



REQUEST FOR PERMISSION TO USE MATTEL INTELLECTUAL PROPERTY FOR COMMERCIAL PURPOSES

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: _____

INFANT & PRESCHOOL

- e.g. Angelina Ballerina
 Barney
 Bob the Builder
 Fireman Sam
 Fisher-Price
 Fisher-Price Laugh & Learn
 Fisher-Price Little People
 Imaginext
 Loving Family
 Mike the Knight
 Pingu
 Rainbow Magic
 Rescue Heroes
 Thomas

ACTION FIGURES & VEHICLES

- e.g. Hot Wheels
 Hot Wheels Monster Trucks
 Major Matt Mason
 Masters of the Universe
 Matchbox
 Max Steel
 Street Sharks

DOLLS

- e.g. Barbie
 Enchantimals
 Ever After High
 Monster High
 Polly Pocket
 Vintage Dolls

GAMES

- Apples to Apples
 Balderdash
 Dos
 Gas Out
 Kerplunk
 Magic 8 Ball
 Phase 10
 Pictionary
 Rock 'Em Sock 'Em
 Scrabble
 Uno
 View-Master

MEGA

- Mega
 Mega Construx

Proposed Use:

- Book or Magazine Please attach: name of magazine/title of book, storyboard/mock-up of proposed use, synopsis of book, publisher, and expected publication date. Additional information may be required.
- Film and/or Television Show Please attach: producer/production company, director, cast list, network/distributor, expected content rating, release plans (if applicable) synopsis, and script pages where product is shown or mentioned.
- Museum or Gallery Please attach: name of museum/gallery, description of exhibit, exhibit dates, fee information (if applicable).
- School Project Please attach: name of school, description of project, description of use, distribution information (if video).
- Advertising Campaigns Please attach: proposed distribution channels (e.g. print publications, YouTube, social media, etc.), territory, length of term, other products appearing in ad (if applicable), storyboard, and script (if applicable).
- Other Please provide description of the proposed use and attach relevant materials

Proposed Territory(ies): _____

FAQs

Q. I am interested in distributing/selling new Mattel product on Amazon. Can I obtain authorization to distribute new Mattel product in bulk through my Amazon shop?

A. Unfortunately, Mattel cannot approve your request as it may conflict with existing third-party licenses.

Q. I have an idea for a new Mattel product. Where can I submit my idea?

A. If you are in the United States, you may submit their new product ideas to www.MyMattelIdeas.com. Support for the rest of world is coming soon.

Q. I would like to make or purchase product on Etsy utilizing Mattel intellectual property. Can I obtain permission to do so?

A. Development, production, and sale of product utilizing Mattel intellectual property is unauthorized without a license agreement. Mattel is unable to approve licensing proposals through its Permissions inbox.