



## Thank you for helping us to protect the intellectual property rights of the LEGO Group,

As well as those of our IP partners, and to help us ensure that we can adhere to contractual obligations defined by our licensing partners and other partners in relation to the commercial release of our product portfolio.

### LEGO® assets may include one or more of the following:

- Product and packaging images
- Text and descriptions for various products
- Product names
- Photos and images of the models
- Product presentations
- Product demos or videos thereof
- Trade communications
- Other assets related to a product or play theme

### LEGO Dates Explanation

#### Product Reveal Date

The Product Reveal Date is the date a new product will be announced to the public by the LEGO Group.

No public communication can happen before this date has passed.

After this date products can be shown as 'coming soon', but no sales until the Global Launch Date or an earlier agreed street date is allowed.

#### Global Launch Date

The Global Launch Date is the official date a new LEGO product is available for purchase by consumers. Locally different launch dates can apply, communicated as Local Launch Date.



## Confidentiality Guidelines

- 1 You must not make assets public before the product reveal**  
In this download, you will receive one or more HIGHLY CONFIDENTIAL assets, which must not be made public before the applicable Product Reveal Date.
- 2 You can only use assets for the provided purpose**  
These assets can only be used for the purpose they were provided. Your download information will be logged.
- 3 You must store the assets securely**  
These assets must always be protected on a secure system. Access to these assets, and access to the secure systems on which they are stored, should be restricted to individuals on a strict “need to know” basis.
- 4 You are responsible for the assets**  
You are responsible for handling the assets according to The LEGO Group confidentiality rules and guidelines. Please report any suspected breaches to The LEGO Group immediately.
- 5 You must not share the assets for any reason**  
Do not share these assets for any reason other than their intended purpose. Access may only be granted to those individuals who need to work with them in order to fulfill the express purpose for which they were provided, as approved by The LEGO Group.
- 6 Legal measures will be taken, if needed**  
If a leak should occur, you agree to assist in the investigation. Failure to comply with this condition could result in the LEGO Group taking legal measures as stated in the contract. Legal measures may include, but are not limited to, fines, removal of assets, or the inability to receive confidential assets in the future.

Do you have any questions?

**Please reach out to your LEGO contact if you have questions about how to correctly handle confidential assets.**

**Best regards,  
The LEGO Asset Team**