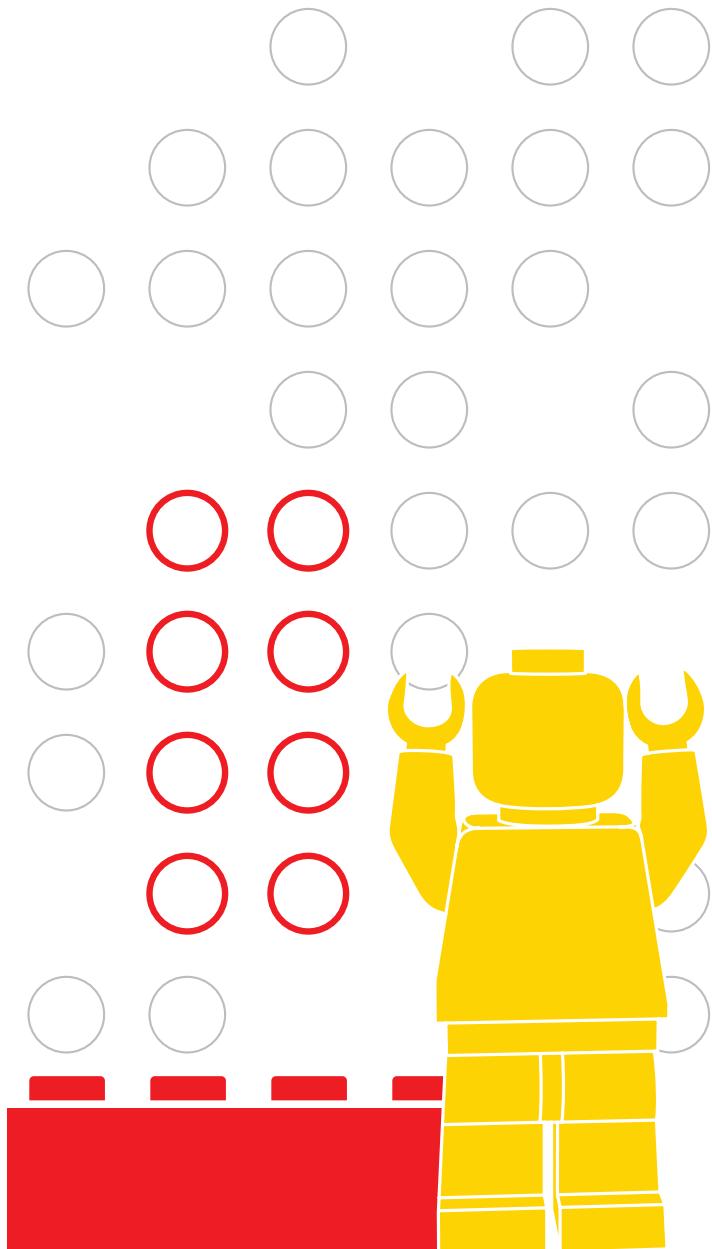




# The LEGO® E-tailer Rulebook For Digital Presence

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## THE LEGO® BRAND IS A STRONG BRAND

The LEGO® brand is one of the most well-known and admired brands in the world. This is a result of the products we create, the way we interact with the world around us, and, not least, how we choose to present ourselves when we communicate our brand.

## WHAT CAN I DO?

As a partner of the LEGO Group, it is important that you play your part in ensuring that the LEGO brand continues to appear as one single brand, with a strong and consistent visual identity.

This E-tailer Guide gives you a quick overview of the trademark rules and how to build a well functioning website that respects the LEGO brand.

As described in the Terms & Conditions document it is mandatory that these guidelines are followed in order to use LEGO content on your website or promotional space. Moreover, you must ensure that your website is in general compliance with all laws and regulations applicable to your business, including, without limitation, laws and regulations concerning marketing and data privacy matters. The foregoing applies both for those parts of your website which use LEGO content as well as your site in general.

