



# The Call Center Series FY25 Pitch Kit

Where imagination comes to life. Dream it. Believe it. We'll make it happen.  
The official Pitch Kit for **The Call Center Series** for FY25.

# UNITED STATES FAIR USE TRADEMARK LAW

Fair use is a legal doctrine that promotes freedom of expression by permitting the unlicensed use of copyright-protected works in certain circumstances.

[Section 107 of the Copyright Act](#) provides the statutory framework for determining whether something is a fair use and identifies certain types of uses—such as criticism, comment, news reporting, teaching, scholarship, and research—as examples of activities that may qualify as fair use. Section 107 calls for consideration of the following four factors in evaluating a question of fair use:

**Purpose and character of the use, including whether the use is of a commercial nature or is for nonprofit educational purposes:**

Courts look at how the party claiming fair use is using the copyrighted work, and are more likely to find that nonprofit educational and noncommercial uses are fair. This does not mean, however, that all nonprofit education and noncommercial uses are fair and all commercial uses are not fair; instead, courts will balance the purpose and character of the use against the other factors below. Additionally, “transformative” uses are more likely to be considered fair. Transformative uses are those that add something new, with a further purpose or different character, and do not substitute for the original use of the work.

**Nature of the copyrighted work:**

This factor analyzes the degree to which the work that was used relates to copyright’s purpose of encouraging creative expression. Thus, using a more creative or imaginative work (such as a novel, movie, or song) is less likely to support a claim of a fair use than using a factual work (such as a technical article or news item). In addition, use of an unpublished work is less likely to be considered fair.

**Amount and substantiality of the portion used in relation to the copyrighted work as a whole:**

Under this factor, courts look at both the quantity and quality of the copyrighted material that was used. If the use includes a large portion of the copyrighted work, fair use is less likely to be found; if the use employs only a small amount of copyrighted material, fair use is more likely. That said, some courts have found use of an entire work to be fair under certain circumstances. And in other contexts, using even a small amount of a copyrighted work was determined not to be fair because the selection was an important part—or the “heart”—of the work.

### **Effect of the use upon the market for or value of the copyrighted work:**

Here, courts review whether, and to what extent, the unlicensed use harms the existing or future market for the copyright owner's original work. In assessing this factor, courts consider whether the use is hurting the current market for the original work (for example, by displacing sales of the original) and/or whether the use could cause substantial harm if it were to become widespread.

### **What constitutes a trademark parody:**

A trademark parody is a work that uses an existing brand or logo (typically famous or well-known) in a satirical or humorous way in order to comment on or criticize the original brand. Furthermore, a trademark parody attempts to strike a balance by, on one hand, incorporating sufficient elements of the original brand so the public recognizes it is imitating that famous brand and, on the other hand, including sufficient elements of satire, humor, or criticism so the public understands the parody is commenting on the original brand, rather than forming an affiliation between the two. Owning a trademark registration cannot prevent others from criticizing or commenting on a brand, but there are limitations to trademark parody protection.

### **What are other limitations of parody protection:**

Under United States law, the fair use doctrine allows for the use of a trademark in a parody if it is used for commentary, criticism, news reporting, teaching, or research, even if it would otherwise be considered trademark infringement. However, as discussed above, the parody must transform the original trademark by adding additional elements that help differentiate it from the original brand and make clear it is intended as a parody, rather than a copycat brand. If the parody simply uses the targeted mark in its entirety for its original intended purpose, this could be viewed as trademark infringement.

In addition to the above, other factors may also be considered by a court in weighing a fair use question, depending upon the circumstances. Courts evaluate fair use claims on a case-by-case basis, and the outcome of any given case depends on a fact-specific inquiry.

This means that there is no formula to ensure that a predetermined percentage or amount of a work—or specific number of words, lines, pages, copies—may be used without permission.

# CONNOR DUNWOODIE

## DIRECTOR | WRITER | ACTOR

Connor Dunwoodie is a versatile content creator, director, and actor best known for creating and starring in *The Call Center Series*, a comedic web series that takes a humorous look at the world of customer service. Born in Jacksonville, North Carolina, Connor has been passionate about storytelling and entertainment from a young age. As of today, Connor resides in Houston, Texas.

With over six years of experience in the creative industry, Connor honed their skills in content creation, video production, and social media marketing. Their work on *The Call Center Series* has garnered millions of followers across platforms like TikTok, Instagram, Facebook, and YouTube, where they showcase both their creative vision and sharp sense of humor. Known for their unique ability to blend sarcasm with relatable workplace humor, Connor brings an authentic voice to their projects.

In addition to their work as a content creator, Connor has a strong background in leadership and management, having spent five years at Starbucks Coffee Company. Starting as a barista, Connor quickly advanced to become a Store Manager, where they led a team of over 30 partners and helped grow store revenue by 30%. Their experience in the fast-paced environment of Starbucks provided them with valuable insights into customer service, team management, and operational efficiency skills that have proven essential in creating relatable and funny content for *The Call Center Series*.

