

# ESCAPE FROM TRADEMARK TOWN

Evaluation

Overall	Premise	Plot	Character	Dialogue	Setting
7	7	7	6	6	7

Era 2000s

Genre Animation, Comedy, Family Comedy

Logline ESCAPE FROM TRADEMARK TOWN follows the story of retired corporate Trademarks that go up against a big, evil advertising agency.

Pages 104

## Strengths

ESCAPE FROM TRADEMARK TOWN has a lot of great elements going for it. Conceptually speaking, the premise of following a corporate group that decides to team up together and go up against an advertising agency that has been wrongfully treating them was definitely emotionally compelling and engaging to watch unfold on the page. Character-wise, MICROCHIP MIKE makes for an excellent protagonist. It was very easy to resonate with him, and want to root for him to succeed in this epic journey. Plot-wise, there were several scenes that stood out as particularly strong. Specific examples include: the opening sequence was a well-crafted way to pull us into the world straight away. On pages 15-17, the sequence between Mike and Louise is strong here.

On pages 44-45, the sequence on the Brooklyn Bridge is strong. On page 60, the sanctuary sequence is great. On page 73, when Mike and Louise connect about being a family is compelling. The ending was also a strong way to bring it all full circle in a meaningful way. Setting-wise, the writer also did a strong job of building out this world in a way that was very easy to visualize how it could all look and feel on screen, cinematically speaking. Well done.

## Weaknesses

While ESCAPE FROM TRADEMARK TOWN has a lot of great elements going for it, there are still some areas that could be further strengthened for a stronger overall read. Would recommend for the writer to further strengthen the supporting character work and dialogue work. Supporting character-wise, by 20 pages in, it feels like we're being introduced to so many characters that it starts to become challenging to know who we should be keeping track of, aside from Microchip Mike. Would recommend trimming down the number of supporting characters to help it feel more focused, if possible. Dialogue-wise, there are some runs/lines that feel a bit on the nose. Specific examples include: MIKE Are all eggheads this selfrighteous -- or are you special? DICK (CONT'D) I promise everyone goes home safely and Dumbo here doesn't get fried into an elephant burger. HARRY THE HELMET Wowsers. I forgot what I was missing in the real world. Would just recommend doing another dialogue pass to help ground down these kinds of lines more.

## Prospects

ESCAPE FROM TRADEMARK TOWN is a thoroughly compelling script that has a lot of great elements going for it. For fans of WHO FRAMED ROGER RABBIT, THE MASK, and COOL WORLD, this has all the trappings to appeal to a high-level cast and make a big splash in the elevated family comedy film marketplace. This script is in a strong place and is ready to start officially going out for potential producer, filmmaker, and/or buyer consideration. This would also serve as a good writing sample for potential representation, if the writer doesn't already have it. Overall, it could use a bit more work here and there, but ESCAPE FROM TRADEMARK TOWN has real potential, is worth further exploring, and has a viable path forward toward getting made in a meaningful way. Well done.