REQUEST FOR PERMISSION TO USE MATTEL INTELLECTUAL PROPERTY FOR COMMERCIAL* PURPOSES

Please print and complete this form.
Send completed form to the respective Brand as noted on Page 2.

PLEASE ALLOW A MINIMUM OF 4-8 WEEKS FOR AN INITIAL REPLY

Please complete the following information in as much detail as possible. Incomplete or unclear information may delay response to your inquiry.

Person or Company Requesting Permission: ____________________________________________________________

If Agency, Client You Represent: _________________________________________________________________

Address: _________________________________________________________________________________________

Contact Person: ___________________________ Phone: ___ / ___-____ Email: _______________@_____________

Property You Wish to Use: ____________________________________________________________

Type of Use (Check any and all that apply; if “Other” please describe requested use). Note and include details required for each use:

☐ Book or Magazine (editorial/not advertising) – Request must be accompanied with name of magazine or book, and storyboard/mock-up of proposed use; synopsis of book.

☐ Print Advertising – Request must include agency and advertiser information; details of print ad promotion (including publications in which ad will appear, length of Term sought, etc.) and a storyboard/mock-up of the proposed ad.

☐ Television Advertising – Request must include agency and advertiser information; details of ad (including length of Term and Territory sought); any other products appearing in ad, etc. Include storyboard and script.

☐ Television Program – Request must include information about the program, including producer/production company, network airing the program, television rating, whether request is for one episode or multiple episodes, and must be accompanied with a synopsis of the program and script page(s) where product is shown or mentioned.

☐ Motion Picture – Request must include information about the production, including producer, director, cast, proposed MPAA rating, and release plans, and must be accompanied with a synopsis of the movie and script page(s) where product is shown or mentioned.

☐ Other: (Describe in detail)
(Add pages as needed. Complete information will help to expedite a response.)

*“Commercial purposes” include any public or “non-personal” use of Mattel property, whether or not such use is for monetary gain.
Please print and complete this form. Then send a scanned copy of your completed form - along with any additional requested information listed on the form - to the brand you are asking permission to use:

**Mattel Permission Requests:**
Email completed form and any attachments to: CommercialPermissionRequest_Mattel@Mattel.com

**Fisher-Price Permission Requests:**
Email completed form and any attachments to: PermissionRequest_FisherPrice@Mattel.com

**HIT Entertainment Permission Requests:**
Email completed form and any attachments to: licensing@hitentertainment.com

**American Girl Permission Requests:**
Email completed form and any attachments to: legalrequests@americangirl.com

**Mega Brands:**
Mail completed form and any attachments to:
MEGA Brands Inc.
Attn: Permission Requests
4505 Hickmore
Montreal, QC, CANADA H4T 1K4

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