

Guidelines for the Use of LEGO Group Intellectual Property Assets by Recognized LEGO® User Groups (“RLUGs”)

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 LEGO Group IP assets, we have developed these guidelines, so that Recognized LEGO® User Groups (“RLUGs”) may know what is and is not acceptable use of LEGO Group IP assets in connection with RLUG organized events.

Approvals/Inquiries:

All inquiries from RLUGs concerning these guidelines must be forwarded LEGO Community Engagement - AFOL Relations & Programs represented by Community Managers Jan Beyer (Europe and Pacific), Kim Ellekjær Thomsen (Online), Jacky Chen (Asia) or Paul Striefler (Americas). 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 RLUG organized AFOL fan event t-shirts:

LEGO characters, primarily LEGO Minifigures, but also LEGO® DUPLO® figures, and the figurines included in 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® User Groups 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 an RLUG organized AFOL event, but must be distributed only in connection with the event – there can be no sales to the general public through websites or retail outlets unconnected with an RLUG organized event.
- The quantity of t-shirts produced for a given RLUG organized event must be limited to the number reasonably expected to be used at the event. Any stock remaining after an event may be offered for sale by the RLUG 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 RLUG 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 RLUGs concerning the above must be forwarded to LEGO Community Engagement - AFOL Relations & Programs, represented by Community Managers Jan Beyer (Europe and Pacific), Kim Ellekjær Thomsen (Online), Jacky Chen (Asia) or Paul Striefler (Americas) for prior approval. 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 LEGO Minifigures and other LEGO characters. LEGO characters may not be printed on posters, banners, signs, or other promotional materials for RLUG organized events.
- The LEGO Group may terminate this policy at any time.

2. Use of the LEGO® trademark in RLUG names and RLUG organized event names prohibited.

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

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

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

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

3. Use of LEGO IP in RLUG logo, trademark registration or incorporation of RLUG names

RLUGs may refer to themselves as “Recognized LEGO® User Groups” in addition to their own RLUG name, provided that their RLUG name is the prominent part of the name.

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

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

When an RLUG wants to become incorporated or wants to seek trademark registration of their RLUG name or logo, then the guidelines in the first two sentences of this Section 3 no longer apply. RLUGs 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.