United States District Court Southern District of Texas

ENTERED

June 08, 2022 Nathan Ochsner, Clerk

IN THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF TEXAS HOUSTON DIVISION

VIACOM INTERNATIONAL INC.,	§	
Plaintiff,	§ § 8	
v.	\$ §	Civil Case No. 4:21-cv-02612
PIXI UNIVERSAL, LLC D/B/A KEFI HTX, and SANJU CHAND,	§ § §	
Defendants.	§ §	

STIPULATED CONSENT JUDGMENT AND PERMANENT INJUNCTION

Upon consideration of the Joint Motion for Entry of Stipulated Consent Judgment and Permanent Injunction filed by Plaintiff Viacom International Inc. ("Plaintiff") and by Defendants Pixi Universal, LLC d/b/a Kefi HTX ("Pixi") and Sanju Chand ("Chand," and together with Pixi, "Defendants"), as well as all papers filed in this action, the Court hereby enters final judgment as follows:

- 1. Plaintiff's claims against Defendant Chand are **DISMISSED** with prejudice, but Chand is hereby bound by the terms of the injunction provided herein pursuant to Federal Rule of Civil Procedure 65(d)(2)(C).
- 2. Plaintiff is awarded statutory damages under the Copyright Act, 17 U.S.C. § 504(c), against Pixi in the amount of \$6,000,000. Chand is not jointly and severally liable for this award.
- 3. Defendants shall, within ten (10) days of the entry of this Stipulated Consent Judgment and Permanent Injunction, take all reasonable steps to transfer the domain names <TheRustyKrabExperience.com> and <RustyKrabExperience.com> to Plaintiff.
 - 4. Defendants and their respective employees, agents, servants, officers,

representatives, directors, attorneys, successors, affiliates, assigns, entities owned or controlled by either Defendant, and all those in active concert or participation with Defendants who have actual notice of this Order by personal service or otherwise, are immediately and permanently enjoined from engaging in any of the following acts:

- Reproducing, distributing, performing, publicly displaying, or making into derivative works any of the copyrighted works identified in Plaintiff's Original Complaint or the Declaration of Claudia Spinelli (attached as Exhibit 1), including motion pictures, character designs, character names, and artwork;
- b. Using the marks SPONGEBOB SQUAREPANTS, KRUSTY KRAB,
 KRABBY PATTIES, or any confusingly similar variation or colorable
 imitation thereof, including "Rusty Krab" and "The Rusty Krab
 Experience," in connection with the distribution, sale, offer for sale,
 marketing, promotion, or advertisement of any of Defendants' goods or
 services; and
- c. Aiding, abetting, assisting in, requesting, or inducing the engagement in any of the foregoing acts by any third party.
- 5. All claims, defenses, and issues in this action are finally resolved by this Stipulated Consent Judgment and Permanent Injunction.
 - 6. All parties shall bear their own costs and fees.
- 7. No security shall be required with respect to the entry of any of the provisions of this Stipulated Consent Judgment and Permanent Injunction.

8. This Court shall retain continuing jurisdiction over the Parties and this action for purposes of enforcing or adjudicating claims of violations of this Stipulated Consent Judgment and Permanent Injunction.

SO ORDERED in Houston, Texas on this ______ day of _____

__, 2022.

EWING WERLEIN, JR.

UNITED STATES DISTRICT JUDGE

IN THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF TEXAS HOUSTON DIVISION

VIACOM INTERNATIONAL INC.,	§	
	§	
Plaintiff,	§	
	§	
v.	§	Civil Case No. 4:21-cv-02612
	§	
PIXI UNIVERSAL, LLC D/B/A KEFI HTX,	§	
and SANJU CHAND,	§	
	§	
Defendants.	§	

JOINT MOTION FOR ENTRY OF STIPULATED CONSENT JUDGMENT AND PERMANENT INJUNCTION

Plaintiff Viacom International Inc. ("Plaintiff"), together with Defendants Pixi Universal, LLC d/b/a Kefi HTX ("Pixi") and Sanju Chand ("Chand," and together with Pixi, "Defendants"), respectfully move for entry of the Stipulated Consent Judgment and Permanent Injunction attached as **Exhibit A**. In support of this motion, the parties show as follows:

- 1. Plaintiff owns all copyrights in and to the creative works comprising the "SpongeBob SquarePants" franchise, including character names and designs from the "SpongeBob SquarePants" television series, feature films, printed materials, and musical (the "Copyrighted Works").
- 2. Plaintiff owns common law and/or registered trademark rights in the marks SPONGEBOB SQUAREPANTS, KRUSTY KRAB, and KRABBY PATTIES, including Reg. Nos. 2355702, 2624278, 5414607, 5625065, 5635497, and 2900693 (the "Trademarks").
- 3. Defendants own the domain names <TheRustyKrabExperience.com> and <RustyKrabExperience.com>.
- 4. On August 11, 2021, Plaintiff commenced the above-captioned action (the "Action") alleging infringement of the Copyrighted Works and the Trademarks, and seeking injunctive relief and monetary remedies against Defendants.

- 5. Pixi and Chand filed Answers to Plaintiff's Complaint on October 25 and December 10, 2021, respectively.
- 6. On September 9, 2021, Plaintiff filed a motion for preliminary injunction against Defendants, who opposed the motion.
 - 7. Plaintiff's motion for preliminary injunction was granted on March 25, 2022.
- 8. The Court has personal jurisdiction over Defendants, has subject matter jurisdiction over all claims asserted in the Action, and otherwise has jurisdiction to enter the attached Consent Judgment and Permanent Injunction.
- 9. The Court has continuing jurisdiction over the parties for purposes of enforcing the Consent Judgment and Permanent Injunction. The parties knowingly and irrevocably waive any argument that venue in or jurisdiction by the Court is improper or inconvenient for such purposes.
- 10. The parties agree that Chand shall be dismissed from this action and shall not be held jointly and severally liable for the monetary judgment against Pixi provided in the Stipulated Consent Judgment and Permanent Injunction, but shall be personally bound by the terms of any and all injunctive relief to be entered by this Court pursuant to Federal Rule of Civil Procedure 65(d)(2)(C).
- 11. The parties waive further hearing, or findings of fact or conclusions of law, on the claims, defenses, and issues raised in the Action.
- 12. The Court's entry of the Stipulated Consent Judgment and Permanent Injunction will finally resolve all claims, defenses, and issues raised in the Action.

SO STIPULATED ON APRIL 19, 2022 BY:

KILPATRICK TOWNSEND & STOCKTON LLP

Cole B. Ramey

Attorney-in-Charge State Bar No. 16494980 S.D. of Texas Bar No. 27727 cramey@kilpatricktownsend.com

Christin J. Jones

State Bar No. 24070017 S.D. of Texas Bar No. 2052810 cjones@kilpatricktownsend.com 2001 Ross Avenue, Suite 4400 Dallas, Texas 75201

Phone: (214) 922-7148 Facsimile: (214) 279-9277

Henry Forrest Flemming, III (admitted pro hac vice)

fflemming@kilpatricktownsend.com The Grace Building 1114 Avenue of the Americas New York, NY 10036

Phone: (212) 775-8779 Facsimile: (212) 775-8800

Dennis R. Wilson (admitted *pro hac vice*)

dwilson@kilpatricktownsend.com 1801 Century Park East, Suite 2300 Los Angeles, CA 90067

Phone: (310) 777-3735 Facsimile: (310)-388-3125

Counsel for Plaintiff

-and-

LLOYD & MOUSILLI, PLLC

By:

Lema Barazi

Attorney-in-Charge State Bar No. 24056016 S.D. Texas Bar No. 1358290 lema@lloydmousilli.com

Feras Mousilli

State Bar No. 24043837 feras@lloydmousilli.com

Elizabeth Revere

State Bar No. 00791513 S.D. Texas Bar No. 18329 beth@lloydmousilli.com 11807 Westheimer Rd. #550 PMB 944 Houston, Texas 77077

Telephone: (512) 609-0059 Facsimile: (413) 473-6164

Counsel for Defendants

EXHIBIT 1

IN THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF TEXAS HOUSTON DIVISION

VIACOM INTERNATIONAL INC.,

Plaintiff,

v.

\$
Civil Case No. 4:21-cv-02612

PIXI UNIVERSAL, LLC D/B/A KEFI HTX,
and SANJU CHAND,

Defendants.

DECLARATION OF CLAUDIA SPINELLI

I, Claudia Spinelli, declare as follows:

- 1. I am employed by Plaintiff Viacom International Inc. ("Viacom") as Senior Vice President of Animation Development, Nick Animation. I am over the age of twenty-one, I am competent to make this Declaration, and the facts set forth below are based upon my personal knowledge and my review of documents maintained in the ordinary course of business by Viacom, publicly available documents, and documents filed in this action.
- 2. Viacom is a major media company that is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content. Viacom owns and operates a portfolio of television networks, including Nickelodeon, MTV, VH1, Comedy Central, TV Land, and CMT.
- 3. Viacom and its affiliates have licensed their trademarks for restaurants, including Bubba Gump Shrimp Co., a seafood restaurant chain inspired by the 1994 film *Forrest Gump* with dozens of locations (including two in the Houston metropolitan area), and Cheers, a pub

inspired by the hit television series of the same name.

Viacom's "SpongeBob SquarePants" Franchise

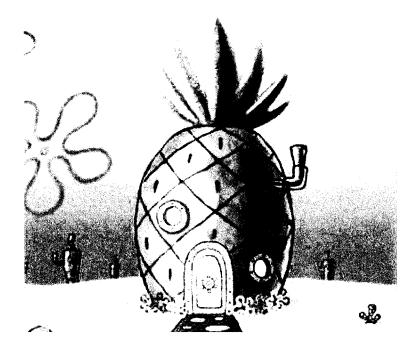
- 4. In 1999, the animated television series "SpongeBob SquarePants" premiered on Nickelodeon. SpongeBob SquarePants has aired consistently and continuously on television and other platforms since 1999.
- 5. The SpongeBob SquarePants television series is the most widely distributed property in Viacom history, and has been the most-watched animated series for children for at least 17 years. A true and correct copy of a Nickelodeon press release concerning the series is attached as **Exhibit 1**.
- 6. For decades, the SpongeBob SquarePants entertainment property has been immensely popular among both children and adults, and it has become an extremely valuable media franchise for Viacom that includes several spin-off series, three feature films, a Tony® Award-winning Broadway musical, a comic book series, original music, video games, significant related merchandise, theme park rides, and theme hotels. Representative posters for the animated series, films, and musical appear below:



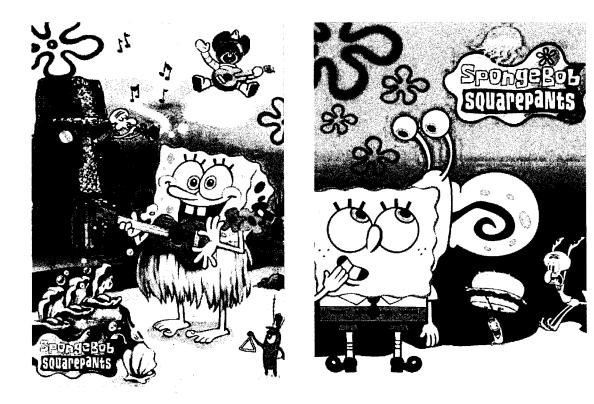




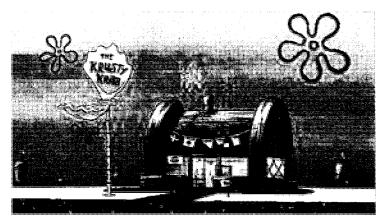
- 7. The television series has won one Emmy Awards and been nominated for fourteen more, while also winning eighteen total—and thirteen straight—Kids' Choice Awards for "Favorite Cartoon." The SpongeBob SquarePants feature films, meanwhile, collectively grossed more than \$470 million worldwide at the box office, and more than \$250 million domestically, while Viacom spent nearly \$200 million promoting them to consumers.
- 8. According to Statista, a provider of market and consumer data, "SpongeBob SquarePants" was "the most in-demand TV show in the United States, with approximately 83 million average demand expressions from August 21 to 27, 2021. 'The Walking Dead' and 'My Hero Academia' ranked second and third, with 58.6 million and 51 million demand expressions, respectively." A true and correct copy of a printout from Statista.com is attached as **Exhibit 2**.
- 9. SpongeBob SquarePants is primarily marketed toward children ages six and older, but given the franchise's tremendous success for more than twenty years, some of SpongeBob SquarePants' biggest fans are adults. A true and correct copy of an article from *USA Today* explaining this phenomenon is attached as **Exhibit 3**.
- 10. "SpongeBob SquarePants" chronicles the nautical adventures of SpongeBob SquarePants, an incurable optimist and earnest sea sponge, and takes place in the fantastical underwater city "Bikini Bottom," located in the Pacific Ocean. As the series' opening song declares, SpongeBob SquarePants "lives in a pineapple under the sea," as shown below.



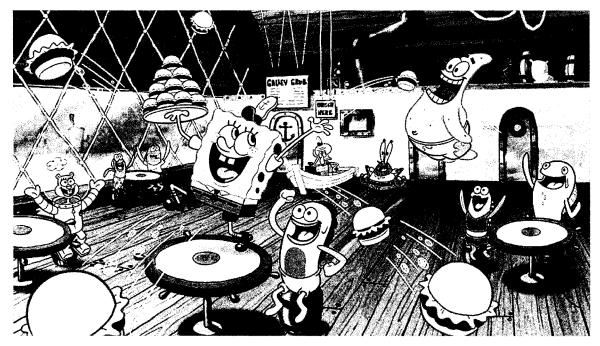
11. The flowery shapes floating in the background behind SpongeBob's home in the above image are ubiquitous in Bikini Bottom and therefore appear in much of Viacom's SpongeBob SquarePants-related marketing, as shown below.



- 12. Some additional characters in the franchise include SpongeBob SquarePants' best friend Patrick Star, Squidward Tentacles, Sandy Cheeks (who hails from Texas), Mr. Krabs, Sheldon Plankton, Mrs. Puff, and Pearl.
- 13. SpongeBob SquarePants famously works as a fry cook for the "Krusty Krab," a fast-food restaurant in Bikini Bottom known for its "Krabby Patty" burgers. The Krusty Krab is so central to the SpongeBob SquarePants franchise that it has been featured heavily in more than 80% of the episodes of the animated television series, all three feature films, and the Broadway musical. For years, the Krusty Krab has been a household name, and instantly recognizable as being associated with Viacom and its SpongeBob SquarePants franchise.
- 14. Images depicting the Krusty Krab restaurant and its distinctive clamshell sign, menu, and interior decor are shown below.



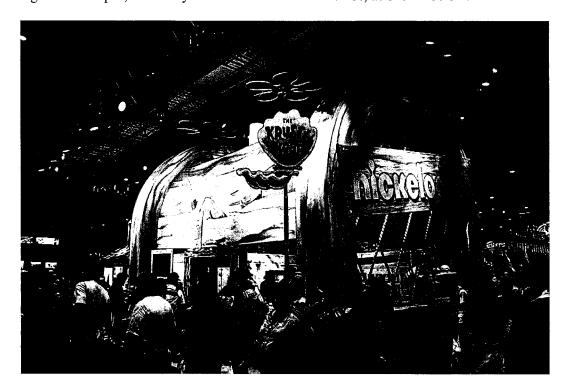




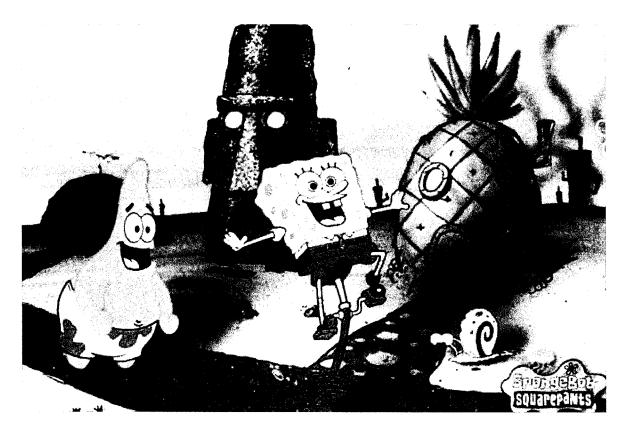
- 15. Viacom has spent millions of dollars advertising, promoting, and marketing the KRUSTY KRAB mark in connection with a variety of goods and services in the United States and globally.
- 16. Time Magazine named the Krusty Krab one of the eighteen most influential fictional companies of all time. The Krusty Krab has been featured in countless other unsolicited media, including articles, newspapers, entertainment media, and others widely available throughout the U.S. Representative examples of such media, including the referenced *Time*

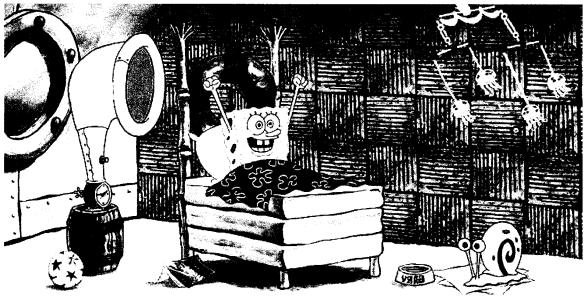
Magazine article, are attached collectively as Exhibit 4.

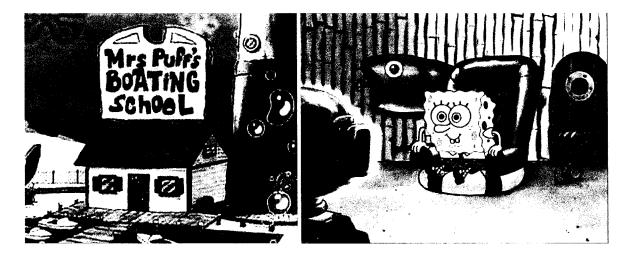
17. In 2019, Viacom brought the Krusty Krab to life at Comic-Con International: San Diego by creating an immersive experience featuring the restaurant, the clamshell sign, the floating flower shapes, and many other indicia of the franchise, as shown below.



- 18. In a famous sequence from the first season of the animated television series, viewers are informed by the "Krusty Krab Training Video" that the Krusty Krab was originally a retirement home called the "Rusty Krab," before Mr. Krabs converted it into a fast-food restaurant.
- 19. When not working at the Krusty Krab, SpongeBob is often at home in his pineapple-under-the-sea, playing with his pet snail Gary, sleeping next to his giant foghorn alarm clock, or attending Ms. Puff's Boating School.







20. Viacom advertises and promotes its SpongeBob SquarePants franchise through social media campaigns and on its websites, among other channels.

Viacom's Trademark Rights

21. Due to the popularity of the franchise, Viacom has been able to sell or license many products bearing SpongeBob SquarePants-related trademarks, including the KRUSTY KRAB mark. Many of these products are associated with food and beverages, as shown below.









- 22. Viacom and its licensees advertise and promote KRUSTY KRAB-branded products in social media campaigns, including Twitter, Facebook, and Instagram, and on licensee websites. Viacom and its affiliates also sell numerous items at SpongeBobShop.com, which includes a "Krusty Krab Shop" page, a true and correct copy of which is attached as **Exhibit 5**. Viacom's licensing regime in connection with the KRUSTY KRAB mark has generated millions of dollars for the company.
- 23. Viacom has actively and successfully policed the marketplace and enforced its rights against infringers of the KRUSTY KRAB mark. *See, e.g., Viacom Int'l v. IJR Cap. Investments, LLC*, 891 F.3d 178, 198 (5th Cir. 2018).
- 24. Viacom is the record owner of three valid and subsisting trademark registrations for the KRUSTY KRAB mark. True and correct copies of the certificates of registration are attached collectively as **Exhibit 6**.

25. Viacom also uses other trademarks in connection with the SpongeBob SquarePants franchise, including SPONGEBOB, SPONGEBOB SQUAREPANTS, and KRABBY PATTIES. Viacom is the record owner of several valid and subsisting trademark registrations for the foregoing marks. True and correct copies of the certificate of registration are attached collectively as **Exhibit 7**.

Viacom's Copyrights

- 26. Viacom is the sole owner of all copyrights in and to the creative aspects of the SpongeBob SquarePants franchise (the "Works").
 - 27. Viacom owns over 400 valid copyright registrations for the Works.
- 28. Representative samples of valid copyright registration certificates covering episodes from the animated television series are attached collectively as **Exhibit 8**.
- 29. Representative samples of valid copyright registration certificates covering the feature films are attached collectively as **Exhibit 9.**
- 30. Representative samples of valid copyright registration certificates covering twodimensional drawings of several characters are attached collectively as **Exhibit 10**.
- 31. Representative samples of valid copyright registration certificates covering stylebooks featuring extensive artwork from the franchise are attached collectively as **Exhibit 11.**

Defendants' Conduct is Causing Viacom Severe Irreparable Harm

32. I have reviewed the websites, images, and consumer reviews and complaints cited in the Complaint in this action, as well as many of those cited in the Declaration of H. Forrest Flemming, III. Based on that review, as well as my extensive experience with, and knowledge of, the SpongeBob SquarePants brand and related licensing activities for many years, I believe that Defendants' alleged conduct is causing severe irreparable harm to Viacom.

- 33. The comments made online by consumers, which comments are attached to Mr. Flemming's declaration, show that many SpongeBob SquarePants fans mistakenly believe that Defendants' "Rusty Krab" restaurant in Houston is licensed by, or otherwise affiliated with, Viacom and Nickelodeon. For consumers who have this mistaken belief, their negative feelings and attitudes towards the "Rusty Krab" will naturally also be attributed to Viacom.
- 34. Viacom has spent more than twenty years carefully crafting the SpongeBob SquarePants brand and franchise, embodying it with so much goodwill that adults who watched the animated series as children still feel warmly nostalgic for, and actively engage with, the franchise. The KRUSTY KRAB and other SpongeBob-related marks therefore have significant, and immeasurable, value to Viacom and represent goodwill that Viacom has worked so hard to create among the public.
- Viacom has no control over Defendants or their Rusty Krab restaurant, meaning Viacom cannot control the branding messaging associated with the marks and Works Defendants have allegedly copied, nor can Viacom control the quality of the goods and services put out by Defendants. This loss of control over such valuable intellectual property is causing irreparable harm to Viacom. Left unchecked, Defendants' conduct could destroy the reputation of SpongeBob SquarePants, which Viacom has built over two generations.
- 36. By way of example, Viacom carefully controls the situations in which licensees may use SpongeBob SquarePants intellectual property, and in most cases, expressly prohibits use in connection with alcoholic beverages. Defendants, on the other hand, appear to advertise the fact that they offer alcoholic beverages and stay open until 2:00 a.m. some nights, and they use SpongeBob-related images and marks to do so. Defendants even converted the Krusty Krab's famous menu design into a drink menu, posted on Defendants' websites and in the restaurant

itself.





- 37. Defendants have even named many drinks after popular SpongeBob SquarePants words and sayings, like "Pineapple Under the Sea," "Chum Bucket Shooter," and "I'm Ready."
- 38. Viacom also carefully controls the quality of products bearing its KRUSTY KRAB mark and other related trademarks. Consumer complaints are taken extremely seriously. Unfortunately, it appears that numerous consumers have complained publicly that the Rusty Krab is unsanitary and even physically unsafe for children. These and other complaints reflect very poorly on Viacom and demonstrate the irreparable harm Viacom continues to suffer because of Defendants' operation of the Rusty Krab.
- 39. Defendants' use of copyrighted material from the SpongeBob SquarePants franchise is also interfering with Viacom's ability to license that material to others, or to expand into derivative markets like restaurant goods and services and live entertainment services.

 Viacom's copyrights are therefore losing value in a way that would be very difficult to calculate

Case 4:21-cv-02612 Document 50 Filed on 06/08/22 in TXSD Page 22 of 243

precisely.

40. For example, because of Defendants' conduct, if Viacom were to open or license a

real-life Krusty Krab restaurant—a prospect that millions of SpongeBob SquarePants fans would

ordinarily relish—many consumers will have already had such an experience through Defendants'

restaurant. According to the public consumer reviews, many will have had a poor experience.

Defendants' customers would therefore be much less likely to spend money visiting Viacom's

authorized restaurant, no matter how superior. The longer Defendants are permitted to exploit and

profit from the Works in their Rusty Krab restaurant, the more consumers will be exposed to their

infringement, reducing the value of the Works in that derivative market with every passing day.

Pursuant to 28 U.S.C. § 1746, I declare under penalty of perjury that the foregoing is true

and correct to the best of my knowledge.

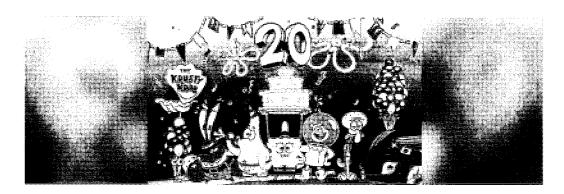
Executed: September 8, 2021

By: /s/ Claudia Spinelli Claudia Spinelli

14

TAB C-1

9/2/2021 NICKELODEON'S SPONGEBOB SQUAREPANTS GETS SEASON 13 PICK UP, AS ANNIVERSARY SPECIAL SCORES DOUBLE-DIGIT GAINS BRINGING IN MORE THAN 2 MILLION T...





