

# FLATTMANN FILES

October 2020

*"Quality Is No Accident"*

## FROM THE DESK OF Grady Flattmann

Let's take back 2020 and end it on a good note!  
I'm talking, of course, about Project Christmas!

Flattmann Law helped sponsor St. Tammany Project Christmas last year, and thanks to your amazing support and generosity, we provided gifts and clothes for 25 children. (Overall, the program provided clothes, gifts, and Christmas dinner for 1,851 children and 720 families.) You guys were awesome!

We are doing it again! We will be getting a list of our Angels in early November. We will then use SignUpGenius to post a list of gifts and clothes sizes for each Angel. We will email the link to you (if we have your email address) and post it on our Facebook page. If you didn't get an email from us last year, please email me at [Grady@FlattmannLaw.com](mailto:Grady@FlattmannLaw.com).

This is the easiest Angel project to support! You can sign up for many items or just one. No gift wrapping required. Don't want to go out shopping? No problem! Order online and have it shipped straight to us.

Also, make sure to follow us on Facebook, where we will post the sign-up link and announce a raffle for all our supporters!

Stay healthy!

*-Grady*



## THE FEAR WE ALL LOVE

### Haunted Houses: Past, Present, and Future

Halloween is a time to enjoy the things that send a jolt of fear through our bodies. Nothing brings out the spirit of All Hallows' Eve like putting on your favorite horror flick, dressing up in a terrifying costume, or heading to your local haunted house.

Haunted houses have been one of the most popular October activities for decades. In the U.S., haunted houses were first created to keep young people from "running amok." Boys were known to take to the streets on Halloween and cause mischief with harmless pranks like scaring pedestrians, ding-dong ditching, or even stealing neighbors' gates. However, after the Great Depression, their antics grew more serious. Halloween of 1933 is often referred to as "Black Halloween" because hundreds of teenage boys went on a rampage across the country, flipping cars and sawing off telephone poles.

In order to redirect these boys' actions, many communities began setting up activities for them to participate in, such as Halloween parties, costume parades, and haunted trails or houses. However, this wasn't the world's first haunted house appearance.

In the 1800s, London's Marie Tussauds wax museum had a frightening display of decapitated figures from the French Revolution, dubbed the Chamber of Horrors. In 1915, a British company built one of the earliest haunted houses, which featured demonic screams, shaking floors, and dim lighting. Since then, the allure of haunted houses has taken the world by storm, appearing in countless countries, cities, and communities.

Haunted amusement rides and houses from all over the globe draw thousands of guests each year, but Japan is known for some of the most frightening haunted houses in the world. One of the country's most renowned haunts is the Labyrinth of Fear, located at the amusement park Fuji-Q Highland. Not only is it one of the scariest haunted houses in the world, but it's also one of the largest. The Labyrinth of Fear is set up in a former hospital, and it takes about 40 minutes to walk through the two-story building from start to finish.

Continued on Page 2 ...

Japanese people and visitors can usually enjoy these frights year-round. During a typical summer, many cities across Japan open haunted houses for the sheer enjoyment of visitors who travel from all over to get their scares in early. However, because of the COVID-19 pandemic, many businesses had to shut down across the country this summer, and things were looking bleak.

However, there was one production company, Kowagarasetai, that did not give up. Kenta Iwana, a Kowagarasetai producer, decided the company could still offer a haunted house while practicing safe distancing by setting up a drive-thru haunted house. Although this may sound dangerous at first, the car itself remains stationary throughout the production. In this attraction, guests sit in a car and watch as horror opens up around them — zombies crawl across the hood of the car and press their faces against the windshield, and visitors can hear the shrieks of terror through the radio as an unlucky soul is trapped outside. This new and innovative way to enjoy these annual frights could be just what everyone needs this Halloween.

No matter what's in store for the spooky holiday this year, be safe, have fun, and enjoy Halloween!



## 3 Mind-Blowing Facts About Taco Bell

*The Secret Link Between Home Depot, the Government, and Fast-Food Tacos*

Did you know that Oct. 4 is National Taco Day? Corn or flour tortillas, hard or soft shells, we really love our tacos here in the USA. According to NationalTacoDay.com, Americans ate more than 4.5 billion tacos last year. End to end, that's 490,000 miles of tortilla-wrapped beans, meat, and cheese.

By far, the biggest peddler of light-speed tacos in the country is Taco Bell, the fast-food scion of Americanized Mexican cuisine. In 2012, Taco Bell's Doritos Locos Taco went the food equivalent of viral, selling more than 500 million tacos in just 14 months. It seems like there's a Taco Bell on every street corner, but how much do you really know about the chain? To celebrate National Taco Day, we're serving up three Taco Bell facts that will blow your mind.

**Home Depot helped bring Doritos Locos Tacos to life.** After Frito-Lay reached out to Taco Bell to suggest a collaboration, the development team turned to a hardware store for help. To create the famous snack, they "basically went out to Home Depot to buy a paint-spray gun" and blasted a taco with Dorito dust, according to Grub Street.

**Taco Bell killed Taco Kid.** Before it bought Taco Bell in the 1970s, PepsiCo tried to compete with it. The company launched a restaurant dubbed Taco Kid under its Pizza Hut banner. According to Mental Floss, Taco Bell swiftly stomped out its kid brother. In response, PepsiCo opened its wallet and bought the chain for \$130 million.

