

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90330611
LAW OFFICE ASSIGNED	LAW OFFICE 117
MARK SECTION (current)	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/90330611/large
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a three-dimensional configuration of a mask with elongated, hollow eyes, a skeletal outline for a nose and an elongated, open mouth. The mask includes a shroud which hangs around and below the mask.
MARK SECTION (proposed)	
MARK FILE NAME	\\TICRS\EXPORT18\IMAGEOUT 18\903\306\90330611\xml5\ ROA0002.JPG
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
COLOR MARK	NO
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a three-dimensional configuration of a costume mask featuring elongated, hollow eyes, a skeletal outline for a nose, and an elongated, open mouth. The mask features a shroud which hangs around and below the mask. The shroud appears in dotted lines and is not claimed as part of the mark.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	357 x 575
ARGUMENT(S)	
The arguments and evidence of record, including evidence of acquired distinctiveness, are attached as a pdf.	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_2415754130-2021092713 1718876975 . - Ghost Face Trade Dress - Complete w ith Exhibits 8427561.1 .pdf
CONVERTED PDF FILE(S) (40 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\903\306\90330611\xml5\ ROA0003.JPG
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	\\TICRS\EXPORT18\IMAGEOUT 18\903\306\90330611\xml5\ ROA0042.JPG
DESCRIPTION OF EVIDENCE FILE	Arguments and exhibits in response to the outstanding refusals and requirements.
ADDITIONAL STATEMENTS SECTION	
	The applicant claims ownership of active prior U.S. Registration Number(s)

ACTIVE PRIOR REGISTRATION(S)	4256208.
SECTION 2(f) Claim of Acquired Distinctiveness, based on Five or More Years' Use	The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use of the mark in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.
CORRESPONDENCE INFORMATION (current)	
NAME	SUSAN M. SCHLESINGER
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ip@msf-law.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	3968-33
CORRESPONDENCE INFORMATION (proposed)	
NAME	Susan M. Schlesinger
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ip@msf-law.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	3968-33
SIGNATURE SECTION	
DECLARATION SIGNATURE	/R.J.Torbert/
SIGNATORY'S NAME	R.J. Torbert
SIGNATORY'S POSITION	Director of Licensing
SIGNATORY'S PHONE NUMBER	5168739000282
DATE SIGNED	09/27/2021
SIGNATURE METHOD	Sent to third party for signature
RESPONSE SIGNATURE	/John S. Miranda/
SIGNATORY'S NAME	John S. Miranda
SIGNATORY'S POSITION	Associate Attorney, Meister Seelig & Fein LLP
DATE SIGNED	09/27/2021
ROLE OF AUTHORIZED SIGNATORY	Authorized U.S.-Licensed Attorney
SIGNATURE METHOD	Signed directly within the form
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Sep 27 15:06:05 ET 2021
TEAS STAMP	USPTO/ROA-XX.XXX.XX.XXX-2 0210927150605614660-90330 611-781c84d96709122d8ad2b 75c8a713907da9704190eb52a ffa9b87b4b254956d4714-N/A -N/A-20210927131718876975

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **90330611** (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/90330611/large>) has been amended as follows:

MARK

Applicant proposes to amend the mark as follows:

Current: (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/90330611/large>)

Proposed: (Stylized and/or with Design, see [mark](#))

The applicant is not claiming color as a feature of the mark.

The mark consists of a three-dimensional configuration of a costume mask featuring elongated, hollow eyes, a skeletal outline for a nose, and an elongated, open mouth. The mask features a shroud which hangs around and below the mask. The shroud appears in dotted lines and is not claimed as part of the mark.

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

The arguments and evidence of record, including evidence of acquired distinctiveness, are attached as a pdf.

EVIDENCE

Evidence has been attached: Arguments and exhibits in response to the outstanding refusals and requirements.

Original PDF file:

[evi_2415754130-2021092713_1718876975_-_Ghost_Face_Trade_Dress_-_Complete_with_Exhibits_8427561.1_.pdf](#)

Converted PDF file(s) (40 pages) [Evidence-1Evidence-2Evidence-3Evidence-4Evidence-5Evidence-6](#)

[Evidence-7Evidence-8Evidence-9Evidence-10Evidence-11Evidence-12Evidence-13Evidence-14](#)

[Evidence-15Evidence-16Evidence-17Evidence-18Evidence-19Evidence-20Evidence-21Evidence-22](#)

[Evidence-23Evidence-24Evidence-25Evidence-26Evidence-27Evidence-28Evidence-29Evidence-30](#)

[Evidence-31Evidence-32Evidence-33Evidence-34Evidence-35Evidence-36Evidence-37Evidence-38Evidence-39Evidence-40](#)

ADDITIONAL STATEMENTS

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 4256208.

SECTION 2(f) Claim of Acquired Distinctiveness, based on Five or More Years' Use

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use of the mark in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.

Correspondence Information (current):

SUSAN M. SCHLESINGER

PRIMARY EMAIL FOR CORRESPONDENCE: ip@msf-law.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

The docket/reference number is 3968-33.

Correspondence Information (proposed):

Susan M. Schlesinger

PRIMARY EMAIL FOR CORRESPONDENCE: ip@msf-law.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

The docket/reference number is 3968-33.

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. §1051(a) or AOU under 15 U.S.C. §1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; **for a collective trademark, collective service mark, collective membership mark application, or certification mark application**, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; **for a certification mark application**, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a)

COLLECTIVE/CERTIFICATION MARK APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: **for a trademark or service mark application**, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; **for a collective trademark, collective service mark, collective membership mark, or certification mark application**, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; **for a certification mark application**, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