NICKELODEON'S SPONGEBOB SQUAREPANTS GETS SEASON 13 PICK UP, AS ANNIVERSARY SPECIAL SCORES DOUBLE-DIGIT GAINS BRINGING IN MORE THAN 2 MILLION TOTAL VIEWERS



https://www.nickpress.com/press-releases/2019/07/17/nickelodeons-spongebob-squarepants-gets-season-13-pick-up-as-anniversary-special-scores-double-digit-gains-bringing-in-more-than-24 pp-3/2...[884

9/2/2021

NICKELODEON'S SPONGEBOB SQUAREPANTS GETS SEASON 13 PICK UP, AS ANNIVERSARY SPECIAL SCORES DOUBLE-DIGIT GAINS BRINGING IN MORE THAN 2 MILLION T...

NICKELODEON'S SPONGEBOB SOUAREPANTS GETS SEASON 13 PICK UP,

AS ANNIVERSARY SPECIAL SCORES DOUBLE-DIGIT GAINS BRINGING

IN MORE THAN 2 MILLION TOTAL VIEWERS

Share it: @Nickelodeon @SpongeBob #SpongeBob

Click HERE for art.

BURBANK, Calif.—July 16, 2019—As Nickelodeon prepares to bring *SpongeBob SquarePants'* Bikini Bottom to life at Comic-Con International: San Diego July 18-21, 2019, the network has announced the pick up for a 13th season of the hit animated series (13 episodes).

The news comes on the heels of Nickelodeon's original live-action and animated special, "SpongeBob's Big Birthday Blowout" (Friday, July 12, at 7p.m. [ET/PT]), which drew 2.2 million total viewers in its simulcast across Nickelodeon, TeenNick and Nicktoons.

- "SpongeBob's Big Birthday Blowout" ranks as the number-one kids' program for the year and posted high triple and double-digit gains year over year with Kids 2-11 (3.3/797K, up +57%), Kids 6-11 (4.0/589K, up +82%), Tweens 9-14 (3.1/476K, up +94%) and Teens 12-17 (2.1/342K, up +133%).
- The special is also the net's highest-rated premiere with Kids 6-11 since October 2017 (SpongeBob SquarePants "The Legend of Boo-Kini Bottom") and the highest-rated premiere with K2-11 since February 2018.
- It also drew a broad audience, posting high double-digit, year-over-year gains with Adults 18-49 (.60/478K, up +50%).
- The special ranked as the top co-viewed animated program for the day-33% of Adults 18-49 viewed the show with a Kid 2-11.
- The anniversary special delivered the highest time shifted lifts ever for SpongeBob SquarePants with Kids 2-11, rising +51% to 1.2 million K2-11 viewers. The broad appeal of the special was evidenced by the double digit lifts

https://www.nickpress.com/press-releases/2019/07/17/nickelodeons-spongebob-squarepants-gets-season-13-pick-up-as-anniversary-special-scores-double-digit-gains-bringing-in-more-than-2.41 (1944)

9/2/2021

NICKELODEON'S SPONGEBOB SQUAREPANTS GETS SEASON 13 PICK UP, AS ANNIVERSARY SPECIAL SCORES DOUBLE-DIGIT GAINS BRINGING IN MORE THAN 2 MILLION T... seen with Kids 6-11 (+45%), Tweens 9-14 (+36%), Teens 12-17 (+29%) and Adults 18-49 (+51%).

SpongeBob SquarePants season 13 will reunite original voice cast members Tom Kenny (SpongeBob SquarePants), Bill Fagerbakke (Patrick Star), Rodger Bumpass (Squidward), Clancy Brown (Mr. Krabs), Carolyn Lawrence (Sandy Cheeks) and Mr. Lawrence (Plankton), and current show runners Vince Waller and Marc Ceccarelli. SpongeBob SquarePants has reigned as the number-one kids' animated series on TV for the last 17 years.

"SpongeBob's Big Birthday Blowout" kicked off the 20th anniversary celebration of one of the most iconic and TV series and characters ever created. The mixed liveaction and animated special, featured for the first time the celebrated voice talent behind SpongeBob, Patrick, Mr. Krabs, Sandy, Squidward and Plankton playing liveaction doppelgänger versions of the animated characters they voice. *SpongeBob SquarePants* is created by Stephen Hillenburg and produced by Nickelodeon in Burbank, Calif.

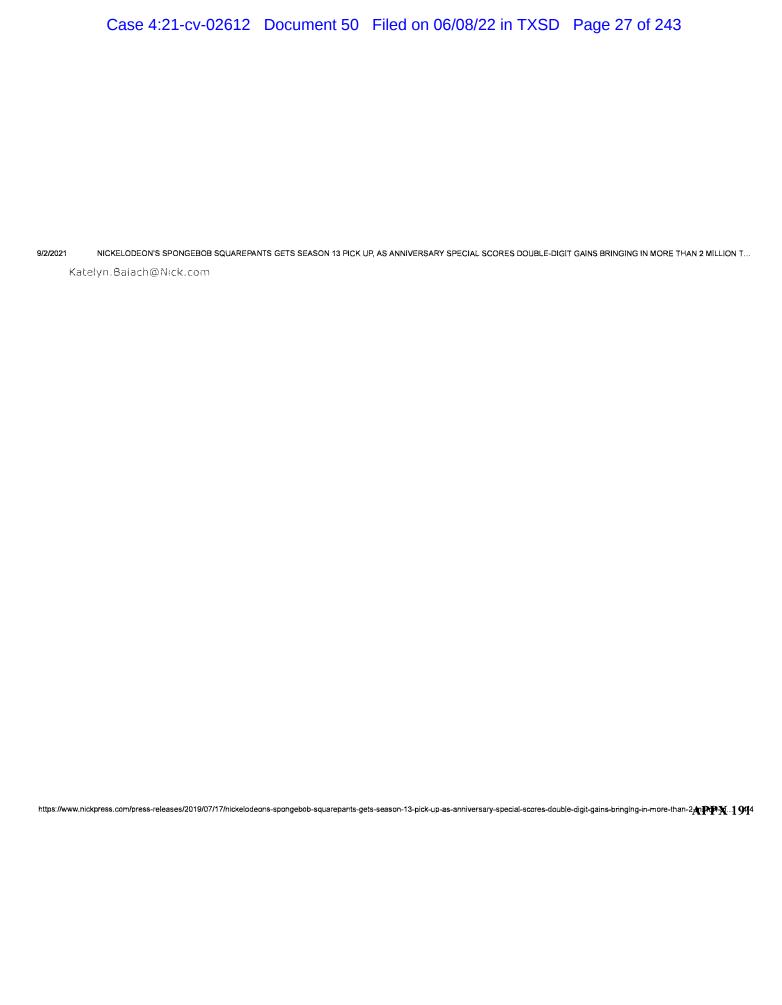
Nickelodeon, now in its 40th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location based experiences, publishing and feature films. For more information or artwork, visit http://www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

###

Media Contacts:

Katelyn Balach

https://www.nickpress.com/press-releases/2019/07/17/nickelodeons-spongebob-squarepants-gets-season-13-pick-up-as-anniversary-special-scores-double-digit-gains-bringing-in-more-than-2.4.



TAB C-2

9/2/2021

• Most in-demand TV shows in the U.S. 2021 | Statista

TRY OUR CORPORATE SOLUTION FOR FREE! (212) 419-8286 Andley.ward@statista.com

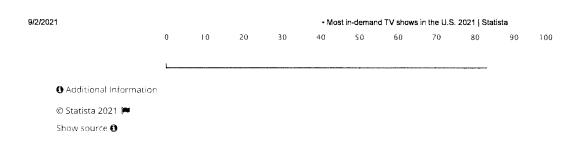
Source: https://www.statista.com/statistics/868432/most-in-demand-digital-original-shows-us/

Most in-demand TV shows in the U.S. August 2021

Published by Julia Stoll, Aug 31, 2021

'Spongebob Squarepants' was the most in-demand TV show in the United States, with approximately 83 million average demand expressions from August 21 to 27, 2021. 'The Walking Dead' and 'My Hero Academia' ranked second and third, with 58.6 and 51 million average demand expressions, respectively.

Most popular television shows based on audience demand in the United States from August 21 to 27, 2021 (in million average demand expressions)



Source

→ Show sources information → Show publisher information

IN COOPERATION WITH



Release date

August 2021

Region

United States

Survey time period

August 21 to 27, 2021

Supplementary notes

*Parrot Analytics defines demand expressions as follows: "The total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment."

Figures have been rounded.

https://www.statista.com/statistics/868432/most-in-demand-digital-original-shows-us/

APPX 1949

9/2/2021

Most in-demand TV shows in the U.S. 2021 | Statista

TAB C-3

8/11/2021



TV

Why, 20 years later, 'SpongeBob SquarePants' endures as one of the best kids' shows around

Kelly Lawler USA TODAY

Published 7:11 a.m. ET May 1, 2019 | Updated 3:27 p.m. ET May 1, 2019

Twenty years later, that pineapple under the sea is still pretty fresh.

Hard as it is for the millennials who grew up watching to believe, "SpongeBob SquarePants" turns 20 on Wednesday. The beloved Nickelodeon show premiered May 1, 1999, and quickly became a pop-culture institution that shaped a generation of humor and remains relevant even into its original viewers' adulthood.

Although children's TV can be formative, few series have echoed the cultural footprint of "SpongeBob," which spawned a (short-lived) Broadway musical, two feature films (a third is due in 2020), comic books, video games, theme-park rides and even a wax figure at Madame Tussaud's.

Its anniversary will be celebrated this summer on Nick with "SpongeBob's Big Birthday Blowout," a new special mixing live action and animation and featuring the cartoon's voice cast playing human versions of SpongeBob, Patrick, Mr. Krabs, Sandy, Squidward and others.

But how, exactly, did an anthropomorphic sponge, a lazy starfish, a greedy fast-food restaurant-owning crab, a squirrel and a fastidious squid become cultural icons?

For folks in their late 20s and early thirties who were among the first "SpongeBob" viewers, the cartoon series earned a dedicated following by treating the kids who watched it as adults.

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Nothing about "SpongeBob" is ever cutesy or condescending. Its characters are adults, if a little juvenile in their behavior. And "SpongeBob" makes adulthood seem fun and appealing. Its version is what kids themselves would dream up: Working at your favorite place, hanging out with your friends all the time and living in a cool pad with your pet. Even if it's underwater.

The series also gets in plenty of digs in at the worst part of growing up: Losing your sense of fun. Its main antagonist, Squidward, is a straight-laced rule follower who is always trying to bring SpongeBob's carefree attitude down.

SpongeBob's surrealist, odd sense of humor was far ahead of its time. Videos and screenshots from years-old episodes proliferate modern meme culture. It's harder to express your feelings better now than "SpongeBob" did then.

When you revisit famous episodes, it's easy to see the show's quiet brilliance (its running "my leg!" gag never gets old). The comedy ranges from fart jokes to dark capitalist satire.

"SpongeBob" finds nearly as much time for sophisticated parody as animated peers "The Simpsons" and "Family Guy" (which premiered four months before "SpongeBob"), even though it is aimed at a considerably younger audience. It boasts a brilliant superhero gag in recurring characters Mermaid Man and Barnacle Boy, and makes endless allusions, from Edgar Allen Poe to "Kill Bill." Writers – including series creator Steven Hillenburg, who died last year – were never afraid to be strange, loud and daring.

A few years ago, Gen Xers had their heyday of nostalgia when childhood cartoons such as "Transformers" and "G.I. Joe" were rebooted as big-budget films. The "SpongeBob" anniversary comes as millennial nostalgia is starting to take over (just look at all those 2000s fashion trends coming back). Thankfully, the little sponge has never gotten a gritty, PG-13 reboot, and probably never will.

The brilliance of "SpongeBob" is that it appeals to both kids and adults just the way it is: Peppy, a little grating and totally bizarre.

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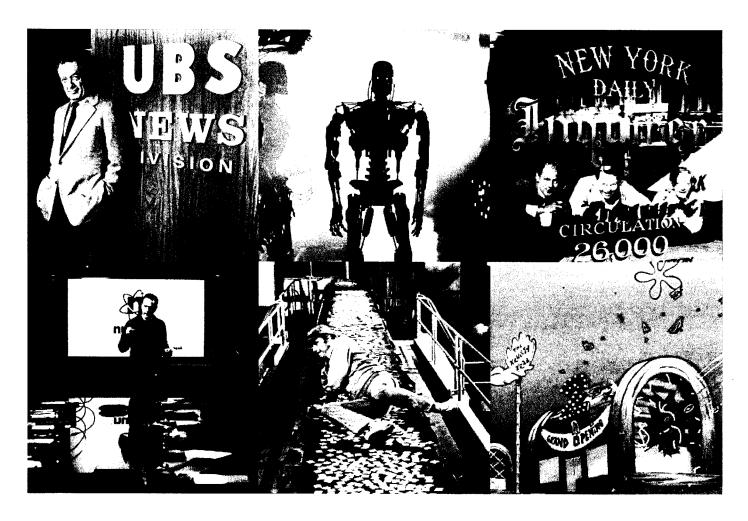
The 18 Most Influential Fake Companies in the World | Time

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The 18 Most Influential Fake Companies of All Time



BY ALEX FITZPATRICK , LISA EADICICCO , MATT PECKHAM , JOHN PATRICK PULLEN , SARAH BEGLEY \mathtt{AND} DANIEL D'ADDARIO

JUNE 2, 2016 12:45 PM EDT

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The world's corporate powers wield a tremendous amount of influence on our daily lives. They largely determine which products or services we buy, they pressure lawmakers to pass favorable bills, and their missteps can have lasting consequences for anybody depending on the health of the global economy (which is pretty much all of us).

But does a company need to be real to be influential? Not really. From Acme Corp. to Stark Industries, fictional companies often reach out from imaginary universes to touch the real world, if only our conception of it. Here is TIME's list of the most important companies that don't actually exist. This list was assembled and deliberated on at length by TIME's technology, business and culture teams. What did we miss?



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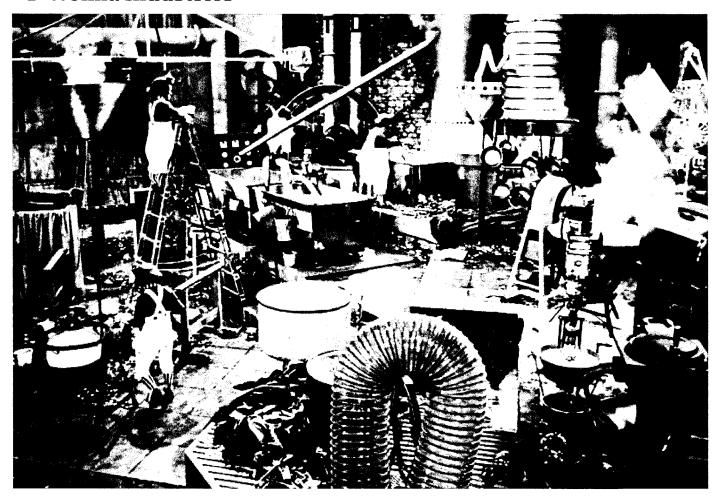
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Write to Matt Peckham at matt.peckham@time.com.

1 Wonka Industries



Few companies real or fictional have been able to evoke as much curiosity and fascination as Wonka Industries, the subject of Roald Dahl's book, *Charlie and the Chocolate Factory*, from which the 1971 film was adapted. The factory became so iconic that Wonka-branded candy began to hit real store shelves soon after the movie's release. Nestle acquired the Willy Wonka brand in 1988, and it still sells popular

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candies such as Nerds, Sweetart Aborts Apris Exestasting Gobstoppers under the name today.

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2 Acme Corp.



Producing everything from anvils to x-ray machines (with jet-propelled pogo sticks in between), this conglomerate within the Looney Tunes universe was hugely influential in the world of cartoons, as its owner Marvin Acme also owned Toontown, a suburb of Los Angeles where animated characters lived. Apocryphally an anagram for A Company that Makes Everything, Acme got its name because it's typically the first company mentioned in the telephone directory for any kind of listing: auto mechanics, plumbers, pharmacies, et cetera. That lesson stuck with Amazon CEO Jeff Bezos: Originally named Cadabra, Bezos changed the name of his online store to Amazon before it launched in part because it would appear at the top of then-alphabetical online search listings.

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3 Stark Industries





Owned and operated by Tony Stark (a.k.a. Iron Man), Stark Industries is among the foremost corporate powers in the Marvel comic universe. While originally a major weapons vendor, Stark later focused the company's efforts on world-saving projects, like clean energy. That has led observers to connect Stark with Elon Musk, the real-world billionaire working on electric cars, space exploration and solar energy initiatives. (Actor Robert Downey, Jr., who plays Iron Man in the Marvel films, has said he modeled his performance on Musk.)

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4 Ollivander's Wand Shop

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Since 382 B.C., Ollivanders wand shop has ranked among the best wandmakers in the wizarding world of J.K. Rowling. Indeed, the most powerful wands in the *Harry Potter* series were purchased at the shop in Diagon Alley. The shop does good business in the real world, too: Visitors to the outpost at Universal Studios in Orlando can purchase replicas of their favorite characters' wands.

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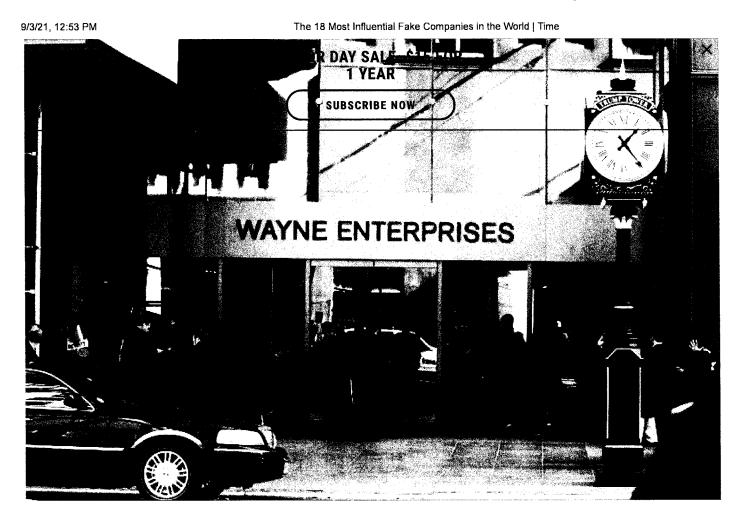
5 Gekko & Co



Laying waste to enemies and allies alike, *Wall Street*'s Gordon Gekko epitomized the stereotypical 1980s pecuniary sociopath. As the CEO of fictional Wall Street firm Gekko & Co., Michael Douglas' performance was so powerfully icky (he won a best actor Oscar) that he was asked at a 2008 United Nations gathering whether his character bore any responsibility for the global financial collapse. His famous "greed is good" speech from the film was reportedly inspired by an actual Wall Street arbitrageur's own paean to avarice.

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6 Wayne Enterprises

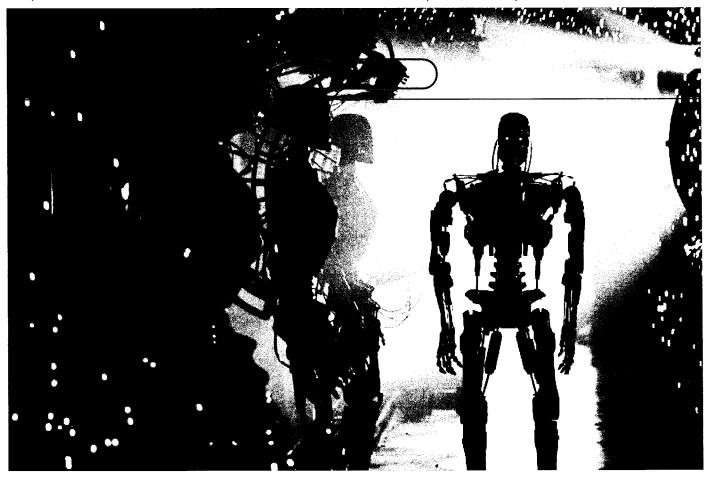


Let us be clear: Without Wayne Enterprises, there could be no Batman. A massive conglomerate in the D.C. comics universe, Wayne Enterprises' profits and R&D work make possible the nocturnal crime-fighting activity of one Bruce Wanye, a.k.a. Batman, the company's owner. That the company essentially gave rise to Gotham City means it should probably earn royalties every time you refer to the real-world New York as such.

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7 Cyberdyne Systems

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If you have ever jokingly referred to search giant Google as "Skynet," you owe credit to Cyberdyne Systems. Set in the Terminator universe, the company created self-aware artificial intelligence intelligence software that plunged the world into warfare between man and machine. Perhaps anticipating the correlation, Google's semi-official motto was once "Don't Be Evil."

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8 Cheers

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In the real world, people tend to look at bar work as a stepping stone to bigger and better things. And it's arguable that *Cheers* did that not only for the actors invovled (Kelsey Grammar, Woody Harrelson, and Ted Danson, among the standouts), but also for other shows that came after. (Spinoff *Frasier* enjoyed an eleven season run.) The live-recorded show established Thursday nights as the time for must-see TV, and it provided a template both for the odd ensemble casts (*Seinfeld*) and hang-out sets (Central Perk in *Friends* and McSorley's in *How I Met Your Mother*) that would follow. In the real-world, Cheers helped define Boston's late '80s identity. As a result, The Bull and Finch Pub, the bar that *Cheers* was modeled on and has since adopted the more famous name, is one of the city's most popular destinations. It makes sense. You want to go where everybody knows your name.

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9 Genco Pura Olive Oil Company

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The front company formed by *The Godfather*'s Vito Corleone in the 1920s, named after consigliere Genco Abbandando and headquartered on Mott Street in Little Italy, grew to become the largest olive-oil importer in the U.S. The fictional firm introduced Americans to the organizational structure of the mafia, with its emphasis on familial fealty, the Italian custom of *raccomandazioni*, or political favor for favors, and recourse to extra-legal justice for immigrants when all higher authority was inaccessible or corrupt. (The also fictional Olive Oil Wars for control of New York crime in the *Godfather* universe were based on the real-world Castellammarese War for underworld supremacy in the 1930s.) Genco's influence stems from uncovering—and lionizing—a profitable alternative to the Protestant work ethic.

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"You provide the prose poems," bellows Orson Welles' Charles Foster Kane, combining both the fantastical hubris and real power of turn-of-the-century press barons, "I'll provide the war." Welles and co-screenwriter Herman Jacob Mankiewicz created *Kane* in 1941 by amalgamating the traits of a uniquely American species of media magnate including Joseph Pulitzer, Herbert Bayard Swope and, most of all, William Randolph Hearst, who like the film's protagonist ended up in self-imposed, palatial exile. It seems no accident the most influential film in American history traces the life of a business tycoon—one who generated fabulous wealth by combining arriviste entrepreneurship with mass culture (and who was ultimately done in by a financial crisis). No surprise either that semi-fictional accounts of the billionaires of subsequent ages—*Wall Street*'s Gordon Gecko, *The Social Network*'s Mark Zuckerberg—have all had a Wellesian cast no matter what business they dominated.

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11 Duff Beer

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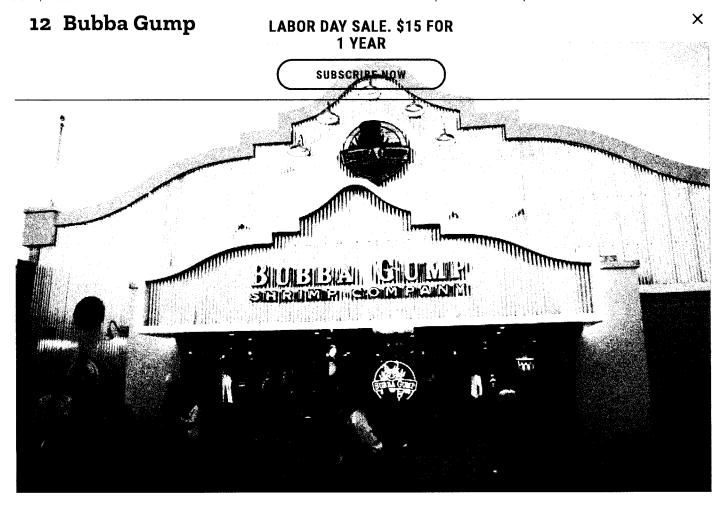


Essentially the Budweiser of *The Simpsons* universe, Duff Beer is everyman Homer Simpson's brew of choice — he once famously proclaimed alcohol to be "the cause of, and the solution to, all of life's problems." But Duff Beer's popularity extends well beyond Springfield. Numerous lawsuits have been filed against companies that have attempted to market a real-life version of "that wonderful Duff!" It wasn't until last 2015 that 21st Century Fox announced plans to bring an officially licensed version of the much sought-after beverage to South America.

