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12 SUPER 7 RETAIL, INC.

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SUPER 7 MEDIA, INC.
SUPER 7 RETAIL, INC.
9
SS
CV 10 3442

13 IN THE UNITED STATES DISTRICT COURT
14 FOR THE NORTHERN DISTRICT OF CALIFORNIA

15 2
16 SUPER 7 MEDIA, INC., a California corporation,
17 and SUPER 7 RETAIL, INC., a California
18 corporation,

19 Plaintiffs,

20 v.

21 STAN LEE, an individual; POW!
22 ENTERTAINMENT, INC., a Delaware
23 corporation; A SQUARED ENTERTAINMENT,
24 LLC, a California corporation; ARCHIE COMIC
25 PUBLICATIONS, INC., a New York corporation;
26 STAN LEE COMICS, and DOES 1-25,

27 Defendants.

Case No.

**COMPLAINT FOR
TRADEMARK INFRINGEMENT,
FALSE DESIGNATION OF ORIGIN,
UNFAIR COMPETITION, AND
DECLARATORY RELIEF**

DEMAND FOR JURY TRIAL

28 Plaintiffs Super 7 Media, Inc. and Super 7 Retail, Inc. (collectively, "Super 7"), for their
Complaint against Defendants Stan Lee, POW! Entertainment, Inc., A Squared Entertainment, LLC,
Archie Comic Publications, Inc., Stan Lee Comics, and Does 1-25 (collectively, "Defendants"), allege as
follows:

Super 7 offers a wide range of products under its federally-registered SUPER7® trademark.
Defendants are about to launch a broadscale entertainment and merchandizing campaign, which will

1 include many competing products, under the SUPER SEVEN trademark – in the face of Super 7's
2 objections, and despite Defendants' earlier assurances that they would not use that trademark. The
3 parties' trademarks are effectively identical, and their products are the same or substantially related.
4 Under these circumstances, consumer confusion is inevitable, thereby mandating the relief Super 7 seeks
5 in this action.

6 JURISDICTION

7 1. This Court has subject matter jurisdiction under 28 U.S.C. §§ 1331, 1338 and 2201
8 because this action arises under the Lanham Act, 15 U.S.C. §1051, *et seq.*, and involves an actual
9 controversy between the parties. The Court has supplemental jurisdiction over Super 7's state law
10 claim under 28 U.S.C. § 1367.

11 VENUE

12 2. Venue is proper under 28 USC §1391(b) because a substantial part of the events or
13 omissions giving rise to this action occurred in this judicial district, or a substantial part of the
14 property that is the subject of this action is situated in this judicial district.

15 INTRADISTRICT ASSIGNMENT

16 3. This division is proper because this action arises in San Francisco County, California.

17 THE PARTIES

18 4. Plaintiff Super 7 Media, Inc. is a California corporation with its principal place of
19 business in San Francisco, California.

20 5. Plaintiff Super 7 Retail, Inc. is a California corporation with its principal place of
21 business in San Francisco, California.

22 6. Upon information and belief, Defendant Stan Lee is an individual residing in Los
23 Angeles, California.

24 7. Upon information and belief, Defendant POW! Entertainment, Inc. ("POW!
25 Entertainment") is a Delaware corporation with its principal place of business in Los Angeles,
26 California.

1 8. Upon information and belief, Defendant A Squared Entertainment, LLC ("A Squared
2 Entertainment") is a California corporation with its principal place of business in Los Angeles,
3 California.

4 9. Upon information and belief, Defendant Archie Comic Publications, Inc. ("Archie
5 Comics") is a New York corporation with its principal place of business in Mamaroneck, New York.

6 10. Upon information and belief, Defendant Stan Lee Comics is a newly-formed entity. The
7 legal status of this entity is presently unknown to Super 7.

8 11. Super 7 is presently ignorant of the true names and capacities of Defendants sued herein
9 as Does 1-25 and therefore sues these Defendants by such fictitious names. Super 7 will amend its
10 Complaint to allege these Defendants' true names and capacities when ascertained.

11 12. At all times herein mentioned, each Defendant was the agent, employee, partner, joint
12 venturer, aider and abettor, alter ego, and co-conspirator of or with each of the remaining Defendants,
13 and in doing the things hereinafter alleged, was acting within the course and scope of such agency,
14 employment, partnership, joint venture, and conspiracy, and each Defendant directed, ratified and
15 approved the acts of the remaining Defendants.

