark owners separately? Please provide your current fee schedule and an estimate of the typical turnaround time for such an agreement. Our legal team is currently reviewing the project requirements, and we look forward to your guidance on the clearance process. Thank you for your time and assistance. Sincerely, Clearance Department, A. Filmmaker Productions, [contact address to be verified]

item_05 — Nightfall Film Poster (00:50–01:02)**Rights holder:** unverified — needs human research**Status:** unverified — needs human research**Recommendation:** LICENSE REQUIRED**Contact / process:** Identify and contact the producing studio, copyright holder, or licensing department to acquire a written license agreement, or source cleared poster artwork from a cleared prop vendor.**Summary:** Using a movie poster on screen requires clearing underlying copyright artwork, title/trademarks, and actor likeness rights with the original film studio or copyright owner prior to distribution.**Sources:** <https://www.hornwright.com/business-transactions/entertainment-media/securing-legal-clearances-for-film-and-television/> · <https://www.avvo.com/legal-answers/how-can-i-legally-print-and-sell-movie-posters--2428503.html> · <https://guides.lib.umich.edu/permissions/films> · <https://cmsimpact.org/resource/fair-use-frequently-asked-questions/> · <https://psu.libanswers.com/faq/336502>**Paper Chase · licensing_request · draft — not sent**

To: unverified — needs human research — licensing / legal contact (address to be verified)

Clearance Request: THE ERRAND - Artwork Reproduction

Dear Licensing Department, I am the clearance coordinator for the short film THE ERRAND, produced by A. Filmmaker Productions. We are seeking permission to feature the Nightfall film poster as a background prop in our production. The artwork appears on-screen in a hallway scene from 00:50 to 01:02. Our intended distribution includes worldwide festivals, streaming, and broadcast in perpetuity. Could you please confirm if you hold the rights to this artwork and provide your current licensing requirements, fee schedule, and estimated turnaround time for a written agreement? Please reply to [contact address to be verified] Thank you for your assistance.

Music cue sheet

#	In	Out	Dur	Usage	Title	Status
1	00:00:00:00	00:00:15:00	15.0s	MT · Main title	unidentified — needs ID (fingerprint or supervisor)	needs identification
2	00:00:45:00	00:01:15:00	30.0s	ET · End title	unidentified — needs ID (fingerprint or supervisor)	needs identification

E&O clearance procedures

Closed by the attorney of record. Carriers require every recommendation implemented before binding.

Procedure	Attorney initials / date
☐ Copyright chain of title — literary material	
☐ Written rights agreements — third-party content	
☐ Defamation & libel clearance (attorney)	
☐ Full cast script clearance — names/businesses/organizations	
☐ All-media distribution rights in contracts	
☐ Music licenses — sync + performance + master use	
☐ Film & footage clip authorization	
☐ Unsolicited-submission conflict check	
☐ Ongoing disclosure of post-application issues	
☐ Bonus/extra content cleared to same standard	
☐ Renewal-term copyright authorization	
☐ Assignment & sublicensing rights granted	

Attorney of record: _____ Date: _____

Signature: _____