## FOR FURTHER INFORMATION PLEASE CONTACT:

Your local LEGO organization or account manager.

## LINK FOR THE LEGO ASSET PORTAL (LAP):

<https://lap.corp.lego.com>

## GUIDELINES AVAILABLE

These guidelines can be downloaded from LAP:

Overview of current and active product line logos  
**"LEGO PRODUCT LINE OVERVIEW"**

Overview of corporate colours and brick colours:  
**"LEGO COLOUR GUIDE.PDF"**

Overview of how to depict conflicts on the website using LEGO elements:  
**"THE LEGO BRAND GUIDELINES ON THE USE OF CONFLICT & WEAPONS.PDF"**

The LEGO E-tailers Rulebook for web design:  
**"THE LEGO E-TAILER RULEBOOK FOR DIGITAL PRESENCE.PDF"**



## HOW TO USE LEGO® CONTENT

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The following rules cover all types of marketing on, but not limited to, websites, banners, social media or any other promotional space.

### CAN I USE LEGO CONTENT?

It must be clear to the consumer, that it is an e-tailer website or banner, not created by the LEGO Group. The e-tailer logo and e-tailer graphic design must be the primary elements on the web page/banner. All LEGO® content should therefore only be used as secondary elements, clearly differentiated from other products and graphic design, so that the consumer understands that he/she is not visiting a LEGO website. See ill. 1-2.

You can link from a LEGO product to relevant content on LEGO.com and the LEGO Social Media channels by clearly showing when you are leaving the e-tailer page and entering a LEGO platform. Never copy LEGO.com content onto the partner sites.

### HOW SHOULD I USE THE LEGO® LOGO?

Always download the LEGO logo in RGB colours for web from the LEGO Asset Portal. Never convert the logo from one colour profile to another or copy logos from existing web pages. The LEGO logo minimum size for web is 25x25 pixels.

Place the e-tailer logo as far away from the LEGO logo as possible. The LEGO logo must only be placed next to LEGO content. The only exemption is the brand panel where the minimum distance between the LEGO logo and other logos is 1/2 the width of the LEGO logo. See ill. 3-4.

Do not incorporate the LEGO logo or the LEGO word into the name/company name or domain name of the website owner. Do not use the LEGO logo or other LEGO trademarks to promote the entire e-tailer business. See ill. 5-6.

See further LEGO logo rules on the next page, ill. 7-24.

**E-tailer logo example:** A screenshot of a website titled "E-tailer logo". It features a search bar, a "Find" button, a shopping cart icon, and a "View Cart" button. Below the header are categories for "Toys: LEGO", "LEGO® showcase", and "LEGO® City". A main product card for "7289 LEGO® City Prisoner Transport" is displayed, showing an image of the toy, its price (\$19.99), age range (5-12), and a "See all LEGO City toys" link. A green checkmark is overlaid on the bottom right of the image.

**Partner website example:** A screenshot of a website for "LEGO" featuring a banner with Vietnamese text "Chào mừng các bạn đến hành tinh LEGO!". The page shows various LEGO models and minifigures. A large red X is overlaid on the bottom right of the image.

**Branding panel example:** A screenshot of a website featuring a "1:2" scale indicator. It displays logos for "k'nex", "LEGO", "MEGA BLOKS", and "MARVEL". A green checkmark is overlaid on the bottom right of the image.

**Marketing material example:** A screenshot of a website for "LegoE-tailer.com". It features the "LEGO" logo, a "LEGO® toys with free delivery" offer, and a "9,856 people likes LegoE-tailer.com" social media metric. A green checkmark is overlaid on the bottom right of the image.

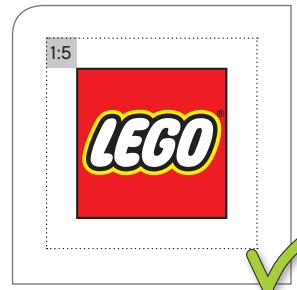
**Incorrect usage examples:** Two screenshots of websites that incorrectly use the LEGO logo. The first shows the "LEGO" logo integrated into the e-tailer's logo. The second shows the "LEGO" logo used in a way that suggests it is the website's owner, with a large red X overlaid on the bottom right of each image.