Connor's experience also extends to the digital marketing world. As a Talent Brand Manager since 2019, they've worked with various brands and influencers, further honing their skills in digital media and talent management.

With a keen eye for storytelling and a passion for humor, Connor continues to engage and entertain audiences through their viral TikTok videos, Instagram Reels, YouTube episodes, and other creative projects. Their journey from a barista to a digital content creator highlights their ability to adapt, lead, and innovate in both the real world and the digital space.

## CONNOR DUNWOODIE

### OFFICIAL IMDB PAGE

[https://www.imdb.com/name/nm7351680/?ref\\_=tt\\_ov\\_1\\_1](https://www.imdb.com/name/nm7351680/?ref_=tt_ov_1_1)

# THE CALL CENTER SERIES

## SERIES OUTLINE (IMDB)

**The Call Center Series** follows Rye Hemlock (Connor Dunwoodie), a customer service representative at Your Bank, as he deals with the chaos of resolving fraud disputes and navigating the daily challenges of customer service. Each episode is a comedic look at customers' and employees' absurd situations, from bizarre fraud claims to endless transfers and frustrating security questions. With sharp humor and relatable moments, this web series highlights the frustrations and humor of working in the customer service industry.

# THE CALL CENTER SERIES

## SERIES INSIGHTS (IMDB)

- What started as a series of short TikTok videos in 2019 showcasing the humorous side of customer service has now evolved into a full-fledged series on TikTok, Instagram, Facebook, and YouTube. As the series gains popularity, it expands into longer episodes, blending the quick-paced humor of TikTok with more detailed storylines, allowing fans to enjoy a deeper look into the daily life of Rye Hemlock and the absurd world of customer service.
- **The Call Center Series** blends dark humor with relatable everyday struggles faced by customer service representatives. Through its main character, Rye Hemlock, the show highlights the absurdity of workplace scenarios like dealing with difficult customers, repetitive security questions, and the chaos of fraud disputes, making it both hilarious and deeply relatable for anyone who's ever worked in customer service.
- Unlike traditional workplace comedies, **The Call Center Series** is set in the fast-paced world of customer service. The series shines a light on the often overlooked yet frustrating world of call centers, creating a space for humor in situations that many viewers will recognize, like endless phone transfers, bizarre claims, and the struggle to maintain composure while dealing with irate customers.

# THE CALL CENTER SERIES IMDB

## OFFICIAL IMDB PAGE

[https://www.imdb.com/title/tt35934682/?ref\\_=nm\\_knf\\_c\\_2](https://www.imdb.com/title/tt35934682/?ref_=nm_knf_c_2)

# THE CALL CENTER SERIES

## POTENTIAL MEDIA ANGLES

- *“From bedroom to full-blown studio: how a mockumentary TikTok series became a viral hit.”*
- *“This creator turned 5 years of customer service experience into a cult-favorite show.”*
- *“Why The Call Center Series might be the most painfully accurate depiction of working in customer service.”*
- *“The creator behind TikTok’s funniest workplace series is just getting started.”*
- *“TikTok comedy series or next-gen sitcom? The Call Center Series is blurring the lines.”*

# THE CALL CENTER SERIES LINKS

## OFFICIAL TIKTOK ACCOUNT

<https://www.tiktok.com/@thecallcenterseries>

## OFFICIAL YOUTUBE ACCOUNT

<https://www.youtube.com/@thecallcenterseries>

## OFFICIAL INSTAGRAM ACCOUNT

[https://www.instagram.com/thecallcenterseries\\_us/](https://www.instagram.com/thecallcenterseries_us/)

## OFFICIAL FACEBOOK ACCOUNT

<https://www.facebook.com/thecallcenterseries>

## OFFICIAL MERCHANDISE STORE

<https://theryesupplystore-shop.fourthwall.com/>

## OFFICIAL SERIES GIFS

<https://giphy.com/thecallcenterseries>

## CONNOR’S OFFICIAL INSTAGRAM ACCOUNT

<https://www.instagram.com/connordunwoodie/>

# THE CALL CENTER SERIES

## ALL FOLLOWER COUNTS

- **TikTok:** 1,320,000+
- **YouTube:** 21,300+
- **Instagram:** 26,500+
- **Connor's Instagram:** 37,100+

## ACCOUNT METRICS AND INSIGHTS

- Total impressions on all social media platforms: **300,000,000+**
- Highest viewed video on TikTok: **22,000,000+** views.

## KEY PARTNERSHIPS AND PROMOS

- BARK
- Meta
- IT Cosmetics (L'Oréal)
- Servicenow
- The Rye Supply Store
- Auburn Autumn Boutique
- MySmile
- Do Or Drink
- Levoit
- Cameo
- Wyze
- Patreon
- Dr. Pepper

## AWARDS AND NOMINATIONS

- *The Call Center Series* was nominated for the **Comedy (Novice) Award** at the 2025 Cheer Choice Awards and made it into the Top 10 out of nearly 150 nominations in the Comedy (Novice) category.