Signature: /R.J.Torbert/ Date: 09/27/2021

Signatory's Name: R.J. Torbert

Signatory's Position: Director of Licensing

Signatory's Phone Number: 5168739000282

Signature method: Sent to third party for signature

Response Signature

Signature: /John S. Miranda/ Date: 09/27/2021

Signatory's Name: John S. Miranda

Signatory's Position: Associate Attorney, Meister Seelig & Fein LLP

Signature method: Signed directly within the form

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

Mailing Address: SUSAN M. SCHLESINGER

MEISTER SEELIG & FEIN LLP

125 PARK AVENUE, 7TH FLOOR
NEW YORK, New York 10017

Mailing Address: Susan M. Schlesinger

MEISTER SEELIG & FEIN LLP
125 PARK AVENUE, 7TH FLOOR
NEW YORK, New York 10017

Serial Number: 90330611

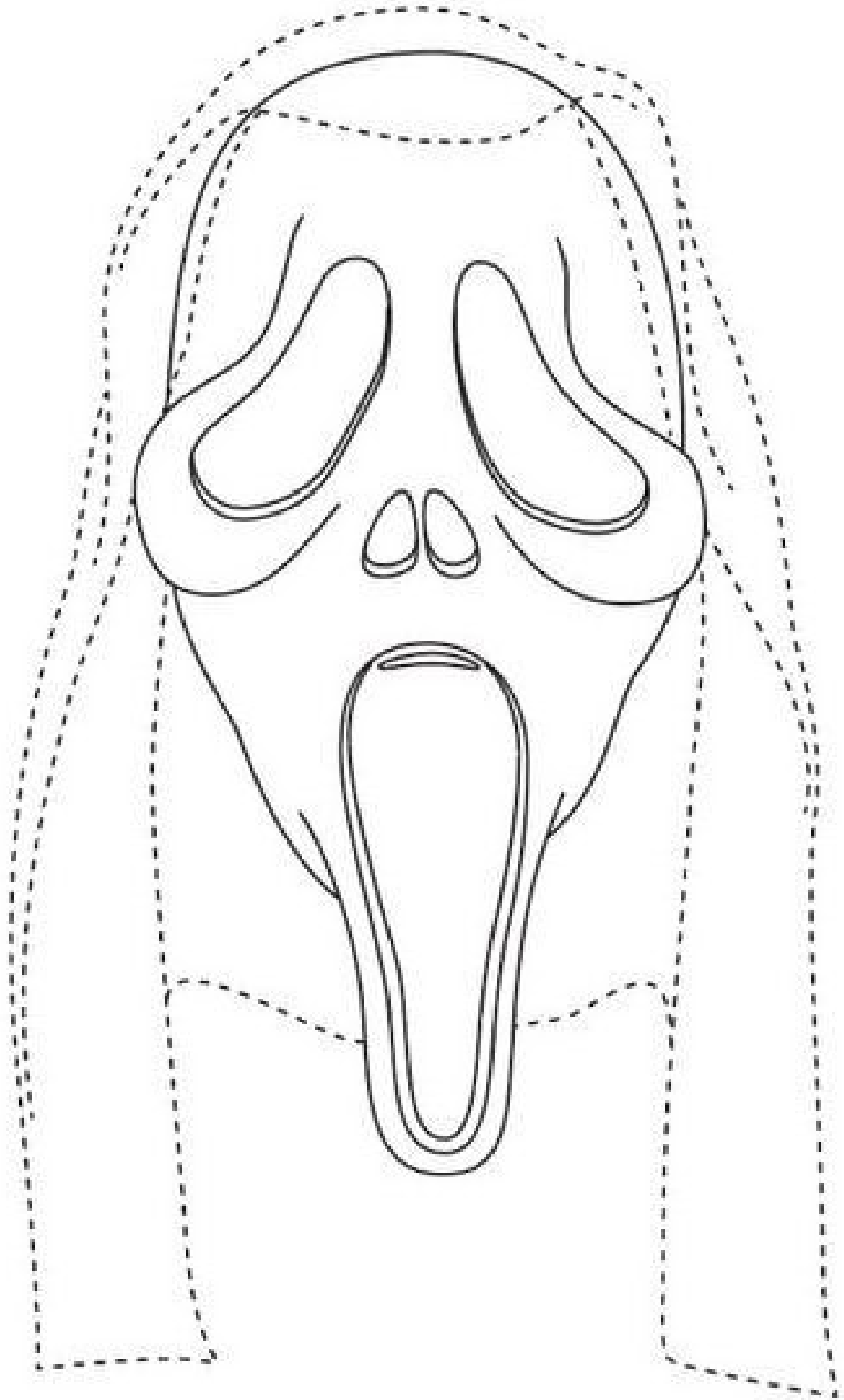
Internet Transmission Date: Mon Sep 27 15:06:05 ET 2021

TEAS Stamp: USPTO/ROA-XX.XXX.XX.XXX-2021092715060561

4660-90330611-781c84d96709122d8ad2b75c8a

713907da9704190eb52affa9b87b4b254956d471

4-N/A-N/A-20210927131718876975



RESPONSE TO OFFICE ACTION

Applicant, Easter Unlimited, Inc., (“Applicant”) respectfully submits this response to the Office Action dated March 28, 2021, regarding U.S. Application Serial No. 90/330,611 for the GHOST FACE Trade Dress mark (“Applicant’s Mark”).

BACKGROUND

The Examining Attorney has initially refused registration of Applicant’s Mark on the Principal Register pursuant to the following:

- The mark consists of non-distinctive product design under Sections 1, 2, and 45 of the Lanham Act (“Non-Distinctive Product Design Refusal”); and
- The mark as shown on the drawing of record does not match the mark as shown on the specimen of record, under Sections 1 and 45 of the Lanham Act (“Specimen Matching Refusal”).

Additionally, the Examining Attorney has required that Applicant provide a new drawing of record and provide additional information about the drawing. The Applicant hereby submits an amended drawing of record (“Amended Drawing”) which shows the three-dimensional contours of Applicant’s Mark, attached as Exhibit 1 to this response, along with the following amended description of the mark, which Applicant will also include within the TEAS Response form:

The mark consists of a three-dimensional configuration of a costume mask featuring elongated, hollow eyes, a skeletal outline for a nose, and an elongated, open mouth. The mask features a shroud which hangs around and below the mask. The shroud appears in dotted lines and is not claimed as part of the mark.

Further, the Examining Attorney has issued a Request for Information, inquiring as to the functionality of Applicant’s Mark. Due to the claim of acquired distinctiveness and evidence submitted therewith, as well as the disclaimer of portions of Applicant’s Mark, Applicant submits

that the Request for Information requirement has been obviated. Additionally, Applicant notes that Applicant's Mark has not been the subject of a design or utility patent.

The outstanding procedural requirements being satisfied, Applicant hereby submits the below arguments in response to the Non-Distinctive Product Design Refusal and the Specimen Matching Refusal.

ARGUMENT

I. Applicant's Mark Has Acquired Distinctiveness Under Section 2(f) of the Lanham Act

The Non-Distinctive Product Design Refusal should be withdrawn because Applicant's Mark has acquired distinctiveness under Section 2(f) of the Lanham Act. *See* 15 U.S.C. §1052(f). According to Section 1212.02(b)(i) of the Trademark Manual of Examining Procedure ("TMEP"), a product design trade dress mark may register on the Principal Register if acquired distinctiveness is established under Section 2(f).