- 1 When creating a website, the background design and navigation must be the e-tailer identity. The LEGO logo and other LEGO trademarks can be used with a secondary placement on the website.
- 2 Example of a partner website, where the consumer would mistakenly think that the LEGO Group is the owner of the website.
- 3 Separate the e-tailer graphics and logo clearly from the LEGO logo and other LEGO content. The LEGO content must have secondary placement on the webpage.
- 4 On a brand panel there can be a need to show many logos next to each other. The minimum distance between the LEGO logo and other logos is half the LEGO logo size.
- 5 It is allowed to use LEGO content on marketing materials e.g. banners as long as the generic e-tailer guidelines are followed.
- 6 Never incorporate the LEGO word into the e-tailer name. Never use any LEGO trademarks to promote the entire e-tailer business.



## CORRECT AND INCORRECT USE OF THE LEGO® LOGO

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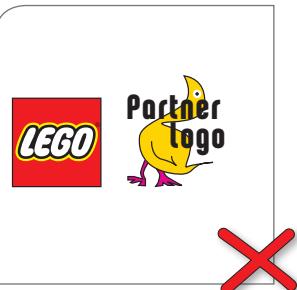
- 7 Border protection: 1/5th logo's size. Minimum LEGO logo size: 25x25 pixels.



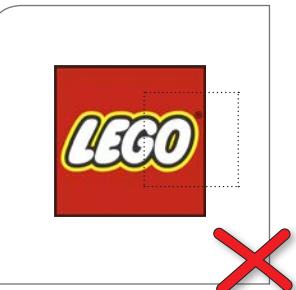
- 8 Avoid placing the LEGO logo on a red background. If you do, a shadow/effect in the background will make the logo stand out more.



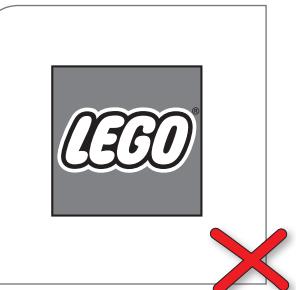
- 9 Always show the product logos including the LEGO logo.



- 10 Never place logos not owned by the LEGO Group close to the LEGO logo as it will look like a product logo.



- 11 Older versions of the LEGO logo exist but should only be used in historic overviews.



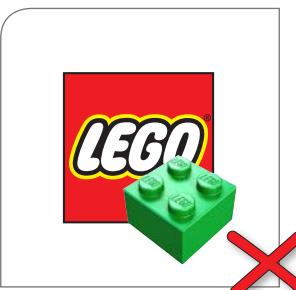
- 12 Do not convert the LEGO logo into greyscale or change the colours in any way.



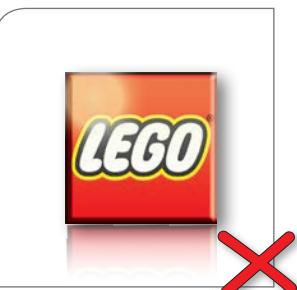
- 13 Do not alter the shape of the LEGO logo.



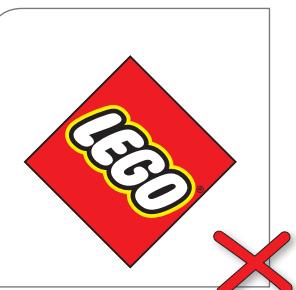
- 14 Never place the LEGO logo on a busy background.



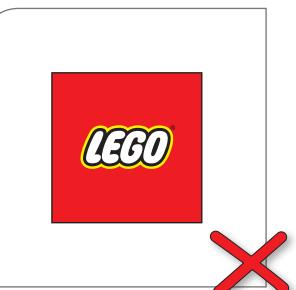
- 15 Never place anything on top of the LEGO logo.