**The U.S. government was behind the Quesalupa (sort of).** In February 2016, Taco Bell launched the Quesalupa, a taco featuring a shell stuffed with melted pepper jack cheese. It was the chain's cheesiest offering to date, perhaps because it got a boost from Dairy Management Incorporated, the branch of the United States Department of Agriculture in charge of unloading the country's 1.4-billion pound cheese surplus. That's right: The Quesalupa was (kind of) a tasty government conspiracy.

This is just the tip of the Taco Bell iceberg. To learn about the chain's wacky endeavors (including putting a bullseye in the ocean for astronauts and flying 10,000 Doritos Locos Tacos to Alaska by helicopter), visit [TacoBell.com/History](https://www.tacobell.com/history).



# THE SPOOKY ‘STAR WARS’ SHORTAGE OF 1977

A long time ago ... in October of 1977 to be exact, Halloween was fast approaching and many parents faced a major dilemma. That year, kids didn’t want to go trick-or-treating dressed as vampires, witches, or ghosts. The classic costumes simply wouldn’t do. That Halloween, almost every child in the United States wanted to dress as their favorite character from the new hit movie, “Star Wars.”

Today, you can walk into a Halloween City on Oct. 30 and easily pick up a costume for Rey, Darth Vader, or Princess Leia. But in 1977, less than five months after the release of the first movie in the popular franchise, getting your hands on “Star Wars” merchandise was a bit more difficult. Ben Cooper, a costume company in Brooklyn, had the foresight to license “Star Wars” for costumes right after the movie came out. Unfortunately, they didn’t foresee how great the demand for these costumes would be.

Retailers across the country were selling out of “Star Wars” costumes as fast as they came in. Some stores

reported selling more “Star Wars” costumes than pumpkins. Kids who got their hands on an authentic Han Solo or C-3PO costume were considered lucky. But kids who arrived at the store to find the costume shelves empty didn’t throw in the towel. Instead, they went and found some brown towels to make their own Chewbacca costumes.



In the current age of cosplay, homemade costumes based on movie characters are commonplace, but in 1977, this was uncharted territory. Kids searched for white dresses to be Princess Leia and bathrobes they could cut short to mimic Luke Skywalker. Moms everywhere broke out their sewing machines and created costumes using only action figures for reference. It was grueling work, but it showed how much kids wanted to spend Halloween in a galaxy far, far away.

The “Star Wars” costume shortage marked a new era for Halloween — one where making your own costume was just as cool, if not better, than buying it.

## Take a Break!

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Easy way out



## Spooky Strawberry Ghosts

### Ingredients

- 16 oz white chocolate, chopped
- 24 strawberries
- 1 package mini dark chocolate chips

### Directions

1. In a microwave-safe bowl, heat the white chocolate at 50% power for 30 seconds. Remove it and stir, then repeat the process until melted.
2. Lay out a sheet of parchment paper.
3. One by one, dip the strawberries into the melted white chocolate and set them on the parchment. Allow the extra chocolate to pool to form a “tail” effect.
4. Before the chocolate coating fully cools, add three mini chocolate chips to each berry to form two eyes and a mouth.
5. Let chocolate set, then serve your spooky snacks!

Inspired by Candiquik.com



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The Weird Things Celebs Tried to Trademark  
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Celebrities love to trademark all sorts of things for one simple reason: People associate certain words with the celebrity's brand, and the celebrity wants to protect that. It makes sense from a business perspective, but sometimes, it can get a little silly. Read on to see what the U.S. Trademark and Patent Office gave its blessing to and which trademarks it outright refused to create.

### **Blue Ivy Carter**

Just days before their first daughter was born in 2012, Beyoncé and Jay-Z filed for a trademark on her name. The problem was that a wedding planning company called Blue Ivy was already using the name. Plus, Jay-Z mentioned to the media that their intention was to prevent others from using it. The trademark was denied.

## CATCHPHRASE!

*6 Things Celebrities Tried to Trademark – and Some Who Succeeded*

### **Kylie**

This generic trademark was filed by Kylie Jenner (of the Kardashians and Jenners). Her intention was to use her trademarked name for marketing purposes. The trademark was denied, and Jenner even ended up in a brief legal battle with singer Kylie Minogue.

### **'Let's get ready to rumble!'**

One of the most well-known catchphrases of all time was successfully trademarked in 1992 by its creator, boxing announcer Michael Buffer. Even better, it's made Buffer a very wealthy man. To date, he has made nearly \$500 million dollars by licensing the trademark.

### **'Rock Star From Mars'**

Back in 2011, actor Charlie Sheen had a very public meltdown. During the episode, he rambled off countless phrases such as “Duh, winning,” “tiger blood,” and “rock star from Mars.” In the end, he tried to trademark a

total of 22 phrases, but all were rejected by the U.S. Patent and Trademark Office.

### **'You're fired!'**

Donald Trump is known for many things, including emblazoning his name on everything he owns. Long before he was president and while host of “The Apprentice,” he filed a trademark on the show's catchphrase. It was denied because it was too close to a preexisting (and trademarked) board game called You're Hired.

### **'BAM!'**

TV chef Emeril Lagasse was a pioneer in the world of cooking shows. He popularized cooking on TV and captivated audiences by exclaiming one simple phrase every time he added an ingredient to whatever he was making: “BAM!” Naturally, he trademarked his signature phrase, but he doesn't discourage people from using it as long as they keep it in the kitchen.