

SCHEDULE TO LICENSE AGREEMENT BETWEEN
MARVEL BRANDS LLC ("Marvel")
135 West 50th Street, 7th Floor
New York, NY 10020
and
Continental American Corporation d/b/a Pioneer Balloon Company ("Licensee")
5000 E. 29th Street
Wichita, Kansas 67220

EFFECTIVE DATE: October 18, 2019

Contract Number: 142896
Short Title: Pioneer Balloon 2020

This schedule is agreed to by Marvel and Licensee regarding the Licensed Products and Properties identified below ("Schedule"). Incorporated by reference as though set forth in full are (i) the Attachments and (ii) the Standard Terms and Conditions dated as of October 18, 2019 (including the Reference Packet). The Schedule, the Attachments, and the Standard Terms and Conditions together constitute a license agreement ("License Agreement") between the Parties. In the event of any conflict between the Schedule and the Standard Terms and Conditions, the terms of the Schedule shall prevail. All capitalized terms are defined in the Standard Terms and Conditions or in the Schedule. For convenience, the Parties may, but are not required to, refer to the License Agreement by the Short Title referenced above, if any. The Parties agree as follows:

A. **Term:** Begins on the Effective Date above and ends on the last day of the latest Sales Period below.

Sales Period: January 1, 2020 – December 31, 2021

For Marvel Classic Style Guides:
January 1, 2020 – December 31, 2021

For Marvel Movie Style Guides:
January 1, 2020 – The earlier of either 1) December 31, 2021; or 2) Twelve (12) months following the United States theatrical release date of each applicable film, provided such release(s) occurs prior to December 31, 2020. If such theatrical release(s) do not occur prior to December 31, 2020, Licensee shall not be granted any rights in those Style Guides.

Sell-Off Period: Ninety (90) days

B. **Territory:**

1. United States, its territories and possessions
2. Canada
3. Mexico
4. Anguilla, Antigua/Barbuda, Aruba, Bahamas, Barbados, Brazil, Brit. Virgin Is., Cayman Islands, Colombia, Costa Rica, Dominica, Dominican Rep., Ecuador, El Salvador, Grenada, Guatemala, Haiti, Honduras, Jamaica, Panama, St. Kitts & Nevis, St. Lucia, Trinidad and Tobago, Venezuela (collectively, "LATAM")

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5. Albania, Algeria, Andorra, Angola, Armenia, Austria, Azerbaijan, Belarus, Belgium, Benin, Bermuda, Bosnia-Herzegovina, Botswana, Bulgaria, Burkina-Faso, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, The Republic of Congo, Croatia, Cyprus, Czech Republic, Denmark, Djibouti, Estonia, Finland, France, Gabon, Georgia, Germany, Ghana, Gibraltar, Greece, Greenland, Guadeloupe, Guinea, Guinea-Bissau, Hungary, Iceland, India, Ireland, Israel, Italy, Ivory Coast, Kazakhstan, Kenya, Kyrgyzstan, Latvia, Lesotho, Liechtenstein, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Mali, Malta, Martinique, Mauritius, Moldavia, Monaco, Morocco, Mozambique, Namibia, Netherlands, Niger, Nigeria, Norway, Poland, Portugal, Reunion, Romania, Russian Fed., San Marino, Senegal, Serbia/Montenegro, Seychelles, Slovakia, Slovenia, South Africa, Spain, St. Helena, Swaziland, Sweden, Switzerland, Tajikistan, Tanzania, Togo, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Kingdom, Uzbekistan, Vatican City, Zambia, and Zimbabwe (collectively, "Northern/Southern Africa and Europe")
6. Bahrain, Burundi, Egypt, Ethiopia, Gambia, Iraq, Jordan, Kuwait, Lebanon, Liberia, Libya, Marshall Islands, Mauretania, Micronesia, Oman, Palau, Qatar, Rwanda, Saudi Arabia, Sierra Leone, Somalia, United Arab Emirates, Western Sahara, Yemen (collectively, "Central Africa and Middle East")

C. **Properties included in Licensed Material** (see Intellectual Property Notices and Special Provisions Attachment to the Schedule):

I. **"MARVEL CLASSIC STYLE GUIDES"**

1. **Spider-Man Classic Style Guide**
2. **Avengers Classic Style Guide**
3. **Guardians of the Galaxy Classic Style Guide**
4. **Marvel Comics Retro Classic Style Guide**
5. **Marvel Kawaii Art Collection Style Guide**
6. **Marvel Seasonal Classic Style Guide**
7. **Marvel Super Hero Adventures Classic Style Guide**

Note: Licensed Products utilizing the Marvel Super Hero Adventures Classic Style Guide must be designed and intended for toddlers and children aged 18 months to 5 years.