The executed *Declaration of R.J. Torbert in Support of Claim of Acquired Distinctiveness* and its enclosed exhibits ("Declaration of R.J. Torbert"), attached as Exhibit 2 to this response, establishes Applicant's substantially exclusive and continuous use of Applicant's Mark in commerce in connection with the underlying goods for more than five years prior to the date of this claim. Additionally, the verified statements and evidence included in the Declaration of R.J. Torbert establish that Applicant's Mark has achieved a prominent level of consumer recognition in connection with the relevant goods due to: (i) high sales volume; (ii) extensive unsolicited media coverage, and (iii) the controlled licensing of Applicant's Mark for use in connection with many well-known motion pictures, television shows, and other media properties.

Further, the Declaration of R.J. Torbert establishes that Applicant has engaged in due diligence to consistently enforce its exclusive trademark rights and control all uses of Applicant's Mark, ensuring that Applicant's Mark is recognized as a distinctive source identifier in connection with Applicant. All of these factors together establish that Applicant's Mark has acquired distinctiveness for purposes of Section 2(f) of the Lanham Act. *See* TMEP §1212. Accordingly, Applicant respectfully submits that the Non-Distinctive Product Design Refusal should be withdrawn and the mark be allowed to register on the Principal Register.

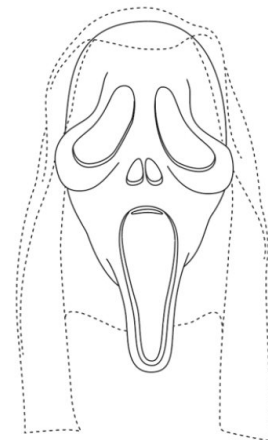
II. Applicant's Amended Drawing Matches the Specimen of Record

The Specimen Matching Refusal should be withdrawn, as Applicant now submits the Amended Drawing with this response which matches the specimen of record that was submitted on November 19, 2020 as part of the initial application filing. Further, Applicant submits that the drawing amendment does not constitute a material alteration under TMEP §807.14. The original drawing submitted with the application on November 19, 2020 ("Original Drawing") and Amended Drawing are compared side-by-side below:

Original Drawing



Amended Drawing



As illustrated by a side-by-side comparison of the respective drawings above, the Amended Drawing is composed of all of the same design features, arranged in the same exact configuration, as the Original Drawing. The respective drawings only differ in that the Amended Drawing features additional graphic detail which has been specifically required by the Examining Attorney in order to further establish the three-dimensional nature of Applicant's Mark. To the extent that the depictions of the shroud portion of Applicant's Mark differ among the respective drawings, such changes have been made to provide more detail regarding the placement of the mark in connection with the shroud, as well as to indicate that the shroud is not claimed as a feature of Applicant's Mark via depiction of the shroud in dotted lines.

As shown, the Amended Drawing conveys the same commercial impression as the Original Drawing and retains the "essence of the original mark" as required by the test set forth in TMEP §807.14. *See In re Hacot-Colombier*, 105 F.3d 616, 620, 41 USPQ2d 1523, 1526 (Fed. Cir. 1997), quoting *Visa Int'l Serv. Ass'n v. Life-Code Sys., Inc.*, 220 USPQ 740,743-44 (TTAB 1983). Accordingly, the drawing amendment of Applicant's Mark does not constitute a material alteration, and the Applicant respectfully submits that the Specimen Matching Refusal has been obviated by the submission of the Amended Drawing.

CONCLUSION

Based on the foregoing, Applicant respectfully submits that all outstanding refusals have been obviated and all requirements have been satisfied by this response. Accordingly, Applicant respectfully submits that Applicant's Mark is then in suitable form to proceed to publication. Reconsideration and publication are respectfully requested.

EXHIBIT 1

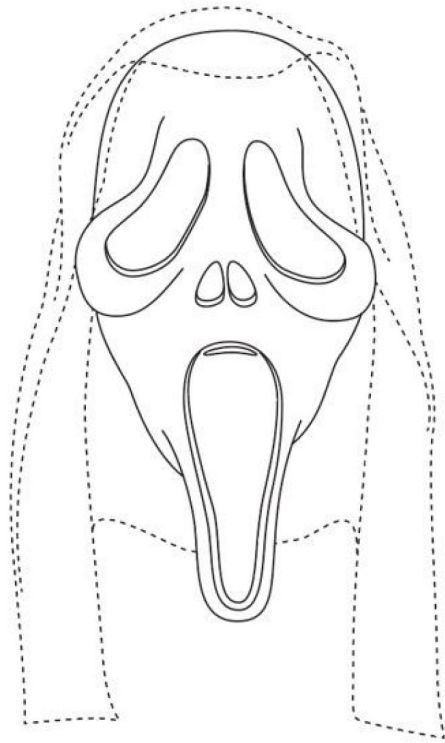
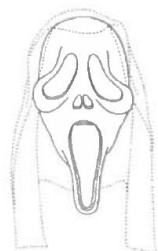


EXHIBIT 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Easter Unlimited, Inc.

Serial No.: 90/330,611



Mark:

Class: 28

Filed: November 19, 2020

Examining Attorney: Rhoda Nkojo

Law Office: 117

Meister Seelig & Fein LLP
125 Park Avenue, 7th Floor
New York, NY 10017
(212) 655-3500
ip@msf-law.com

Atty. Docket No.: 3968-18

**DECLARATION OF R.J. TORBERT IN SUPPORT OF
CLAIM OF ACQUIRED DISTINCTIVENESS**

1. I, R.J. Torbert, am the Director of Licensing at Easter Unlimited, Inc. (“Easter” or “Applicant”). I joined Easter in 1996 and have served as its Director of Licensing since 1997. As such, I am thoroughly familiar with the above-depicted trade dress (the “GHOST FACE Trade Dress”).

