



Corporate Office:

9220 Winnetka Ave.
Chatsworth, CA 91311
USA

Phone: 818.894.2525
Fax: 818.895.0771

July 25, 2019

Re: Letter of Authorization and Customs Release Letter

To Whom It May Concern:

MGA Entertainment, Inc. ("MGA") exclusively owns and controls all copyright, trademark, manufacturing, distribution, licensing, and merchandising rights in and to the property entitled "**L.O.L. SURPRISE!™**" along with any characters, artwork and other distinctive creative elements and names associated therewith, along with any other proprietary marks related thereto.

This letter confirms ND Play, LLC ("ND Play") is a duly authorized Licensee of MGA. Pursuant to that certain Merchandising License Agreement MLA201801837 dated June 25, 2019, ND Play is authorized to import, sell, manufacturer and distribute L.O.L. Surprise! Licensed Articles as defined on the Agreement, in Russia, Belarus and Kazakhstan ("Licensed Territory") and may distribute to Internet websites (OZON, My-shop, etc), mass market (OKEY, Magnit, Europa, Dixy, Lenta, METRO, Auchan, etc), dollar stores (FixPrice, Zaodno), mail order/catalogs (Russianpost Market, Moy Mir, T-mall, Beru.ru), airport stores/duty free (HoroshieNovosti), wholesalers* and distributors* (SimaLand) in the Distribution Channels only, book retailers (Respublika, labirint, Biblioglobus, etc), and toy stores (Detskiy, BubleGum, DochkiSinochki, Korablik, Hemley's) ("Distribution Channels") through December 31, 2019, that offer for sale Licensed Articles in the Territory.

MGA agrees that ND Play, LLC may authorize distributors and resellers to offer Licensed Articles in the Territory through the designated Distribution Channels.

Please contact the undersigned if any further information is required.

Very truly yours,

A handwritten signature in cursive script that reads 'Elizabeth Risha'.

Elizabeth Risha
General Counsel
MGA Entertainment, Inc.

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