16 **FACTS**

17 13. Super 7 is a well-known manufacturer and distributor of merchandise under the
18 SUPER7® trademark. Super 7 is a leader in the toy industry, designing and producing popular action
19 figures and other toys. Super 7 has created products for such prominent entities as Lucasfilm Ltd.,
20 Toei Animation Co., Ltd., Toho Company Ltd., and Tsuburaya Productions. But Super 7's business
21 extends far beyond toys. Its offerings under the SUPER7 trademark also include books and
22 magazines; a full range of clothing; and various other items, from beverage glassware to stickers to
23 notebooks to wallpaper. Super 7's products are available through its website, www.super7store.com,
24 among other channels.

25 14. Super 7 has a significant presence in the comic book field and related fields. Comic
26 book artists regularly turn to Super7 to create action figures and other toys based on their characters.
27 In this regard, Super 7 has worked with many of the biggest names in the comic book industry –

1 including Frank Miller and Geof Darrow, James Jean, and Scott Morse, among others. Moreover,
2 Super 7's own GHOSTLAND characters have appeared in comic book form. Super 7 also frequently
3 hosts book signings for comic book artists, and distributes comic book collections and other literature
4 involving comics.

5 15. Super 7 distributes its products under the SUPER7 trademark throughout the United
6 States and to several foreign countries.

7 16. As a result of Super 7's extensive sales and promotion over the past number of years,
8 its SUPER7 trademark is recognized by consumers throughout the United States (and the world) as an
9 identifier of Super 7 and its products.

10 17. Super7's trademark rights are reflected in part by its U.S. trademark registration (Reg.
11 No. 3079331) for SUPER7 in Class 16, Class 25, and Class 28. This registration, which serves as
12 prima facie evidence of Super 7's nationwide trademark rights, covers a variety of goods including
13 "toys namely collectible action figures" and various types of clothing. The registration was issued on
14 April 11, 2006, based on an application filed on April 4, 2005, and it indicates Super 7's use of the
15 SUPER7 trademark at least as early as 2003. Super 7 also owns a Community Trademark
16 Registration and a registration with the Japanese Patent Office for its SUPER7 trademark.

17 18. Super 7 regularly attends and promotes its SUPER7 brand and products at comic book
18 industry conventions and trade shows. For example, Super 7 has exhibited at Comic-Con
19 International: San Diego ("Comic-Con") every year since 2003. Comic-Con, originally known as
20 Golden State Comic Book Convention, is the largest comic book industry convention in the United
21 States and the second largest in the world. It annually attracts over 100,000 people from across the
22 globe.

23 19. In addition to Comic-Con, Super 7 showcases its SUPER7 products each year at
24 WonderCon and the Alternative Press Expo, two other widely-attended comic book industry
25 conventions.

26 20. Stan Lee is the former president and chairman of Marvel Comics, and the creator or
27 co-creator of such characters as Spider-man, the Hulk, Iron Man, Daredevil, Thor, the Fantastic Four,
28

1 and the X-Men. Mr. Lee's comics and characters have led not only to books, movies, and televisions
2 shows, but also to extensive merchandizing. Mr. Lee's popular comic book characters are invariably
3 made into action figures, and included as part of a wide range of other toys. Moreover, these
4 characters routinely appear on clothing, posters, stickers, beverage glassware, and virtually every
5 other consumer product. Upon information and belief, Mr. Lee and his affiliates have made millions
6 of dollars exploiting his comics and characters.

7 21. Stan Lee is currently Chairman and Chief Creative Officer of POW! Entertainment.
8 Upon information and belief, Stan Lee, along with Gill Champion and Arthur M. Lieberman, founded
9 POW! Entertainment to create, produce, and license new works based on Mr. Lee's comics and
10 characters. As stated on its website, www.powentertainment.com, the company "specializes in
11 franchises for the entertainment industry, including animation and live-action feature films, plus
12 television, DVDs, video games, merchandising, and related ancillary markets all of which contribute
13 to global expansion." Moreover, "POW! Entertainment partners with other individuals and entities
14 ... in the creation, licensing and distribution of new POW! Entertainment character franchises."