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Life may not be like a box of shrimp, but it's sometimes like a film studio turning an iconic movie locale into an internationally successful chain of seafood restaurants. Half-named after the eponymous protagonist of 1994 dramedy *Forrest Gump*, the fictional Bubba Gump Shrimp Company makes Tom Hanks' character rich. The real world franchise opened in 1996, and lets you signal waiters with signs that read "Run Forrest Run" and "Stop Forrest Stop."

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13 Olivia Pope & Associates

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Olivia Pope & Associates is, within the world of *Scandal*, truly in a class by itself. It has no meaningful competitor, unless one counts the truth. Run by Pope herself, the company uses assets from surveillance expertise to a wetwork expert to cover up the deeds of the misbehaving, seek justice for the mistreated, and above all to ensure the stability of President Fitzgerald Grant's administration. Pope, who was crucial in the vote-rigging operation that stole the presidency for Grant, continues to pursue expansion opportunities for O.P.A.: She's currently bringing years of experience in crisis management to bear on the presidential campaign of Grant's ex-wife. The firm affords a look at the very real, very shady organizations we all suspect are pulling strings behind the scene.

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14 Krusty Krab

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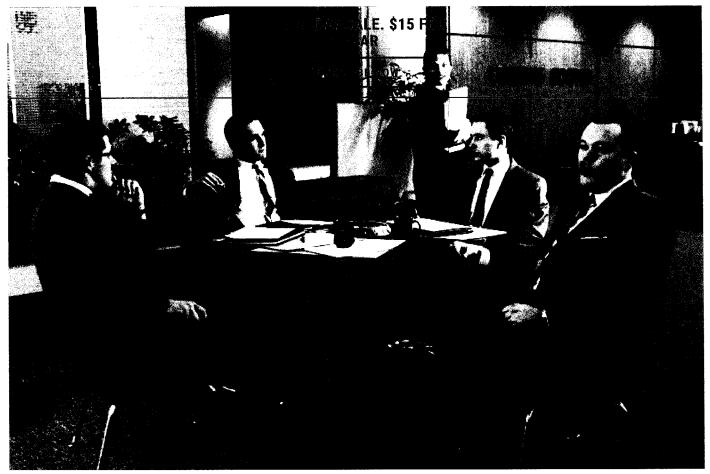


This underwater fast food joint is the centerpiece of *Spongebob Squarepants*, one of TV's most popular children's cartoons ever since its 1999 debut. Three of the show's main characters (the always-chipper Spongebob, the down-on-his-luck Squidward, and the penny-pinching Mr. Krabs) work at the restaurant, making it the backdrop for most of the series' most popular episodes. The fictional eatery even inspired several real-life establishments — a lawsuit from Nickelodeon parent company Viacom shuttered one replica in Houston.

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15 Sterling Cooper

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Though the Madison Avenue ad agency has its ups and downs over the course of *Mad Men* (it goes through several iterations, including Sterling Cooper Draper Price and Sterling Cooper & Partners), it's plucky enough to get top clients like Chevrolet, Playtex and Kodak. The agency proved powerful in the real world, too: a plot point featuring Pond's, for instance, lured Unilever into creating themed ads to run alongside the AMC program.

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16 Soylent

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"You tell everybody ... You've gotta tell them!" warns Charlton Heston's harried detective Thorn in 1973 ecological parable *Soylent Green*. In the film, set in the early 21st century after humans have all but destroyed the planet, the Soylent Corporation distributes "Soylent Green" wafers to keep the populace fed and docile. Anyone who's seen the film and discovered what those wafers were in fact made of has doubtless thought twice before tearing into an energy bar.

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17 Hooli

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The advertising industry has *Mad Men*. Medical workers have *House* and *ER* and *Scrubs*. As of 2014, the tech industry finally has a series that accurately reflects (and pokes fun at) the struggles of making it big in Silicon Valley. Hooli is the Google-esque conglomerate from the HBO series *Silicon Valley*. Protagonist Richard Hendricks works there before leaving to start his own company, Pied Piper. Hooli's depiction of corporate Silicon Valley is so accurate that Google even acknowledged it in an Easter egg last August.

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18 Good Burger

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"Welcome to Good Burger, home of the Good Burger. Can I take your order?" That tagline is still buried inside the minds of millennials across America. Memorable skits like Good Burger on Nickelodeon's *All That* introduced sketch comedy to an audience too young for the more mature humor on *Saturday Night Live* or *Mad TV* at the time. Britney Spears and Shaquille O'Neal are among Good Burger's most famous patrons.

Absorbency Plus Frivolity, a Blend the World Needs - The New York Times

The New Hork Times

https://www.nytimes.com/2004/11/19/movies/absorbency-plus-frivolity-ablend-the-world-needs.html

FILM REVIEW

Absorbency Plus Frivolity, a Blend the World Needs

By A. O. Scott

Nov. 19, 2004

In the wake of the recent election, there's been some talk of healing, but until today no single figure has emerged with the capacity to repair the deep fissures in the body politic. We are so hung up on blue states and red states that our only hope may lie in the primary color that has been left off the map. We need something -- or someone -- yellow, and also absorbent and porous enough to soak up the ill will and scrub away the lingering bad feelings.

Now more than ever, the country needs SpongeBob SquarePants, and starting today, in theaters everywhere, he answers the call, with a big-screen rendition of the nautical nonsense that has been delighting Nickelodeon viewers -- including a great many grown-ups without the alibi of children -- for the past five years.

If SpongeBob's nautical nonsense, the brainchild of Stephen Hillenburg, is generally not something you wish, then you may find the 88 minutes of "The SpongeBob SquarePants Movie" unbearable in their aggressive, puerile whimsy. True aficionados, on the other hand, will leave wanting more. This is the only time I can recall hearing my own children, who have lately traded in animated Nickelodeon shows for the more sophisticated tweener liveaction fare on the Disney Channel, complain that a movie was too short. They had a point: inserting SpongeBob (Tom Kenny) and Patrick, his loyal, oafish pink starfish pal (Bill Fagerbakke), into a feature-length quest narrative leaves you wanting more because the movie lacks the density of the television episodes, around seven of which would fit comfortably inside it.

It's also true that Mr. Hillenburg's distinctive animating style, whose flat, static backgrounds are appropriately stylized for television -- like the Flintstones' Bedrock submerged under hallucinogen-laced water -- looks a little tacky and flimsy when blown up to multiplex scale. But this is a quibble.

Absorbency Plus Frivolity, a Blend the World Needs - The New York Times

The loud, silly innocence of Mr. Hillenburg's imaginary world, where double entendres seem to bubble up and dissipate faster than you can catch them, is a welcome antidote to the self-seriousness and brutality that rule so much of the popular culture. A few perfunctory speeches about being yourself are tacked on at the end (who else could SpongeBob possibly be?), but the movie insists upon no important lessons, which is a relief.

Yet the lack of preachiness doesn't mean that "SpongeBob SquarePants," which Mr. Hillenberg wrote with a gaggle of collaborators, is cynical or neutral. There is a bad guy: a tiny, green, one-eyed failed restaurateur named Plankton (Mr. Lawrence), whose rivalry with Mr. Krabs (Clancy Brown), owner of the Krusty Krab, where our hero mans the grill, grows into a full-scale scheme for world domination. This involves the theft of King Neptune's crown, which SpongeBob and Patrick, urged on by the king's sensible daughter, Mindy, set off to retrieve. Along the way they encounter various dangers, which they manage to surmount through the power of sheer unembarrassed goofiness.

The movie itself triumphs by similar means; it is a marvel of unleashed childishness, like a birthday party on the edge of spinning out of control. The familiar voices from the television show are bolstered by a smattering of movie and television stars, including Jeffrey Tambor as the King, Alec Baldwin as a tough guy for hire named Dennis, and Scarlett Johansson as Mindy (no wonder Patrick has such a crush on her). I was sorry to see my favorite secondary characters, Squidward, Sandy the Squirrel and Mrs. Puff, pushed to the margins, but my TiVo has enough memory to make up the deficit.

The film's appeal, along with what you might call its moral, lies in the close fit between Mr. Hillenburg's brightly colored, daftly inventive approach to animation and storytelling and the buoyant, grating good cheer of his hero. In the course of his journey, SpongeBob tries on several occasions to prove his manhood, and in each case succeeds in proving the opposite. His unembarrassed embrace of his own immaturity may make some parents uncomfortable even as it explains SpongeBob's appeal to grown-up slackers and misfits; he indulges our juvenile instincts rather than pushing us or our children toward anything resembling responsibility.

This regression comes as something of a relief, because it offers both a flight from the burdens of maturity and an alternative to angry, aggressive forms of immaturity that dominate movies, television and video games. SpongeBob is weak, indecisive and easy to ridicule, but he is also loyal, decent and optimistic (and always neatly dressed) -- a walking, singing reproof to the glowering, vengeance-seeking macho types who hog all the attention. If you're tired of their bluster and swagger, SpongeBob is your man.

"The SpongeBob SquarePants Movie" is rated PG (Parental guidance suggested) for some mild, crude humor.

Absorbency Plus Frivolity, a Blend the World Needs - The New York Times

'The SpongeBob SquarePants Movie' Opens nationwide today.

Directed by Stephen Hillenburg; written by Derek Drymon, Tim Hill, Mr. Hillenburg, Kent Osborne, Aaron Springer and Paul Tibbitt, based on a story and the series created by Mr. Hillenburg; director of photography, Jerzy Zielinski; edited by Lynn Hobson; music by Gregor Narholz; production designer, Nick Jennings; produced by Mr. Hillenburg and Julia Pistor; released by Paramount Pictures. Running time: 88 minutes. This film is rated PG.

WITH THE VOICES OF: Tom Kenny (SpongeBob), Clancy Brown (Mr. Krabs), Rodger Bumpass (Squidward), Bill Fagerbakke (Patrick Star), Mr. Lawrence (Plankton), Jill Talley (Karen the Computer Wife), Carolyn Lawrence (Sandy), Mary Jo Catlett (Mrs. Puff), Jeffrey Tambor (King Neptune), Scarlett Johansson (Mindy), Alec Baldwin (Dennis) and David Hasselhoff (Himself).

A version of this article appears in print on , Section E, Page 1 of the National edition with the headline: FILM REVIEW; Absorbency Plus Frivolity, A Blend the World Needs

'SpongeBob Squarepants' 20th anniversary special has human Krusty Krab



<u>TV</u>

Incredibly sweet 'SpongeBob Squarepants' 20th anniversary special has a human Krusty Krab

Kelly Lawler USA TODAY

Published 12:55 p.m. ET Jul. 12, 2019 | Updated 10:47 a.m. ET Jul. 15, 2019

SpongeBob is 20 years old, but he's still as sweet and naïve as ever.

Nickelodeon is celebrating the 20th anniversary of "SpongeBob Squarepants" with the delightful and adorable "SpongeBob's Big Birthday Blowout," an hourlong special airing Friday (7 EDT/PDT) that mixes the animated fun of Bikini Bottom with live-action appearances by the voice actors who have been behind SpongeBob, Squidward, Patrick, Mr. Krabs, Sandy and Plankton for all these years.

"Birthday" centers on SpongeBob's (Tom Kenny) birthday (although the age of the child-like sponge is kept cheekily secret), as Sandy (Carolyn Lawrence), Mr. Krabs (Clancy Brown), Patrick (Bill Fagerbakke), Squidward (Rodger Bumpass), Plankton (Mr. Lawrence) and the rest of the sponge's friends attempt to throw him a surprise party. Patrick is tasked with distracting his best friend, and the duo head on a tour of "Surface Land," where they run into David Hasselhoff (a longstanding "SpongeBob" tradition), scary "pie dragons" (dogs) and the "Trusty Slab," a burger joint with a greedy owner, a bored cashier and an over-eager fry cook. Sound familiar?

Just like many other anniversary specials, "Birthday" is full of celebrity cameos (look out for Tiffany Haddish and Sigourney Weaver) and tributes to the series' history and its creator Stephen Hillenburg, who died in 2018. There are throwbacks and in-jokes aplenty for longtime "SpongeBob" fans or even casual viewers who last watched it a decade ago (the iconic "my leg," of course, is featured).

But the sweetest part of the hour is the "Trusty Slab," where the voice actors appear onscreen as human versions of their Bikini Bottom characters, providing faces to the unbelievable

'SpongeBob Squarepants' 20th anniversary special has human Krusty Krab

work they've done for two decades. It's a short gimmick that may go over the heads of the youngest viewers, but it's touching for anyone in on the joke.

SpongeBob forever: Why, 20 years later, 'SpongeBob SquarePants' endures as one of the best kids' shows around

The special is further proof that "SpongeBob" has incredible longevity. The series feels just as smart and vital as it did when I was a kid. And as long as the actors stick around, it could go on for 20 more years.

'SpongeBob SquarePants' 20th anniversary: Why the kids' show endures



TV

Why, 20 years later, 'SpongeBob SquarePants' endures as one of the best kids' shows around

Kelly Lawler USA TODAY

Published 7:11 a.m. ET May 1, 2019 | Updated 3:27 p.m. ET May 1, 2019

Twenty years later, that pineapple under the sea is still pretty fresh.

Hard as it is for the millennials who grew up watching to believe, "SpongeBob SquarePants" turns 20 on Wednesday. The beloved Nickelodeon show premiered May 1, 1999, and quickly became a pop-culture institution that shaped a generation of humor and remains relevant even into its original viewers' adulthood.

Although children's TV can be formative, few series have echoed the cultural footprint of "SpongeBob," which spawned a (short-lived) Broadway musical, two feature films (a third is due in 2020), comic books, video games, theme-park rides and even a wax figure at Madame Tussaud's.

Its anniversary will be celebrated this summer on Nick with "SpongeBob's Big Birthday Blowout," a new special mixing live action and animation and featuring the cartoon's voice cast playing human versions of SpongeBob, Patrick, Mr. Krabs, Sandy, Squidward and others.

But how, exactly, did an anthropomorphic sponge, a lazy starfish, a greedy fast-food restaurant-owning crab, a squirrel and a fastidious squid become cultural icons?

For folks in their late 20s and early thirties who were among the first "SpongeBob" viewers, the cartoon series earned a dedicated following by treating the kids who watched it as adults.

Nothing about "SpongeBob" is ever cutesy or condescending. Its characters are adults, if a little juvenile in their behavior. And "SpongeBob" makes adulthood seem fun and appealing. Its version is what kids themselves would dream up: Working at your favorite

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'SpongeBob SquarePants' 20th anniversary: Why the kids' show endures

place, hanging out with your friends all the time and living in a cool pad with your pet. Even if it's underwater.

The series also gets in plenty of digs in at the worst part of growing up: Losing your sense of fun. Its main antagonist, Squidward, is a straight-laced rule follower who is always trying to bring SpongeBob's carefree attitude down.

SpongeBob's surrealist, odd sense of humor was far ahead of its time. Videos and screenshots from years-old episodes proliferate modern meme culture. It's harder to express your feelings better now than "SpongeBob" did then.

When you revisit famous episodes, it's easy to see the show's quiet brilliance (its running "my leg!" gag never gets old). The comedy ranges from fart jokes to dark capitalist satire.

"SpongeBob" finds nearly as much time for sophisticated parody as animated peers "The Simpsons" and "Family Guy" (which premiered four months before "SpongeBob"), even though it is aimed at a considerably younger audience. It boasts a brilliant superhero gag in recurring characters Mermaid Man and Barnacle Boy, and makes endless allusions, from Edgar Allen Poe to "Kill Bill." Writers — including series creator Steven Hillenburg, who died last year — were never afraid to be strange, loud and daring.

A few years ago, Gen Xers had their heyday of nostalgia when childhood cartoons such as "Transformers" and "G.I. Joe" were rebooted as big-budget films. The "SpongeBob" anniversary comes as millennial nostalgia is starting to take over (just look at all those 2000s fashion trends coming back). Thankfully, the little sponge has never gotten a gritty, PG-13 reboot, and probably never will.

The brilliance of "SpongeBob" is that it appeals to both kids and adults just the way it is: Peppy, a little grating and totally bizarre.

SpongeBob keeps claim to Krusty Krab, federal judge rules

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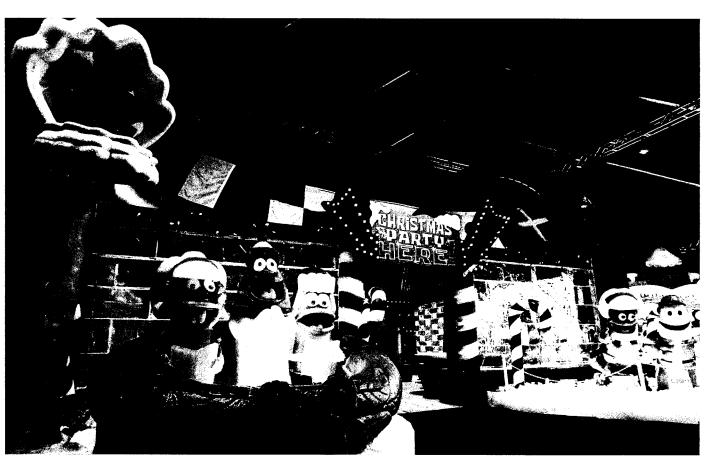
Federal judge grants cease-and-desist order on restaurant chain using trademarked name



Keri Blakinger

Updated: Jan. 16, 2017 10:13 p.m.





SpongeBob keeps claim to Krusty Krab, federal judge rules



The Ice Land Ice Sculptures with SpongeBob Squarepants at Moody Gardens included the Krusty Krab in 2015.

Moody Gardens

Who lives in a pineapple under the sea? Not this company.

Houston-based IJR Capital Investments ended up on the sinking side of a trademark lawsuit over a proposed restaurant with the same name as a famous fictional greasy spoon featured in the popular kids' show "SpongeBob SquarePants."

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The nautical mess started after IJR applied to trademark Krusty Krab restaurant in 2014, with locations slated to open in Kemah and Los Angeles.

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SpongeBob keeps claim to Krusty Krab, federal judge rules

beloved porous, yellow title character and his bitter buddy Squidward hung out in more than 200 episodes.

'Consumer confusion'

Viacom International, which owns Nickelodeon, took issue with the encroaching crustacean-inspired culinary offering but, as it turned out, the media conglomerate hadn't specifically trademarked Krusty Krab.

Nonetheless, in 2015, Viacom sent IJR a cease-and-desist letter. But the maritime-minded investment group refused to stop using its controversial name, disputing Viacom's allegation of possible "consumer confusion," according to court papers.

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In response, Viacom launched a lawsuit in January 2016, splashing IJR with nine claims including trademark infringement, false designation, unfair competition and refusal of recognition.

Eventually, Viacom moved for summary judgment on eight of those claims and, on

SpongeBob keeps claim to Krusty Krab, federal judge rules
weathesday, a reactar judge in mouston round in violation of trademark
infringement in a ruling that included at least one tongue-in-cheek "SpongeBob"
reference in a footnote.

A judge's humor

"On the balance, the court finds that Viacom has presented compelling evidence that there is a likelihood of confusion between Viacom's and IJR's marks," U.S. District

Court Judge Gray H. Miller wrote in his decision, citing the similarly distinctive spelling of the fictional and would-be real establishments.

"In response to IJR counsel's remarks at the hearing that IJR's spelling of 'The Krusty Krab' is because Ks are prettier than Cs, the court believes that Cs can be as aesthetically pleasing as Ks," Miller added in a footnote.

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In another footnote, the judge observed that SpongeBob's reaction to parts of the decision not favorable to Viacom might be, "Aw, tartar sauce!"

The judge did not rule in Viacom's favor on the dilution, false designation, unfair

SpongeBob keeps claim to Krusty Krab, federal judge rules

competition and refusal of registration claims.

A lawyer for IJR declined a request for comment, but they may still be a little salty about the suit's outcome.

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Written By

Keri Blakinger

Keri Blakinger covered breaking news, prisons and the death penalty. She was hired at the Houston Chronicle through the Hearst Fellows program. She graduated from Cornell University and covered county and town government at the Ithaca Times before moving to breaking news at the New York Daily News. After three years at the Chronicle, she moved to The Marshall Project.

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DAVID EDELSTEIN

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The SpongeBob Movie: Sponge Out of Water is visually an eyesore — a kaleidoscope of bright, mismatched colors, and in 3-D to make your headache stronger. The movie makers hit the bull's-eye.

DAVID BIANCULLI, HOST:

This is FRESH AIR. In 1999, Nickelodeon launched the cartoon series "SpongeBob SquarePants," created by animator and former marine biologist, Stephen Hillenburg. The sea sponge, and his starfish, squid, snail and other friends, have now appeared in over a hundred shorts and two feature films. The second, "The SpongeBob Movie: Sponge Out Of Water," opens this week. Film critic David Edelstein plunged in eagerly and has this review.

DAVID EDELSTEIN, BYLINE: A decade ago, I got a dream newspaper assignment to fly to LA and talk to Stephen Hillenburg and his colleagues about turning their Nickelodeon smash, "SpongeBob SquarePants," into a feature film. On TV, the "SpongeBob" cartoons were 11 minutes - the perfect length of time to be bombarded by

Second 'SpongeBob' Movie Is A Nonsensical, Loud, Choppy Triumph: NPR

freeform, surreal gags, interspersed by the high-pitched chortles of their happy-go-lucky sea sponge hero - but a full-length movie? Hillenburg was sure that the same level of intensity over 80 minutes would wear the audience out, that a feature needed a more conventional narrative arc and more even pacing. And you know what? He was wrong.

"The SpongeBob SquarePants Movie," released in 2004, had delightful bits and a killer soundtrack, but it was too smooth, too stately. That story structure was like an anchor weighing it down. What I missed were those free-associational spasms of craziness that make "SpongeBob," at its best, so irrationally entertaining. Now comes the second feature, "The SpongeBob Movie: Sponge Out Of Water," which looks as if it had a lower budget. The narrative is slipshod, shambolic, nonsensical. The few song fragments are punishingly discordant. It's visually an eyesore, a kaleidoscope of bright, mismatched colors and in 3-D, too, to make your headache even stronger. It's a big, loud, choppy, hit-and-miss, in-your-face, glorious triumph. Bang, they hit the bull'seye.

It begins as all "SpongeBob" episodes do, with a hairy pirate who's there to sing the theme that whisks us to the undersea world of Bikini Bottom, with its ukulele music and flower-cloud backdrops. But wait, here, he's live-action and played by Antonio Banderas, and he's on an "Indiana Jones"-like quest to find a magic book. After dueling with a skeleton and shushing some card-playing seagulls, the pirate reads aloud from that mysterious tome, a story of wholesale destruction, societal collapse, apocalypse, all triggered by the loss of the recipe for the wildly addictive Krabby Patties from the Krusty Krab restaurant where SpongeBob works and his best friend, Patrick, the fat, pink, dimwitted starfish, eats. I know what you're thinking - this has something to do with Plankton, the tiny but very loud owner of the rival, Chum Bucket, restaurant. And you'd be right to an extent. Plankton did engineer a scheme involving pickle torpedoes, a giant robot and a Trojan horse-like coin to get into the Krusty Krab's safe - I have a feeling I'm losing you. The best thing about this movie is that it can't be explained, though you can hear how high the stakes are when Mr. Krab straps Plankton down, and with SpongeBob watching, uses diabolical means to recover the recipe.

Second 'SpongeBob' Movie Is A Nonsensical, Loud, Choppy Triumph: NPR

(SOUNDBITE OF FILM, "THE SPONGEBOB MOVIE: SPONGE OUT OF WATER")

TOM KENNY: (As SpongeBob SquarePants) Mr. Krabs, I'm telling you he's innocent.

LAWRENCE OSOWSKI: (As Plankton) What're you going to do, Krabs, pour hot oil on me or put bamboo shoots under my nails?

CLANCY BROWN: (As Mr. Krabs) No, knock-knock.

OSOWSKI: (As Plankton) Knock-knock jokes? I can do this all day, Krabs.

BROWN: (As Mr. Krabs) Knock-knock.

OSOWSKI: (As Plankton) Oh, boy. Who's there?

BROWN: (As Mr. Krabs) Jimmy.

OSOWSKI: (As Plankton) Jimmy who?

BROWN: (As Mr. Krabs) Jimmy back my formula, Plankton.

OSOWSKI: (As Plankton) Well, that's stupid, but how is it torture?

BROWN: (As Mr. Krabs) (Laughter) You'll see.

KENNY: (As SpongeBob SquarePants) Jimmy back my formula. Oh, I get it (laughter).

OSOWSKI: (As Plankton) (Screaming) Make it stop, Krabs. Make it stop.

EDELSTEIN: The two main characters in "SpongeBob: Out Of Water" aren't, as usual, SpongeBob and his buddy, Patrick, but SpongeBob and the arch-villain, Plankton, who's forced to team up despite being so selfish, he can't pronounce the word team. They build a time machine. They morph into another dimension. They transform into Marvel-like superheroes.

But never mind the plot. The point is that Tom Kenny's SpongeBob voice, which sounds like Pee-wee Herman meets Jerry Lewis on helium, pairs beautifully with the

Second 'SpongeBob' Movie Is A Nonsensical, Loud, Choppy Triumph: NPR

Plankton of an actor who calls himself Mr. Lawrence and sounds like an overcaffeinated Fred Flintstone.