2. I am authorized on behalf of Easter to make this declaration and am fully familiar with the facts set forth herein.
3. Easter is the owner of the GHOST FACE Trade Dress, U.S. Application No. 90/330,611 for "Halloween masks; costume masks" in Class 28.
4. The GHOST FACE Trade Dress has been in exclusive use by Easter and through its authorized and controlled licensees in U.S. commerce in connection with costume masks and Halloween masks since December 4, 1991.
5. In the several decades during which the GHOST FACE Trade Dress has been used in commerce, Easter has sold hundreds of millions of dollars' worth of Halloween masks and costume masks featuring the GHOST FACE Trade Dress to U.S. consumers.
6. Through long-term use and controlled licensing and marketing, the GHOST FACE Trade Dress has become highly distinctive and strongly associated with Easter via its FUN WORLD ® division. This is evidenced by significant, unsolicited media coverage which pertains to the widely recognized use of the GHOST FACE Trade Dress in the "Scream" horror movie franchise. Representative articles of such unsolicited media coverage are attached hereto as Exhibit A.
7. In addition to the extensive use of the GHOST FACE Trade Dress in the "Scream" horror movie franchise, the GHOST FACE Trade Dress has been utilized in many other motion pictures and television programs, including: "Scary Movie", "Jay & Silent Bob Strike Back"; "The Sopranos"; "Saturday Night Live" and on MTV.
8. Easter also owns U.S. Registration No. 4,256,208 for the GHOST FACE and Design trademark, with the design portion of the mark featuring a depiction of the GHOST FACE Trade Dress. A copy of U.S. Registration No. 4,256,208 and copy of the TSDR record


showing current title and status of U.S. Registration No. 4,256,208 are attached hereto as Exhibit B.

9. Importantly, the GHOST FACE Trade Dress has become distinctive of Easter's goods through its substantially exclusive and continuous use of the GHOST FACE Trade Dress in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this declaration. Indeed, the GHOST FACE Trade Dress has been in substantially exclusive and continuous use in U.S. commerce since at least as early as December 4, 1991.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true.

Easter Unlimited, Inc.

By: _____


R.J. Forbert
Director of Licensing

Date: _____

9/27/21

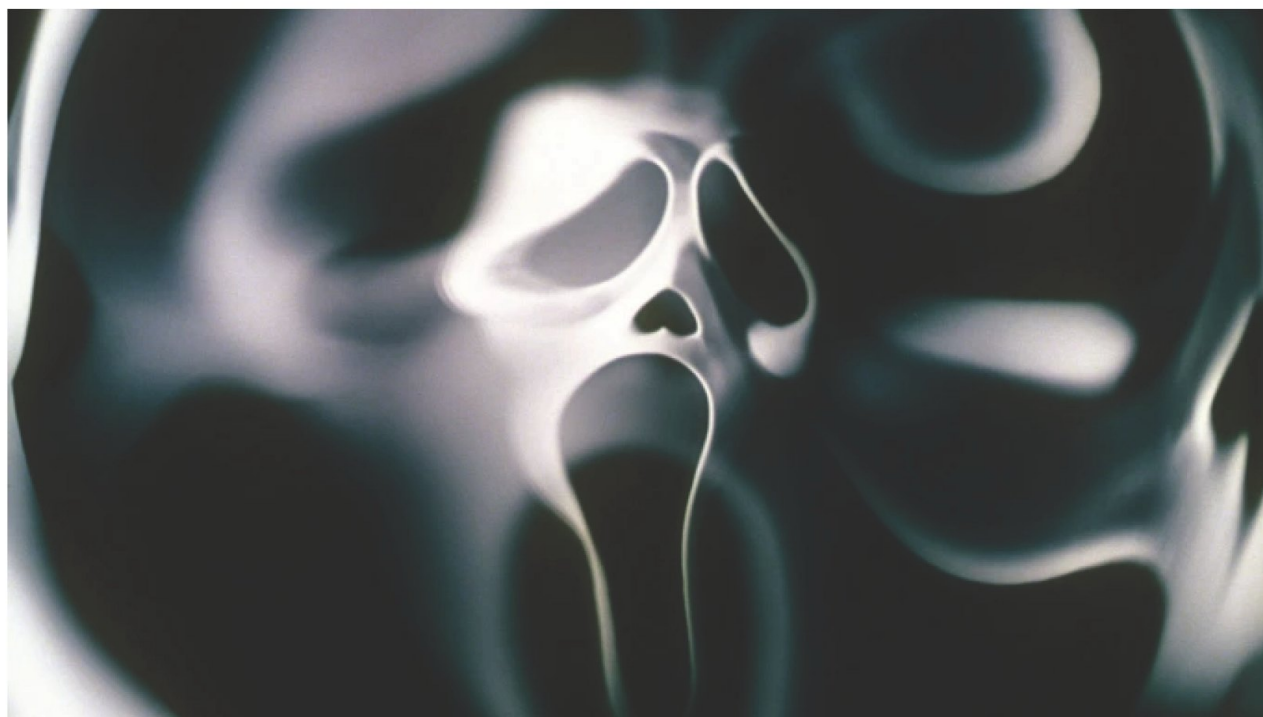
EXHIBIT A

HOME > MOVIES > MOVIE NEWS

MTV's Terrifying Mistake? Wes Craven Explains Why the Original 'Scream' Mask Is Too "Perfect" to Scrap

Wes Craven tells The Hollywood Reporter why the "Ghostface" mask is so iconic and why he has little to do with MTV's reboot despite EP credit, Bob Weinstein teases MTV's plans for the killer's new look, and the mask's original designer shares what really inspired her first sketches back in 1991.

BY EMMET MCDERMOTT APRIL 17, 2015 8:24AM



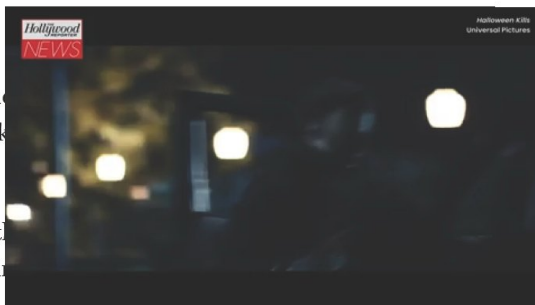
Scream Mask Still - H 2015

COURTESY OF PHOTOFEST

It's ineffably haunting. The warped expression. The drooping eyes. The *Scream* mask has become as iconic as the visages of horror staples like Michael Myers, taking the face of the franchise in an entirely new direction.

Scream fans were in mourning this week after the network debuted the new series. The new mask discovered, glaringly omits the most recognizable feature of the original.

'Halloween Kills' Trailer Teases the Unmasking of Michael Myers



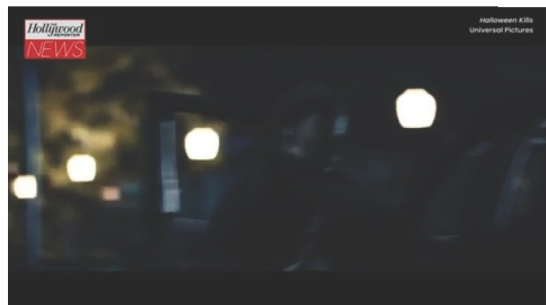
ADVERTISEMENT

In a conversation with *The Hollywood Reporter*, original *Scream* director **Wes Craven** says he let MTV use his name in association with the series, but his involvement beyond that was minimal. “I just put my name on it,” Craven explains, referencing his executive producer credit. “I was too busy to do much else.”