- 16 Never add effects to the LEGO logo.



- 17 Never tilt the LEGO logo. Use the word mark instead.



- 18 Never enlarge the LEGO logo red square.



- 19 Do not write within the LEGO logo.



- 20 Never crop the LEGO logo.



- 21 The letters LEGO mean: L<sup>E</sup>g G<sup>O</sup>dt (Play well). Do not use the LEGO letters in any other connection.



- 22 Never place headers too near to the LEGO logo. It would look like a sub-brand. Write the LEGO word mark instead.



- 23 Never create logos or text which look like the letters in the LEGO logo.



- 24 Do not place the LEGO logo in text. Instead, write the word mark.





## HOW TO USE THE LEGO® ASSETS

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The LEGO® Asset Portal provides assets including product images, logos and product text to create the product and theme pages. These are the primary assets. Assets created by the e-tailer and approved by the LEGO Account Manager can only be used if official material is not available.

### MINIMUM REQUIREMENTS FOR ASSET USAGE:

Always add an image showing the built set and the front of the box on a product page. See ill. 25.

The customer should be able to view high resolution images of both the packaging and model. See ill. 26.

The models quantity, sizes and proportions must be correctly shown. See ill. 27-28.

All assets are named with the product number followed by the product name and various descriptive text. i.e.: '7286\_CITY\_Prisoner Transport\_box\_front\_NA'. Make sure the file name and number provided is shown clearly next to the product shots. Target age on product image should match target age written in product text next to the images. See ill. 29.

### PRODUCT SEARCH

Ensure the LEGO® word mark or the LEGO logo is listed on the featured brand panel. See ill. 30. Read rules regarding LEGO logo size and placement on page 3-4.

The consumer must be able to search for a LEGO product in the search field. Only LEGO related products should be shown when 'LEGO' is written in the search field. See ill. 31-32.

Product attribute filters such as age results should match the product text.



• 25 Show the packaging and the built model on the product page.

• 26 High resolution images of the product should be available.

• 27 It is essential to show the correct proportions and quantity of models within the packaging.

• 28 Incorrect proportions and wrong quantity of models can mislead the consumer.

• 29 Ensure that the product text including age mark, product name and number matches with the product information provided.

• 30 Make sure the LEGO brand is listed on the featured brand panel.

• 31 The consumer must be able to search for LEGO products.

• 32 Competitor products must not be shown instead of LEGO products, when writing 'LEGO' in the search field.

LEGO® models, loose bricks and minifigures can be used decoratively on the page, if they are part of the product sold on the website. See ill. 33-34.

Do not manipulate or animate any of the LEGO elements.

Avoid using minifigure parts e.g. the minifigure head decoratively. Use the whole minifigure instead. See ill. 34-35. The minifigure must not be designed by the e-tailer in any shape or form. See ill. 36. Please also read the guidelines regarding how to depict conflict and weapons, as the minifigure should never be shown in an overtly violent way. See intro page.

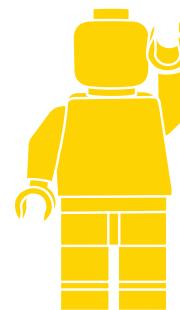
It is allowed to design decorative graphic elements using the LEGO brick and knob configuration as long as proportions and colours are correct and the quality is high. If in doubt contact the manager responsible for your account.

The LEGO elements must always be pictured in the correct proportions and use official LEGO colours. See ill. 37-42. The core LEGO colours are shown on page 10. A more in-depth colour guide including brick colours can be found in the LEGO Colour Guide. See intro page. A number of bricks and other graphic elements are available on LAP. Search for Color guide.

LEGO elements may only be used with a secondary placement on the website and not e.g. as wallpaper. See ill. 43.

Text may be placed on top of the knob configuration, as long as it is readable and relevant for the LEGO products shown. See ill. 44-46.

Never place non LEGO content on top of any LEGO trademarks. See ill. 47.