I was recently reading a book on how to write that had tricks to get your juices flowing, like opening a random book to a random page and picking three random words. Could that explain how the filmmakers came up with the extraterrestrial bottlenose dolphin, whose Shakespearean orations are broken by chatters, and whose job it is to keep the planets Jupiter and Saturn from colliding? Don't see "The SpongeBob Movie: Sponge Out Of Water" if you don't want to be driven crazy by questions like that. But I'm going to see it again this weekend. I long for that craziness. It's like a Krabby Patty for the brain.

BIANCULLI: David Edelstein is film critic for New York magazine. On the next FRESH AIR, Michael Keaton talks about starring in "Birdman." He's been nominated for an Oscar for his performance.

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A Hero for Our Time

By Tunku Varadarajan Nov. 19, 2004 12:01 am ET

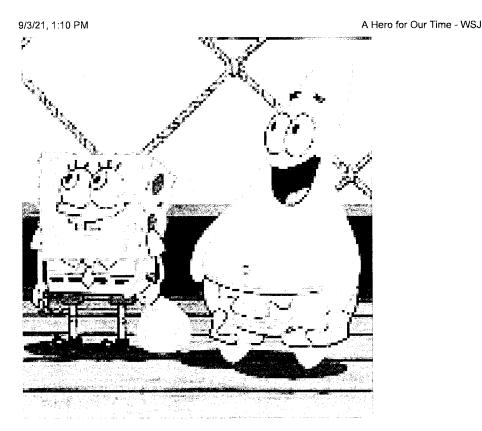
Every morning at 8:30 -- scheduled in between the precocious neuroticism of "Rugrats" and the multiculti Potemkin world of "Dora the Explorer" -- there erupts into our living room for 30 straight minutes the raucous, oceanic mayhem of "SpongeBob SquarePants," a cartoon show for children starring a lively, gregarious but terminally undisciplined seasponge who works as a short-order cook at the Krusty Krab, "the finest eating establishment ever established for eating."

In the space of three years or so, SpongeBob -- now with his very own movie, opening across the country today -- has emerged as one of the most popular (and intriguing) characters on television. Predictably (for such is the nature of our culture), there have been attempts to "deconstruct" him as some species of homosexual. He is, of course, no such thing and is arguably the least gay creature on television (along with the Cookie Monster).

But I digress.

* * *

It is safe to say that there can hardly be a boy between three and eight years of age in America who does not watch "SpongeBob" every waking day. That's 11 million boys. Throw in, say, three million girls from the same cohort (for surely not all of them despise the non-girlie stuff) and, by a crude calculation, six million parents (who, while not glued to the show, have it in their peripheral vision and within cacophonous earshot) and one might tote up at least 20 million Americans who take in SpongeBob's escapades every morn.



My son, Prof. Satya Varadarajan, dean of Animation Studies at Nickelodeon University, might be said to be in the 100th percentile in terms of his absorption in the world of SpongeBob. Age five, he watches, winces, laughs, groans and cheers each move, often repeating phrases that he has learned by heart. He roots for SpongeBob and his fat friend, Patrick (a starfish), and despises Mr. Krabs, SpongeBob's draconian, tightwad employer, whose sole aim (in the execution of which he has the complicity of his glum manager, Squidward) is to fire SpongeBob from his job as Krabby-Patty flipper. In all fairness to Mr. Krabs, SpongeBob -- though a cheap hire -- isn't exactly an asset in the kitchen.

SpongeBob's appeal lies in his anarchic nature and his deeply felt respect for other people's feelings. This apparent contradiction creates wonderful dramatic tension. Bob is a bit of a silly git, but his tenacity, sweetness and decency invariably win the day. He shows that you don't need massive pecs, a magic sword or turbo-charged ambition to be a hero. Anecdotal validation of this analysis comes to me from my friend Nadia Sopher, an improbably svelte mother of three young SpongeBob-watchers. Her son's soccer team just voted 20-0 to name itself The SpongeBobs, in preference to other, more intimidating names: e.g. Red Dragons, or Incredible Hawks.

The popularity of SpongeBob seems to flow from his boyish recalcitrance, added to which are his over-the-top mood swings -- from annoyingly exuberant cheerfulness to deep funk

A Hero for Our Time - WSJ

-- which every child viewer must relate to. SpongeBob is a gawky "square" who wins in the end. This is funny and gratifying and in a long tradition of "squares done good": Gomer Pyle or Gilligan or Curly Howard or Richie Cunningham or Bullwinkle.

Many grownups, too, are charmed by this marriage of success and bodily inelegance. And like all the best shows for children, this one "accommodates" adults with flashes of clever language (some badly behaved sea-urchins are called "invertebrats") and SpongeBob's occasional echoes of other literary characters. My colleague Joe Morgenstern, who reviews the new movie elsewhere in this section today, likens him to Peter Pan; and the sage John Tierney at the New York Times -- one guess what he and his son Luke do at 8:30 a.m. of a day! -- remarked to me that he detected shades of Candide in SpongeBob...

...Which had me scurrying to my dog-eared Voltaire. Sure enough, the first line of "Candide" reads: "In the country of Westphalia, in the castle of the most noble Baron of Thunder-ten-tronckh, lived a youth whom Nature had endowed with a most sweet disposition." Some of you may think it's a stretch, but the first line of the "SpongeBob" theme song seems a clever adaptation of the Voltaire: "Who lives in a pineapple under the sea? SpongeBob SquarePants! Absorbent and yellow and porous is he!"

You don't see the connection? Really? Oh, come on!

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13 Cartoon Restaurants You Wish Were Real



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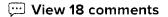
Posted on Apr 28, 2015

13 Cartoon Restaurants You Wish Were Real

"It'll go right to your thighs and then you'll blow up."

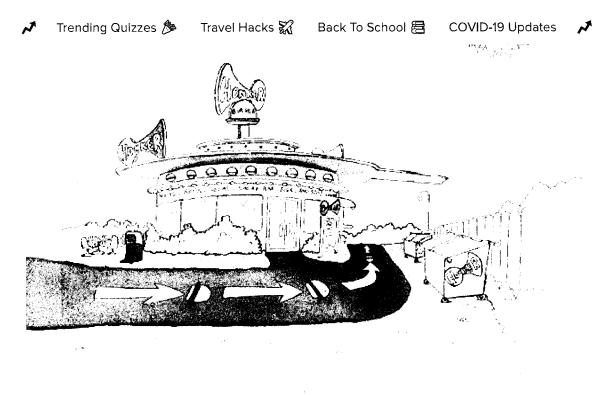


13 Cartoon Restaurants You Wish Were Real





1. Honker Burger — Doug



Nickelodeon





If there's one place in Bluffington where all the cool kids grab food, it's Honker Burger. It's also pretty fun to say.

2. The Shore Shack — Rocket Power

13 Cartoon Restaurants You Wish Were Real



Nickelodeon



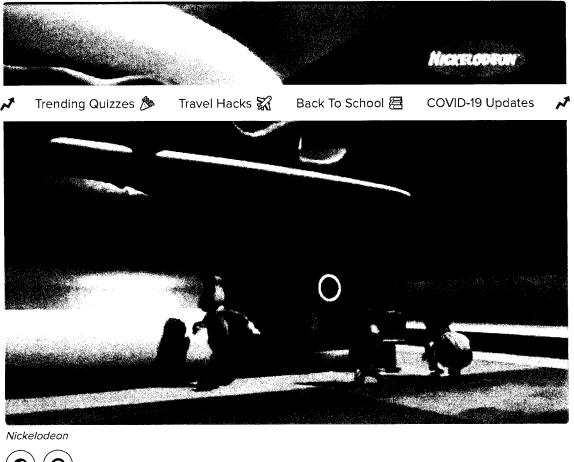


The perfect ocean side cafe to grab a bite while listening to Tito tell you what the ancient Hawaiians used to say.

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3. McSpanky's — Jimmy Neutron

13 Cartoon Restaurants You Wish Were Real





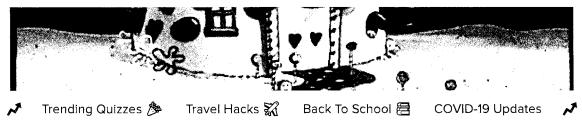


Not only is McSpanky's awesomely shaped, but it also has a super computer to keep customer satisfaction at maximum.

4. Super Weenie Hut Jr's — SpongeBob SquarePants



13 Cartoon Restaurants You Wish Were Real

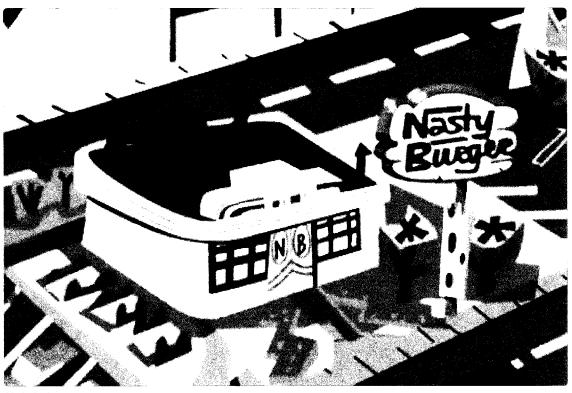


Nickelodeon



Honestly this place looks a lot more fun than the Salty Spitoon.

5. The Nasty Burger — Danny Phantom



Nickelodeon



"Nasty is one letter away from Tasty"

6. Piggy's Pizza Palace — Rugrats



13 Cartoon Restaurants You Wish Were Real



This barnyard-themed pizza place also includes a live show, an arcade featuring a Reptar Pinball Machine, and a chance to win Cynthia's Driveaway Dream Car.

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The New York Times

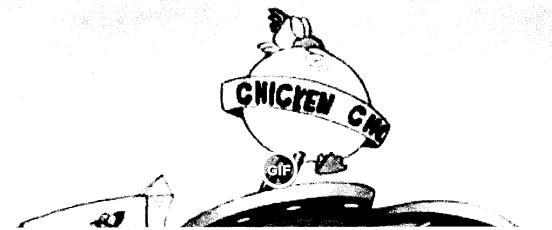
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Cancetoni

7. The Chokey Chicken — Rocko's Modern Life

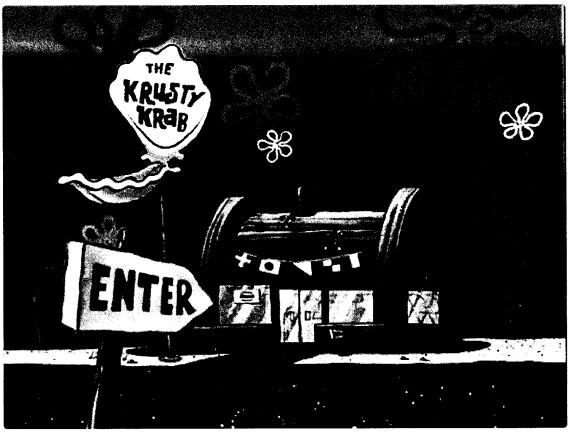


13 Cartoon Restaurants You Wish Were Real



Although there's something a little off about how that chicken sign is mounted...

8. The Krusty Krab — Spongebob SquarePants



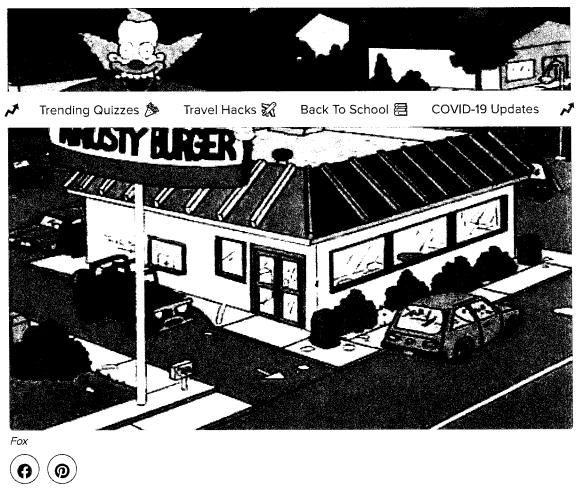
Nickelodeon



This one is a given, but eat those krabby patties sparingly. It'll go right to your thighs... and then you'll blow up.

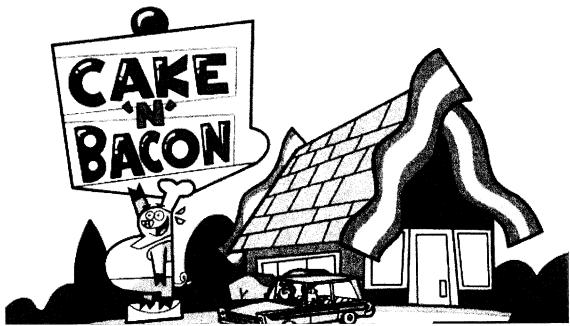
9. Krusty Burger — The Simpsons

13 Cartoon Restaurants You Wish Were Real



Just make sure not to order the Mother Nature Burger.

10. Cake 'N' Bacon — Fairly Odd Parents



13 Cartoon Restaurants You Wish Were Real



Because bacon.

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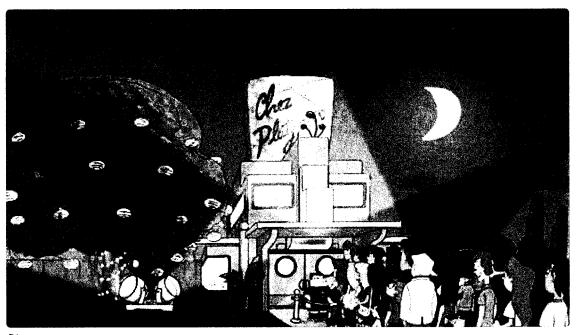
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11. Chez Platypus — Phineas and Ferb



Disney





12. The Sugar Bowl — Arthur



In Elwood City, it's perfectly OK for kids to consume desserts every day while hanging out with friends.

13. Floyd's — Hey Arnold



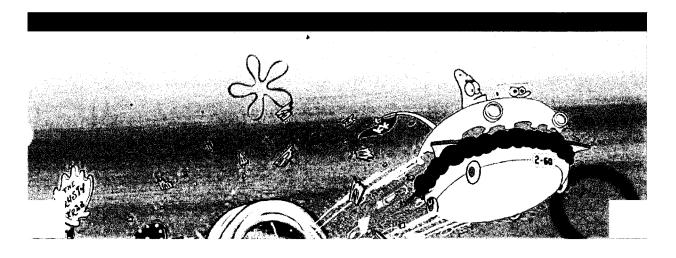


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Good Burgers: A look at the best fictional restaurants



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The Krusty Krab

SpongeBob SquarePants is always having a great time on "SpongeBob SquarePants" and his love for his job as a fry cook helps make The Krusty Krab a top-notch burger joint. The Krusty Krab is home of the greatest burger under-the-sea, the Krabby Patty. The restaurant also serves pizza to help owner Mr. Krabs make more of what he loves, money. Even though the restaurant has only two full time employees, SpongeBob and Squidward, The Krusty Krab is the best food option for the sea critters of Bikini Bottom. It's been proven over-and-over that no one wants to eat at Plankton's restaurant, the Chum Bucket. (Paramount Pictures/Handout)



Movies and TV shows sometime take place in real life restaurants, like Katz Deli and Cheers, where fans can literally go visit if they choose. However, sometimes a restaurant that looks like it has tasty food choices or a great atmosphere doesn't really exist. "SpongeBob SquarePants" fans can't really go to The Krusty Krab for a Krabby Patty and "Blues Brothers" fans can't go to the Soul Food Cafe for fried chicken. As "Good Burger" turns 20, here's a look at the best fictional restaurants we wish were real.



(Brett Bodner)

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SPOTLIGHT

15 famous fictional restaurants from TV history

Stacey Marcus, Stacker Jun 27, 2021

Enjoy a trip down memory with your favorite fry cooker, SpongeBob, the gang from "Happy Days," and the gals from "Gilmore Girls." Bon appétit!

TownNews.com Content Exchange

15 famous fictional restaurants from TV history



15 famous fictional restaurants from TV history | Television | tulsaworld.com

"People who love to eat are the best people," Julia Child was quoted as observing. Who doesn't love the sumptuous sensation of great food? Even better is sharing food with your favorite people. Perhaps that is why TV writers and producers create diners, cafes, and restaurants where our favorite characters congregate to share a cup of joe, or a plate of pasta, and dish about their days and dreams.

For many of us this past year, we could only enjoy dining with our fictional friends on TV rather than sitting with family and friends at our neighborhood joints. We thank the brilliant creators of these fictitious places where we could find a slice of normalcy.

Stacker dug into TV history history and found 15 iconic fictional restaurants. Next, we searched for fun facts to add to the menu.

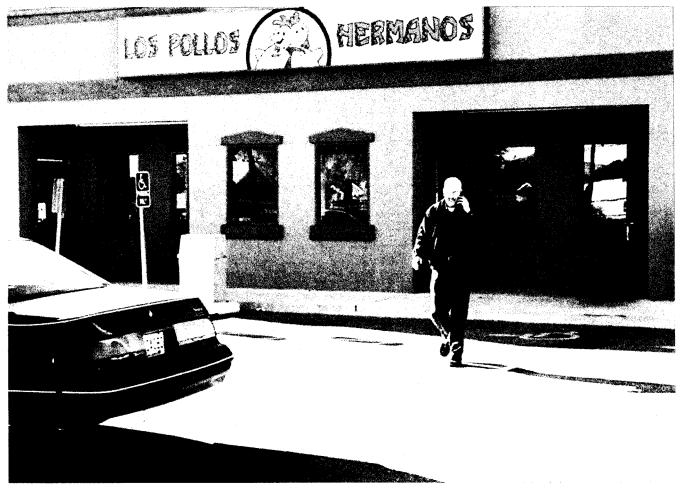
We invite you to take a break and enjoy a trip down memory lane visiting these iconic eateries. You'll find your favorite fry cooker, SpongeBob, the gang from "Happy Days," and the gals from "Gilmore Girls." Bon appétit!

You may also like: Most anticipated TV shows coming out in 2020

NBC Productions

Los Pollos Hermanos

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Money laundering and drug deals were on the menu at Los Pollos Hermanos, the fried chicken joint owned by drug lord Gustavo Fring where he met teacher turned meth-maker Walter White on "Breaking Bad." Did you know that the actual location in New Mexico was a **burrito joint called Twisters**?

High Bridge Productions

The Double R Diner



Damn fine coffee and cherry pie were served up at the Double R Diner on the hit show "Twin Peaks." Fans will recall the spot as the scene of romance and intrigue, and quotable lines like taking your coffee as "black as midnight on a moonless night."

Lynch/Frost Productions

Monk's Cafe

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Monk's Cafe was where Jerry, Elaine, George, and Kramer gathered to share meals, quirks, and conversations about "nothing" that defined the show. "Seinfeld" fans will remember the iconic episode **when Elaine called out the diner's owner** for employing only large-bosomed women.

West-Shapiro

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The Pit (A Different World)



Fans of "A Different World" recall that the Hillman College chums worked and congregated at The Pit. A memorable episode was entitled "Take This Job and Love It" and featured Kim helping Whitley get a gig at The Pit to pay for a car she wrecked.

Bill Cosby

The Max

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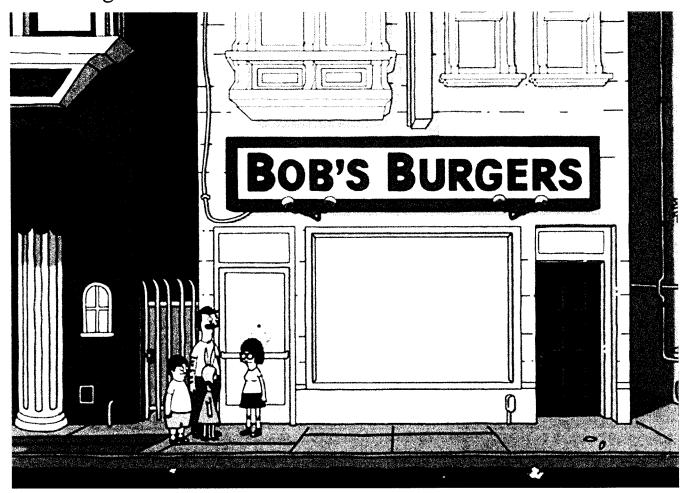


Neon signs and arcade games defined the interior of **The Max**, the diner featured in the '90s teen sitcom, "Saved by the Bell." Fans will fondly recall Bayside High School friends Zack, Slater, Screech, Lisa, Kelly, and Jessie hanging out at The Max.

You may also like: Can you answer these real 'Jeopardy!' questions about TV shows?

NBC Productions

Bob's Burgers



The Belchers serve up comedy and irreverence at their burger joint, which serves as the series' namesake, "Bob's Burgers." The eatery is the scene of Bob, Linda, and their family, who are often involved in parodies and pranks in this animated series.

Bento Box Entertainment

Luke's Diner

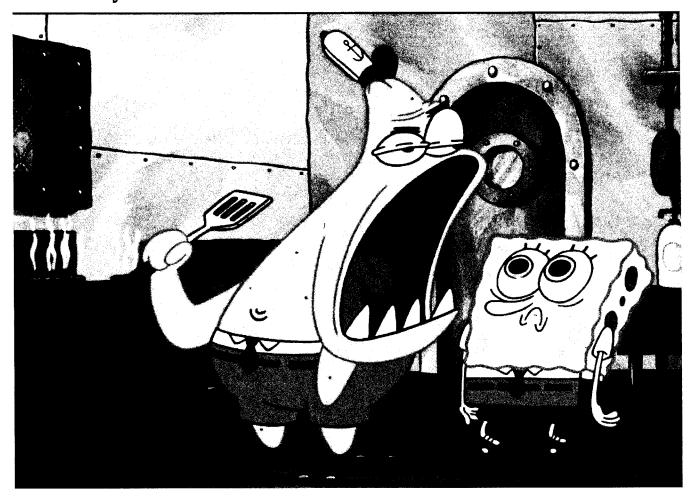
15 famous fictional restaurants from TV history | Television | tulsaworld.com



If you spent your teenage years watching "Gilmore Girls," you will recognize Luke's Diner as the hot spot in Stars Hollow. Did you know that in 2016 over 200 coffee shops were transformed to resemble Luke's Diner and served free coffee to entice fans to perk up for the show's revival on Netflix?

Dorothy Parker Drank Here Productions

The Krusty Krab



SpongeBob enjoyed two decades as the friendly fry cook at the Krusty Krab. "SpongeBob SquarePants" fans were served up krabby patties and silly moments at the hip hangout.

United Plankton Pictures

Good Burger

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Heart-warming and hilarious moments were on the menu at Good Burger, an old-fashioned hamburger stand trying to stay in business when a fast-food business, Mondo Burger, serves up competition in the Nickelodeon series of the same name. Fans loved watching Ed and Dexter flip burgers and find creative ways to help the stand survive.

Paramount Pictures

The Iron Horse



The Iron Horse served endless food and a helping of heartache for the geeks, who bring the new girl at school to the restaurant because in their minds, there's no better way to impress a girl than all-you-can-eat ribs. She cements their infatuation by haranguing the waiter to keep the ribs coming at a faster pace. The waiter is played by an uncredited David Koechner, the actor best-known for his role in "Anchor Man."

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Apatow Productions

Merlotte's Bar & Grill

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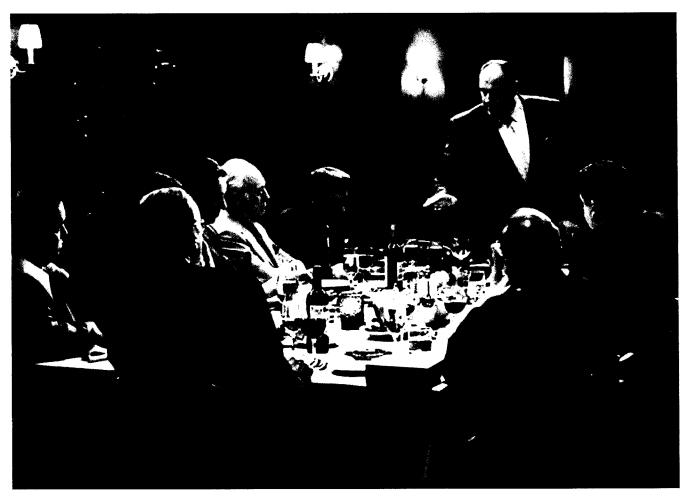


As the workplace of main character Sookie Stackhouse on HBO's "True Blood," Merlotte's Bar & Grill is central to the series. **In the very first episode of the show**, Sookie meets vampire Bill Compton when he strolls into the bar.

Your Face Goes Here Entertainment

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Vesuvio



With a name as explosive as the show it appeared on, Vesuvio was the setting for some of Tony Soprano's unforgettable antics. Most notoriously in the very pilot of the series, **Tony orders Silvio to destroy the iconic Italian restaurant.**

Home Box Office (HBO)

Arnold's Drive-In

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"Happy Days" featured the quintessential '50s diner, Arnold's Drive-In, where the Fonz, Richie, Potsie, and the rest of the gang often hang out after school. Series creator **Garry Marshall took inspiration from two Milwaukee establishments**, The Milky Way and The Pig 'n' Whistle, both of which have been long closed and re-opened as different establishments.

