

Hasbro International Inc.
International Merchandising License Agreement
Business Terms

This Agreement incorporates the Standard Terms and Conditions attached hereto –
Please Read Carefully

Contract No: 129007-00 to10

Licensed Property:

MY LITTLE PONY ANIMATED MOVIE: the MY LITTLE PONY trademark and the visual elements of the Licensed Property and/or Name and as depicted in the theatrical, animated motion picture being produced by Hasbro under the Allspark banner, including the associated logos, fictitious characters, and their respective likenesses as portrayed in said film and the toy products based thereon produced by Licensor. Notwithstanding the foregoing, in no event shall Licensee have the right to utilize any third-party intellectual property, including but not limited to the likenesses or voices of any actors or actresses portraying the characters or audio elements of the motion picture, without Licensor's express prior written approval, which may be granted or withheld at the Licensor's sole and absolute discretion.

MY LITTLE PONY – NEW TELEVISION SERIES: the MY LITTLE PONY trademark and elements from the Licensed Property and/or Name, including the stylized logo, copyrights, and the related characters and their respective likenesses, as depicted in the "My Little Pony: Friendship is Magic" animated television series first broadcast on network television in 2010. Notwithstanding the foregoing, in no event shall Licensee have the right to utilize any third-party intellectual property, including but not limited to the likenesses or voices of any actors or actresses portraying the characters or audio elements of the television series, without Licensor's express prior written approval, which may be granted or withheld at the Licensor's sole and absolute discretion.

TRANSFORMERS RESCUE BOTS – NEW TELEVISION SERIES: the TRANSFORMERS and RESCUE BOTS trademarks and the visual elements of the Licensed Property and/or Name, including the stylized logo and the related characters and their respective likenesses, as depicted in the "Transformers Rescue Bots" television series first broadcast on network television in calendar year 2012. Notwithstanding the foregoing, in no event shall Licensee have the right to utilize any third-party intellectual property, including but not limited to the likenesses or voices of any actors or actresses portraying the characters or audio elements of the television series, without Licensor's express prior written approval, which may be granted or withheld at the Licensor's sole and absolute discretion.

TRANSFORMERS ROBOTS IN DISGUISE TELEVISION SERIES: the TRANSFORMERS trademarks and the visual elements from the Licensed Property and/or Name, including the stylized logos and related characters and their respective likenesses, as depicted in the animated TRANSFORMERS television series first broadcast on network television in calendar year 2015. Notwithstanding the foregoing, in no event shall Licensee have the right to utilize any third-party intellectual property, including but not limited to the likenesses or voices of any actors or actresses portraying the characters or audio elements of the television series, without Licensor's express prior written approval, which may be granted or withheld at the Licensor's sole and absolute discretion.

TRANSFORMERS – THE 5TH MOVIE: the TRANSFORMERS trademark and the visual elements of the Licensed Property and/or Name as depicted in the theatrical, live action/CGI motion picture produced in conjunction with Paramount Pictures Corporation scheduled for release in calendar year 2017, including the associated logos and fictitious characters and their respective likenesses as portrayed in said film. Notwithstanding the foregoing, in no event shall Licensee have the right to utilize any third-party intellectual property, including but not limited to the likenesses or voices of any actors or actresses portraying the characters or audio elements of the motion picture, without Licensor's express prior written approval, which may be granted or withheld at the Licensor's sole and absolute discretion.

TRANSFORMERS – THE 6TH MOVIE: the TRANSFORMERS trademark and the visual elements of the Licensed Property and/or Name as depicted in the theatrical, live action/CGI motion picture produced in conjunction with Paramount Pictures Corporation scheduled for release in calendar year 2018, including the associated logos and fictitious characters and their respective likenesses as portrayed in said film. Notwithstanding the foregoing, in no event shall Licensee have the right to utilize any third-party intellectual property, including but not limited to the likenesses or voices of any actors or actresses portraying the characters

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Term: 01st October 2016 to 31st December 2018

Sell Off Period: Ninety (90) Days

Licensed Article(s):

Party Goods: Paper plates (all shapes), plastic cups, paper cups, paper napkins, plastic and paper table covers, invitations, cards and envelopes, loot bags, banners (all shapes), milkshake cups, paper bowls, medallion/die cut straws, blowouts, hats, balloons (excluding latex).

Territory:

Agreement Number: 129007-00:

United Kingdom, Ireland, Jersey, Guernsey, Sark, Alderney and Herm.

Agreement Number: 129007-01:

Germany, Austria, Liechtenstein and Switzerland

Agreement Number: 129007-02:

Belgium, Luxembourg and the Netherlands

Agreement Number: 129007-03:

France, Monaco

Agreement Number: 129007-04:

Italy, San Marino, Vatican City

Agreement Number: 129007-05:

Spain, Andorra, Gibraltar and Portugal

Agreement Number: 129007-06:

Albania, Bosnia & Herzegovina, Bulgaria, Czech Republic, Croatia, Hungary, Kosovo Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia,

Agreement Number: 129007-07:

Denmark, Finland, Iceland, Norway, Sweden, Faroe Islands, Latvia, Lithuania and Estonia

Agreement Number: 129007-08:

Greece, Cyprus and Malta

Agreement Number: 129007-09:

Turkey, Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, United Arab Emirates, Yemen, Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo (Brazzaville), Democratic Republic of the Congo, Cote d'Ivoire (Ivory Coast), Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Saint Helena, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, South Africa, Swaziland, United Republic of Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe, Israel.

Agreement Number: 129007-10:

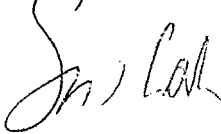
Russia, Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.

Signatures

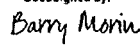
Agreement effective as of the 01st October 2016 between Licensor and Licensee

This Agreement comprises the aforesaid Business Terms and the terms and conditions set forth in the Standard Terms and Conditions and Appendices attached hereto and incorporated herein by reference. This Agreement shall only be binding upon Licensor provided that Licensee signs and returns this License Agreement and Licensor countersigns the same. In the event of any conflict or discrepancy between the Business Terms and the Standard Terms and Conditions, the Business Terms shall prevail.

Agreed and Accepted by
Hasbro International Inc.
("Licensor")



Agreed and Accepted by
Amscan International Limited
("Licensee")

DocuSigned by:

BB478D3AA621434

(Authorised Signature)

Date: MAR 30 2017

Name: Simon Waters

Title: General Manager, SVP Entertainment and Licensing

(Authorised Signature)

Date: 03/17/2017

Name: Barry Morin

Title: SVP Licensing & Marketing