More specifically, Craven, 75, says he had no part in MTV’s decision to scrap the Ghostface mask for the reboot series. As far as he’s concerned, even minor changes to a proven formula can be devastating.

“In general,” Craven says, reflecting on his own experience with the *Scream* sequel and beyond, “we didn’t mess with the mask at all. It’s something we didn’t try to change. With Freddy [Krueger] and the *New Nightmare* (below right), I felt that I probably should have stuck with the original face (below left). [With *Scream*,] we just let Ghostface be Ghostface.”

‘Halloween Kills’ Trailer Teases the Unmasking of Michae... ✕



And that was the course we took on all the *Scream* films: Don't mess with that, it's just perfect."

For Craven, the success of the *Scream* franchise hinged upon the mask. No other mask would have done the trick. "No way. No way," Craven insists. "I knew it in my bones that [Ghostface] was a unique find, and I had to convince the studio that they had to go the extra mile to get it."

Created by New York-based novelty company Fun World in 1991, the Ghostface mask was first conceived as a Halloween costume. It was mass-produced for years as part of a "Fantastic Faces" pack, but it wasn't until 1996, when the mask was licensed for use in *Scream*, that it became one of the world's most recognizable horror symbols.

There's been endless speculation about why MTV made the decision to redesign the mask for the new series. The network has denied it was budget-related, stemming from Fun World's licensing fee, but *THR* has learned preliminary discussions about incorporating the mask in the series did occur.

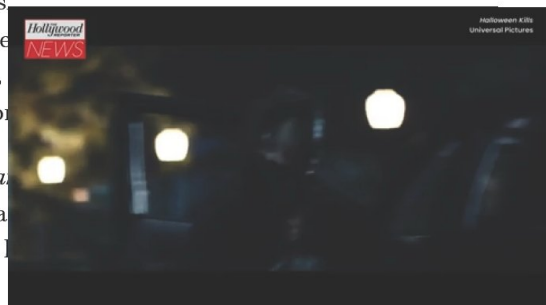
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"We have been in regular contact with [The Weinstein Co.] for years while the TV series was conceived," Fun World executive vp **Alan Geller** tells *THR* via email, but "no deal" is currently in place for the show. MTV had no comment.

For its part, MTV has insisted the change was simply a creative decision in a modern direction. "If the *Scream* movie mask was the more plastic version, "this one is a more organic-looking and, frankly, darker version." Still, the possibility of allowing Ghostface a cameo in the series, presumably on

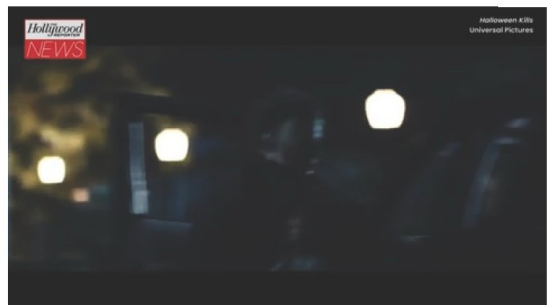
Aside from the mask, **Roger Jackson**, who voiced the original *Scream* reboot. "I can't picture it," he tells *THR* about the MTV show. "How can you do *Friday the 13th* without Jason." Jackson says MTV hasn't approached

'Halloween Kills' Trailer Teases the Unmasking of Michael Myers... ✕



Bob Weinstein, an executive producer on the original *Scream* and now an executive producer on the MTV project, agrees that the original mask was special, likening it to the masks in *Halloween* and *The Phantom of the Opera*, but is more optimistic about the changes made for the show, revealing one key difference between the old and new versions.

'Halloween Kills' Trailer Teases the Unmasking of Michae... ✕



But it doesn't quite have the same history.

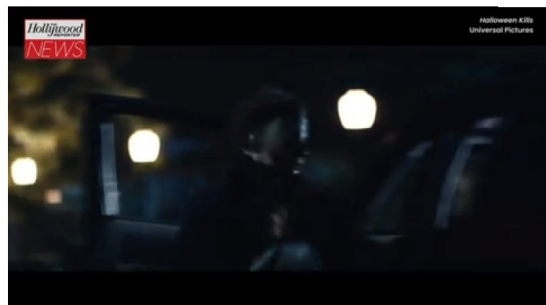
"When this mask project was given to me," says **Brigitte Sleiertin-Linden**, the artist who developed the initial concept drawings for Fun World's Ghostface, "I was tasked with designing ghostly faces to be made as masks and to do some drawings with a similar look and feel. So I did a bunch of sketches of different white, ghostly faces with simplistic black facial-feature shapes."

"As an animation junkie," she continues, explaining her inspiration, "I loved the old **Max Fleischer** cartoons, and Betty Boop was one of my faves. Those faces were mostly inspired by the ghosts from some of those old 1930s black-and-white cartoons."

This flies in the face of the popular assumption that the famed **Edvard Munch** painting *The Scream* was the primary inspiration for the mask. "That whole inspired-by-Munch thing is a pat way to write off the design," Sleiertin-Linden says, "but it's not where my influence came from."

"I just loved all vintage animation and that fluid, almost rubbery movement," she adds, citing jazz singer **Cab Calloway** as another major influence. (Interestingly, Alan Geller, Sleiertin-Linden's former boss, adamantly disputes that she created the mask. He insists the mask is his creation, and an upcoming documentary will reveal the true story behind its genesis. Geller wouldn't provide additional details.)

'Halloween Kills' Trailer Teases the Unmasking of Michae... ×



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Following its inception in the early '90s, the Ghostface mask was in circulation as a Halloween costume for several years before *Scream* producer **Marianne Maddalena** stumbled upon it by accident in 1996 while scouting locations for the first film.

One location, Maddalena says, happened to be the Santa Rosa house in *a Doubt*, which, at the time, was owned by an old widow. The woman had set-up for a horror movie in itself — Maddalena says she spied the mask in the rooms.

Maddalena immediately took it to Wes Craven and the rest is history.

Can MTV rewrite it?

