

AMENDMENT NO. 5
TO MASTER LICENSE AGREEMENT

THIS FIFTH AMENDMENT shall modify the MASTER LICENSE AGREEMENT effective as of January 1, 2016 ("Agreement"), between LEGO OUTBOUND LICENSING, a division under LEGO System A/S (hereinafter referred to as "LEGO"), and ANAGRAM, INC. (hereinafter referred to as "LICENSEE"). Capitalized terms not otherwise defined herein shall have the same meaning as set forth in the Agreement.

WHEREAS, the PARTIES have now agreed that the following changes should be made to the Agreement;

NOW THEREFORE, in consideration of the premises set forth above and for good and valuable consideration receipt and sufficiency of which is acknowledged, the PARTIES hereby agree to amend the Agreement as follows:

1. EXHIBIT 2 of the agreement is replaced with the revised attached EXHIBIT 2, adding the rights to LEGO Iconic and LEGO City to the agreement.
2. The attached EXHIBIT 1B is added to the agreement to define the Terms for LEGO Iconic and LEGO City.
3. This Addendum enters into force on January 1, 2019 and expires automatically when the Agreement expires.
4. Notwithstanding anything contained herein to the contrary, the effective date of any portion of this Amendment 5 which removes or limits the Territories that Licensee is permitted (as compared to that Amendment 4) to sell to shall not occur prior to 12/31/2020.
5. All other provisions of the Agreement apply to this Addendum. However, if they are in conflict with this Addendum the provisions of the Addendum prevail.

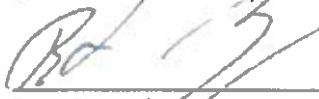
By signing in the places indicated below, the parties hereto accept and agree to all of the terms and conditions hereof.

Billund, 19. August 2019

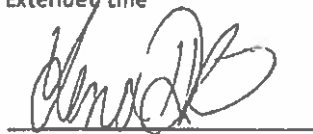
Elmsford, NY 7/29/ 2019

LEGO OUTBOUND LICENSING,
a division under LEGO System A/S

ANAGRAM, INC.


Peter Sogaard
Senior Director, Licensing &
Extended Line


Barry Morin
Senior Vice President, Licensing


Lena Dixon

LICENSE AGREEMENT

This Agreement is made

BY AND BETWEEN

LEGO OUTBOUND LICENSING

a division under LEGO System A/S

Aastvej

DK – 7190 Billund

DENMARK

(hereinafter referred to as "LEGO")

AND

Amscan Inc.

80 Grasslands Road

Elmsford, NY 10523

(hereinafter referred to as "LICENSEE")

(LEGO and LICENSEE are hereinafter referred to collectively as the "PARTIES")

WHEREAS LEGO, a limited liability company organized under the laws of the Kingdom of Denmark, has the right to license, for commercial purposes, the use, on various articles of merchandise, the LEGO® trademark, the LEGO logo, and certain other intellectual property rights and concepts of the LEGO GROUP; and

WHEREAS LICENSEE, a limited liability company organized under the laws of New York, wishes to obtain a license to develop and create the LICENSED PRODUCTS using certain LEGO intellectual property rights for that purpose subject to LEGO's written approval; and

WHEREAS after a LICENSED PRODUCT has been approved by LEGO, LICENSEE shall manufacture and distribute the LICENSED PRODUCTS and shall sell such LICENSED PRODUCTS using the TRADEMARKS and LEGO CONCEPTS according to the terms and conditions set forth below;

NOW THEREFORE the PARTIES have agreed that this Agreement shall enter into full force and effect from the 1st day of January, 2016, (hereinafter, the "Effective Date"):

TERM: January 1, 2016 through December 31, 2018.

LICENSED PRODUCTS: Luncheon Napkin, Beverage Napkin, 9" Paper Plate, 7" Paper Plate, 9oz. Disposable Paper Cup, Table Cover, Invitation, Thank You Card, Favor Cup, Paper Letter Banner

List of TRADEMARKS

LEGO logo

LEGO word mark

LEGO PRODUCT Theme Lines

The LEGO Batman Movie

The LEGO Ninjago Movie

North America: the United States, its territories, commonwealths and possessions (including, without limitation, American Samoa, Guam, the Northern Mariana Islands (Saipan), Puerto Rico and the U.S. Virgin Islands (St. Croix, St. John, St. Thomas), and U.S. military bases, wherever located; as well as Canada.


Latin and Central America: Brazil and Mexico

EMEA: Croatia, Cyprus, Czech Republic, Denmark, Faroe Islands, Finland, France, Germany, Greece, Greenland, Hungary, Iceland, Ireland, Isle of Man, Israel, Italy, Luxembourg, Macedonia, Poland, Portugal, Principality of Monaco, Romania, Russia, Slovenia, Slovakia, South Africa, Spain, Sweden, Switzerland, Ukraine, United Kingdom, Vatican City

Asia/Pacific: Australia, Indonesia, Japan, South Korea, Macau, Malaysia, New Zealand, Taiwan, Thailand

Executed:

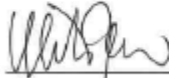

Place Date 2.7. 2016


Place Date Elmstedt, WI 7/6 2016

By:

LEGO OUTBOUND LICENSING,
a division of LEGO System A/S

Amscan Inc.



Ulrik Gemow
Senior Vice President



Barry Morin
Senior Vice-President of Licensing



Andrea Ryder
Senior Director of Licensing