15 22. In February 2010, many years after Super 7 established rights in the SUPER7
16 trademark, Super 7 learned that Defendants were considering adopting the SUPER SEVEN trademark
17 as part of their new venture. Accordingly, on March 4, Super 7, through its counsel, sent a letter to
18 Stan Lee/POW! Entertainment and A Squared Entertainment calling their attention to Super 7 and its
19 longstanding trademark rights, and warning them not to violate those rights.

20 23. On or about March 22, 2010, Super 7 received a response from Stan Lee/POW!
21 Entertainment and A Squared Entertainment, courtesy of their counsel, Ted Gerdes. Mr. Gerdes
22 stated that his clients "have decided to move in a different direction and are in the process of
23 developing another mark for their products."

24 24. Following Mr. Gerdes's March 18 letter, the parties had no communications for three
25 months. Super 7 reasonably assumed that Defendants would not adopt SUPER SEVEN or another
26 trademark that is confusingly similar to SUPER7, and that this matter was resolved. However, on or
27 about June 10, 2010, Super 7 received another letter from Mr. Gerdes stating that his clients now
28

1 | planned to use "Stan Lee and the Super Seven" as a trademark "in connection with comic books,
2 | television, and on line programming, as well as other works."

3 | 25. Super 7, through its counsel, promptly replied to Mr. Gerdes's June 10 letter
4 | expressing its objections. It explained that Defendants' use of STAN LEE AND THE SUPER
5 | SEVEN, like its use of SUPER SEVEN, would be likely to confuse consumers, given the similarity
6 | between the parties' marks and the substantial overlap between their offerings. Super 7 elaborated on
7 | its business and its trademark rights, and demanded that Defendants not adopt the STAN LEE AND
8 | THE SUPER SEVEN trademark. Super 7 concluded its letter by inviting Mr. Gerdes to contact its
9 | counsel "if you would like to discuss this matter further." After not receiving a response for several
10 | weeks, Super7 again reasonably assumed that this matter was resolved, and that Defendants would
11 | comply with its demand.

12 | 26. This year's Comic-Con took place at the San Diego Convention Center on July 22-25.
13 | As usual, Super 7 attended as an exhibitor; Stan Lee, Andrew Heyward of A Squared Entertainment,
14 | and Jon Goldwater of Archie Comics also attended. On July 24, Mr. Lee, Mr. Heyward, and Mr.
15 | Goldwater announced that Defendants would be launching SUPER SEVEN later this year. This
16 | announcement came as a shock to Super 7 given its trademark rights and the parties' earlier
17 | communications.

18 | 27. Also on approximately July 24, Defendants issued a press release concerning their new
19 | venture. The press release, available at www.powentertainment.com, stated:

20 | A Squared Entertainment (A²), a full service brand entertainment company,
21 | Archie Comics, the leading producer of comic book entertainment, and Stan
22 | Lee, founder, chairman, and chief creative officer (CCO) of POW!
23 | Entertainment announced today at Comic-Con a new 21st century comic book
24 | label, Stan Lee Comics.

25 | ...
26 | Stan Lee Comics, based on new and original creations from Lee, will be
27 | published across both print and digital formats. Alongside comic books, the
28 | franchises will be produced as both animated and live action entertainment,
including webisodes and companion games. The new Lee creations will also be
licensed and merchandised globally, across toys, video games, publishing and
apparel, thereby creating a worldwide network of community support across a
fully integrated brand. The first series, Stan Lee's "Super Seven," will also
debut with an original made-for-video animated motion picture.

1 In 2010, Stan Lee Comics introduces three new superhero franchises including
2 the world's first reality comic book. Stan Lee makes his debut as a featured
3 character in "Super Seven" when he befriends seven aliens who find themselves
4 stranded after their spaceship crashes.

5 The press release is attached hereto as Exhibit A.

6 28. Likewise, A Squared Entertainment posted a "news" story about Defendants' plans on
7 its website, www.a2entertain.com. It stated:

8 Super Seven will take traditional comic book form by the end of the year,
9 with online and extensions rolling out later, said Andy Heyward, the chief
10 executive and co-founder of A Squared. Talks are under way with toy retailers,
11 and related motion pictures are the ultimate goal.

12 "We're approaching this like the Normandy invasion – all in," Mr. Heyward said."