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Complete Guide to the Masks Used in *Scream* (1996)



By **Ryan Hills** • December 01, 2020

I've decided to finally get around to doing something I've wanted to for the past couple of years. Going shot by shot and identifying the mask types and individual masks (when possible) used in *Scream 1-4*. After a couple weeks of going frame by frame and getting a ton of stills, I finally have what I need to do just that. No place better to start than at the beginning. Let's take a good, in-depth look at the masks used in *Scream!*

I do want to make a point though about one thing before getting started. It can be very hard to tell apart 1st and 2nd generation Fun World masks, especially when worn. The main difference is a .5 of an inch difference in length and the mask simply being worn could stretch it .5 of an inch. At the time of writing, there are questions I haven't yet been able to get definitive answers on... Were 2nd generation masks made to keep up with the anticipated new sales from the mask being used in *Scream*, or did 2nd generation masks exist before *Scream*? Are the masks in *Scream* all 1st generation? Or are the masks a mix of 1st and 2nd generation? At this exact point in time, I can't say for sure either way. So for the purposes of this shot-by-shot guide, the focus will be more on distinctly different masks and which shots they are used in and not if those masks are 1st or 2nd generation. Maybe this guide will help with that conversation.

SCREAM (1996)

OPENING SEQUENCE

While still in the process of getting proper legal permission to use the Fun World ghost mask that Producer, Marianne Maddalena, found while location scouting only weeks before the shoot, KNB Effects Group, who provided the *Scream's* many gruesome and memorable special effects, sculpted their own version of the

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masks which Fun World had sent more of. So in the final cut of the film the opening sequence features many shots of both the KNB mask and Fun World masks.

When Ghostface spins around to meet Casey Becker it's this Fun World mask.

The reverse angle, Casey's reaction, features the KNB mask in the reflection.

When we cut back to the reverse angle again, it's the same Fun World mask again.

When Ghostface smashes through the glass it's back to the original footage featuring the KNB mask.

This iconic slow motion shot of Ghostface running up from behind and stabbing Casey also features the KNB mask.

KNB is featured in this wider shot of Ghostface about to kneel down.

We then cut to another one of the reshot inserts featuring another Fun World mask.

As Casey kicks Ghostface and he goes down to the ground we are back with the KNB mask footage.

When then cut back to yet another Fun World mask. It has a distinctively warped forehead on the mask's right side and a good few identifiable irregularities. This is now the 3rd Fun World mask seen on screen so far.

... and end the scene with Casey Becker's bloody hand reaching up to grab the warped-on-the-right-side of the forehead, Fun World mask.

SIDNEY'S FIRST ATTACK

The next appearance of Ghostface features some of the most iconic shots of the mask in the film. This sequence features the first actual Fun World mask used on camera during the shoot. It has a few distinct warped details that give it its own recognizable look, especially the indented under-eye bag under the mask's proper left eye and the lumpy forehead. This mask becomes 1 of 2 heavily featured main "hero" masks in the film and is the mask that the killer is mainly seen wearing up until Tatum's death in the garage scene (excluding the Principal Himbry sequence, which was filmed right after the original opening sequence shoot and features KNB masks.) Let's call this mask the #1 Hero "Sidney Attack Mask".

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The indented, crushed looking eye bag is a signature of this specific mask.

The #1 Hero "Sidney Attack Mask" in one of the most iconic and memorable shots of Ghostface in the entire series.

Dewey accidentally scares Sidney with the #1 Hero "Sidney Attack Mask".

At the very end of the scene we have Sheriff Burke another mask. It's not the #1 Hero "Sidney Attack Mask". It's another mask, with its own details and features. This is the fourth Fun World mask seen in the film.

A better look at the mask Sheriff Burke examines from this continuity Polaroid.

THE WOODSBORO POLICE STATION

The next scene featuring a mask is after Billy's interrogation when Dewey shows Sheriff Burke the Father Death costume package. Since this mask is shown unworn I personally would assume it's for sure a 1st generation Fun World mask. You can see that the mouth has been drawn over with a black marker. This was done to reduce glare from the production lighting. The mask seen on the costume package insert art is the #1 Hero "Sidney Attack Mask"

The mask in the package is a 1st generation Fun World mask with very little warping.

The #1 Hero "Sidney Attack Mask" is featured on the Father Death costume package insert art.

JUST ANOTHER DAY AT WOODSBORO HIGH

Next is the sequence of scenes at Woodsboro High School ending with the murder of Principal Himbry. The student who runs up to taunt Sidney (what a jerk), is actually wearing the #1 Hero "Sidney Attack Mask". All scenes with Principal Himbry, played by Henry Winkler, feature KNB masks. They were filmed early on, right after the filming of the opening sequence and the production hadn't transitioned to using only Fun World masks yet. Sidney getting cornered by Ghostface in the washroom features another 1st generation mask with some distinctive details. It's the same mask being held by the Reporter in front of the school bus.

At this point in the production, they had made the deal with Fun World to use the mask but were waiting for Fun World to send more masks. They requested a box of 25. So these first scenes shot with Ghostface, the opening sequence, and the school scenes, they only had the KNB masks and one Fun World mask (the Hero #1 "Sidney Attack Mask"). JP Jones, the film's Property Manager remembers that the box of masks arrived from Fun World the day they were filming Himbry cutting up the KNB masks. I would guess that the first scene shot with one of the masks that Fun World sent would be the washroom scene because in that scene it's a Fun World mask. but Ghostface's robe still has the style of hood that is mainly seen only with the KNB

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First is the student taunting Sidney. This is the Hero #1 "Sidney Attack Mask" with the distinctive warped eye bag.

We then cut to Principal Himbry with the students. This scene is all KNB masks.

A nice closeup of a KNB mask.

Principal Himbry cuts up a KNB mask.

Another previously unseen Fun World mask appears in this scene.



You can see that the hood here is the smaller hood usually only seen with a KNB mask.

The Reporter outside the school is holding the same mask from the washroom scene.

We then cut back to Himbry trying on a KNB mask.

KNB mask with the original style of hood.

A nice kind of 3/4 profile shot of a KNB mask.

A great closeup of a KNB mask.

For the reflection of Ghostface in Principal Himbry's eye, a shot from the opening sequence was composited into the shot.

GHOSTFACE LURKS IN WOODSBORO

The next two times we see a mask are from when Sidney and Tatum are hanging out and go get snacks. These are the last two shots featuring KNB masks in the film. The next time we see Ghostface is Tatum's death scene in the garage in which we get a new hero mask...

Ghostface wearing a KNB lurks in the trees.

A KNB Ghostface lurks in the frozen section of a Woodsboro grocery store...

