

The LEGO Group

The LEGO Group at a glance











Top 100 influential companies
Source: TIME 2021

The LEGO Group in Indonesia









- PT LEGO Service Indonesia
- 26 LEGO Certified Stores



• Official stores on:









1932

First wooden duck

FIG. 4.

FIG. 5.

FIG. 5.

FIG. 6.

FIG. 7.

FIG

1958

the LEGO® brick patented 1978
Minifigure



1998MINDSTORMS®

2017

LEGO Life app





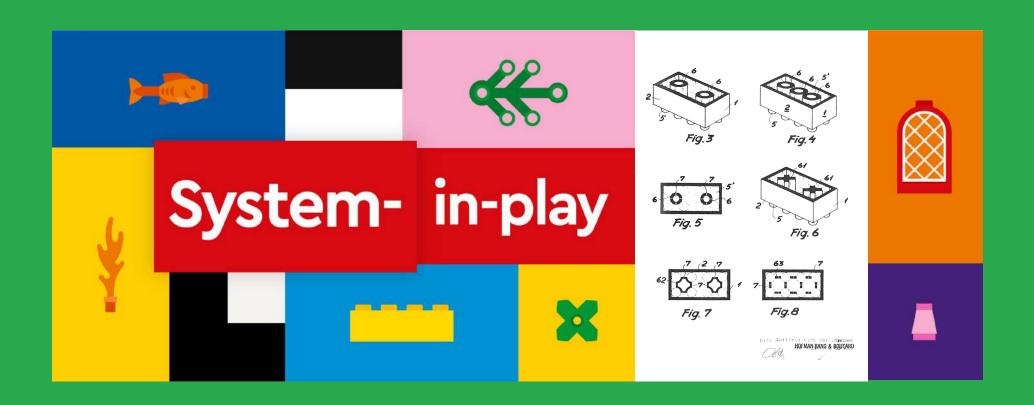


2020

LEGO Super Mario™

System-in-Play

The LEGO® System-in-Play is at the very heart of who we are and what we stand for



Highlights of the LEGO® Portfolio

























Importance of IPR Protection to the LEGO Group



- Protects the continuity of our business and innovations
- Protects our promise of mutual value creation to our intellectual property partners
- Protects our reputation as a responsible company that makes quality and safe play materials
- Most importantly, protects our consumers/children from safety and quality risks

Proper Trademark Usage: Our Top 3 Rules

The LEGO® word mark is an ADJECTIVE

Correct Use: LEGO® bricks, LEGO® sets
Incorrect Use: Legos, Legoes





Always written in CAPITAL LETTERS

Correct Use: LEGO® toys are awesome! **Incorrect Use**: Lego toys are awesome!

Name our company correctly

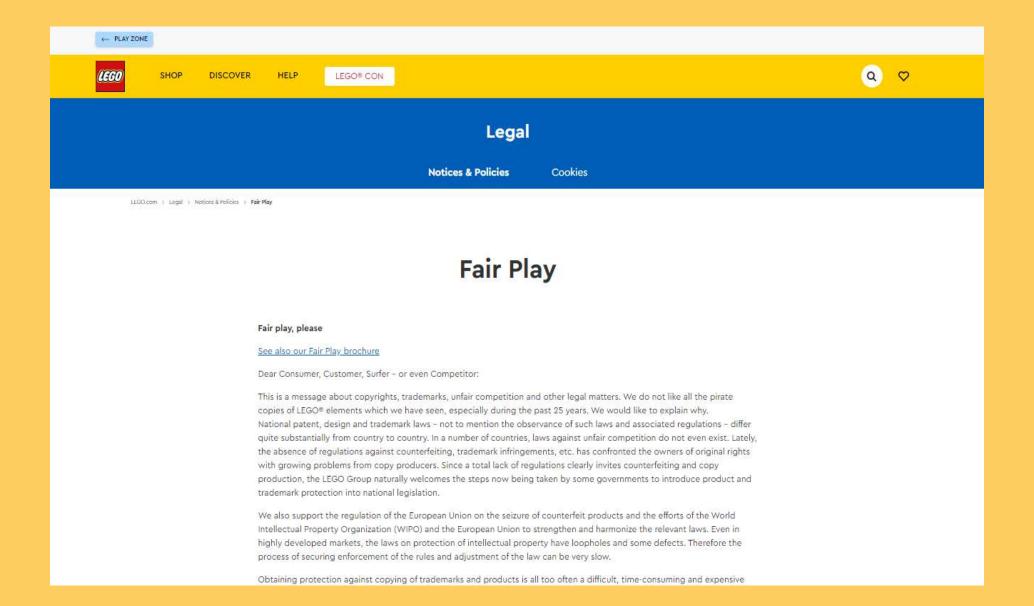
Correct Use: We work at the LEGO Group **Incorrect Use**: We work at Lego



Common Types of Intellectual Property of the LEGO Group



Fair Play Policy on www.LEGO.com



Relevance of IP to Our Business

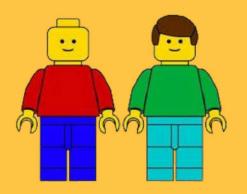
At the LEGO Group, we frequently encounter **copyright and trademarks** as the most common types of intellectual property in our work.

Our **trademarks** include the LEGO brand name, the LEGO logo, the Minifigure, DUPLO mark, NINJAGO mark, LEGOLAND Parks, amongst many more.