13 The "news" story is attached hereto as Exhibit B.

14 29. Numerous newspapers and other mass media, in addition to trade journals, have
15 already reported on Defendants' plans for SUPER SEVEN, confirming the scope and timing.
16 Examples are attached hereto as Exhibits C, D, and E.

17 30. In summary, based on the Comic-Con announcement; Defendants' press release and
18 "news" story; numerous third party reports; and other relevant information, it is apparent that
19 Defendants have imminent plans to embark on a major campaign, spanning multiple industries, under
20 the SUPER SEVEN trademark, in willful disregard of Super 7's trademark rights. Defendants will
21 offer some products under that trademark that are the same as Super 7's offerings, and others that are
22 closely related. Unless the Court enjoins Defendants from proceeding, Defendants' actions – which
23 come in the face Super 7's objections – will lead to rampant consumer confusion, and cause
24 irreparable harm to Super 7's invaluable goodwill.

25 **FIRST CAUSE OF ACTION**
26 **Trademark Infringement**
27 **(15 U.S.C. § 1114)**

28 31. Super 7 realleges and incorporates by reference the allegations of Paragraphs 1
through 30 above.

1 41. Defendants' unauthorized use, or planned use, of SUPER SEVEN and/or STAN LEE
2 AND THE SUPER SEVEN falsely suggests that Defendants and their offerings are connected with,
3 sponsored by, affiliated with, or related to Super 7, or that Super 7 and its offerings are connected
4 with, sponsored by, affiliated with, or related to Defendants.

5 42. Defendants' unauthorized use of SUPER SEVEN and/or STAN LEE AND THE
6 SUPER SEVEN constitutes a false designation of origin in violation of 15 U.S.C. § 1125(a).

7 43. The willful and intentional nature of Defendants' false designation of origin makes this
8 an exceptional case pursuant to 15 U.S.C. § 1117(a).

9 44. As a result of this false designation of origin, Super 7 has suffered damages in an
10 amount to be determined at trial.

11 45. As a result of this false designation of origin, Super 7 has also suffered, and will in the
12 future suffer, irreparable injury to its business, reputation, and goodwill. Super 7 will suffer such
13 irreparable injury unless and until Defendants' misconduct is enjoined by the Court.

14 **THIRD CAUSE OF ACTION**
15 **Unfair Competition**
16 **(Cal. Bus. & Prof. Code §17200)**

17 46. Super 7 realleges and incorporates by reference the allegations of Paragraphs 1
18 through 45 above.

19 47. Defendants' conduct, namely, its unauthorized use, or planned use, of SUPER SEVEN
20 and/or STAN LEE AND THE SUPER SEVEN in a manner that is likely to cause confusion, or to
21 cause mistake, or to deceive constitutes unfair competition under California Business and Professions
22 Code § 17200.

23 48. Defendants' conduct is unlawful, unfair and/or fraudulent.

24 49. As a result of this unfair competition, Super 7 has also suffered, and will in the future
25 suffer, irreparable injury to its business, reputation, and goodwill. Super 7 will suffer such irreparable
26 injury unless and until Defendants' misconduct is enjoined by the Court.
27
28

FOURTH CAUSE OF ACTION
Declaratory Relief
(28 U.S.C. § 2201)

1
2
3 50. Super 7 realleges and incorporates by reference the allegations of Paragraphs 1
4 through 49 above.

5 51. An actual controversy exists between Super 7 and Defendants. Defendants' use, or
6 planned use, of SUPER SEVEN and/or STAN LEE AND THE SUPER SEVEN creates a definite
7 and concrete dispute between the parties, who have adverse legal interests. The parties' dispute is
8 real and substantial, and calls for a decree of conclusive character.

9 52. Super 7 maintains that Defendants' use, or planned use, of SUPER SEVEN and/or
10 STAN LEE AND THE SUPER SEVEN is or will be a violation of its valuable trademark rights. Yet
11 Defendants have refused to refrain from using those marks, despite Super 7's demands.

12 53. The substantial controversy between Super 7 and Defendants is of sufficient
13 immediacy and reality to warrant the issuance of a declaratory judgment. A judicial declaration is
14 necessary to settle this dispute and to clarify the parties' respective rights.

