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Q: I realize that if I want to use song lyrics in my writing (a novel) I will need permission, but does the same go for mentioning Aunt Jemima pancake mix or Air Jordan sneakers?

You don't need to get formal permission to use brand names, but you could ask the publisher if they'd put an acknowledgement on the copyright page listing the brand names with the company name and saying that they are trademarked by those companies. 3:4/05