Miller-Milkis Productions

Cafe Nervosa



It's no surprise that the Seattle-based show "Frasier" features many scenes in the beloved coffee shop, Cafe Nervosa, since the city is known for brewing a good cup of joe. Frasier and his brother, Niles, often meet there to escape their professional and personal troubles. For a real-life taste, check out **Cafe Nervosa: The Connoisseur's Cookbook**, inspired by the series.

Grub Street Productions

The Peach Pit

15 famous fictional restaurants from TV history | Television | tulsaworld.com



From the iconic neon sign to the classic black-and-white flooring, The Peach Pit served as *the* place to be, and be seen, in the hit series "Beverly Hills 90210." The after-school hangout even saw celeb appearances from Color Me Badd (season one) and Adam Levine (season eight). Coinciding with the show's reboot in 2019, fans were even able to book a booth at the **The Peach Pit Pop Up Diner in Los Angeles**.

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NEWSLETTERS



Paramount

Fictional food creations we'd like to eat

Posted 2 days ago | By Jeff Mezydio (https://www.yardbarker.com/authors/jeff mezydio/143)

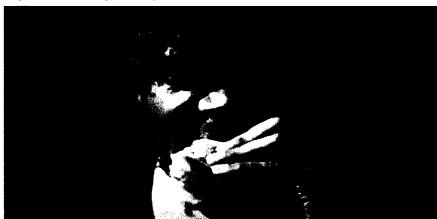
Food is a big part of film, television and even literature, frequently playing key parts in the telling of a story. There are plenty of fictional food creations we'd love to sink our teeth into just one time -- for better or worse.

Here are some of the top fictional foods on our wish list to try, listed in alphabetical order.

Big Kahuna Burger (Pulp Fiction)



1 of 23



YouTube

Note, Big Kahuna Burger is not limited to Pulp Fiction, though its most notable reference comes when hitman Jules (Samuel L. Jackson (/entertainment/players/samuel | jackson/720239)) takes a serious bite out of Brett's burger from the popular Hawaiian-themed fast food chain (https://www.youtube.com/watch?v=Mnb_3ibUp38). "This is a tasty burger!" Jules notes before its time to blew the entire apartment away -- or get shot himself. Big Kahuna Burger is briefly

Entertainment News

Details about 'The Ellen DeGeneres Show' final season revealed

(/entertainment/articles/details about the ellen degeneres show

Hilary Duff shares photo from set of 'How I Met Your Father' (/entertainment/articles/hilary duff shares photo from set of hc

Lil Nas X unveils pregnancy photo shoot for 'Montero'

(/entertainment/articles/lil nas x unveils pregnancy photo shoot

Shawn Mendes supports Camila Cabello ahead of 'Cinderella' debut: 'I'm so proud of you'

(/entertainment/articles/shawn mendes supports camila cabello

Dwayne Johnson, Ryan Reynolds, Gal Gadot in 'Red Notice'

(/entertainment/articles/dwayne_johnson_after_ryan_reynolds_ga

Filmmaker Paul Schrader compares cancel culture to the Delta variant

(/entertainment/articles/filmmaker paul schrader compares cand

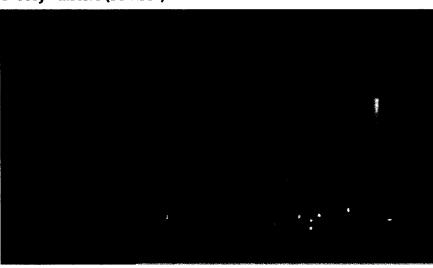
John Mayer gives thoughtful response to fan who asks if he's still a 'recovering ego addict'

(/entertainment/articles/john mayer gives thoughtful response t

Michael Gandolfini on 'Many Saints of Newark' role: 'Probably the toughest decision I've ever had to make' (/entertainment/articles/michael gandolfini on many saints of n referred to in other films associated with Quentin Tarantino (/entertainment/players/quentin_tarantino/720176) and Robert Rodriguez, such as Four Rooms and From Dusk till Dawn.

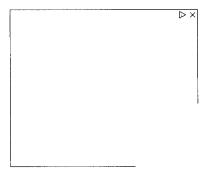
Cheesy Blasters (30 Rock)

2 of 23



YouTube

When Jack Donaghy (Alec Baldwin (/entertainment/players/alec_baldwin/87866)) thinks some of the cast and crew of The Girlie Show with Tracy Jordan (TGS) have become too caught up in their own fame and white-collar lifestyle, he wants to bring them back down to earth. So he takes the crew out for some "Cheesy Blasters", the most popular food of most regular Americans. Liz (Tina Fey (/entertainment/players/tina_fey/88537)), though, seems to be the only one excited about the hot dog, stuffed with Jack cheese and folded into a pizza (https://www.youtube.com/watch? v=mgezjCUzCzk). We'd definitely be interested in a bite.



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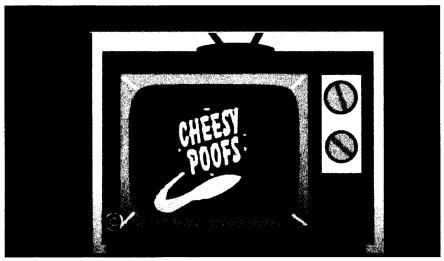
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Cheesy Poofs (South Park)



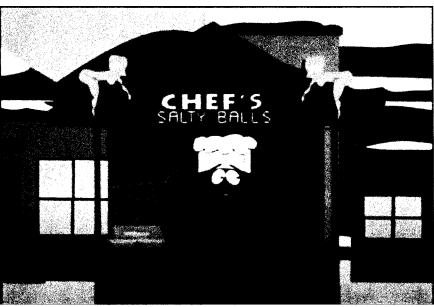


YouTube

The favorite snack food of Eric Cartman, "Cheesy Poofs" are nothing more than the everyday cheese puff. However, to Cartman, they are <u>almost like his source of fuel.</u> (https://www.youtube.com/watch?v=KOgzUNIOT10&t=64s). There have been times that Comedy Central has brought fiction to real-life, by selling their version of the snack in real stores (in 1998 and again in 2011), albeit in limited edition.

Chocolate Salty Balls (South Park)

4 of 23



YouTube

When the Sundance Film Festival was moved to South Park, Chef (Isaac Hayes) decides to take advantage of the masses coming to town by offering his popular sweet treats. According to South Park lore, Chef's Chocolate Salty Balls are described as "simply chocolate confectioneries rounded into a ball shape with added salt as a flavor enhancer." Of course, the innuendo of something else makes the snack even more special. Especially when Chef sings about them. (https://www.youtube.com/watch?v=sjrdanK4LSY&t=48s).

Cup O' Pizza (The Jerk)

5 of 23





YouTube

Featured in the 1979 Steve Martin comedy *The Jerk*, *Cup O' Pizza* was a restaurant that Navin R. Johnson (Martin) just can't get enough of the main menu item. The item appears to be no more than pizza crust, pepperoni, mozzarella cheese and various Italian spices mixed into a cup, but to Navin it's heaven. Navin liked the restaurant so much that he used some of the <u>original décor and signage to decorate his own home. (https://www.youtube.com/watch?v=52jSB5s33aA)</u> Now that's commitment.



Duff Beer (The Simpsons), Pawtucket Patriot Ale (Family Guy), Butterbeer (Harry Potter)





Fax

Is beer a food? It is to us. If we're rounding out a six-pack, there's no doubt that Duff Beer and Pawtucket Patriot Ale would be headlining. For those who want something with a little lighter alcohol content, Butterbeer might be more up your alley. We're getting thirsty just writing this.



7 of 23

Everlasting Gobstopper (Willy Wonka and the Chocolate Factory)



Paramount

Willy Wonka and the Chocolate Factory offers so many choices, it's tough to choose just one. From the actual 'Wonka Bar' to lickable wallpaper, and even the fizzy lifting drink which sure seemed to carry a kick. Ultimately, we can't say no to the Everlasting Gobstopper if for no other reason than it could provide our taste buds enjoyment forever. Thanks Willy!

\$5 Milkshake (Pulp Fiction)

8 of 23



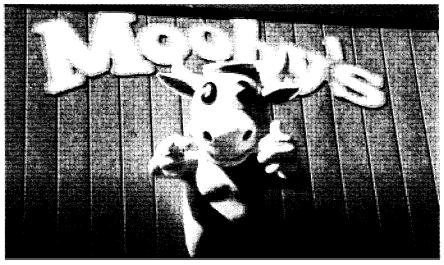
Miramax

Another Pulp Fiction food item that gets our mouths watering. Vincent Vega (<u>John Travolta</u> (<u>/entertainment/players/john_travolta/88182</u>)) was incredulous at the thought of paying five dollars for this cold combination of ice cream and milk. We'd gladly pay the five bucks to just have one sip. Vega's <u>amateur food critic review (https://www.youtube.com/watch?v=|Zzai6at_xA</u>) is pretty compelling.

APPX 272

Egga-Mooby Muffin (Dogma)

9 of 23

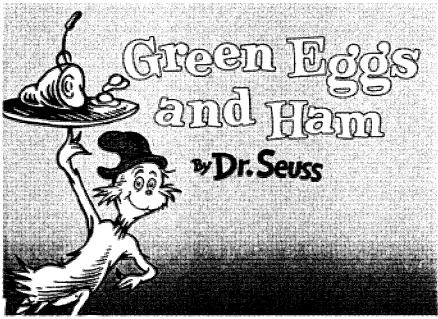


YouTube

Mooby's fast food restaurant has been a prominent part of Kevin Smith's View Askewniverse. After all, it was the business setting for Clerks II. Yet, one of the earliest references to what the place serves came in Dogma (1999), when Bethany (Linda Fiorentino) enjoyed some al fresco breakfast dining with Jay, Silent Bob and forgotten apostle Rufus (Chris Rock). The latter seemed amazed with his breakfast sandwich (https://www.youtube.com/watch?v=wDvhzz3_Gsg&t=105s), which is your classic egg, cheese and sausage patty between an English muffin. Recently, pop-up versions of Mooby's (https://www.moobyspopup.com/), which featured mostly vegan fare, have sprung up across the U.S.

Green Eggs and Ham (Dr. Seuss)

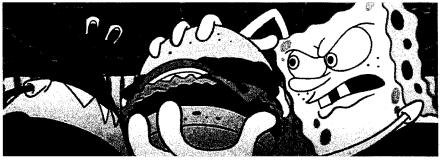
10 of 23



YouTube

One of the most beloved children's books. (https://www.youtube.com/watch?v=-fXYjpU3fC4) of all time offers this unique dish that the unnamed person eventually becomes fond of due to Sam-I-Am's persistence. We assume there was just some food coloring added to the green eggs and ham, but the taste is actually the same as the normal looking foods would deliver. Leave it to the wonderful Dr. Seuss, however, for leaving one's imagination to do all the work.

Krabby Patty (SpongeBob SquarePants)

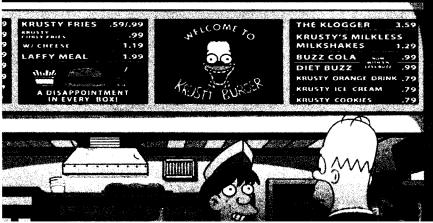


YouTube

The signature menu item of the Krusty Krab. It's more than a burger, mostly because there is no meat in the patty. According to *SpongeBob SquarePants* lore, it's similar to a veggie burger. The <u>overall concoction (https://www.youtube.com/watch?v=1ecTZVzjFVM&t=8s)</u> includes: "lettuce, onions and tomatoes with sea cheese, pickles, mustard and ketchup between seaweed-sea buns." SpongeBob has often noted that the secret formula that makes the patty taste so good is "love." Who's to argue with that?

Krusty Burger (The Simpsons)

12 of 23



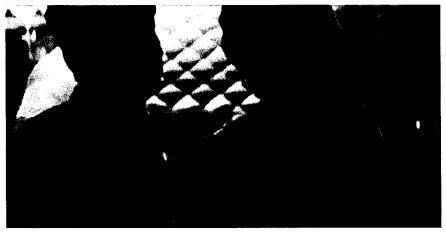
YouTube

Krusty the Clown is more than entertainer. He's proved capable of putting together a popular burger restaurant chain, though he's actually not fond of the food. The menu is rather extensive, featuring the likes of The Clogger and the Whatchamacarcass Sandwich. Still, it's the original Krusty Burger that remains a crowd favorite. Those fans of The Simpsons can actually partake in a Krusty Burger (1/3-pound burger patty with Secret Sauce, American cheese, lettuce, tomato, and pickles) at Universal Studios theme parks in California and Florida

(https://www.universalorlando.com/web/en/us/things-to-do/dining/krusty-burger/menu.html).

Mega Burger (Beverly Hills, 90210)





YouTube

Another burger on this list. From what we know the preferred meal choice at The Peach Pit features two burger patties, Swiss cheese, lettuce, tomatoes and Bermuda onions. We also know customers can add chili to the burger, and it will always be made fresh. Longtime Pit employee Brandon Walsh (Jason Priestley) has used the burger to endear himself to dates on occasion.

Ol' 96er (The Great Outdoors)

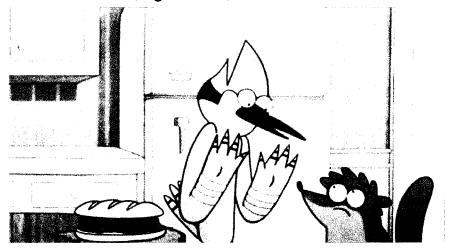
14 of 23



YouTube

Is there a more famous cut of meat in all of movie history than this <u>ridiculously</u> huge masterpiece from the beloved 1988 John Candy comedy? (https://www.youtube.com/watch?v=q_215iQ7KDs) Chet Ripley (Candy) thought he was up to the Herculean task of taking on this behemoth, 96-ounce, primed-age beef steak, that if he finished in its entirety, would allow his whole table to eat for free. He drew quite the crowd at Paul Bunyan's Cupboard watching this battle of man vs. meat.

Sandwich of Death (Regular Show)



Case 4:21-cv-02612 Document 50 Filed on 06/08/22 in TXSD Page 112 of 243



YouTube

Regular Show starts Mordecai and Rigby love a good meal. Whether we're talking 3 a.m. "Pizza Pouches" or the \$85 "46" from Sandwicci's (https://www.youtube.com/watch?v=rOkaH_7Cll.o). But their favorite might be the "Sandwich of Death" from Death Kwon Do -- Pizza and Subs. After signing the "Waiver of Death," its time to sink your teeth into this super sub complete with, what we believe is, tomato sauce, BBQ sauce, Canadian bacon and meatballs. Unfortunately, Benson beats the hoys to the sandwich and puts his life in danger (https://www.youtube.com/watch?v=nMW4urUble4), since he does not know the proper way to eat the massive creation. (https://www.youtube.com/watch?v=fBOQniHXr2s&list=PIPBu=BSIB_3486bOBsCSI9mnFhbn7qU7Z)

Schweddy Balls (Saturday Night Live)

16 of 23

YouTube

Pete Schweddy (Alec Baldwin) is well known for his bite-size "Schweddy Balls" (https://www.youtube.com/watch?v=bPpcfH_HHHB) Sold at his holiday bakery Season's Eatings, his balls come in various shapes, sizes and flavors. All made from a secret Schweddy recipe. The SNL sketch, which features then cast members Molly Shannon and Ana Gasteyer as NPR talk show hosts Terry Rialto and Margaret Jo McCullin, remains one of the most memorable moments in the history of the legendary show.

Scooby Snacks (Scooby-Doo)

17 of 23





In time, Scooby Snacks became a real-life dog treat. But, it's still the fictional food choice for that famous crime-fighting dog that's worth celebrating. And even his goofy master, Shaggy. Scooby Snacks appear nothing more than crunchy, dog biscuits, but they have the power to entice Scooby into putting his line on the line to get to the bottom of a caper or solve a signifcant crime. Now, "What would you do for a Scooby Snack?" (https://www.youtube.com/watch? v=MH789bxBGpM&t=134s)

Soylent Green (Soylent Green)

18 of 23



"SOYLENT GREEN" Panavision[™] & Metrocolor

Metro-Goldwyn-Mayer

Remember, this is a fictional list. In this case, we're talking science-fiction from 1973. The "Soylent Green" wafer is apparently tasty and high in nutritional value. Apparently, one of the few good things about the current start of the world (https://www.youtube.com/watch?v=N_jGOKYHxaQ) in 2022, where overpopulation and climate issues have the planet in crisis. Soylent Industries claims its new food substitute is made from plankton, however, NYPD

(https://en.wikipedia.org/wiki/New_York_City_Police_Department) detective Erank Thorn (Charlton Heston) discovers that's shockingly not the case. (https://www.youtube.com/watch?v=-7wjiMfk1o)

Spaghetti Tacos (iCarly)



VouTube

A culinary favorite of Carly (Miranda Cosgrove), Sam (Jennette McCurdy) and Freddie (Nathan Kress). It's also one of Carly's brother Spencer's signature dishes out of the kitchen. Then again, it's not that hard to make. All we need is some cooked spaghetti with red sauce and a crunchy taco shell (https://www.youtube.com/watch?v=KGm4B4bpu9c&t=78s). And there we have it. A meal that is sure to please those lovers of both Italian and Mexican food.

Squealer (Whip It!)

20 of 23

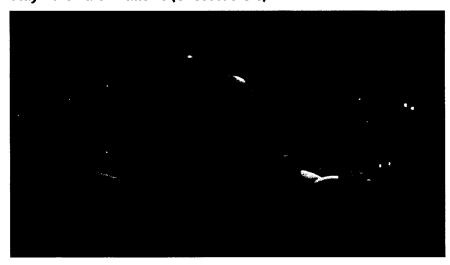


Fox Searchlight Pictures

Bliss (Elliot Page, then known as Ellen Page (/entertainment/players/ellen_page/88042)) lives in tiny Bodeen, Texas. Best known for the BBQ joint she works at that features the "Squealer." If any anybody is able to eat this massive, pork-filled sandwich in three minutes or less, it's free. And, that lucky customer gets his or her picture taken and put on the wall of the restaurant. Sounds like the perfect pre-game meal before heading into Austin for some roller derby.

Stay-Puft Marshmallows (Ghostbusters)

21 of 23



YouTube

Stay-Puft Marshmallows are nothing more than a fictional brand of this timeless classic sweet treat. Yet, movie fans shouldn't forget the name, or its <u>smiley mascot who grew to giant form in Ghostbusters</u>, and threatened to destroy New York City (https://www.youtube.com/watch? <u>v=2zhDfUAQSbs&t=205s</u>). We assume Stay-Puft Marshmallows taste like any other marshmallow, but the point is that the mascot and the brand name are such a big part of movie history that both should be celebrated.

ToMacco (The Simpsons)

22 of 23



YouTube

Homer really thought he was on to something when he grew "ToMacco." (<a href="https://www.youtube.com/watch?v=Xx1ztlROpyU)The tomato/tobacco hybrid plant came to be when he he used plutonium to fertilize said fields. The taste of the finished product was apparently terrible ("It takes like cigarette butts," Bart yelped), but quite addictive. Being the savvy businessman he is, Homer jumped on the chance to sell this uniquely awful product, which outwardly looked like a tomato but had the insides of tobacco leaf, to gullible travelers.

Tubby Toast (Teletubbies)

23 of 23



TAB C-5

Krusty Krab Shop - SpongeBob SquarePants Shop



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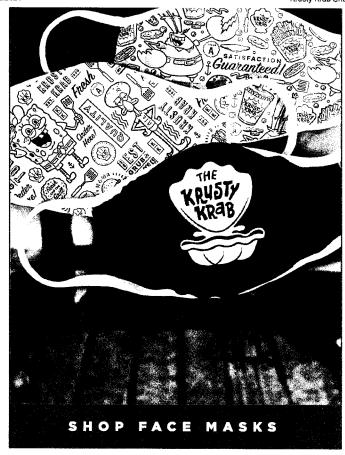


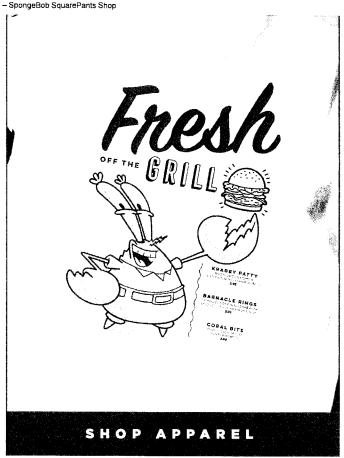


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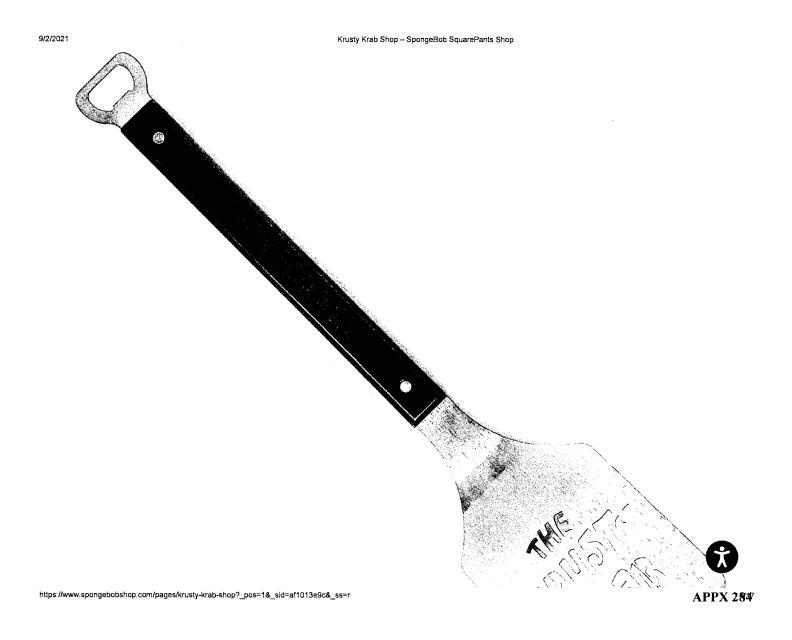
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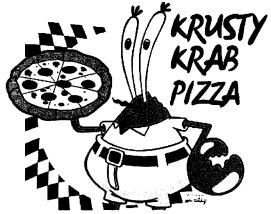
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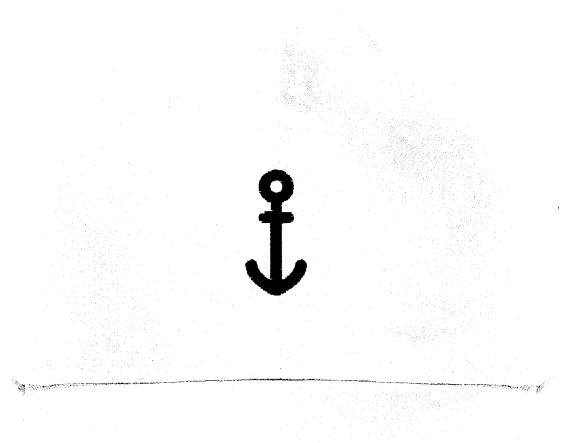


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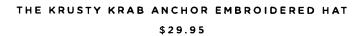


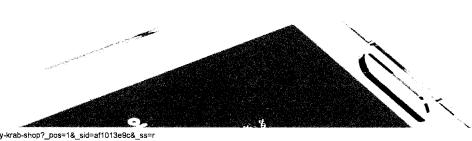
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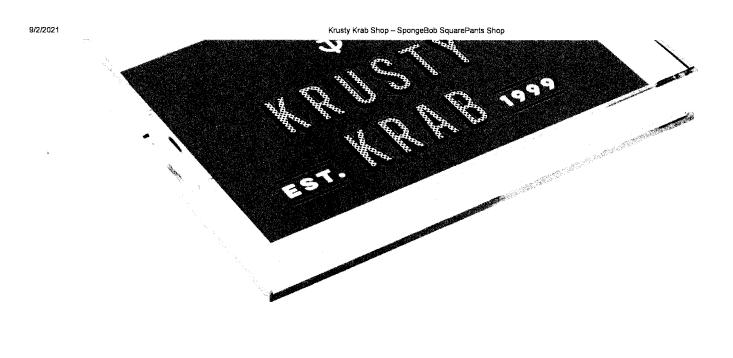
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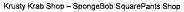
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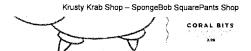
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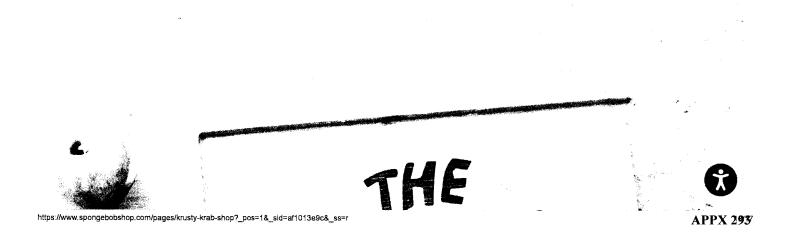




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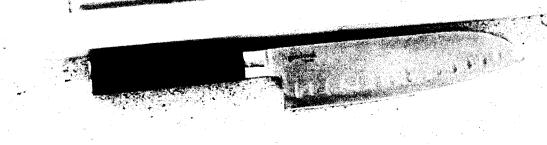


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TAB C-6

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- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

TAB C-7

Anited States of America Mariton States Antent and Trademark Office United States Patent and Trademark Office

SPONGEBOB SQUAREPANTS

Reg. No. 5,414,607

VIACOM INTERNATIONAL INC. (DELAWARE CORPORATION)

Registered Feb. 27, 2018 New York, NEW YORK 10036

1515 Broadway

Int. Cl.: 41

Service Mark

CLASS 41: Entertainment, namely, live entertainment performances in the nature of live instrumental, musical, live comedy and live drama, live musical variety and dance performances; production and provision of entertainment news, and entertainment information via communication and computer networks

Principal Register

FIRST USE 11-6-2017; IN COMMERCE 11-6-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4475397, 2624278, 2355702

SER. NO. 87-471,261, FILED 06-01-2017



Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,897,977

United States Patent and Trademark Office

Registered Oct. 26, 2004

TRADEMARK PRINCIPAL REGISTER

SPONGEBOB

VIACOM INTERNATIONAL INC. (DELAWARE CORPORATION) 1515 BROADWAY NEW YORK, NY 10036

FOR: BATHING SUITS, BATHROBES, BEACHWEAR, CLOTHING BELTS, SHORTS, JACKETS, COATS, SOCKS, FOOTWEAR, BANDANAS, SWEATERS, HALLOWEEN COSTUMES, DRESSES, GLOVES, GYM SHORTS, EAR MUFFS, NECKWEAR, PAJAMAS, PANTS, SHIRTS, SKI WEAR, SLACKS, SUN VISORS, SUSPENDERS. TURTLE

NECKS, UNDERCLOTHES, VESTS, WARM-UP SUITS, HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-2001; IN COMMERCE 1-1-2001.