15 54. In view of the controversy between the parties, Super 7 seeks a declaratory judgment
16 that Defendants' use, or planned use, of SUPER SEVEN and/or STAN LEE AND THE SUPER
17 SEVEN constitutes, or will constitute, trademark infringement under 15 U.S.C. § 1114, false
18 designation of origin under 15 U.S.C. § 1125(a), and unfair competition under California Business
19 and Professions Code § 17200. Further, Super 7 seeks a declaratory judgment that Defendants are not
20 entitled to use SUPER SEVEN and/or STAN LEE AND THE SUPER SEVEN.

PRAYER FOR RELIEF

21
22 Wherefore, Super 7 prays for relief as follows:

23 1. A judgment enjoining Defendants, and all of their agents, representatives, and affiliates,
24 preliminarily and permanently, from (1) using SUPER SEVEN, STAN LEE AND THE SUPER
25 SEVEN, or any other trademark that is confusingly similar to Super 7's SUPER7 trademark; and (2)
26 doing any act or thing likely to confuse or to deceive consumers into believing that there is some
27 connection between Defendants and Super 7, or vice versa;

1 2. A judgment ordering Defendants, pursuant to 15 U.S.C. § 1116(a), to file with this Court
2 and serve upon Super 7 within thirty (30) days after entry of the injunction, a report in writing under oath
3 setting forth in detail the manner and form in which Defendants have complied with the injunction;

4 3. A judgment ordering Defendants, pursuant to 15 U.S.C. § 1118, to deliver up for
5 destruction all labels, signs, prints, packages, wrappers, receptacles, and advertisements in Defendants'
6 possession bearing the designations SUPER SEVEN or STAN LEE AND THE SUPER SEVEN;

7 4. A judgment that Defendants account for and disgorge to Super 7 all of the profits realized
8 by Defendants, or others acting in concert or participating with Defendants, resulting from Defendants'
9 acts of trademark infringement, false designation of origin, and unfair competition;

10 5. A judgment awarding compensatory damages, plus interest, in an amount to be
11 determined;

12 6. A judgment that Super 7 be awarded three times Defendants' profits from their use of
13 SUPER SEVEN and/or STAN LEE AND THE SUPER SEVEN, or three times Super 7's damages,
14 whichever is greater, together with its reasonable attorney's fees pursuant to 15 U.S.C. § 1117(a) and (b);

15 7. A judgment that Super 7 recover the costs of this action plus interest;

16 8. A judgment declaring that Defendants' use, or planned use, of SUPER SEVEN and/or
17 STAN LEE AND THE SUPER SEVEN constitutes, or will constitute, trademark infringement under
18 15 U.S.C. § 1114, false designation of origin under 15 U.S.C. § 1125(a), and unfair competition under
19 California Business and Professions Code § 17200;

20 9. A judgment declaring that Defendants are not entitled to use SUPER SEVEN and/or
21 STAN LEE AND THE SUPER SEVEN.

22 10. A judgment that Super 7 be granted such other and further relief as the Court deems
23 just and proper.

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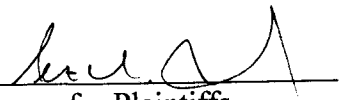
DEMAND FOR JURY TRIAL

Super 7 hereby demands a trial by jury on all issues so triable.

Dated: August 5, 2010

Respectfully submitted,

HARVEY SISKIND LLP
D. PETER HARVEY
SETH I. APPEL

By: 
Attorneys for Plaintiffs
SUPER 7 MEDIA, INC.
SUPER 7 RETAIL, INC.



A SQUARED ENTERTAINMENT (A²), ARCHIE COMICS AND THE LEGENDARY STAN LEE TEAM UP TO CREATE STAN LEE COMICS

Stan Lee To Create, Write, Produce And Lend His Voice And Likeness To New Comic Book Superheroes

SAN DIEGO - July 14, 2010 - A Squared Entertainment (A²), Archie Comics



**A SQUARED ENTERTAINMENT (A²), ARCHIE COMICS
AND THE LEGENDARY STAN LEE TEAM UP
TO CREATE STAN LEE COMICS**

**Stan Lee To Create, Write, Produce And Lend His Voice
And Likeness To New Comic Book Superheroes**

SAN DIEGO – July 24, 2010 – A Squared Entertainment (A²), a full service brand entertainment company, Archie Comics, the leading producer of comic book entertainment, and Stan Lee, founder, chairman and chief creative officer (CCO) of POW! Entertainment announced today at Comic-Con a new 21st century comic book label, Stan Lee Comics.