• 33 You can use elements from the packaging decoratively.	• 34 Only use the minifigures provided on the E-tailer Portal.	• 35 Do not use LEGO minifigure parts decoratively.	• 36 Do not design minifigures or minifigure parts.
• 37 Correct proportions between the minifigure and the LEGO bricks.	• 38 Incorrect proportions between the minifigure and the LEGO bricks.	• 39 Correct proportions between the bricks.	• 40 Incorrect proportions between the bricks.
• 41 Correct shape and colour usage of LEGO elements.	• 42 Incorrect shape and colour usage.	• 43 Never use LEGO elements as website wallpaper.	• 44 Text may be placed over the knob configuration, if the LEGO word mark is not in the knobs.
• 45 Knobs may be removed or toned down behind text for readability.	• 46 Never use the LEGO word mark in the knobs behind text.	• 47 Do not put any partner graphics or logos on the LEGO trademarks.	



You will find a folder with theme logos on the LEGO® Asset Portal. All the active LEGO product lines are represented as thumbnails to be used for overviews.

Avoid creating your own thumbnails with theme logos. If you need thumbnails that differ in shape and size to the assets provided on the Portal, speak to the manager responsible for your account to find a solution.

Be aware that these unique product logo versions are different from the original logos in order to create a homogeneous overview with equally sized LEGO logos. Please only use these logo versions with overviews showing many logos next to each other. See ill. 48-49.

#### THERE ARE THREE THUMBNAIL VERSIONS:

There is a thumbnail version with the product logo, a product image and a theme background. The assets have been created so that they can be cropped into different shapes to fit most websites. See ill. 50-51.

The second thumbnail version shows the product logo and product but without the theme background. This version is for a more clean and simple look. See ill. 52.

The final thumbnail version shows only the product logo. This version is for use where space is limited. See ill. 53.



- 48 Use the thumbnails provided on the E-tailer Portal for overviews.
- 49 Different size LEGO logos on the thumbnails create a confusing overview and the product line logos are often hard to read.
- 50 Thumbnail with theme background.
- 51 The background is created to match different thumbnail sizes and may be cropped.
- 52 Thumbnails without the theme background are also available on the Portal.
- 53 Thumbnails only showing the product line logos are to be used for small icons.

It is mandatory for all websites using LEGO® materials to have a LEGO legal line present on the website. Preferably the legal line should be applied on the LEGO landing page.

#### HOW DO I USE THE LEGAL LINES?

The LEGO legal line for web is shown to the right. See ill. 54. The legal line must be produced in at least 6pt. If there is a need for a shorter legal line, please contact the manager responsible for your account.

#### HOW DO I USE THE PRODUCT LINE LOGOS?

All relevant product lines can be found in the LEGO Product Line Overview within the guideline folder. Here it is shown how the logos look and how they must be written in text, including where to use registration marks. (The file names of the assets downloaded from the E-tailer portal will have the correct wording but can not include registration marks or trademarks).

#### WHEN DO I USE REGISTRATION MARKS?

The minimum requirement for websites is to apply a registration mark ® to the LEGO and DUPLO word marks the first time they appear on the landing page header, the product header or banner ads. See ill. 55.

On the next page you will find a selection of Do's and Don'ts when working with the LEGO word mark and trademarks.



#### • 54 THE LEGO LEGAL LINE FOR WEB, 1HY16:

NA:

LEGO, the LEGO logo, the Minifigure, DUPLO, the DUPLO logo, BIONICLE, the BIONICLE logo, LEGENDS OF CHIMA, the LEGENDS OF CHIMA logo, DIMENSIONS, the DIMENSIONS logo, the FRIENDS logo, the MINIFIGURES logo, MINDSTORMS, the MINDSTORMS EV3 logo, MIXELS, the MIXELS logo, NINJAGO, the NINJAGO logo, NEXO KNIGHTS, and the NEXO KNIGHTS logo are trademarks and/or copyrights of the LEGO Group. ©2016 the LEGO Group. All rights reserved.