We use **copyrights** to safeguard our original creative works, including the unique designs of LEGO® sets, building instructions, product packaging, model builds, and digital content. This protection extends to visual, written and audio elements used in our products and marketing campaigns.







LEGO®



Copyright vs Trademarks

Nature of Protection

Trademarks protect symbols, names, and slogans used to identify goods and services.

Copyright protects original creative works.

Scope

Trademarks cover the commercial identity of products or services.

Copyright covers the specific expression of ideas in various forms.



IP concerns for the LEGO Group

COUNTERFEITS

- Fake products
- 1:1 replica of original
- Also copies the trademark/brand name of the original product
- Usually cheaper and poorer in quality

COPYCATS

- An imitation product / lookalike
- Confusingly similar concept or look & feel
- Rely on imperfect recollection of consumers
- Usually cheaper and poorer in quality
- Try and pass off as a separate brand of their own
- Many times use claims such as "compatible with LEGO" to ride on our brand name.

Counterfeit Products

Counterfeit goods are products which bear a trademark, but where the trademark owner's permission was not sought for such use.

Counterfeit products, also known as 'fakes', are imitations or replicas of our brand's products that are intentionally made to deceive customers into believing they are purchasing genuine items.

Designed and packaged exactly like our products, these products infringe on our trademarks, copyrights and/or patents and are often of inferior quality. Counterfeiters aim to profit from our brand's reputation, posing a significant threat to our business.









Copycat Products

Copycat products are similar to our brand's products but not necessarily identical. These products mimic our designs, features, or packaging, attempting to capitalize on the success and popularity of our products while trying to come across as independent brands in their own right.

Enforcement against copycats can be complex due to varying degrees of severity in different countries and regions. It is relatively straightforward to enforce against exact copies of our products, even without our logo or branding.

However, challenges arise when elements from different sets are combined into one, or when only a few prominent features of our products are included in a copycat set.















Types of Copycat Products











Copycat Examples

















Examples of 'no-brand' infringing goods





















Isolation of Genuine Elements







Loose Packaging







Loose Packaging









Copycat Figurines







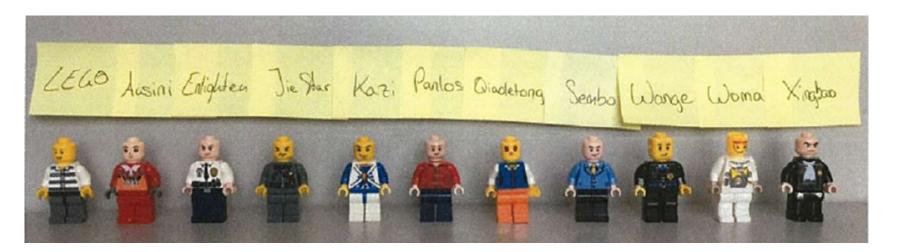




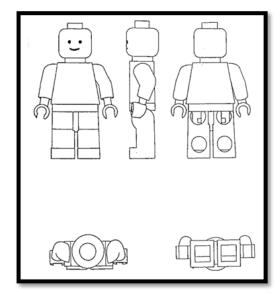
Copycat Figurines



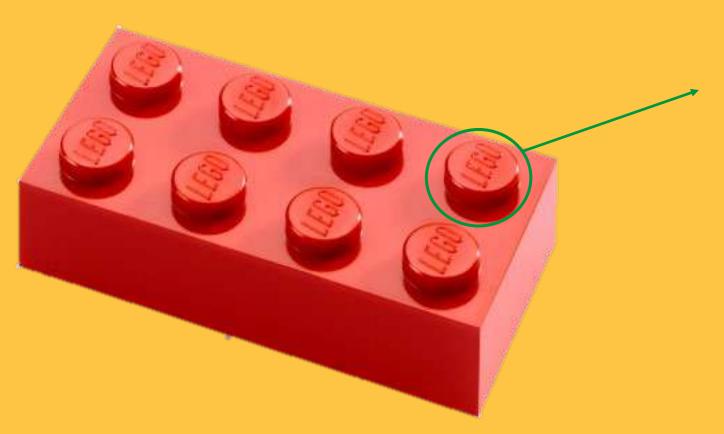




The LEGO Group has a 3D Trademark Registration in Indonesia



The LEGO® Brick: One Simple Identifier



All genuine LEGO® bricks will bear the LEGO wordmark on every knob of the brick.









Conditions at a Copycat Factory



Enforcements in Jakarta

















Raid action in Indonesia









Raid Action

Target's TaoBao
Account Showing
Transaction History

PPNS x Police: Case Exposure Meeting

We are grateful for the support





Enforcement Realities: Challenges We Face

- Copyright ownership vests upon creation, but enforcement often hinges on local registration, creating practical hurdles.
- Creative elements such as packaging, building instructions, and built models are sometimes not recognized as protected works, despite legal precedents supporting their protection.
- The absence of broad unfair competition provisions limits enforcement options against lookalikes and unregistered rights.
- Limited access to administrative enforcement channels can lead to slower, costlier actions—creating challenges for right holders and authorities alike.



Collaboration Opportunities



#1 Adopting best practices from the China-APAC region

Pro-active surveillance and enforcement (e.g., Customs seizures, warnings to infringers in marketplaces)

#3 Timely support and action on enforcement matters

Thank you!

We look forward to working with you on successful enforcement actions in the future!

