



<p>When MGM demanded that Honda not air the ad, Honda changed the ad so the music and the characters' accents would be less like a James Bond movie.</p>	<p>The ad agency named the project "James Bob" at one point.</p>	<p>The ad agency employee admitted thinking that "James Bob" was a play on words for "James Bond."</p>
<p>The nickname "James Bob" was dropped very soon into the project.</p>	<p>The casting director told talent agencies he was looking for actors who looked like James Bond.</p>	<p>In the James Bond film "The Spy Who Loved Me," a helicopter chased a car. In the Honda commercial, a helicopter chased a car.</p>
<p>In the James Bond film "Dr. No," the villain had metal hands. In the Honda commercial, the villain's hands make clanging noises as they scrape the car.</p>	<p>James Bond movies feature expensive cars (such as a BMW or an Aston Martin) that have special features like torpedoes or submarine capability. Hondas are everyday cars that are not unusually expensive.</p>	<p>The advertising agency VP said he got the idea for the ad from the movie "Aliens."</p>
<p>The advertising agency VP who got the idea for the film had seen bits and pieces of James Bond movies.</p>	<p>In his deposition before the trial, the advertising agency VP kept referring to the ad's actor as "James."</p>	<p>Honda's executive testified they told the casting director to get actors who looked like characters from the movie "The Avengers"</p>
<p>Honda's executive said the villain did not have metal hands. He was wearing gloves.</p>	<p>Honda's expert, a longtime fan of James Bond films, testified that the action elements in the ad were generic elements present in any action film.</p>	<p>MGM's expert, a university professor who teaches a class about James Bond films, testified that the ad has the same unique pace, mood, and other elements that only James Bond movies have.</p>
<p>MGM's expert, who wrote a book about JB and appears on radio and television, testified that parts of Honda's ad were exactly the same as parts of various JB movies.</p>	<p>The actor in Honda's ad had blonder hair than the actors that actually played James Bond.</p>	<p>The Honda ad has a more sepia tone than real James Bond films do.</p>