

**"VALIANT" vs. "VALIANT": The Fight Over Intellectual Property**  
**A news article by Matt Brady (operations mgr.) at Newsarama.com, August 2, 2007**  
**In-Depth Analysis of the 3,276 word article conducted by Greg Holland**

	<b>Article</b>
	<b>Summary</b>
Explanation of two separate entities, Valiant Entertainment, Inc, (VEI) and Valiant Intellectual Properties (VIP)	135 words
Direct quotes allowed for Michael Lovitz (VIP's attorney)	1,168 words
Direct quotes allowed for any attorney representing VEI	none
Direct quotes from all representatives of VEI (combined)	326 words
Number of times Valiant Intellectual Properties, LLC, or VIP is mentioned by name or acronym	43
Number of times Valiant Entertainment, Inc., VE, or VEI is mentioned by name or acronym	34
Number of times VIP is referred to by any owner's name, rather than VIP	0
Number of times VEI is referred to as 'Kothari Group', rather than VEI	12
Number of times VIP's trademark attorney of record is mentioned by name	13
Number of times VEI's trademark attorney of record is mentioned by name	none
Discussion of VIP's attorney credentials in comic industry services unrelated to this case	82 words
Discussion of VEI's attorney credentials in comic industry services unrelated to this case	none
Discussion of the behavior of the online Valiant fan community by VIP's attorney	321 words
Number of direct quotes by members of the Valiant fan community used by Lovitz in statements	5
Responses requested by Newsarama from any of the 1,300 members of ValiantFans.com	none

	<b>Summary</b>
Number of times 'intellectual property' is mentioned in the VALIANT vs. VALIANT article	6
Discussion of Valiant intellectual property already owned by VEI (approx. 20,000 pages of comics)	286 words
Description of any one VIP product, the Sneak Peak ashcan (12 pages, solicited July 2007)	446 words
Description of any one VEI product, the Harbinger hardcover (200 pages, solicited May 2007)	96 words
Explanation of VIP's name choice, 'Valiant Intellectual Properties', despite VIP having no Valiant copyrights	none
Discussion of Valiant-related trademark applications by VIP (not yet registered by the U.S.P.T.O.)	307 words
Discussion of Valiant-related trademarks already completely owned by VEI (and unopposed by VIP)	none
Discussion of VIP's unauthorized use of VEI's registered 'Bloodshot' trademark in the VIP ashcan	none
Discussion of the price of VIP's 12 page ashcan (\$40 initially, online for \$49.99) and how to buy it	62 words
Discussion of the price of VEI's 200 page hardcover (\$24.95 retail, online for \$16.47) and how to buy it	none
Disclosure of VEI's total known 2005 investment amount of \$700,000 (or more) for prior Valiant assets	157 words
Disclosure of VIP's total known 2005 investment amount of \$4,500 (or less) for prior Valiant assets	none
Calculation of total known Valiant intellectual property investment amounts contributed by VEI	>99%
Calculation of total known Valiant intellectual property investment amounts contributed by VIP	<1%
Photos or scans of VIP creations shown in the article	3
Photos or scans of VEI creations shown in the article	1
Enlargeable photos or scans available for VIP creations in the article	3
Enlargeable photos or scans available for VEI creations in the article	0
Internet links provided for ordering the VIP ashcan	1
Internet links provided for ordering the VEI hardcover	0

	<b>Summary</b>
(*NOTE: Some "When?" information compiled from prior Newsarama.com articles by Matt Brady)	
Date of the "VALIANT vs. VALIANT" article by Matt Brady at Newsarama in this analysis	August 2, 2007
Date/time of the intellectual property auction for Valiant assets which VEI won, and VIP did not attend	April 12, 2005 - 10:00am
Date/time of the first Newsarama article by MattBrady mentioning that VIP filed for Valiant trademarks	April 12, 2005 - 9:32am
Date that Matt Brady printed an article describing Michael Lovitz as "our legal expert" at Newsarama	January 12, 2004
Date that Matt Brady printed an article describing Michael Lovitz as "occasional Newsarama columnist"	Nov. 21, 2003
Earliest mention of Michael Lovitz as analyst, expert, or noted attorney in contact with Newsarama	Nov. 13, 2002
Earliest mention in a Valiant-related article that Michael Lovitz provides services and content to Newsarama	August 2, 2007

*This analysis compiled by Greg Holland, administrator of ValiantComics.com and ValiantFans.com since 1999, following the removal of all posting privileges by Matt Brady at Newsarama.com for a single comment in poor taste despite having received no prior warnings during active membership at Newsarama.com beginning October 2003.*

*The comment in poor taste referred negatively to VIP in an attempt at humor by means of extreme exaggeration. This analysis is an attempt to answer the question, "Why silence any one user as punishment for one bad joke?" and also an attempt to answer questions from Valiant fans who have asked how impartial Newsarama really is.*