8. **Marvel Universe Classic Style Guide:** Limited to the Emoji Art Pack and the following characters:

Iron Man, Spider-Man, Hulk, Captain America, Thor, Hawkeye, Black Widow, Falcon, Loki Nick Fury, War Machine, Venom, Iron Fist, Luke Cage, Nova, She-Hulk, Red Hulk, A-Bomb, Green Goblin, Captain Marvel, Doctor Octopus, Doctor Strange, Black Panther, Spider-Woman, Daredevil, Elektra, Gwen Stacy, Iron Patriot, Maria Hill, Abomination, Lizard, Black Bolt, Black Cat, Black Costume Spider-Man, Winter Soldier, Bullseye, Carnage, Red Skull, Mary Jane Watson, Destroyer, Devil Dinosaur, Electro, Ghost Rider, Giant-Man, Skaar, Jessica Jones, Heimdall, Hydra, Iron Spider, Karnak, M.O.D.O.K., Ka-Zar, Bucky, Wasp, Leader, Beta Ray Bill, Lockjaw, Gorgon, Medusa, Kate Bishop, Odin, Crossbones, Rhino, Sif, Triton, Vulture, Warriors Three (Fandral, Hogun Volstagg), Whiplash, White Tiger, Wrecking Crew, Absorbing Man, Adam Warlock, Agent Venom, Amadeus Cho, Arnim Zola, Baron Zemo, Batroc the Leaper, Beetle Chitauri, Cloak, Dagger, Doc Samson, Dormammu, Dum Dum

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Dugan, Enchantress, Frost Giants, General Thunderbolt Ross, Hellcat, Hercules, Hydro-Man, Hyperion, Iron Monger, Jack O'Lantern, Kingpin, Kraven the Hunter, Madame Hydra, Malekith, Mandarin, Mockingbird, Moon Knight, Rescue, Sandman, Scarlet Spider, Scorpion, Shang-Chi, Sharon Carter, Spider-Girl, Squadron Supreme, Super Adaptoid, Supremor, Surtur, Taskmaster, Thundra, Yellowjacket, A.I.M., Ares, Attuma, Baron Strucker, Blizzard, Captain Universe, Celestials, Crimson Dynamo, Dark Elves, Deathlok, Doctor Voodoo, Echo, Elsa Bloodstone, Executioner, Fin Fang Foom, Gravity, Grey Gargoyle, Hulkling, Iron Lad, Jocasta, Kang, Madame Masque, Man-Thing, Menace, Misty Knight, Moondragon, Moonstone, Morbius, Mysterio, Night Mask, Night Thrasher, Nightmare, Noh-Varr, Quasar, Radioactive Man, Red She-Hulk, Shanna the She-Devil, Shocker, Silver Sable, Songbird, Speedball, Star Brand, Swordsman, Tiger Shark, Tigra Maximus, Union Jack, Valkyrie, Kurse, Wendigo, Whirlwind, Wiccan, Abyss, Ancient One, Aunt May, Balder, Black Knight, Chameleon, Clea, Cloud 9, Count Nefaria, Damage Control, Dreadnought, Druid, Ex Nihilo, Finesse, Gorgon, Hardball, Hazmat, J. Jonah Jameson, Jack of Hearts, Jackpot, Jigsaw, Killraven, Komodo, Mangog, Manifold, Man-Wolf, Crystal, Mettle, Owl, Penance, Quake, Reptil, Rocket Racer, Runaways, Sersi, Slingshot, Starfox, Stature, Stingray, Stonewall, Striker, The Hood, Turbo, Typhoid Mary, Veil and Wonder Man

II. **"MARVEL MOVIE STYLE GUIDES"**

1. ***Captain Marvel Movie Style Guide***
2. ***Avengers: Endgame Movie Style Guide***
3. ***Black Widow Movie Style Guide***
4. ***The Eternals Movie Style Guide***
5. ***Shang-Chi and the Legend of the Ten Rings Movie Style Guide***
6. ***Doctor Strange in the Multiverse of Madness Movie Style Guide***
7. ***Thor: Love and Thunder Movie Style Guide***

D. **Product Categories and Licensed Products**

Product Category: Balloons

Licensed Products:

1. Latex balloons
2. Bubble balloons: defined as stretchy plastic balloons
3. Latex balloon activity and decorating kits
4. Foil balloons

Product Notes:

1. Licensed Product 1 (Latex Balloons) may not be sold in Cyprus, Greece, Malta, Israel, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, United Arab Emirates, Yemen, Algeria, Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Djibouti, Ethiopia, Gabon, Ghana, Guinea, Ivory Coast, Liberia, Libya, Mali, Mauritania, Morocco, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, The Gambia, The Republic of Congo, Togo, Tunisia, Western Sahara, Angola, Botswana, Comoros, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia,

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