Stan Lee Comics, based on new and original creations from Lee, will be published across both print and digital formats. Alongside the comic books, the franchises will be produced as both animated and live action entertainment, including webisodes and companion games. The new Lee creations will also be licensed and merchandised globally, across toys, video games, publishing and apparel, thereby creating a worldwide network of community support across a fully integrated brand. The first series, Stan Lee's "Super Seven," will also debut with an original made-for-video animated motion picture.

In 2010, Stan Lee Comics introduces three new superhero franchises including the world's first reality comic book. Stan Lee makes his debut as a featured character in "Super Seven" when he befriends seven aliens who find themselves stranded after their spaceship crashes. The second, "Airwalker" working title, was teased in last week's episode of HBO's hit series, "Entourage." This Sunday's episode will continue the story line with a cameo appearance by Lee. The third franchise of Stan Lee Comics will be announced in October 2010.

"This has been a lifelong dream for myself, Stan Lee and Jon Goldwater," said A² Entertainment co-founder and CEO, Andy Heyward. "We have known and respected each other's work for years. A² Entertainment is honored to collaborate and create the next great label of superheroes with a living legend in this field."

"Creating this comic book line has been a humbling experience," says Archie

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and create the next great label of superheroes with a living legend in this field."

"Creating this comic book line has been a humbling experience," says Archie Comics Co-CEO, Jon Goldwater. "With this project we've brought together the most successful creator of comic book characters of all time, the most prolific producer of children's entertainment and one of the most successful comic book publishers of all time to create a new series of superheroes that will influence generations to come."

"For many reasons, Stan Lee Comics is an especially important venture for me," says POW! Chairman and Founder Stan Lee. "With this new line, I have the chance to be intimately involved with the creation of a new world of superheroes and the opportunities are limitless with the Web, TV, film and more. Although the mediums may change, this proves there will always be a place for superheroes in the world of entertainment."

A² will manage the animated and live programming, as well as the global licensing and merchandising. Archie Comics will be responsible for the publication of the comics, in both the print and digital formats. Lee will be involved with all creation and creative for Stan Lee Comics.

About A Squared Entertainment (A²) LLC
A Squared Entertainment (A²) is a full-service brand entertainment company that creates, develops, produces, programs, markets, merchandises and distributes content across all channels, online, offline, on-air and at retail outlets.

Headquartered in Los Angeles, A² Entertainment was created by Co-Presidents Andy Heyward and Amy Moynihan Heyward in 2009. Having spent the last quarter of a century in the kids industry, the two created A² Entertainment with a mission to develop meaningful entertainment in various formats and recreate the way brands are managed and brought to market in a multimedia, multi-tasking world. A² Entertainment is currently producing the "Secret Millionaire's Club" with billionaire Warren Buffett, "Gisele & the Green Team" with supermodel Gisele Bündchen and "Martha & Friends" with American media mogul and business magnate Martha Stewart.

About Archie Comics
The Archie Comics line of comic books is one of the most successful, longest running brands in the history of the comic industry. Archie Comics have sold 1.5 billion comics and are published in a dozen different foreign languages and distributed all over the world. Archie Comics has spawned characters whose popularity has spilled over into other media and who have become part of popular culture. SABRINA THE TEENAGE WITCH and JOSIE AND THE PUSSYCATS are just some of the many legendary franchises that are part of the Archie Comics Library.

Internet 100%

"Martha & Friends" with American media mogul and business magnate Martha Stewart.

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About POW! (PURVEYORS OF WONDER) ENTERTAINMENT, INC.

(Pinksheets: POWN)

An advanced media and entertainment company, POW! was founded by Stan Lee, together with award winning producer Gill Champion and intellectual property attorney Arthur Lieberman, Esq., to create, produce and license original intellectual properties. POW! specializes in franchises for the entertainment industry, including animation and live-action feature films, plus television, DVDs, video games, merchandising and related ancillary markets, all of which contribute to global expansion.

