

## Launch of novelty LEGO® products

### Why Restrictions?

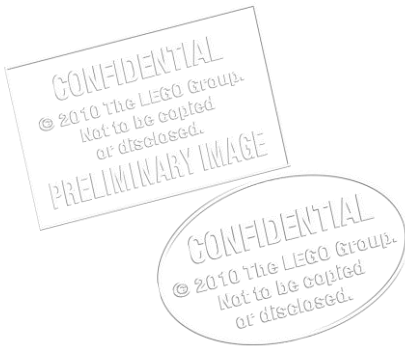


When launching new products it is very important that the LEGO Group maintains control of WHEN and WHERE a product is launched, HOW it is launched, and in which quality and volumes!

Background for the release control is:

- The LEGO Group wants to give customers a 100% experience of our products and campaigns.
- Our competitors should not have any chance to copy our novelty products.
- Trade catalogues are often based on preliminary material, which may subsequently be modified.
- The LEGO Group must protect the confidentiality of its license partners.

### What (not) to do?



If the image of a LEGO box or a LEGO model has a watermark attached, it is confidential and this means that publishing or distributing the image is NOT allowed by the LEGO Group.

- Therefore, please do not share any images with watermarks. Moreover, we would appreciate if you notify the LEGO Group through [Jan@LEGO.com](mailto:Jan@LEGO.com) if you see any images with watermarks.
- If watermarked images happen to be published on your website/forum/blog, please remove them immediately.

### Your Commitment



We very much appreciate your commitment and loyalty to the LEGO Brand and your help to keep LEGO novelty products confidential until they are officially released by the LEGO Group.

It is very important to us in the LEGO Group, to work together with the LEGO Fan Community and we look forward to continuing our cooperation with you in the future.



Thank you!

Jørgen Vig Knudstorp  
CEO & President  
LEGO Group