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In this iconic, often quoted scene we are introduced the film's second hero mask, the #2 Hero "Garage Mask". This is the main mask used for the rest of the film, with a couple other in a few shots. There's another mask with a warped forehead on one side, the mask's proper right side, that I believe is likely the same Fun World mask from the opening sequence that Casey Becker reaches up and grabs with her final bloody gesture. There are a few shots from the scene where Ghostface sneaks up on Randy that seem to be insert shots filmed later with that warped right side of forehead mask instead of the #2 Hero "Garage Mask".

An interesting note is that JP Jones actually gave the Hero #2 mask as a gift to Kevin Williamson when he requested a screen used mask. Williamson remembers him taking the mask off Ghostface after filming Tatum's death. This makes sense because it seems the shots featuring Ghostface filmed after that point are just a few insert shots; some from Ghostface sneaking up on Randy, Ghostface sticking his head out from inside the news van, and the insert shots of Ghostface wearing the Fun World masks that were used in the opening sequence. We will take a good look at all these masks in the upcoming scenes, but let's check out our #2 Hero "Garage Mask", the main mask for the rest of the film...

Our first look at the #2 Hero "Garage Mask", the main mask for the rest of the film.

Tatum comes face to face with Ghostface.

Ghostface about to get soaked with beer.

We now get our first look at the #2 Hero "Garage Mask" with a piece of black matte material covering the mouth. This was added to reduce the glare from the production lights reflecting and gleaming on the glossy surface of the mask's mouth.

This is one of the best, clear shots of a mask in the film. It shows in closeup the black matte material covering the mask's glossy painted mouth.

Thanks to the electrical sparking effect, we get a brightly lit lower angle of the mask as well.

Ghostface leaves the mangled corpse of Tatum ensnared in the unnecessarily powerful garage door opening mechanism.

BILLY'S STAGED STABBING

Our next Ghostface appearance is him "sneaking" up on Billy. Again we have Ghostface wearing the #2 Hero "Garage Mask".

Billy is "stabbed"...

A nice close up of the #2 Hero.

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We now go straight into an excellently executed chase sequence between Ghostface and Sidney and Ghostface sneaking up on Randy watching *Halloween*. These scenes mainly feature the #2 Hero "Garage Mask" and also a few shots what I believe to be the warped right side of the forehead mask first seen in the opening sequence reshot insert shots.

Another great shot of the #2 Hero "Garage Mask".

Good angle that shows some of the #2 Hero masks distinctive details.

Hero #2 "Garage Mask"

Ghostface watches Sidney fall and gives us a nice profile shot.

When Ghostface first enters the living room in this wide shot, the mask isn't the #2 Hero "Garage Mask"... It seems to be the warped right side of the forehead mask from the Fun World mask insert shots filmed at the end of the production and inserted into the opening sequence.

We then cut to this closeup featuring the #2 Hero "Garage Mask" again. This leads me to believe this shot was filmed first and the previous shot of Ghostface entering the living room was maybe a pickup or reshoot.

KILLING KENNY / PURSUING SIDNEY

Kenny getting his throat slashed and Ghostface once again going after Sidney are the next couple scenes with Ghostface and once again the #2 Hero "Garage Mask" is used.

Right after Kenny goes to the ground we get a nice clear shot of the #2 Hero "Garage Mask".

Another shot of the #2 Hero "Garage Mask".

Ghostface crawls through the news van wearing the #2 Hero.

We then next see Ghostface in this great shot of him outside Stu's house again wearing the #2 Hero "Garage Mask".

This is the best frame from the short scene with Sidney in the car. It's also the last scene in the film to feature the #2 Hero mask.

THE FINALE

We are now at the final scenes with "Ghostface" (this time it's Sidney who wears the costume) and we are introduced to the last and final mask. Let's call this "Sidney's Revenge Mask". The mask Sidney wears has a couple distinctive traits, mainly the severely curved stitch line on the sides of the mouth and the very squinty left eye of the mask. Let's take a look at the last few shots featuring a mask in *Scream*...

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We then get this great closeup of "Sidney's Revenge Mask" before she removes the costume.

Sidney examines the mask.

We are now looking at the last shot featuring a mask in the film! What a way to go...

Well, we did it! We took a good, close look at basically every shot with a mask in in in Scream. I'm excited to do the same for Scream 2-4. Please comment and let me know if you enjoyed this and if you have any questions or feedback.

Ryan Hills is a Contributor and Writer for Scream-Thrilllogy as well as Administrator for the largest online Scream collecting group, **Scream & Ghostface Collectors** on Facebook. On Instagram: **ryanhills86**

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Movie Legends Revealed | The Surprising Origin of 'Scream's' Ghostface Mask

This week, learn whether the iconic Ghostface mask was really discovered in an abandoned house during location scouting for the first *Scream*.

BY BRIAN CRONIN
PUBLISHED OCT 22, 2014





MOVIE URBAN LEGEND: The mask used in *Scream* was discovered in an abandoned house during location scouting for the film.

It appears that with the creation of any sort of iconic film, there's always a little bit of serendipity mixed into the process. In an old Movie Legends Revealed, I discussed the various factors (including, improbably enough, the 1970s soft-rock hit "Dream Weaver") that contributed to Wes Craven's idea for *Nightmare on Elm Street*. More than a decade later, the filmmaker once again drew inspiration from an unlikely source for the iconic "Ghostface"

have such a spooky origin?

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The answer is yes!

When Craven took on the project that became *Scream* (it was originally dubbed *Scary Movie*), screenwriter Kevin Williamson gave no direction for the look of the villain beyond "ghost mask killer." So it was up to Craven and his production team to come up with a look for the film's killer. In an twist of fate, producer Marianne Maddalena was doing location scouting when she came across an abandoned house in Santa Rosa, California, that had been used in the 1943 Alfred Hitchcock film *Shadow of a Doubt*. She ended up not using that house but instead chose a neighboring one for the home of Tatum and Dewey Riley (Rose McGowan and David Arquette) in *Scream*. However, while at the first house, she discovered a striking mask hanging from a post.

She brought the mask to Craven (he accidentally once stated that it was he who discovered the mask, but he has since concurred with Maddalena that it was she who found the mask), and he loved it. There was only one teensy little problem: The mask was the intellectual property of the Halloween mask company Fun World. It was designed by Brigitte Sleiartin and released sometime around 1992 as part of a "Fantastic Faces" series (originally the mask was called "The Peanut-Eyed Ghost"). So now Craven was in a bind; he had a mask he absolutely loved, but in order for the film to be able to use the mask, his studio, Dimension Films, would have to license it from Fun World. Naturally, that company had quite a bit of leverage in the negotiations, and it drove a hard bargain.