CONTACTS:

Bender/Helper Impact - Contacts for A! Entertainment
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HOME ABOUT

PROPERTIES CONTACT

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Back to news

Stan Lee Writes Himself Into His New Venture

The comics mogul Stan Lee has helped create some of the world's best-known superheroes: Spider-Man, the Incredible Hulk, Thor. Does the 87-year-old Mr. Lee have enough radioactive tricks up his sleeve to deliver a squad of new blockbuster characters?

Comic fans are about to find out.

On Saturday Mr. Lee will unveil a series called Super Seven here at Comic-Con International, the annual convention for all things superhero. The print and digital line — which will feature Mr. Lee as a major character — is part of a new venture called Stan Lee Comics that is backed by A Squared Entertainment and Archie Comics.

The basic story line: Mr. Lee, struggling with writer's block, takes a trip to the desert to clear his mind. A spaceship crashes nearby with seven aliens aboard. Since they are now stuck on Earth, Mr. Lee decides to take advantage of their supernatural powers. He gives them superhero identities and tasks to perform.

"Not that they're too happy about it," an energetic Mr. Lee said Friday morning, peering through black-framed bifocals.

The new characters range from a teenager — Kid Kinergy, action addict, has telekinetic powers — to a ladies' man called Lazer Lord. "You're not sure if he's good or bad," Mr. Lee said. "That's to keep the readers worried."

Mr. Lee said he endowed other characters with powers never seen before, for example, "Tank Chubbiness as a weapon."

Super Seven will take traditional comic book form by the end of the year, with online and television





HOME ABOUT

PROPERTIES CONTACT

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[Back to news](#)

Super Seven will take traditional comic book form by the end of the year, with online and television extensions rolling out later, said Andy Heyward, the chief executive and co-founder of A Squared. Talks are under way with toy retailers, and related motion pictures are the ultimate goal.

"We're approaching this like the Normandy invasion — all in," Mr. Heyward said.

Mr. Heyward hopes to build a second Stan Lee Comics property around a character called Air-Walker, who first appeared in comics published by Marvel, where Mr. Lee spent most of his career, ultimately serving as its chairman. (It was at Marvel in the 1960s where Mr. Lee, along with the artist Jack Kirby, created the likes of the X-Men and the Fantastic Four.)

Mark Evanier, a comics historian who wrote the book "Kirby: King of Comics," noted that this is not the first time Mr. Lee has helped create characters since his heyday at Marvel. There was a predominantly online venture called Stan Lee Media in the late 1990s.

Through his POW! Entertainment, backed by the Walt Disney Company, Mr. Lee is at work on several new potential franchises. And on Wednesday, the publishing house BOOM! Studios unveiled details of three new superhero titles that Mr. Lee has helped create. "I'm more like an overseer and executive editor on that project," Mr. Lee said.

The upshot: Super Seven, according to Mr. Lee, is the first project since his Marvel days in which he is intimately involved as a creator.

"They foolishly allowed me to create the characters and the concepts," he said. "It's the first time I'm doing what I used to do — deciding whether a concept is viable, picking the artists, trying to make it something worthwhile."

As Mr. Lee, Archie Comics and A Squared know, that is easier said than done. With even the most successful comics these days selling a few hundred thousand copies, the hard part of the superhero-





HOME ABOUT

PROPERTIES CONTACT

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the first time, Mr. Lee has helped create characters since his heyday at Marvel. There was a predominantly online venture called Stan Lee Media in the late 1990s.

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The upshot: Super Seven, according to Mr. Lee, is the first project since his Marvel days in which he is intimately involved as a creator.

"They foolishly allowed me to create the characters and the concepts," he said. "It's the first time I'm doing what I used to do — deciding whether a concept is viable, picking the artists, trying to make it something worthwhile."

As Mr. Lee, Archie Comics and A Squared know, that is easier said than done. With even the most successful comics these days selling a few hundred thousand copies, the hard part of the superhero-creating business is trying to find something that will have staying power on television and at the movies. (In Mr. Evanier's estimation, the last characters to truly succeed were the power-dwelling Teenage Mutant Ninja Turtles, who first appeared in 1984.)

Where does Mr. Lee get all of this energy?

"I'm happiest when I'm sitting at a computer writing," he said. "A writer is like God: he can destroy empires, create new universes."

Mr. Lee is known for popping up in cameo roles in movies based on Marvel characters, but he said Super Seven marks something new in comics — the first time that a real person has regularly appeared (serving as an alien leader, no less). It's not a surprise to Mr. Evanier.