# THE CALL CENTER SERIES

## RYE HEMLOCK HEADSHOTS

[https://drive.google.com/drive/folders/1KFBkuMixFa3SBl0N2CdeDU\\_4r2C9\\_S2K?usp=sharing](https://drive.google.com/drive/folders/1KFBkuMixFa3SBl0N2CdeDU_4r2C9_S2K?usp=sharing)

## CONNOR DUNWOODIE HEADSHOTS

[https://drive.google.com/drive/folders/1hSu\\_FEzXvzQjGMp5m4SMP1NmpgEn2w9f?usp=sharing](https://drive.google.com/drive/folders/1hSu_FEzXvzQjGMp5m4SMP1NmpgEn2w9f?usp=sharing)

## BEHIND THE SCENES VIDEO

[https://drive.google.com/file/d/1MDDnyQ\\_E45ar3WqvnOofDpuu5CxBSGhT/view?usp=sharing](https://drive.google.com/file/d/1MDDnyQ_E45ar3WqvnOofDpuu5CxBSGhT/view?usp=sharing)

## YOUR BANK OFFICE SET TOUR VIDEO

<https://drive.google.com/file/d/166MFtGTnZDU9ADv04jlJkiCmLBssaySG/view?usp=sharing>

## MARKETING MATERIALS AND PHOTOS

<https://drive.google.com/drive/folders/1PkVgsJKp7zqPxUiMLfftX68himn8r4E6?usp=sharing>

# THE CALL CENTER SERIES

## LOGO USAGE

The preferred approach is to use the logo by itself, unlocked from the wordmark. This allows flexibility to present the logo with greater prominence while maintaining a considered, open and modern presentation.

## PRIMARY LOGO USAGE



## SECONDARY LOGO USAGE



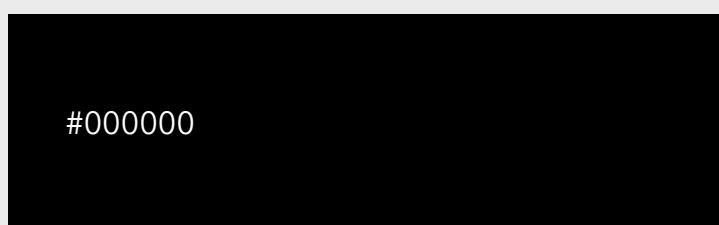
It is important that the appearance of the logos remains consistent. The logos should not be misinterpreted, modified, or added to. No attempt should be made to alter the logos in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.

# THE CALL CENTER SERIES

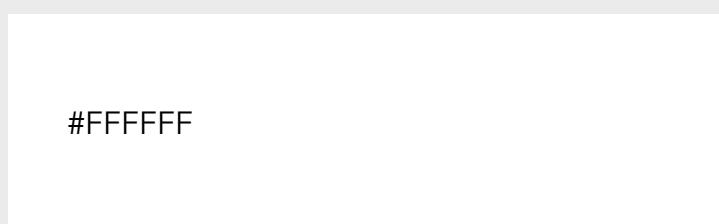
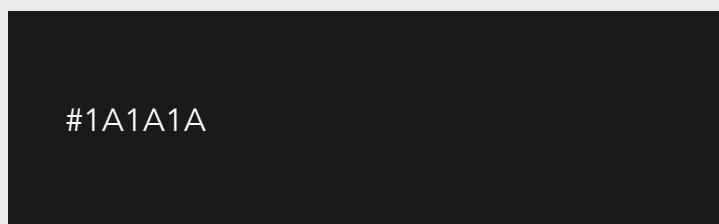
## COLOR GUIDELINES

The Call Center Series has always been red, and that won't change. While embracing a much more colorful language in our brand communications, The Call Center Series red is our resting color, used only in situations where the brand palette is not being used.

## PRIMARY COLOR GUIDELINES



## SECONDARY COLOR GUIDELINES



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# THE CALL CENTER SERIES

## FONTS & TYPOGRAPHY

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## PRIMARY FONT

**Arial Black** is the primary font for The Call Center Series. The character style is in all caps with a space line of 5%.

**ARIAL BLACK**  
**Arial Black**

**Aa**

**ABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**  
**0123456789**  
**\$%#&@:;?!.+=**

**abcdefghijklmnpqr**  
**stuvwxyz**  
**0123456789**  
**\$%#&@:;?!.+=**

The **Spark Digital Studios** Statement

# ASSESS. CONSIDER. TAKE ACTION.

Where imagination comes to life. Dream it. Believe it. We'll make it happen.

**SPARK**  
DIGITAL STUDIOS