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intellectual property. That mask was actually used in the first few scenes in the film, including the famous opening sequence with Drew Barrymore.

It's quite possible, however, that Dimension was just trying to prove to Fun World that it was willing to make the film without the mask so the company would lower its price. After all, they knew Craven still wanted to use the Fun World mask in the film. Fun World and Dimension Films finally came to a licensing agreement, and Craven was able to use the original mask in the rest of the film (it was at this point that Fun World came up with the new official name for the mask, "Ghostface").

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The film was a massive success (spawning three sequels), and the mask has since become one of the most popular Halloween costumes ever, making Fun World quite a bit of money. A rare win-win for everyone involved! However, it appears as though the upcoming *Scream* TV series *won't* be featuring the Ghostface mask. It's the end of a *Scream* era!

The legend is ...

STATUS: True

Thanks to Guillermo M. for the question!

Feel free (heck, I implore you!) to write in with your suggestions for future installments! My e-mail address is bcronin@legendsrevealed.com.

Be sure to check out my [Entertainment Urban Legends Revealed](#) for more urban legends about the worlds of TV, Movies and Music!

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Fun World Suing NBA Star For “Scream’s” Ghostface Mask in Merchandise



Published 3 years ago on November 21, 2018

By **Brad Miska**



Boston Celtics star **Terry Rozier**, who goes by the nickname, "Scary Terry," has been hawked and sweatshirts featuring his slogan combined with the infamous **Ghostface** mask from the thriller, ***Scream***. The Blast is reporting that

Fun World costume company claims they are the original designer of the "Ghost Face Mask" and was officially licensed it for use in the slasher film and other movies, explains **The Blast**. Fun World says, "As a result of the *Scream* flicks, the "Ghost Face Mask has become widely famous and re-popular Halloween costume mask."

According to the site, the company says the Boston Celtics player is using their design and without permission, claiming he has, "adopted the Ghost Face Mask design as his own mask and paired the design with his alter ego "Scary Terry."

Fun World accuses Rozier of ripping off their work and making a profit, and are suing for unspecified damages plus \$150,000 per infringement.

They also want an injunction prohibiting the NBA star from continuing to sell the 'Scary Terry' merchandise.



TERRY'S TWITTER



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Reg. No. 4,256,208

Registered Dec. 11, 2012

Int. Cls.: 20, 25 and 28

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THE COLOR(S) BLACK, WHITE, GRAY AND RED IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF A STYLIZED REPRESENTATION OF A GHOST OUTLINED IN RED WITH A WHITE FACE, BLACK EYES, NOSE AND MOUTH, A BLACK CLOAK AND HOLDING A BLACK AND GRAY KNIFE IN ITS LEFT HAND. THE STYLIZED WORDING "GHOST FACE" APPEARS IN SHADES OF GRAY TO WHITE BELOW THE GHOST DESIGN WITH A RED DROP HANGING OFF THE LETTER "F" IN "FACE". THE BLACK RECTANGLE REPRESENTS BACKGROUND ONLY AND IS NOT PART OF THE MARK.

SER. NO. 85-442,365, FILED 10-7-2011.

AMY KERTGATE, EXAMINING ATTORNEY



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Mark: GHOST FACE



US Serial Number: 85442365

Application Filing Date: Oct. 07, 2011

US Registration Number: 4256208

Registration Date: Dec. 11, 2012

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 09, 2019

Publication Date: Sep. 25, 2012

Mark Information

Mark Literal Elements: GHOST FACE

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized representation of a ghost outlined in red with a white face, black eyes, nose and mouth, a black cloak and holding a black and gray knife in its left hand. The stylized wording "GHOST FACE" appears in shades of gray to white below the ghost design with a red drop hanging off the letter "F" in "FACE". The black rectangle represents background only and is not part of the mark.

Color Drawing: Yes

Color(s) Claimed: The color(s) black, white, gray and red is/are claimed as a feature of the mark.

Design Search Code(s): 01.15.25 - Coal; Dust; Light rays; Liquids, spilling; Pouring liquids; Sand; Spilling liquids
04.01.07 - Apollo (mythology); Athena (mythology); Caped characters (super heroes); Ghosts; Mythological beings, superbeings, ghosts, aliens; Super heroes; Zeus (mythology); Aliens
04.09.01 - Masks, theatrical masks; Face Masks (costume); Masks, Halloween (costume)
11.07.25 - Butcher knives; Meat choppers and grinders, meat choppers (knives); Knives, pocket; Knives, kitchen (with pointed ends); Knives, folding; Cleaver; Carving knives (kitchen), non-electric; Pocket knives; Scalpels; Switchblade; Paring knives

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Basis: 1(a)

First Use: May 30, 2010

Use in Commerce: May 30, 2010

For: Halloween costumes, masquerade costumes; T-Shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: May 30, 2010

Use in Commerce: May 30, 2010

For: Costume masks, party goods, namely, balloons

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: May 30, 2010

Use in Commerce: May 30, 2010

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Easter Unlimited, Inc.

Owner Address: 80 Voice Road
Carle Place, NEW YORK UNITED STATES 11514

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Susan M. Schlesinger

Docket Number: 3968-33

Attorney Primary Email Address: ip@msf-law.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Susan M. Schlesinger
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New York, NEW YORK UNITED STATES 10017

Phone: 212-655-3500

Correspondent e-mail: ip@msf-law.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 21, 2019	NOTICE OF SUIT	
Jan. 09, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 09, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70833
Jan. 09, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70833
Dec. 10, 2018	TEAS SECTION 8 & 15 RECEIVED	

Dec. 11, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Oct. 25, 2014	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 25, 2014	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 11, 2012	REGISTERED-PRINCIPAL REGISTER	
Sep. 25, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 25, 2012	PUBLISHED FOR OPPOSITION	
Sep. 05, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 21, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Aug. 16, 2012	ASSIGNED TO LIE	74221
Aug. 09, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 20, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 20, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 20, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 26, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 26, 2012	NON-FINAL ACTION E-MAILED	6325
Jan. 26, 2012	NON-FINAL ACTION WRITTEN	86338
Jan. 26, 2012	ASSIGNED TO EXAMINER	86338
Oct. 15, 2011	NOTICE OF DESIGN SEARCH CODE MAILED	
Oct. 14, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 11, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 113

Date in Location: Jan. 09, 2019