OWNER OF U.S. REG. NO. 2,355,702.

SN 78-069,262, FILED 6-15-2001.

SUELLEN HICKEY, EXAMINING ATTORNEY



SPONGEBOB SQUAREPANTS

Reg. No. 4,475,397

VIACOM INTERNATIONAL INC. (DELAWARE CORPORATION)

Registered Jan. 28, 2014 NEW YORK, NY 10036

1515 BROADWAY

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

FOR: GAMES AND PLAYTHINGS, NAMELY, CARD GAMES, DARTS, DOLLS; PLUSH DOLLS; ACTION FIGURES AND ACCESSORIES THEREOF; STAND ALONE VIDEO GAME MACHINES UTILIZING CD ROM'S, STAND ALONE VIDEO GAME MACHINES, STAND ALONE AUDIO OUTPUT GAME MACHINES; DECORATIONS FOR CHRISTMAS TREES; SPORTING ARTICLES, NAMELY, GOLF CLUBS, BASEBALLS, FOOTBALLS, PADDLE BALLS, BOWLING BALLS, BASEBALL BATS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-10-2008; IN COMMERCE 4-10-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,355,702, 2,764,296, AND 2,811,653.

SER. NO. 86-042,710, FILED 8-20-2013.

DAVID BROOKSHIRE, EXAMINING ATTORNEY



Michelle K. Ze Deputy Director of the United States Patent and Trademark Office

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 2,355,702

United States Patent and Trademark Office

Registered June 6, 2000

SERVICE MARK PRINCIPAL REGISTER

SPONGEBOB SQUAREPANTS

VIACOM INTERNATIONAL INC. (DELAWARE COR-PORATION) 1515 BROADWAY NEW YORK, NY 10036 FIRST USE 7-17-1999; IN COMMERCE 7-17-1999.

SN 75-354,296, FILED 9-9-1997.

FOR: ENTERTAINMENT SERVICES IN THE NATURE OF AN ANIMATED TELEVISION SERIES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

CAROLINE WEST, EXAMINING ATTORNEY

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,900,693
Registered Nov. 2, 2004

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

KRABBY PATTIES

VIACOM INTERNATIONAL INC. (DELAWARE CORPORATION) 1515 BROADWAY NEW YORK, NY 10036

FOR: BREAD STICKS, BUBBLE GUM, CANDY CAKE DECORATIONS, EDIBLE CAKE DECORATIONS, CAKE MIXES, CAKES, CAKES AND CHOCOLATE BASED FILLINGS FOR PIES AND CAKES, CANDY, CANDY COATED POPCORN, CARAMEL POPCORN, CARAMELS, CEREAL BASED SNACK FOOD, CHEESE FLAVORED CORN PUFFED SNACKS, CHEWING GUM, CHOCOLATE CHIPS, CORN CHIPS, FLOUR BASED CHIPS, CHOCOLATE, CHOCOLATE COVERED NUTS, CHOCOLATE TOPPING, COCOA MIXES, CONES FOR ICE CREAM, COOKIES, CORN CURLS, CRACKER

AND CHEESE COMBINATIONS, CRACKERS, FOOD READY TO EAT CEREAL DERIVED FOOD BARS, FROSTING, FRUIT PIES, FLAVORED AND SWEETENED GELATINS, GRANOLA BASED SNACK BARS, HOT CHOCOLATE, POPPED POPCORN, PRETZELS, PUDDINGS, WAFFLES, ICE CREAM, ICE MILK, FLAVORED ICES, FROZEN CONFECTIONS, FROZEN YOGURT, FROZEN CUSTARD, ALL RELATING TO TELEVISION PROGRAMS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 8-1-2003; IN COMMERCE 8-1-2003.

SN 78-203,497, FILED 1-15-2003.

AMY GEARIN, EXAMINING ATTORNEY

TAB C-8



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Form PA
For a Work of Performing Arts
UNITED STATES COPPRIGHT OF THE PAUS — 098 — 859

EFFECTIVE DATE OF REGISTRATION

FEB 0 2 2007 Register of Copyrights, United States of America DO NOT WRITE ABOVE THIS LINE, IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET. TITLE OF THIS WORK V Spongebob Squarepants - Episode # 84 PREVIOUS OR ALTERNATIVE TITLES ▼ NATURE OF THIS WORK ♥ 800 Instructions Audiovisual NAME OF AUTHOR ▼ DATES OF BIRTH AND DEATH Year Born ▼ Year Died ▼ Viacom International Inc Was this contribution to the work a AUTHOR'S NATIONALITY OR DOMICILE WAS THIS AUTHOR'S CONTRIBUTION TO work made for hire"? THE WORK of th Z Yes Anonymous? Domiciled in USA □ Nø Pseudonymous? Yes W No NATURE OF AUTHORSHIP. Briefly describe nature of material created by this author in which copyright is claimed. Entire work. NOTE NAME OF AUTHOR Y DATES OF BIRTH AND DEATH the "author" of Year Born ▼ Year Died ▼ a work made to grant the street of WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK generally the AUTHOR'S NATIONALITY OR DOMICILE Was this contribution to the work a employer, not work made for hire"? the employee (see instruc-· 🗆 Yes Citizen of Anonymous? ☐ Yes ☐ No tions). For any Domiciled in Instructions. ☐ Yes ☐ No part of this. NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed. work that was "made for hire" check "Yes" in the space provided, give the employer (or other NAME OF AUTHOR V DATES OF BIRTH AND DEATH Year Born ▼ Year Died V person for whom the work Was this contribution to the work a AUTHOR'S NATIONALITY OR DOMICILE WAS THIS AUTHOR'S CONTRIBUTION TO was prepared) as "Author" of that part, and work made for hire"? THE WORK Citizen of D.Yes Anonymous? Yes | No leave the ☐ Yes ☐ No Pseudonymous? ce for dates of birth and NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed. death blank YEAR IN WHICH CREATION OF THIS DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK WORK WAS COMPLETED This into Complete this info COPYRIGHT CLAIMANT(S) Name and address must be given oven if the claimant is the same as Viacon Thiemational Inc. 1515 Broadway New York, NY 10036 TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. \ **FUNDS RECEIVED**

MORE ON BACK > Complete atl applicable spaces (numbers 5-9) on the reverse side of this page.

See detailed instructions. Sign the form at the 8.

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PREVIOUS REGISTRATION Has registration for this work, or for an eartier version of this work Yes No If your answer is "Yes," why is another registration being sough!? (Check appropriate		
This is the first published edition of a work previously registered in unpublished form.	March & Block Block Comme Clerk Come Co	
b. [] This is the first application submitted by this author as copyright claimant.		
e. [] This is a changed version of the work, as shown by space 6 on this application.		
If your answer is "Yes," give: Frevious Registration Number ▼ Year of Registrat	im.♥	
DERIVATIVE WORK OR COMPILATION Complete both space 62 and 6b for a derivative Preexisting Material Identify any preexisting work or works that this work is based on or incorporate		a 6
Material Added to This Work Give a brief, general statement of the material that has been added to	this work and in which copyright is claimed.	before completing this lipece.
•		~
DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in Account Number		a 7
MTV Networks	83941	- 1
CORRESPONDENCE Give name and address to which correspondence about this application at	rould be sent. Name/Address/Apt/City/State/2	IP▼
Viacom International Inc. Attn: Cindy Morales	•	b
515 Broadway, 34th Floor, New York, NY 10036		~
kree code und daytime tetephone number (212)846-8892 Fex numb	ur (212)846-1774	
CERTIFICATION* I, the understaned, hereby certify that I am the		
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**17 U.S.C. § 508(e): Any person who knowingly makes a lake representation of a material fact in the application for copyright registration provided for by section 409, or in any written statement filed in connection with the application, shall be lined not more than \$2,500.



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Register of Copyrights, United States of America

Registration Number PAu 3-450-982

Effective date of registration:
March 3, 2010

Title		
	Spongebob Squarepants - Eps. 143 - "Th	e Great Patty Caper"
Completion/ Publication - Year of Completion:		
Author —		
Author:	Viacom International Inc.	
Author Created:	entire motion picture	
Work made for hire:	Yes	
Citizen of:	United States	Domiciled in: United States
Copyright claimant		
. , ,	Viacom International Inc.	
	1515 Broadway, New York, NY, 10036,	United States
Rights and Permissions		
	Viacom International Inc.	
Certification		
Name:	Cindy Morales	
Date:	March 1, 2010	
a e	Section 2	, January Comment
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Registration #: PAU003450982

Service Request #: 1-344826107

Viacom International Inc. Cindy Morales 1515 Broadway New York, NY 10036

CERTIFICATE OF REGISTRATION



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ior bire* is generally the employer, not the employee (see instruc- tions). For any part of this work that was "made for hire"	Was this contribution to the work a "work made for hire"? □ Yes □ No NATURE OF AUTHORSHIP BE	AUTHOR'S NATIONALITY OR DOMICILE Name of Country OR Citizen of Domiciled in Domic	THE WORK - Anonymous? - Pseudonymous?	THOR'S CONTI	RIBUTION TO If the answer to either of these questions is "Yes," see detailed instructions.
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person for whom the work was prepared) as "Author" of that part, and leave the space for dates of birth and death blank.	Was this contribution to the work a "work made for hire"? Yes No NATURE OF AUTHORSHIP BE	AUTHOR'S NATIONALITY OR DOMICILE Name of Country OR Citizen of Domiciled in Domic	THE WORK - Anonymous? - Pseudonymous?	THOR'S CONTI	RIBUTION TO If the answer to either of these questions is "Yes," see detailed instructions.
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· See detailed instructions.

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		CORRESPONDENCE	FOR
		Yes	COPYRIGHT OFFICE
			USE
			ONLY
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PREVIOUS:	REGISTRATION Has registration for this work, or for an earlier If your answer is "Yes," why is another registration being sought?	version of this work, already been made in the Copyright Office?	
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1515 Broad	ernational Inc. Attn: Daniel Chung, Esc lway 34th floor	4 .	b
New York,			
_	sytime telephone number ▶ (212) 846-4649	Fax number ▶ (212) 846-1762	
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CERTIFICA	TION* I, the undersigned, hereby certify that I am the	uthor	0
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		wner of exclusive right(s) uthorized agent of Viacom International Inc.	
	-	Name of author or other copyright claimant, or owner of exclusive right(s)	
	of the work identified in this application and that the statem	nents made by me in this application are correct to the best of my knowledge.	
Typed or print	ted name and date ♥ If this application gives a date of publication in	n space 3, do not sign and submit it before that date.	-
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"17 U.S.C. § 506(a): Any person who knowingly makes a talse representation of a material fact in the application for copyright registration provided for by section 409, or in any written statement filled in connection with the application, shall be fined not more than \$2,500.

June 1999—200,000 PRINTED DIRECTCLED INVER

AU.S. GOVERNMENT PRINTING OFFICE: 1999-454-879/68

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CERTIFICATE OF REGISTRATION



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Typed or print Daniel Ch	ted name and date ▼ If this application gives a date of publication in space ung, Esq.	3, do not sign and submit it before that date. Date)
	tandwritten signature (X) ▼ Somet Chr	J .	
Certificate will be mailed in window envelope	Name ▼ Viacom International Inc. Attn: Daniel Ch Number/Street/Apt ▼ 1515 Broadway 34th Floor	YOU MUST: Complete all necessary spansing. Sign your application in spansing. SEND ALL 3 ELEMENTS IN THE SAME PACKAGE Application form Application form Ornerundable liting fee in order payable to Register of Co. Deposit material MAIL TO:	check or money



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Register of Copyrights, United States of America

Registration Number PA 1-709-836

Effective date of registration:

November 29, 2010

Title of Work:	Spongebob Squarepants -	•
Completion/Publication Year of Completion:		
Date of 1st Publication:	November 16, 2010	Nation of 1st Publication: United States
luthor ———		
Author:	Viacom International Inc.	
Author Created:	entire motion picture	
Work made for hire:	Yes	
Citizen of:	United States	Domiciled in: United States
Copyright claimant —		
	Viacom International Inc.	
	1515 Broadway, New Yor	k, NY, 10036, United States
Olahka and Danmier's co		
Rights and Permissions Organization Name:	Viacom International Inc.	
<u> </u>		
Certification ———		
Name:	Cindy Morales	
Date:	November 23, 2010	

Registration #: PA0001709836

Service Request #: 1-523612552



Viacom International Inc. Cindy Morales 1515 Broadway New York, NY 10036 United States



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Register of Copyrights, United States of America

Registration Number:

PAu 3-343-952

Effective date of registration:

January 21, 2008

Title —	:		
Title of Work:	Spongebob Squarepants-To Love a Patt	ту	
Completion/ Publication - Year of Completion:			
Author	VE-com Yetomotional Tra		
	Viacom International Inc.		
Author Created:	entire motion picture		
Work made for hire:	Yes		
Citizen of:	United States	Domiciled in:	United States
Copyright claimant			
	Viacom International Inc.		
	1515 Broadway, New York, NY, 10036	, United States	
Limitation of copyright cla			
Material excluded from this claim:	Previously published episodes.		
New material included in claim:	All other cinematographic material.		
Certification			
Name:	Cindy Morales		
Date:	January 15, 2008		
Correspondence:	Yes		

IPN#:

Registration #: PAU003343952

Service Request #: 1-32451815

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Register of Copyrights, United States of America

Registration Number:

PAu 3-340-630

Effective date of registration:

November 30, 2007

Title ——				
1		Spongebob Squarepants-Eps. #100-"Banned in Bikini Bottom" "Stanly S. Squarepants"		
Completio	n/ Publication - Year of Completion:			,
Author —				
	Author:	Viacom International Inc.		
	Author Created:	entire motion picture		
	Work made for hire:	Yes		
	Citizen of:	United States	Domiciled in:	United States
Copyright	claimant			
, , ,		Viacom International Inc.		
		1515 Broadway, New York, NY 1003	6 United States	
Certification	on 			
	Name:	Cindy Morales		
	Date:	November 26, 2007		

IPN#:

Registration #: PAU003340630

Service Request #: 1-20786173

Viacom International Inc. Cindy Morales 1515 Broadway New York, NY 10036 United States



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Maria A. Tallante

Register of Copyrights, United States of America

Registration Number PA 1-775-030

Effective date of registration:

April 8, 2011

Title

Title of Work: SpongeBob SquarePants - The First 100 Episodes

Completion/Publication

Year of Completion: 2009

Date of 1st Publication: September 22, 2009

Nation of 1st Publication: United States

Author

Author: Viacom International Inc.

Author Created: entire motion picture

Work made for hire: Yes

Citizen of: United States

Domiciled in: United States

Copyright claimant

Copyright Claimant: Viacom International Inc.

1515 Broadway, New York, NY, 10036, United States

Limitation of copyright claim

Material excluded from this claim: Previously Published Episodes

New material included in claim: Compilation and all other cinematographic material

Rights and Permissions

Organization Name: Viacom International Inc.

Certification

Name: Cindy Morales

Date: April 7, 2011

Registration #: PA0001775030

Service Request #: 1-592969482



Viacom International Inc. Cindy Morales 1515 Broadway New York, NY 10036 United States

TAB C-9



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/ Maria A. Pallante

Register of Copyrights, United States of America

Registration Number

PA 1-930-950

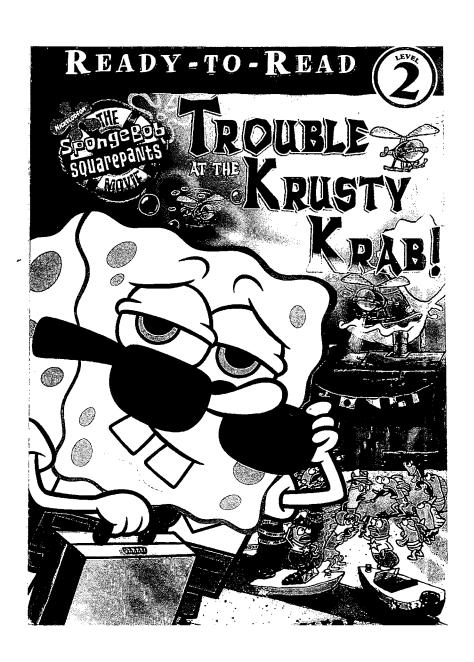
Effective Date of Registration: February 06, 2015

Title	
Title of Work:	THE SPONGEBOB MOVIE: SPONGE OUT OF WATER
Completion/Publication	
Year of Completion: Date of 1st Publication: Nation of 1st Publication:	2015 January 28, 2015 Belgium
Author	
• Author: Author Created: Work made for hire: Domiciled in:	entire motion picture Yes
Copyright Claimant	
Copyright Claimant:	Paramount Pictures Corporation 5555 Melrose Avenue, Hollywood, CA, 90038, United States
Copyright Claimant: Transfer statement:	Viacom International Inc. 1515 Broadway, New York, NY, 10036, United States By written agreement
Limitation of copyright cla	aim
Material excluded from this claim:	preexisting music, SpongeBob SquarePants TV Series
New material included in claim:	
Certification	- ·
Name: Date:	

Registration #: PA0001930950 Service Request #: 1-2118623382

Paramount Pictures Corporation Daniel O'Rourke 5555 Melrose Avenue Lubitsch 215 Hollywood, CA 90038 United States

TAB C-10







adapted by Steven Banks illustrated by Zina Saunders based on the movie written by Derek Drymon, Tim Hill, Steve Hillenburg, Kent Osborne, Aaron Springer, and Paul Tibbitt

Ready-to-Read

Siman Spatlight/Nickeladean

APPX 331

Based on The SpongeBob SquarePants Movie by Nickelan

deon Movies and Paramount Pictures.



SIMON SPOTLIGHT

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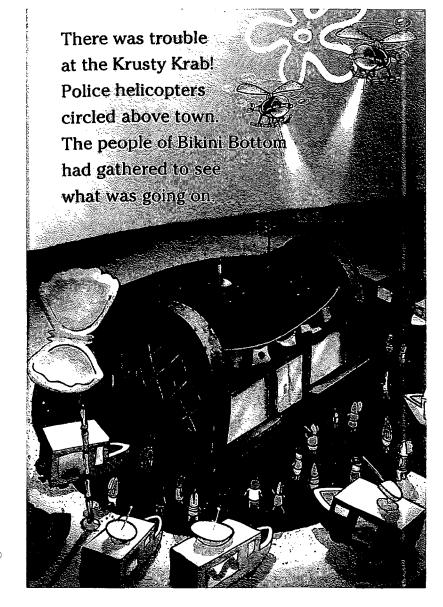
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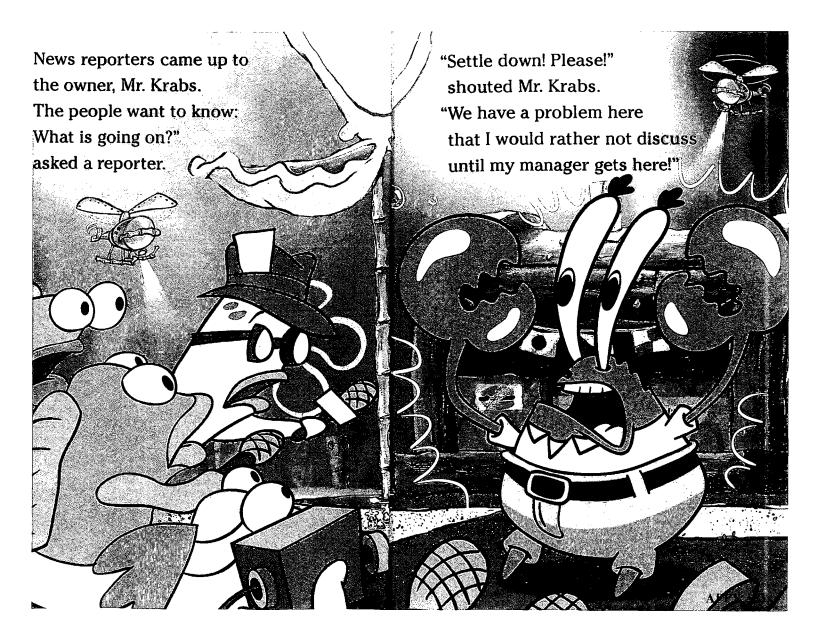
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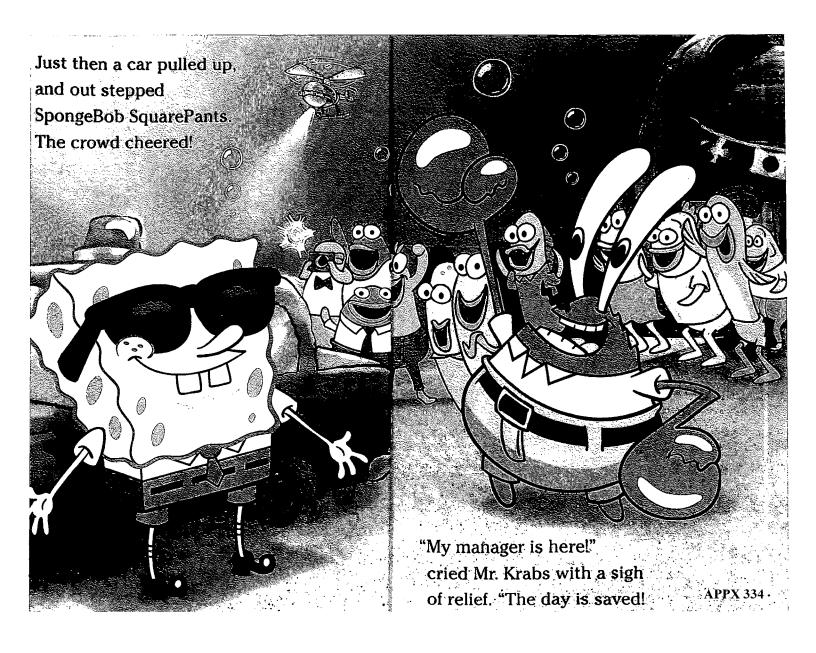
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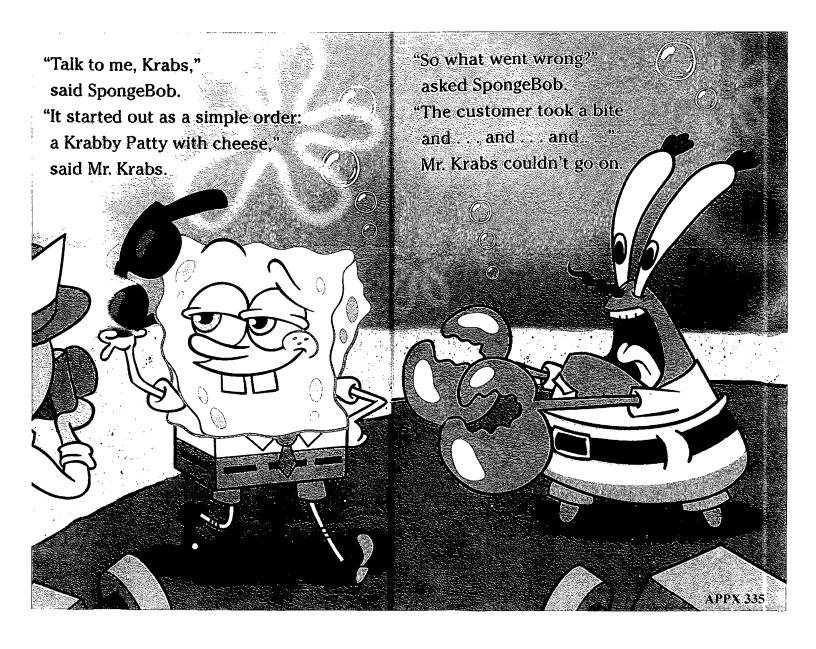
Library of Congress Cataloging in Publication Data
Banks, Sleven, 1954
Trouble at the Krusty Krabl / by Steven Banks, 1st ed.
p. cm. (Ready to read)
"Based on the TV series Spongelbob SquarePants created by Stephen Hillenburg as seen on Nickelodeon."
Summary: When disaster hits the Krusty Krabl, only Spongelbob SquarePants has what it takes to set things right.
ISBN 978-0-689-86838-2
Warine animals Fiction. Z. Restaurants Fiction. 3. Humorous stories, i. Spongelbob SquarePants (Television program)
II. Titte, III. Series.
PZ7.BZ2637fro-2144 | E) dc22 (20/3028-066)

