

Disney Releases 6 Scrat Shorts "Sqrta Tales" After Settlement With Creator Ivy Supersonic

Walt Disney Owns No Scrat Trademarks 20th Century Fox Abandoned All Scrat Trademarks



New York City, New York Apr 15, 2022 ([Issuewire.com](https://www.issuewire.com)) - Ivy Supersonic Created Sqrta May 19, 1999. First Article Hit "The Buzz," June 14, 1999 in Las Vegas Review-Journal. www.DisneySqrta.com On June 16, 1999 Sqrta was in The L.A. Times.

BACKGROUND TO OWNERSHIP OF THE SCRAT/SQRAT TRADEMARK

20th Century Fox abandoned all their Scrat Trademarks on Mar 11, 2020 leaving Disney owning none. Ivy Silberstein was the first party to apply for the Sqrart Trademark on June 7, 1999. Fox did not file for their Scrat Trademarks until April 2009 which was Seven years after the first Ice Age movie was released. March 15, 2022 was the 20th Anniversary of the Ice Age Movie Franchise. 20th Century Fox applied for 26 Scrart Trademarks over the last 20 years but all have been abandoned while the Silberstein Trademarks preceded to registration. "After Fox/ Walt Disney abandoned all Scrart, my Trademark Attorney David Einhorn wrote to me, "We Won!"-- Ivy "Supersonic" Silberstein

Disney Owns NO Scrart Trademarks. Notwithstanding the lack of any Trademark rights to Scrart, Disney is releasing 6 Scrart Shorts, "Scrart Tales" introducing a new Cartoon Character, Baby Scrart, April 13, 2022 on Disney Plus.

THE SETTLEMENT AGREEMENT

A March 5, 2020 Settlement was executed between 20th Century Fox & Ivy Silberstein regarding the Trademark rights to Scrart/Sqrart. As a result of Fox abandoning their opposition to Silberstein's Sqrart Trademark, Silberstein was granted her Sqrart Trademark registration on the principal register on July 7, 2020.

On January 28, 2022 Disney released Ice Age 6, The Adventures of Buck Wild without Scrart and March 25, 2022 in the UK on Disney + without Scrart. Press around the world went wild. 500 articles published on the worldwide web crediting Ivy Silberstein as the Original Creator of Ice Age Scrart. Headlines read "Ivy Beat Disney." Not surprisingly given the questions surrounding the creation of Scrart, there were NO public celebrations for the 20th Anniversary of Ice Age Scrart. NO press release, NO media coverage, only radio silence.

AWARD OF THE SILBERSTEIN / DISNEY COPYRIGHT

December 9, 2020 Ivy launched "Ivy Supersonic & Walt Disney Sqrart Copyright 1999," 60 days later February 9, 2021 Disney fired all 450 employees at Blue Sky Studios. Pursuant to an arbitration ruling, arbitrator Allen L. Feinstein ruled Silberstein's Sqrart design to be owned 50/50 between Silberstein and Fox retroactive July 27, 1999. Fox DID NOT Contest at SDNY that Ice Age Scrart drawn by Peter de Seve for Blue Sky Studios was based off Silberstein's Sqrart, rights she acquired from artist Ron Szafarczyk for The Beaver, clipart. March 30, 2022 Insider reported New Yorker Magazine Cartoonist Mort Gerberg in his court testimony explained that the Ice Age Scrart drawn by New Yorker Magazine cover artist Peter de Seve used Silberstein's Sqrart as a base. See www.Scrattales.com . March 31, 2022 Business Insider reported Fox had "Dirty Hands" as noted in the court decision footnotes at SDNY by Judge Richard J. Holwell. See www.Scrart-tales.com After 23 years, Insider got the first interview ever with Blue Sky Studios Modeler John K. Dodelson who told Insider he named Ice Age Sqrart, spelled the Ivy Silberstein Trademarked Way with a Q; Sqrart for Squirrel Rat. Testimony from Chris Wedge Voice of Ice Age Scrart at www.ScrartInternational.com Testimony from Motley Crue Drummer Tommy Lee Voice of Ivy's Sqrart www.IvyDisney.com

THE TRUE ORIGINS OF SQRAT

May 18, 1999, NYC fashion designer Ivy Silberstein a/k/a Ivy Supersonic, best known for her creation of the iconic pink feathered hat Pamela Anderson wore hosting the MTV Awards on September 9, 1999, was walking through Madison Square Park when she spied a new hybrid rodent part squirrel part rat. The first person Ivy called was her boyfriend Mike Anderson at Fox Family Saban & The Power

Rangers. Anderson's interview at The Human Interest Story. First Sqrta was drawn May 19, 1999 at The Art Asylum, 325 Gold Street, Brooklyn.

LONG BEFORE THE ICE AGE MOVIE RELEASE

Ivy Supersonic coined "Sqrta" on CNN World News, segment titled, "Move Over Mickey Here Comes Sqrta." Her interview with Jeanne Moos aired February 28, 2000, 2 years before 20th Century Fox released the Ice Age movie featuring Scrta. On February 29, 2000, CNN story "Sqrta Invade Central Park," was video of the day and CNN's movie of the week. Further nationwide reporting on March 5, 2000, CNN "Mysterious Sqrta Invades NY," syndicated 7 days in a row, aired 145 times on all news networks, ran at 45 National Airports, and on all Continental Airlines in-flight (both International and domestic.) Syndication at www.Sqrta.world Watch CNN at www.TheOriginalSqrta.com. The fascination with the Sqrta/Scrta controversy continues 22 years later, in 2022, the stories, 5 links, are still on the CNN website.

THE SCRAT/SQRAT CONTROVERSY CONTINUES

April 17, 2000, following the airing of the CNN segment, Ivy's father Jerome D. Silberstein (owner of NY Law Firm Silberstein, Awad & Miklos) was working on a Sqrta cartoon deal with Ivy's boyfriend's boss Michael Madnick. See www.JeromeDSilberstein.com. Thereafter, on December 12, 2000, Ivy Supersonic & Sqrta along with actress Kali Hawk (star of "50 Shades of Black" and "Couples Retreat") were on Howard Stern's Christmas Special ("The Lighting of The Teeth," Full Episode with Snoop Dogg, Evan Metropoulos & The Amazing Kreskin). The "Lighting of The Teeth" episode with Sqrta has aired every Christmas for 22 years since. 8 years later, in August 2008, a monetary settlement agreement was proposed between Ivy Silberstein, 20th Century Fox & Blue Sky Studios. About the same time, Michael Madnick was promoted to VP of 20th Century Fox (working with writers of Ice Age and producers at Blue Sky Studios). Out of the blue, on November 20, 2009, Fox Family writer for the Ice Age Movie, Michael J. Wilson, credits his 3-year-old daughter Flora for naming Scrta, read www.IceAgeMovieScrta.com

WHERE DO WE GO FROM HERE

"Hoping Disney Now Steps Up to the Plate and Does the Right Thing." -- Ivy Supersonic

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