ROW

LEGO, the LEGO logo, the Minifigure, DUPLO, BIONICLE, LEGENDS OF CHIMA, DIMENSIONS, the FRIENDS logo, the MINIFIGURES logo, MINDSTORMS, MIXELS, NINJAGO and NEXO KNIGHTS are trademarks of the LEGO Group. ©2016 the LEGO Group.

**E-tailer logo**

NEWS Offers Computer Radio Toys Culture About us Contact Address View cart

See the new great LEGO® DUPLO® sets

LEGO, the LEGO logo, the Minifigure, DUPLO, the MINIFIGURES logo, DIMENSIONS, the FRIENDS logo, LEGENDS OF CHIMA, NINJAGO, BIONICLE, MINDSTORMS and MIXELS are trademarks of the LEGO Group. ©2015 The LEGO Group.

**Construction toys**

- LEGO products
- LEGO DUPLO products**
- Cobi products
- MEGA BLOKS products

**Board games**

**Computer games**

**LEGO® DUPLO® Read & Build**  
Product no.: 6758  
From age 1½  
Including storybook and LEGO DUPLO bricks.

Click for larger image and other views

**LEGO® DUPLO® brand Princess**  
Product no.: 6153  
From age 2

Click for larger image and other views

• 55 Place the ® after LEGO and DUPLO word marks the first time they are mentioned on the product front page, in the product header and or a banner ad.

Place the LEGO legal line on the web page - preferably on the LEGO landing page.



## HOW TO USE LEGO® CONTENT ON SOCIAL MEDIA

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### USING LEGO SOCIAL MEDIA CONTENT

You can share content from the LEGO® Social Media channels on your own social media channels. Ensure that you are clicking 'Share' from the original post on the LEGO channel. Do not create a new post with the same content. If a post cannot be 'shared' for a given reason, we can provide you with the original assets. This applies to 'retweeting' on Twitter and 'repining' on Pinterest. Always tag LEGO usernames where possible. See ill. 56-57.

### USING LEGO ASSETS AS PROFILE PICTURES

The LEGO logo and other LEGO trademarks must never be used in or as part of your profile pictures on any social media channel. See ill. 58.

### INTERACTING WITH CHILDREN ON SOCIAL MEDIA

Social Media channels are intended for 13+ users only. Marketing communications and dialogue, which are linked to LEGO products or the LEGO brand must not be seen to be targeting children. Equally, engaging in dialogue through comments and posts with a person who is aged 12 and under is not permitted under any circumstances. See ill. 59.

### INTEGRATING LEGO YOUTUBE CONTENT TO YOUR WEBSITE

You will need to seek permission from your Account Manager should you want to embed LEGO videos from the LEGO YouTube channel onto your website or LEGO shop landing page. Any LEGO video that is featured on your website must be hosted on the LEGO YouTube channel via an embedding code. We are able to upload new LEGO videos to the YouTube channel for the purpose of a LEGO shop landing page. Do not upload any LEGO branded content on your own YouTube channels. See ill. 60-61.



**E-tailer icon** E-tailer shared the LEGO Group's photo Who is exited for MINDSTORMS EV3?

**LEGO** 1. September The waiting is finally over - the robots have arrived! Check out the new LEGO MINDSTORMS EV3 on LEGO.com/mindstorms



• 56 You may share LEGO content on social media by clicking the Share button. ✓

**E-tailer icon** E-tailer 13. September The waiting is finally over - the robots have arrived! Check out the new LEGO MINDSTORMS EV3 on LEGO.com/mindstorms



Like • Comment • Share 7.683 X

• 57 Do not copy LEGO content into a new post. X

**E-tailer icon** E-tailer 9. October



• 58 Never use LEGO content as part of your profile picture. X

**E-tailer icon** E-tailer 18 hours ago Hey Kids! The new set from LEGO Chima is here! Are you excited?



• 59 Never engage children under 12 years of age. X

**E-tailer logo** Toys: LEGO search Find View Cart

LEGO showcase LEGO City

Shop By Theme LEGO Bricks and More LEGO City LEGO Creator LEGO DUPLO LEGO Friends LEGO Games LEGO Star Wars™