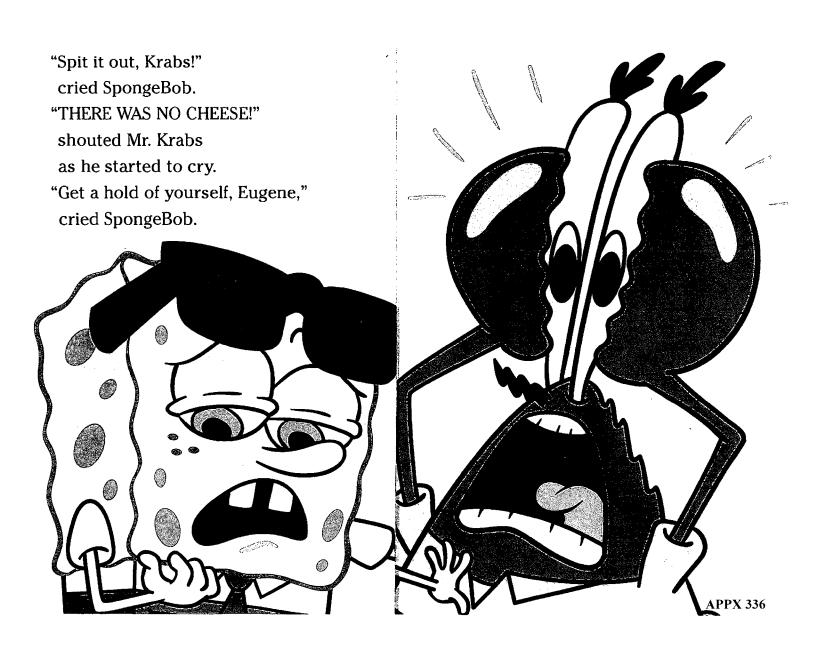
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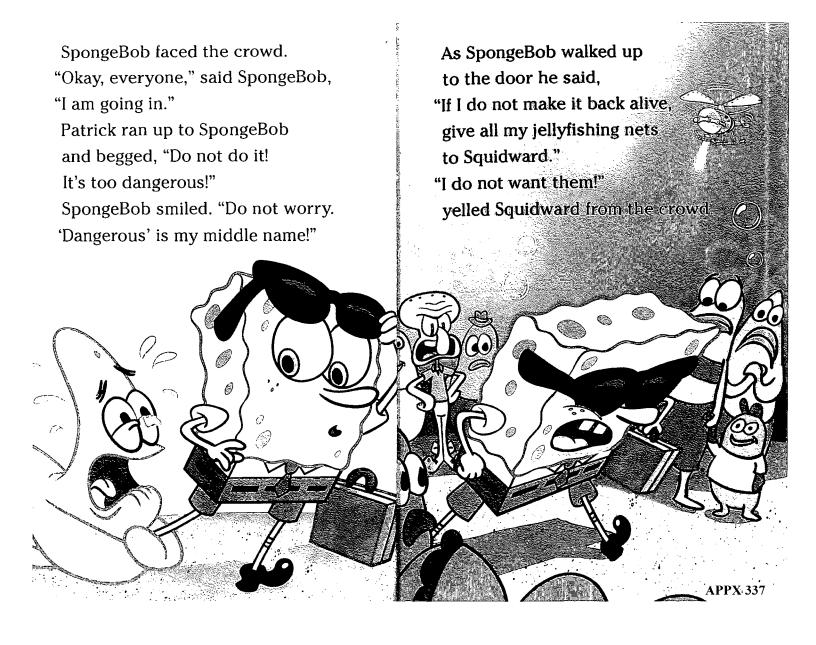


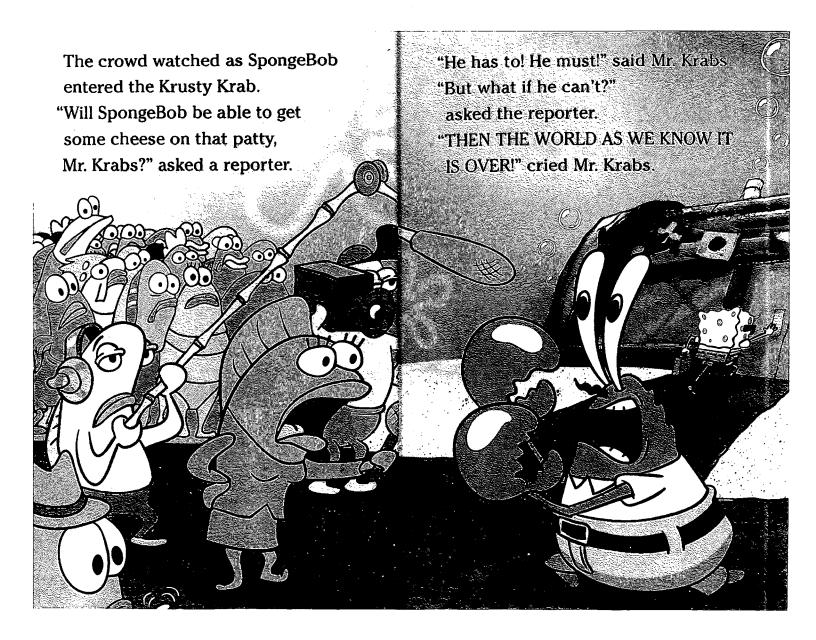


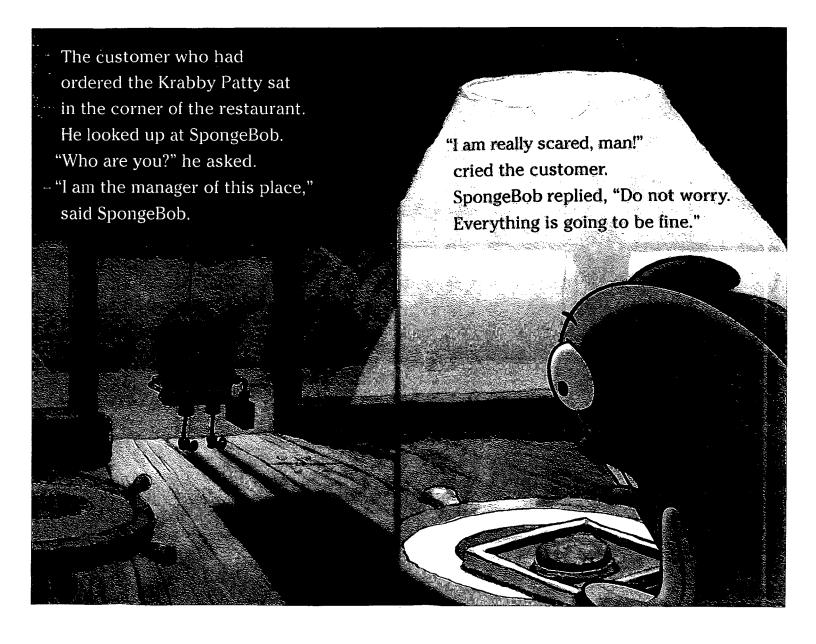


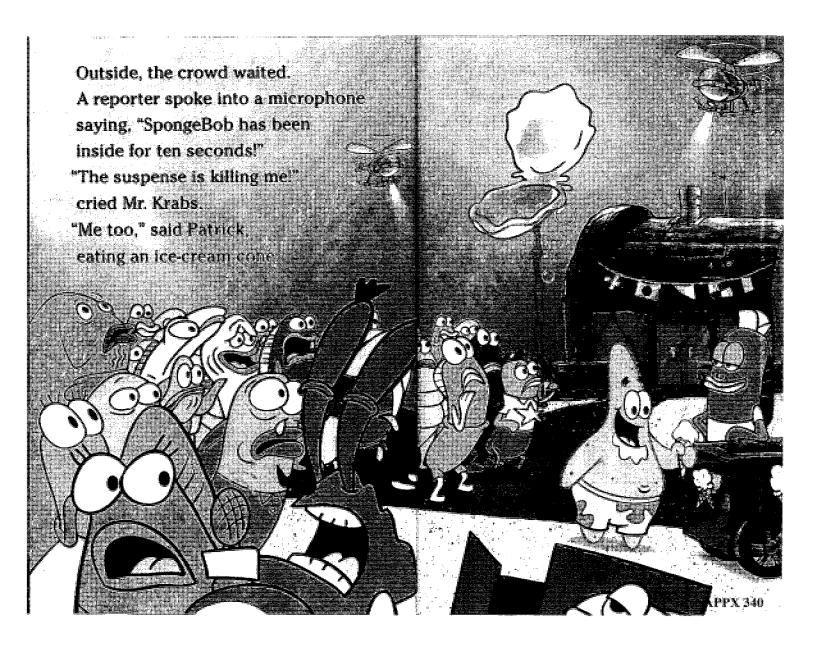


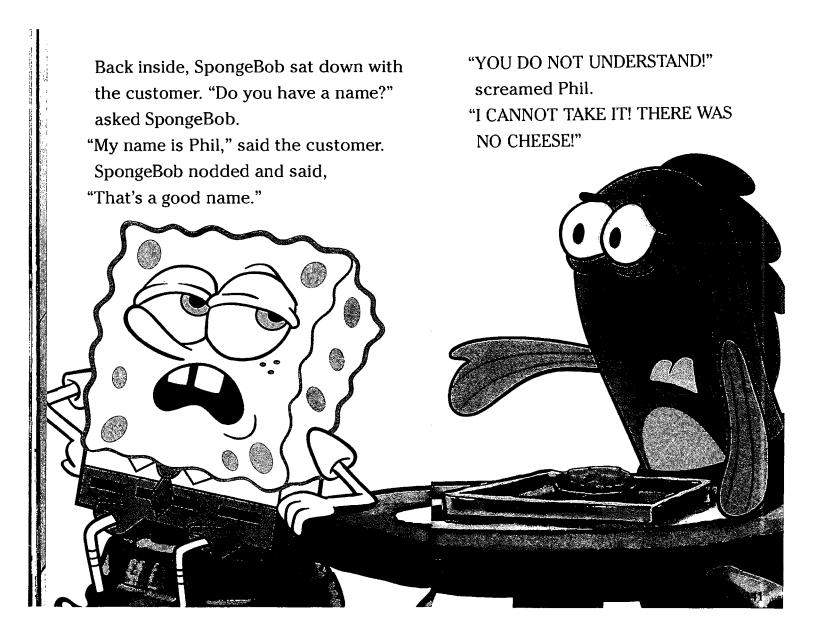












"Stay with me, Phil!" said SpongeBob.

"Do you have a family?"

"Yes," replied Phil.

"I have a lovely wife and two great children."

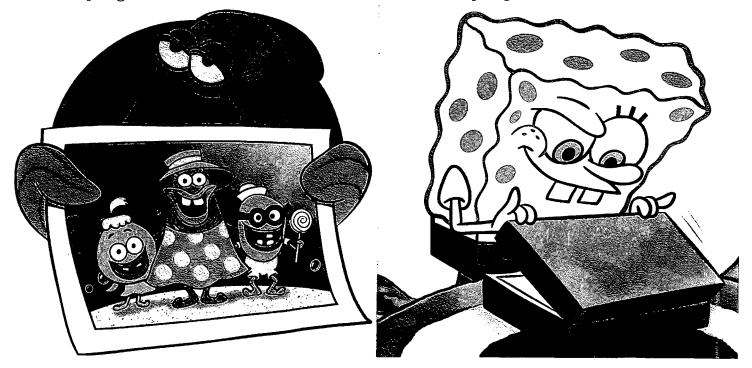
"That's what it is all about," said SpongeBob.

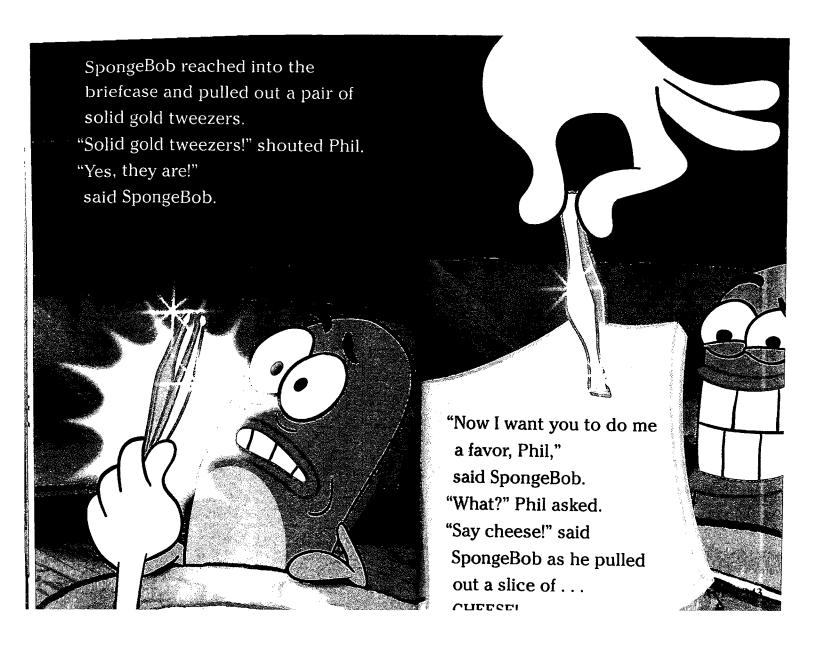
"Okay, Phil," said SpongeBob.

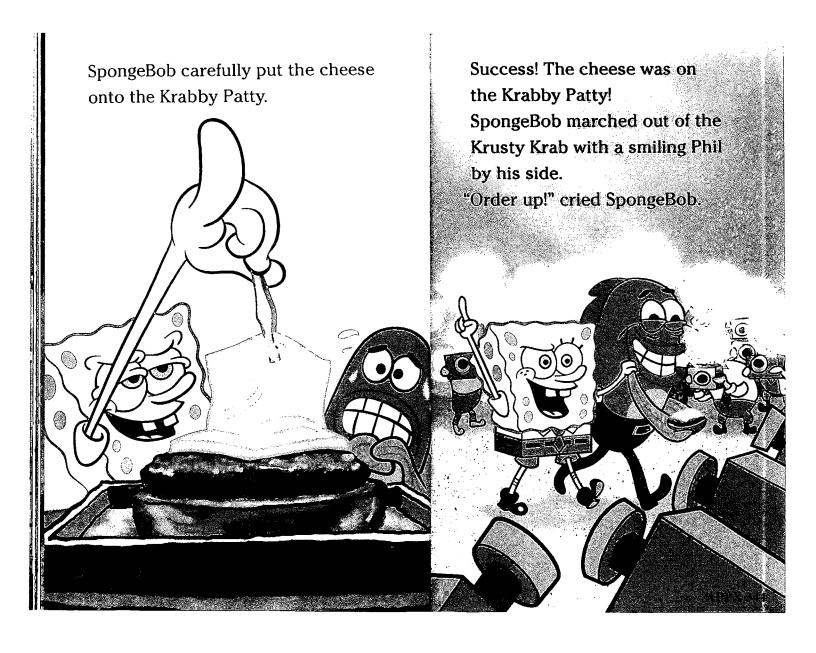
"Stay calm. I am just going to open my briefcase."

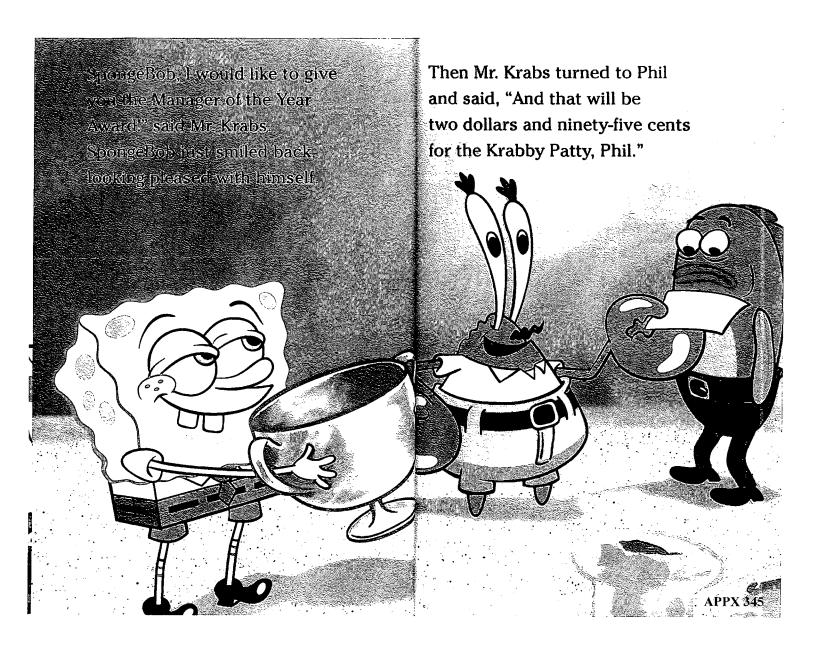
"Why?" cried Phil.

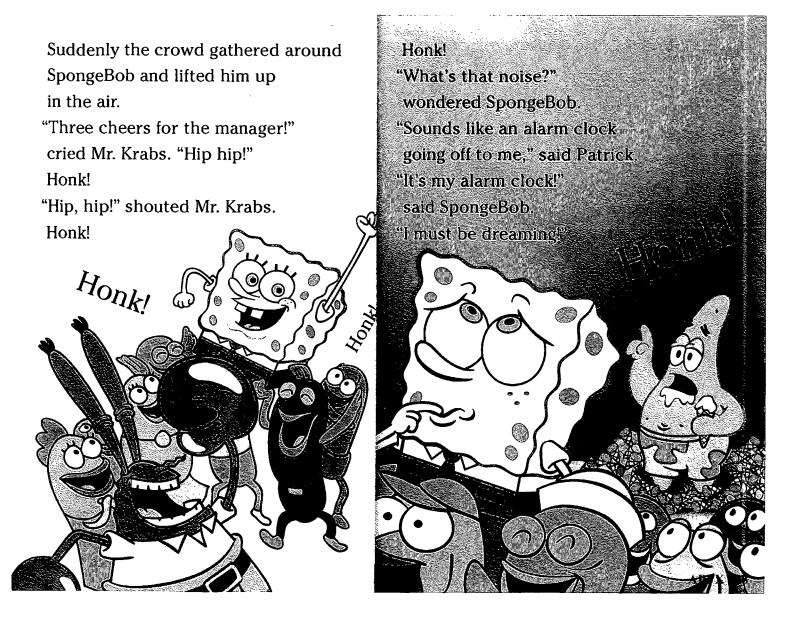
"I have only got one shot at this, and I have to get out the right tools for the job," said SpongeBob.

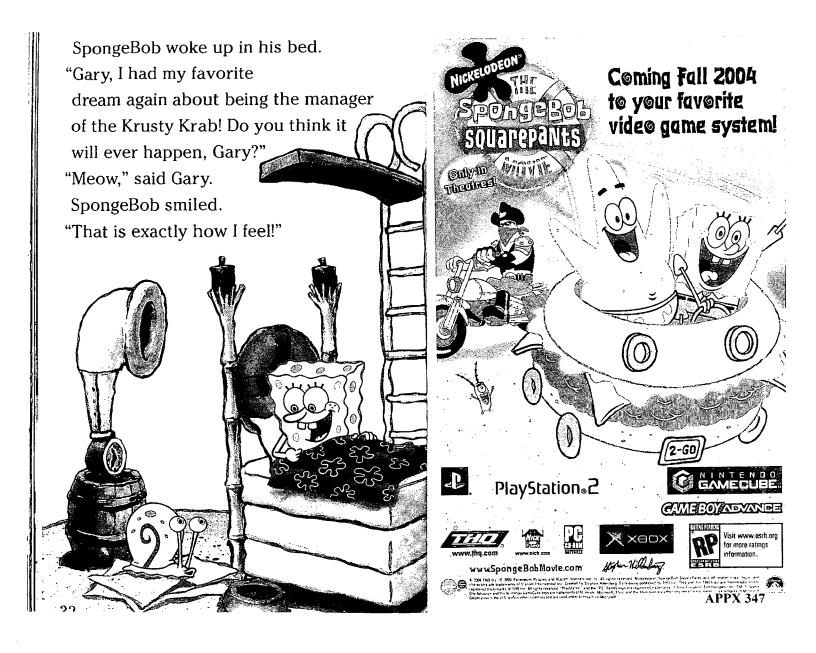


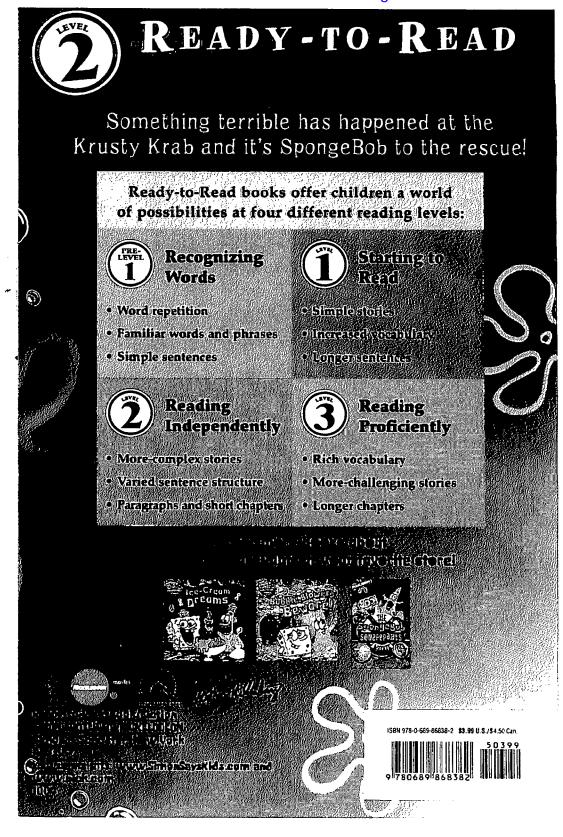












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Register of Copyrights, United States of America

Registration Number TX 6-982-191

Effective date of registration:
June 30, 2009

Title —	
	Trouble at the Krusty Krab! SpongeBob SquarePants
Year of Completion:	
Date of 1st Publication:	October 1, 2004 Nation of 1st Publication: United States
International Standard Number:	ISBN 9780689868382
Author -	
Author:	Simon & Schuster, Inc.
Author Created:	text, artwork
Work made for hire:	Yes
Domiciled in:	United States
Copyright claimant -	
Copyright Claimant:	Viacom International Inc.
	c/o Simon & Schuster, 1230 Avenue of the Americas, New York, NY, 10020
Transfer Statement:	By written agreement
Limitation of copyright claim	
Material excluded from this claim:	Based on the TV series
New material included in claim:	text, artwork
Rights and Permissions	
Organization Name:	Simon & Schuster
Address:	17th Floor
	1230 Avenue of the Americas
	New York, NY 10020
Certification ———	

Name: Emily Keyes
Date: June 25, 2009

TAB C-11

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Acting United States Register of Copyrights and Director

Copyright Office notes: Basis for Registration: Collective work

Registration Number
VAu 1-257-384
Effective Date of Registration:
June 30, 2016

Title	
Title of Work:	SpongeBob SquarePants: Saturated 2.0 - 2017 Supplement Guide
Completion/Publication	
Year of Completion:	2016
Author	
• Author: Author Created: Work made for hire: Domiciled in:	Viacom International Inc. 2-D artwork Yes United States
Copyright Claimant	
Copyright Claimant:	Viacom International Inc. 1515 Broadway, New York, NY, 10036, United States
Certification	
Name: Date:	Laurie Lawrence Dillon June 30, 2016

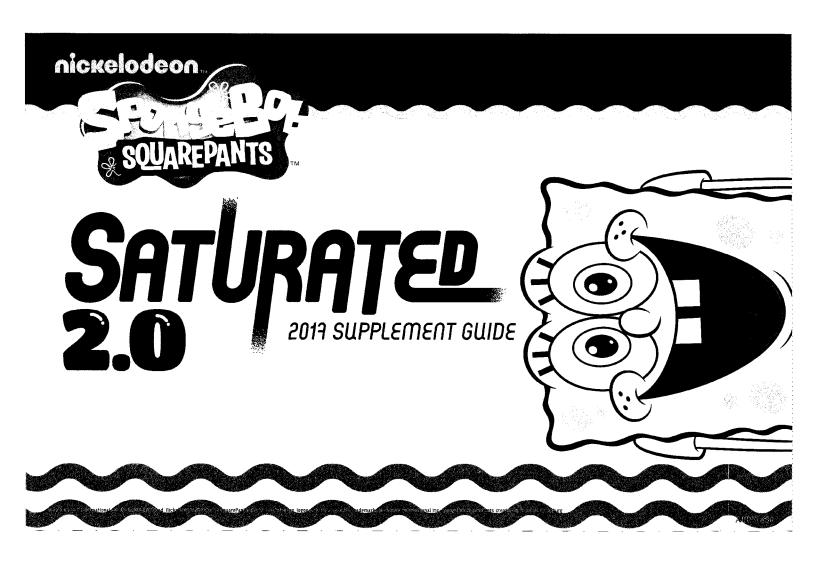


Registration #: VAu001257384 **Service Request #:** 1-3773184750

Viacom International Inc. Laurie Lawrence Dillon 1515 Broadway 34th Floor New York, NY 10036 United States

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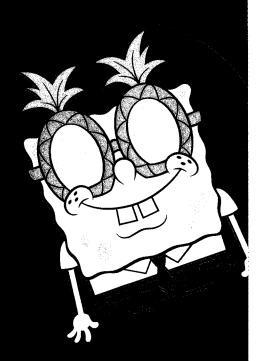
CREATIUE ESSENCE

For kids of all ages, SpongeBob delivers a world of childlike happiness and laughter.

