

**LEGO®
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Guidelines for the Use of the LEGO Group Intellectual Property Assets by Recognized LEGO® Fan Communities.

The LEGO Group owns exclusive rights to its intellectual property (“IP”) assets, including its trademarks and copyrighted images, and uses these symbols and images to identify to the public goods and services that come directly from the LEGO Group. It is of vital importance to us that the public associate these IP assets with the LEGO Group alone.

The Adult Fan of LEGO® (“AFOL”) Community contributes to the success of the LEGO brand, not only because AFOLs tend to be high-level consumers of LEGO products, but also because they promote the LEGO brand through their activities, such as through public displays of their own creations made of LEGO bricks and elements.

In order to support the needs of the AFOL Community, while preserving the integrity of the LEGO Group IP assets, we have developed these guidelines so that Recognized LEGO® User Groups (“RLUGs”), Recognized LEGO® Fan Media (“RLFM”), Recognized LEGO® Online Communities (“RLOC”) and Recognized AFOL Networking Events (“RANE”) may know what is and is not acceptable use of LEGO Group IP assets in connection with a Recognized LEGO® Fan Community organized event or activity.

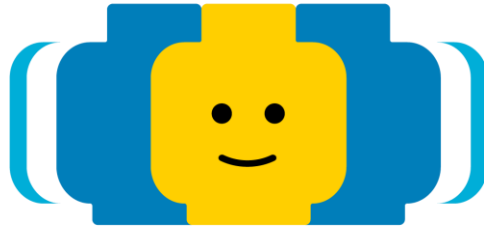
Approvals/Inquiries:

All inquiries from Recognized LEGO® Fan Communities concerning these guidelines must be forwarded AFOL Engagement through the LEGO® Ambassador Network represented by the Market Integration Team. Other LEGO Group employees, or dealers of LEGO Products, are not authorized to deal with these inquiries, nor may they grant permission for use of any LEGO IP assets.

1. LEGO® Characters printed on Recognized LEGO® Fan Community organized AFOL fan event t-shirts.

LEGO characters, primarily LEGO Minifigures, but also LEGO® DUPLO® figures, and the figurines included in the LEGO Friends and LEGO Elves sets, are protected by a variety of trademark, copyright, design patent and other IP rights laws. The LEGO Group allows, as a rule, Recognized LEGO® Fan Communities to use images of Minifigures and other LEGO characters on t-shirts, subject to the following limitations:

- T-shirts bearing LEGO IP assets may be produced to promote or commemorate a Recognized LEGO® Fan Community organized AFOL event, but must be distributed only in connection with the event –



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there can be no sales to the general public through websites or retail outlets unconnected with a Recognized LEGO® Fan Community organized event.

- The quantity of t-shirts produced for a given Recognized LEGO® Fan Community organized event must be limited to the number reasonable expected to be used at the event. Any stock remaining after an event may be offered for sale by the Recognized LEGO® Fan Community towards their members for not more than 90 days after the conclusion of the event. No subsequent production runs may be made.
- Images bearing LEGO Minifigure figurines may not be registered or claimed as a trademark for any group or individual.
- The LEGO logo may not be used on Recognized LEGO Fan Community organized event t-shirts
- The overall impression of a t-shirt design must not imply LEGO Group affiliation, endorsement or sponsorship.
- Designs must include a trademark and copyright legal line/disclaimer.

LEGO, the LEGO Minifigure, and the Brick and Knob configurations are trademarks of the LEGO Group. ©20__ The LEGO Group.

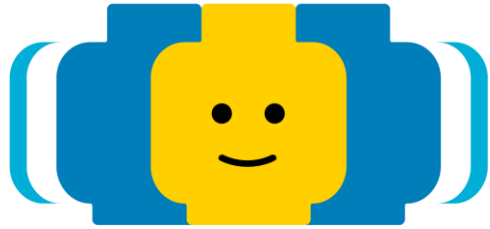
- Designs must be “family-friendly”, and appropriate for all ages.
- All inquiries from Recognized LEGO Fan Communities concerning the above must be forwarded AFOL Engagement through the LEGO® Ambassador Network represented by the Market Integration Team. Other LEGO Group employees, or dealers of LEGO Products, are not authorized to deal with these inquiries, nor may they grant permission for use of any LEGO IP assets.
- NOTE: This policy applies only to the use of LEGO Characters on AFOL fan event t-shirts. It does not give permission for other uses of the LEGO Minifigures and other LEGO Characters. LEGO Characters may not be printed on posters, banners, signs, or other promotional materials for Recognized LEGO Fan Community organized events or activities.
- The LEGO Group may terminate this policy at any time.

2. Use of the LEGO® trademark in Recognized LEGO® Fan Community names and Recognized LEGO® Fan Community organized events prohibited.

Recognized LEGO Fan Community name: You may not include the LEGO® name in Recognized LEGO Fan Community name, nor may the LEGO trademark be used as a part of a website domain name.

Recognized LEGO Fan Community organized event name: You may not include the LEGO name in a fan event name, nor in the domain name of a Recognized LEGO Fan Community organized event web site.

Use of the LEGO name is permitted in a sub-heading for a Recognized LEGO Fan Community organized event, but must be confined to “descriptive use” (e.g. “BrickFair: a LEGO® Fan Event”).



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Note that the red square LEGO® logo is for the exclusive use of the LEGO Group. The provision of material support by the AFOL Engagement Department does not constitute sponsorship by the LEGO Group, and does not entitle the Recognized LEGO Fan Community to use the LEGO logo in connection with an event or activity.

3. Use of the LEGO IP in Recognized LEGO Fan Community logo, trademark registration or incorporation of community name.

Recognized LEGO Fan Communities may refer to themselves as “Recognized LEGO User Groups”, “Recognized LEGO Fan Media”, “Recognized LEGO Online Community”, “Recognized AFOL Networking Event” in addition to their own RLUG, RLFM, RLOC, RANE name, provided that their community name is the prominent part of the name,

Recognized LEGO Fan Communities may use depictions of LEGO bricks, and LEGO knobs (or “studs”) in their logos. This provision applies only to Recognized LEGO Fan Communities that are non-commercial in nature.

The LEGO logo, LEGO Minifigures or other LEGO characters, or any parts thereof can never be used in Recognized LEGO Fan Community logos.

When a Recognized LEGO Fan Community wants to become incorporated or wants to seek trademark registration of their name or logo, then the guidelines in the first two sentences of this Section 3 no longer apply. Recognized LEGO Fan Communities seeking to incorporate should choose a new name and logo that does not include the “LEGO” name and, if there is to be a logo, the new entity’s logo should not feature LEGO Group trademarks such as LEGO bricks, the LEGO knob (or “stud”), or the LEGO minifigure.