Shop by Category LEGO FRIENDS LEGO CITY LEGO STAR WARS



• 60 Any LEGO video shown on your website must be hosted on the LEGO YouTube Channel via an embedding code. ✓

**YouTube DK** Popular on YouTube Music Sports Gaming CHANNELS FOR YOU danisnotonfire LEGO THIS PROJECT HAS B... Ray William Johnson PewDiePie EvanTubeHD Browse channels Sign in now to see your channels and recommendations!

LEGO Videos About LEGO city

LEGO CITY by LEGO 3 weeks ago 188,751 views ✓

• 61 LEGO YouTube channel: www.youtube.com/LEGO



## CORRECT AND INCORRECT USE OF THE LEGO® WORD MARK AND TRADEMARKS

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The boy loved to play with LEGO® toys.



- 62 Always write LEGO in capital letters followed by a descriptive word

THE LEGO GROUP has a large number of product lines.



- 63 The LEGO company is referred to as 'The LEGO Group'

LEGO® products are loved by kids all over the world.



- 64 Always use the LEGO word mark and not the logo in text

LEGO® DUPLO® products are the first introduction to creative play.



- 65 Always write sub brands in capital letters and add trademark/registration mark following the rules described on the previous page

LEGO® City is a classic play theme for boys.



- 66 Always put space between the word LEGO and the following word (LEGO City is not a sub brand. All ordinary product lines have only the first letter of the word capitalised)

See the newly developed LEGO® MINDSTORMS® product.



- 67 Always keep the letters LEGO together and never hyphenate

The LEGO® minifigures are iconic and humoristic.



- 68 The LEGO minifigure is a trademark and should not be called alternative names

The boy loved to play with wWWWW legos.



LEGO® has a large number of product lines.



LEGO products are loved by kids all over the world.



LEGO® Duplo products are the first introduction to creative play.



LegoCITY is a classic play theme for boys.



See the new MINDSTORMS product developed by LE-  
GO-designers.



The wWWWW legomen are iconic and humoristic.





## THE OFFICIAL LEGO® CORPORATE COLOURS FOR WEB

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The LEGO Group has chosen a colour range for corporate use. The colours should be used in situations where you create your own graphic elements such as the LEGO® Brick for decorative use. Other LEGO colours including brick colours can be found in the LEGO Colour Guide. This guide and other guidelines are available on the LEGO Asset Portal.

### PRIMARY LEGO CORPORATE COLOURS



**Corporate Red**  
sRGB: R227 G0 B11



**Corporate Yellow**  
sRGB: R255 G213 B0



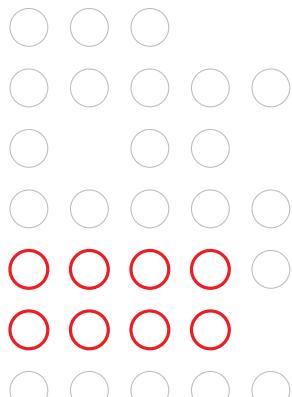
**Corporate Blue**  
sRGB: R0 G108 B183



**Corporate Green**  
sRGB: R0 G150 B62



**Corporate Grey**  
sRGB: R186 G186 B186



### SECONDARY LEGO CORPORATE COLOURS (FOR LIMITED USE)



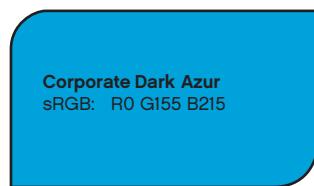
**Corporate Pink**  
sRGB: R222 G0 B125



**Corporate Orange**  
sRGB: R238 G117 B0



**Corporate Lime Green**  
sRGB: R175 G202 B0



**Corporate Dark Azur**  
sRGB: R0 G155 B215





## TERMS AND CONDITIONS

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These guidelines are applicable for on-line use of IP assets permitted by the LEGO Group, including but not limited to presence on e.g.: shops, market places, social media, newsletters, mobile, etc.