"Stan is probably Stan's greatest character anyway," he said.





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Stan Lee's 'Super Seven' Intimately Involved for the 1st Time Since Marvel

Published: 07/25/2010 04:26pm



Lazar Lord

At a panel discussion sponsored by Archie Comics at the San Diego Comic-Con Stan Lee gave audiences a look at *Super Seven*, the first property from Stan Lee Comics, a venture backed by A Squared Entertainment and Archie Comics. *Super Seven*, which features Lee himself as a leader of a band of alien superheroes that includes the likes of Lazar Lord and Kid Kinergy, was announced in February (see "[Stan Lee and Archie Comics](#)"). The first issue of the *Super Seven* comic is due out by the end of the year.

In contrast to his role in the production of other contemporary comic lines such as the "Stan Lee" books being published by Boom Studios (see "[Stan Lee's Boom Titles Revealed](#)"), which Lee characterized to the *New York Times* as "more like an overseer and executive editor," with the *Super Seven* Lee is intimately involved as a creator for the first time since his Marvel days. He told the *Times*: "They foolishly allowed me to create the characters and the concepts. It's the first time I'm doing what I used to do—deciding whether a concept is viable, picking the artists, trying to make it worthwhile."

A Squared Entertainment, which was founded by Andy Heyward who was the CEO of animation and children's programming powerhouse DIC Entertainment for 25 years, is anxious to exploit *Super Seven* across a range of media platforms, though no deals were announced at Comic-Con. The second Stan Lee Comics property *Air-Walker*, a character who first appeared in *Fantastic Four* #120 in 1972, should debut in its new incarnation in 2011.

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July 23, 2010

Stan Lee Writes Himself Into His New Venture

By **BROOKS BARNES**

SAN DIEGO — The comics mogul Stan Lee has helped create some of the world's best-known superheroes: Spider-Man, the Incredible Hulk, Thor. Does the 87-year-old Mr. Lee have enough radioactive tricks up his sleeve to deliver a squad of new blockbuster characters?

Comic fans are about to find out.

On Saturday Mr. Lee will unveil a series called Super Seven here at Comic-Con International, the annual convention for all things superhero. The print and digital line — which will feature Mr. Lee as a major character — is part of a new venture called Stan Lee Comics that is backed by A Squared Entertainment and Archie Comics.

The basic story line: Mr. Lee, struggling with writer's block, takes a trip to the desert to clear his mind. A spaceship crashes nearby with seven aliens aboard. Since they are now stuck on Earth, Mr. Lee decides to take advantage of their supernatural powers. He gives them superhero identities and tasks to perform.

"Not that they're too happy about it," an energetic Mr. Lee said Friday morning, peering through black-framed trifocals.

The new characters range from a teenager — Kid Kinergy, action addict, has telekinetic powers — to a ladies' man called Lazer Lord. "You're not sure if he's good or bad," Mr. Lee said. "That's to keep the readers worried."

Mr. Lee said he endowed other characters with powers never seen before; for example, "Think

chubbiness as a weapon.”

Super Seven will take traditional comic book form by the end of the year, with online and television extensions rolling out later, said Andy Heyward, the chief executive and co-founder of A Squared. Talks are under way with toy retailers, and related motion pictures are the ultimate goal.

“We’re approaching this like the Normandy invasion — all in,” Mr. Heyward said.

Mr. Heyward hopes to build a second Stan Lee Comics property around a character called Air-Walker, who first appeared in comics published by Marvel, where Mr. Lee spent most of his career, ultimately serving as its chairman. (It was at Marvel in the 1960s where Mr. Lee, along with the artist Jack Kirby, created the likes of the X-Men and the Fantastic Four.)

Mark Evanier, a comics historian who wrote the book “Kirby: King of Comics,” noted that this is not the first time Mr. Lee has helped create characters since his heyday at Marvel. There was a predominantly online venture called **Stan Lee Media** in the late 1990s.

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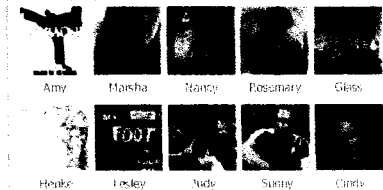


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