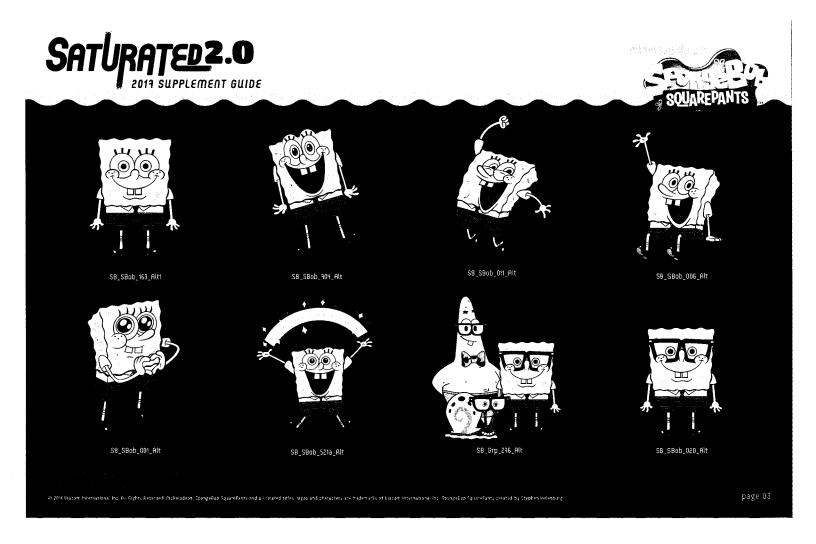
THEME OUERUIEW

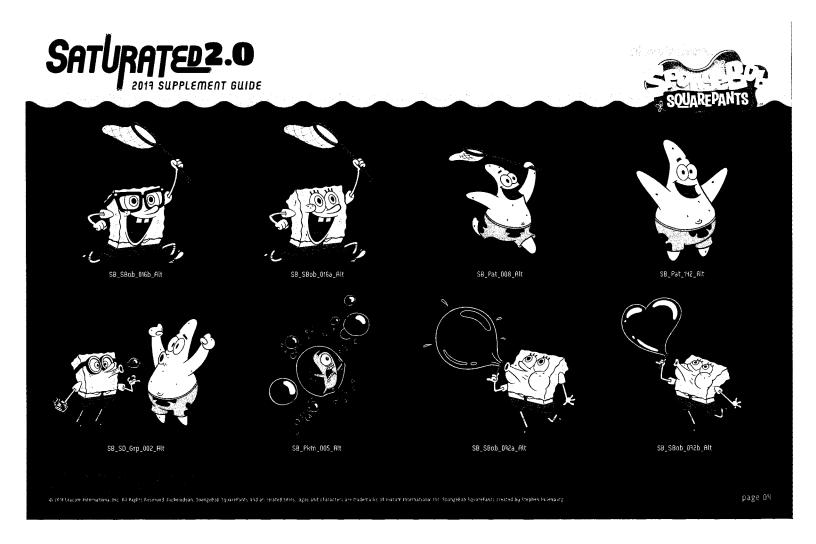
It's Bikini Bottom at its brightest in the new Saturated 2.0 Supplement Guide! With a combination of SpongeBob's classic humor, a nautical theme, and bright and bold colors, this fashion concept dives deep into style with everyone's favorite ocean residents, on-trend phrases and graphic designs.

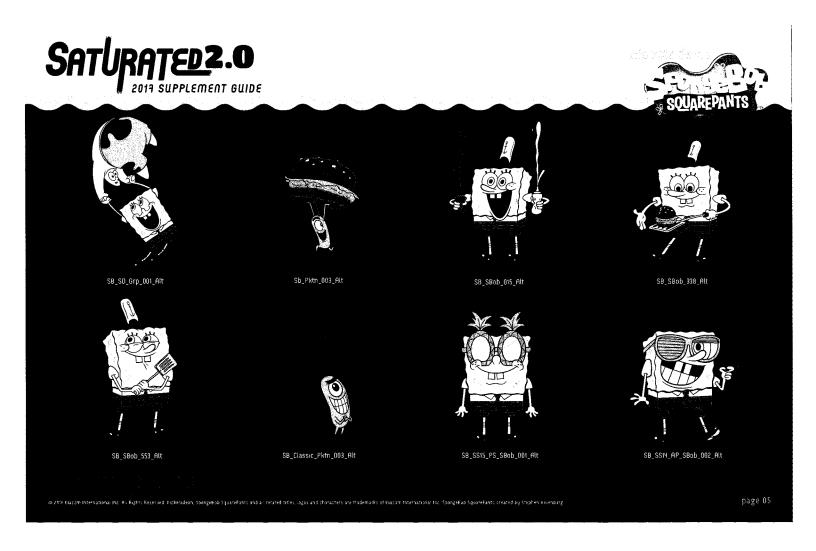
NOTE: If you wish to mix art from different themes, please consult your Nickelodeon product approval contact first to ensure design adheres to property strategy. Talk to your Nickelodeon contact about retail strategies for this theme.



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\$8_\$\$62_Fish_001

SB_SSG2_Fish_005



SB_SSG2_Fish_002





SB_SSG2_Fish_006



SB_SSG2_Fish_903

SB_SSG2_Fish_009

SATURATED 2.0

SOUAREPANTS

JUMPIN' JELLYFISH

REEL IN THE LAUGHS

GET REEL!

••O••

ABSORB THE FUN!

MAKE A SPLASH!

DIVE DEEP!

SPLASH ON!

I'M BUBBLES FOR YOU!

••○0••

SPONGEBOB SQUAREPANTS

FAIR AND SQUAREPANTS

SQUARE 1

••○••

GO WITH THE FLOW

HAPPY AS A CLAM

FULL SAILS AHEAD

NEVER A DRY MOMENT!

PORE IT ON!

••○••

HOME SWEET PINEAPPLE

FRY FREE!

I AM HAPPY

PERFECTLY IMPERFECT

PINKY UP!

I'M READY!

DON'T BE SHELLOUS!

••O••

PARTY'S HERE

BUBBLY PERSONALITY

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GBCDE3GHISKEMNOPORSTUVWXY3 ahcdelghiiklmnongrstuuwxus 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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http://www.fontsguirrel.com

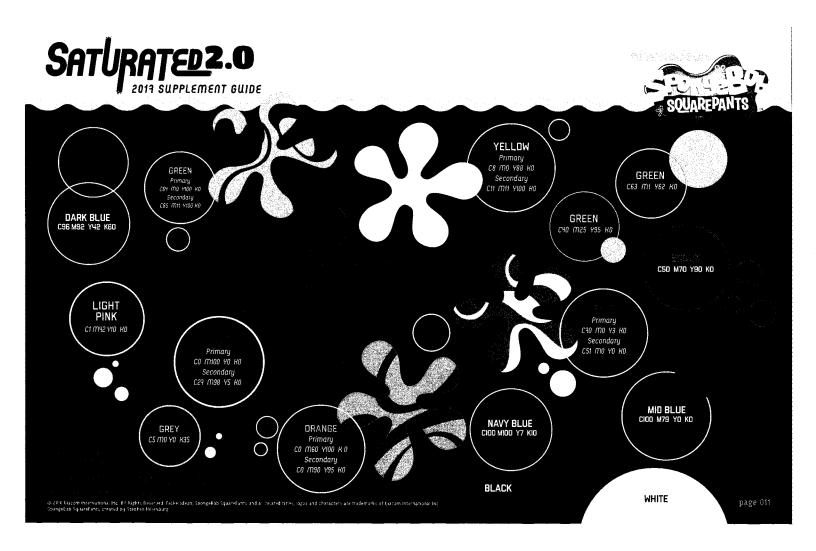
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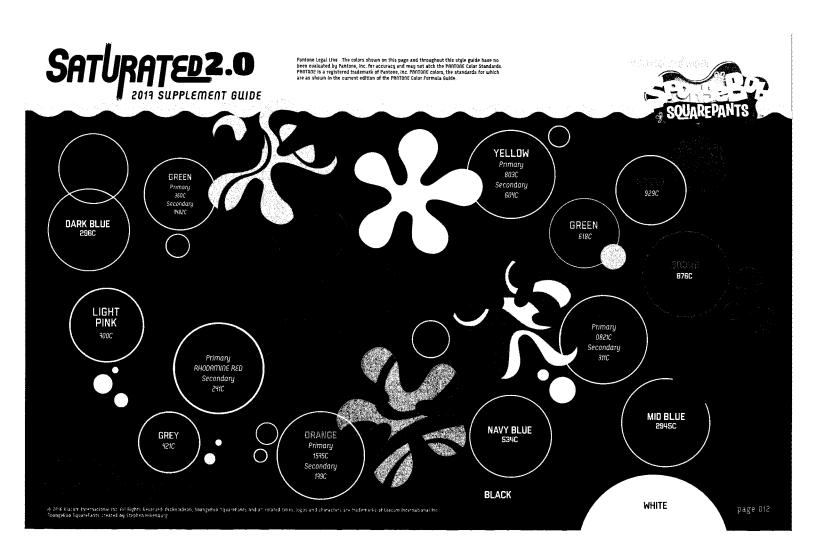
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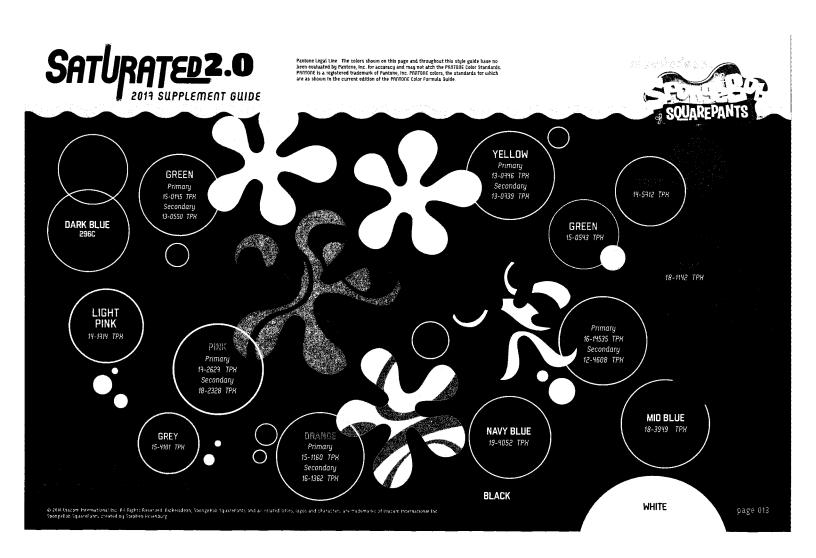
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http://www.losttype.com

ABCDEFGHIJKMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

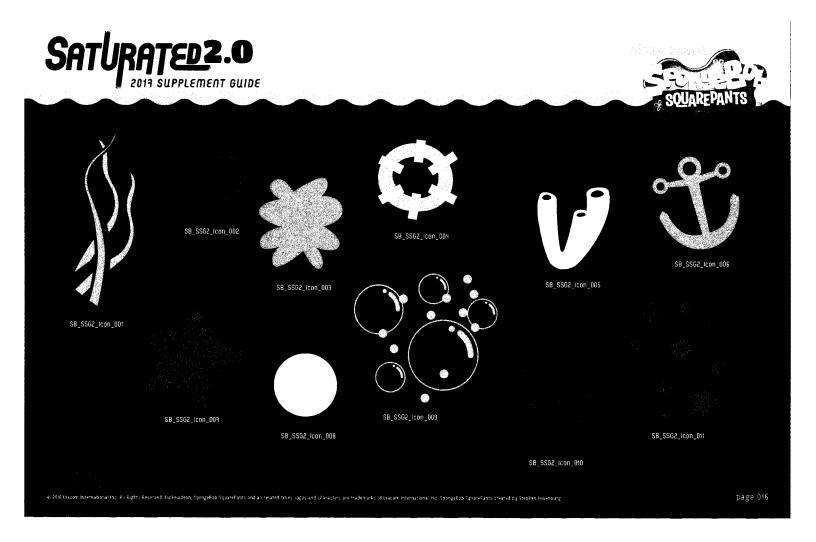




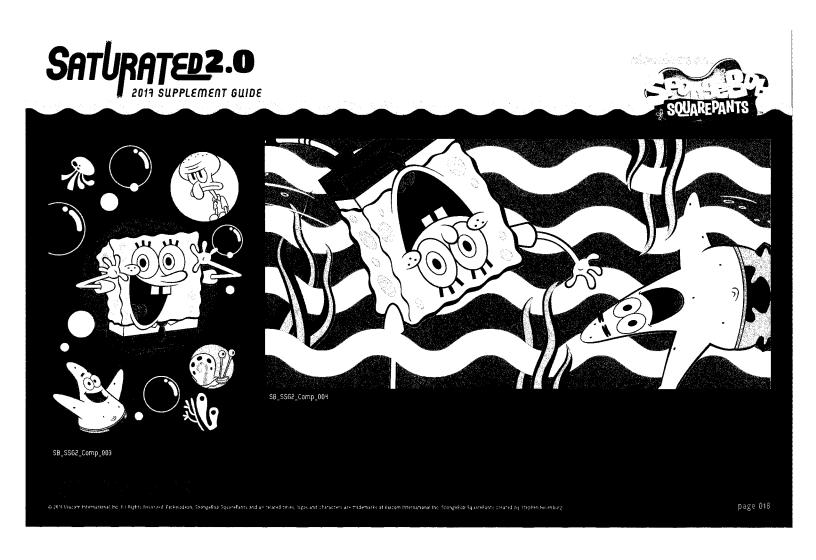




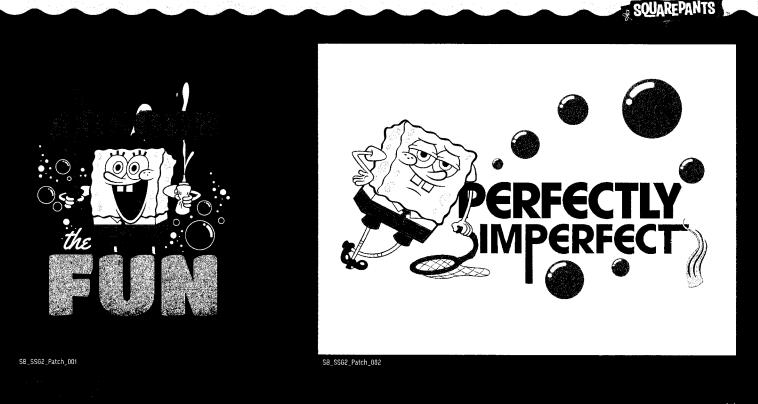


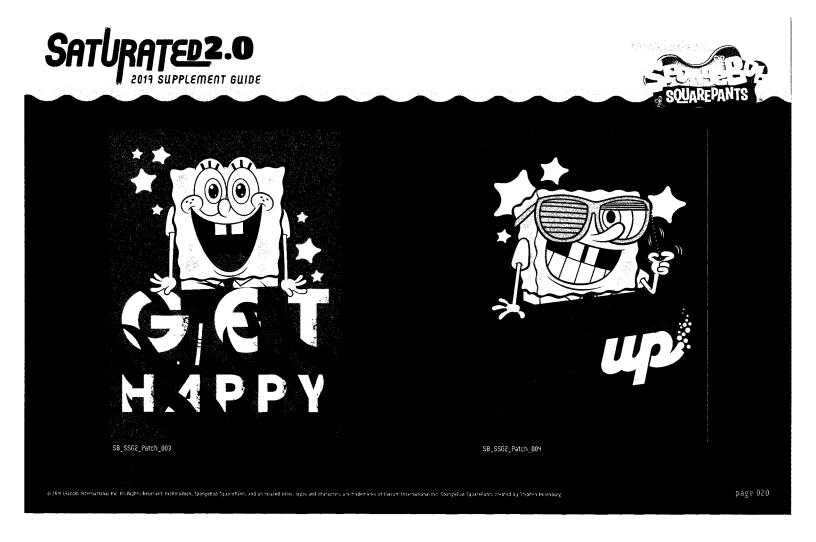




















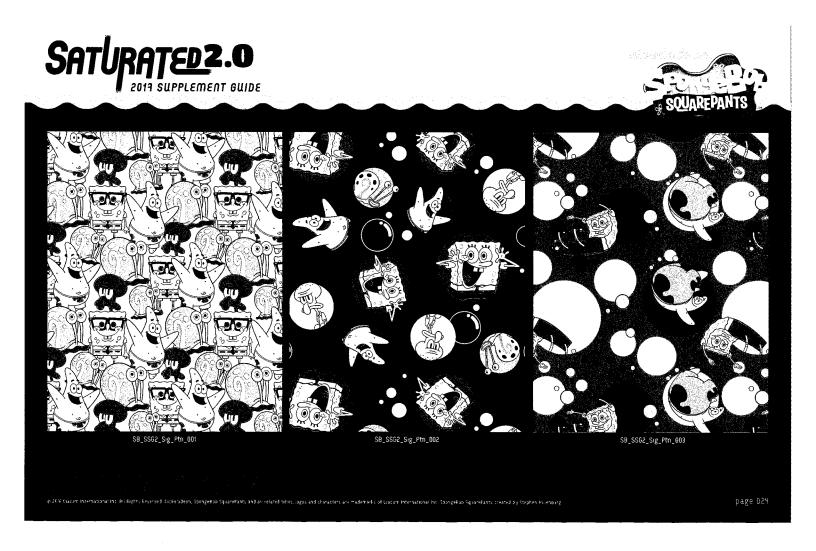


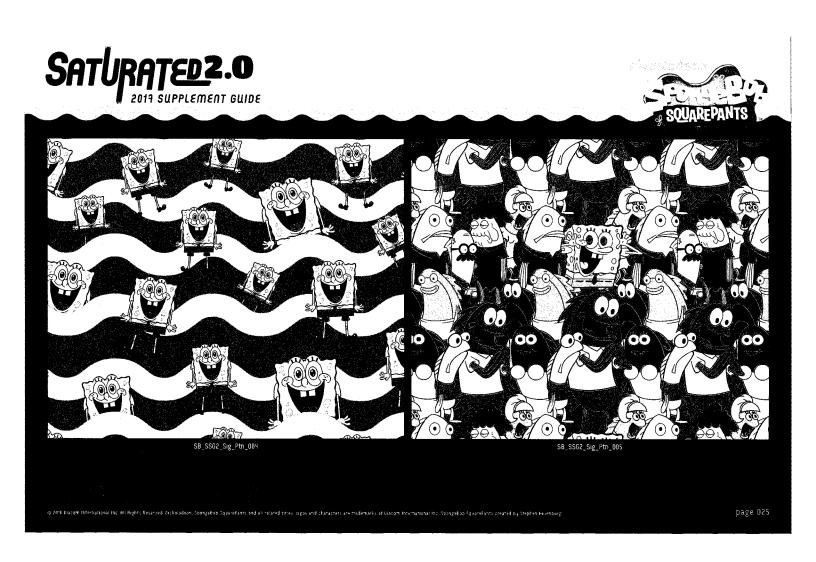
SB_SSG2_Patch_006

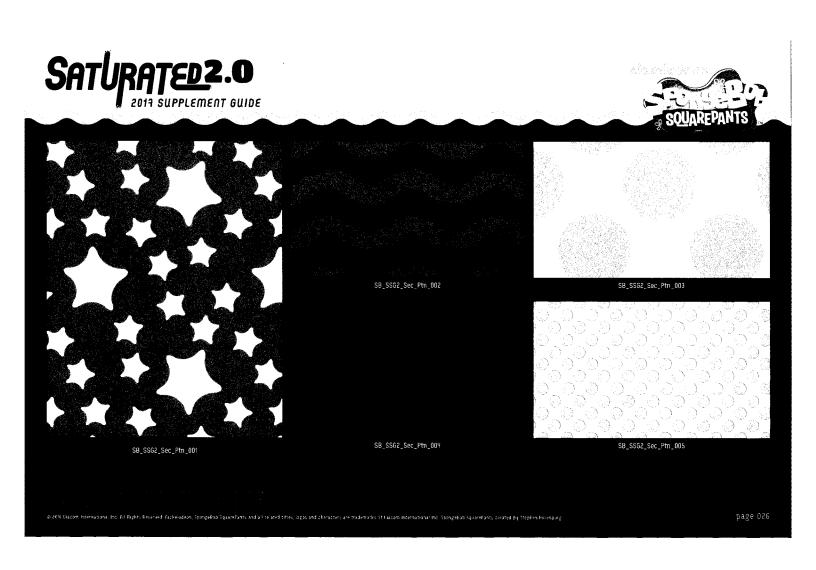
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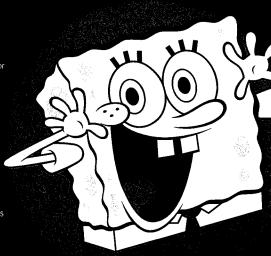
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Register of Copyrights, United States of America

Date: June 13, 2012

Registration Number VAu 1-109-354

Effective date of registration:

June 20, 2012

Title —		
-	SpongeBob SquarePants - 2002 Toolkit	
Completion/Publication -		
Year of Completion:		
Author ———		
Author:	Viacom International Inc.	
Author Created:	2-D artwork	
Work made for hire:	Yes	
Citizen of:	United States Domiciled in: United St	ates
Copyright claimant ——		
	Viacom International Inc.	
	1515 Broadway, New York, NY, 10036, United States	
Certification —		
Name:	Laurie Lawrence Dillon	

Registration #: VAU001109354
Service Request #: 1-780630042



Viacom International Inc. Laurie Lawrence Dillon 1515 Broadway 34th Fl. New York, NY 10036 United States





Deep down in the Pacific Ocean, in the subterranean city of Bikini Bottom, lives a square yellow sea sponge with a penchant for stalking wild jellyfish (there's nothing like jelly straight from the source for a really great

sandwich). His name, like his body, is . SpongeBob liv SPONGE SECOND pineapple with his pet snaff, (1875 . He's a dedicated Fry cook at the happenin Krusty Krab. His goal in life is to make the perfect Krabby Patty and become Employee of the Month. Every month. SpongeBob is Incorably optimistic, a really well

intentioned sponge, but he always finds himself in hot water without really trying.

And he s usually not alone. Because wherever SpongeBob goes, his best friend , is never far behind. Together they oscially wreak and neighbor, Paris 618 havoc on another neighbor and SpongeBob's Krusty Krab colleague -. No matter how you swim it, Bikini Bottom is awash with SCHOOL TENANT waterlogged characters in surreal undersea surroundings. In fact, nowhere else coold you expect to find a supporting cast that includes a money hungry crustacean, T. 1988 , SpongeBob s boss, and Mr. Krabs spotled whale of a child, Part. And from the bottom of the food characters. microscopic owner of Planktons Chum Bucket, the Krusty Krab s rival. And let's not Forget that Bikini Bottom, home to nautical nonsense and sardonio wit, is also home to the worlds only known underwater thrill-seeking surfer, girl savirrel, Same Cell. So don't just get-your feet wet, dive right in to the only show on television

that dares its audience to ponder real questions, like: if Mr. Krabs eats a krabby patty, is he a cannibal?... is Soutdward so bitter because he's an octopus named "Sourd?"... how many sandines can a school bus hold?