### CUSTOMER OBLIGATIONS

The Customer shall follow any guidelines or requirements provided by the LEGO Group, including those set forth in this document (collectively the "Guidelines"), and is solely responsible for appropriate and lawful marketing and promotion of LEGO® Products.

The Customer shall not use Promotional Material for any purpose other than the sale, marketing or promotion of LEGO Products in accordance with the Guidelines.

The Customer may link from a LEGO Product to relevant content on LEGO.com, but must clearly indicate when the user is leaving the e-tailer page and entering LEGO.com (e.g. via use of pop-up messages or otherwise). The Customer must never copy LEGO.com content onto a partner website.

The Customer shall use its best endeavours to protect the proprietary rights of the LEGO Group in respect of its own use of the Promotional Material and in particular to prevent unauthorised use, copying, distribution or any other infringement of such Promotional Materials.

Websites i.e. licensing partners primarily showing LEGO Products need to be approved by the E-commerce responsible.

### ASSETS SUPPLIED BY THE LEGO GROUP

The LEGO Group provides assets to create the product and theme pages, these are to be the first choice of use. The assets can be found on the LEGO Asset Portal (2013). Only when the material is not available, can

other assets be used, in agreement with the account manager. Equally, the LEGO Social Media team will provide assets, if needed, for any social media activity. Never use images or videos downloaded from other sources or the internet.

### LEGO PRODUCTS CONTAINING 3RD PARTY IP RIGHTS

Special rules apply for asset usage concerning LEGO Products incorporating 3rd party IP rights (e.g., LEGO Star Wars™ products or LEGO Super Heroes products). The Customer should find the best solution in cooperation with the account manager.

The above mentioned products also have their own legal lines which can be supplied by the account manager.

### TRADEMARK RULES

A legal line with the relevant trademarks must appear in close proximity to the LEGO trademark: "LEGO and the LEGO logo are trademarks of the LEGO Group, here used by special permission".

A copyright text shall always be applied to brochures, etc., where LEGO Products and designs are used e.g. (©20XX The LEGO Group).

The LEGO trademark must never be incorporated into company or store names or an Internet or e-mail address. The LEGO trademark can never be incorporated into profile names or pictures for social media activities. The LEGO trademark must be used in accordance to the LEGO Brand Guidelines when posting about LEGO products or the LEGO brand on Social Media channels.

The LEGO logo may be used only in close connection with LEGO products shown on a web site, i.e.

- not to promote, or as eye-catcher for, the entire business of the e-tailer;
- not on e-tailer's business papers, cards, invoices, letterheads, etc.;
- not as part of the web site "headline".

The LEGO trademark or any other LEGO insignia (such as the LEGO brick, the LEGO minifigure, the LEGO knob configuration, etc.) may never be reproduced or otherwise used independently (e.g. for t-shirts, caps, posters, brand signs, etc.) for commercial purposes, not even for the purpose of facilitating sales of LEGO Products.

### RIGHTS TO PROMOTIONAL MATERIALS

The LEGO Group has the right to instruct that images showing any LEGO Product or brand be removed or changed. The LEGO Group retains any and all intellectual property rights in and to any Promotional Materials provided, and images are only to be used for marketing the product on partner site. No rights concerning LEGO Group intellectual property rights are granted or conveyed, except the limited and conditional right of use as set forth herein.

Upon termination of either the Customer Agreement or the Additional Terms, the Customer shall have no further rights of use, shall immediately cease to use the Promotional Material on the internet, and remove it from all online venues in which the Customer has used such Materials.

Failure to adhere to the rules and guidelines set forth herein, and/or failure to ensure website compliance with applicable laws and regulations, may result in an immediate and permanent withdrawal of the permission to use LEGO content.