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Date: July 19, 2016

CPLG Contract #

SEGA Europe Ltd contract No:

SEGA Europe Ltd DEAL MEMO		
New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/>		
Trademarks	<input checked="" type="checkbox"/> logos <input checked="" type="checkbox"/> approved style guide images	
Property	Sonic Boom <input checked="" type="checkbox"/> Classic Sonic <input type="checkbox"/>	
Licensor contact details	Address: SEGA Europe Ltd, 27 Great West Road, Brentford, Middlesex, TW8 9BW Phone number: 02089964594 Email: Jason.rice@sega.co.uk Contact person: Jason Rice	
CPLG Office Sales person	CPLG Spain: Avenida Diagonal, 477, Planta 13, Puerta A, 08036 Barcelona Stella Audisio saudisio@es.cplg.com +34 93 409 1371	
Licensee information	Company Name:	Flexmetal, S.A.
	Trading Name:	Flexmetal
	VAT number (if new licensee):	B58358128
	Business Contact:	Rosa Soteras
	Title:	Marketing Manager
	Address:	Polígono Industrial Santa Margarida II, C/Albert Einstein, 34-36 08223 Terrassa (Barcelona) Spain
	Telephone:	+34 93 786 2157
	Email:	rsoteras@flexmetal.com
	Licensee Website:	www.flexmetal.com
Legal Contact:	Juan Tarazaga	

This document does not constitute a legal agreement but only a summary of the deal points being discussed. No agreement will exist until execution of a formal license agreement by both parties.



	Approvals Contact:	Rosa Soteras
	Financial Contact:	Rosa Soteras
Term Begin date End date	2 Years August 1, 2016 July 31, 2018	
Retail release date	Fall 2016	
Sell-off	90 days	
Licensed Product(s)	1. Mylar balloons in all shapes and sizes.	
Target Audience	Children: <input checked="" type="checkbox"/> Teen: <input type="checkbox"/> Adult: <input type="checkbox"/>	
Grant of license	<input checked="" type="checkbox"/> non-exclusive	
Territory	Spain, Portugal, Andorra, UK, Russia	



Distribution channels	<input type="checkbox"/> All channels <input type="checkbox"/> Direct to Retail <input type="checkbox"/> Mail Order/Catalogs <input type="checkbox"/> Door-to-Door <input type="checkbox"/> Television Home Shopping <input type="checkbox"/> Vending Machines <input type="checkbox"/> Restaurants <input type="checkbox"/> Fast Food <input type="checkbox"/> Ecommerce <input type="checkbox"/> Department Stores <input type="checkbox"/> Convenience Stores <input checked="" type="checkbox"/> Gift Shops <input type="checkbox"/> Hypermarket <input type="checkbox"/> Mass Market <input type="checkbox"/> Home Improvement Stores <input type="checkbox"/> Airport <input type="checkbox"/> Club Stores <input type="checkbox"/> Discount Stores <input type="checkbox"/> Independent Stores <input type="checkbox"/> Specialty Stores <input type="checkbox"/> Baby Specialty Stores <input type="checkbox"/> Book Stores <input checked="" type="checkbox"/> Candy/Confectionary Stores <input type="checkbox"/> Fashion Accessory Stores	<input type="checkbox"/> Duty Free Stores <input type="checkbox"/> Drug/Pharmacy Stores <input type="checkbox"/> Furniture Stores <input type="checkbox"/> Footwear Stores <input type="checkbox"/> Stationery Stores <input type="checkbox"/> Computer/Electronic Stores <input type="checkbox"/> Garden Specialty Stores <input type="checkbox"/> Kiosks <input type="checkbox"/> Music/Video/Games Stores <input type="checkbox"/> Party Stores <input type="checkbox"/> Pet Stores <input type="checkbox"/> Supermarket/Grocery Stores <input checked="" type="checkbox"/> Amusement Park Stores <input type="checkbox"/> Athletic Apparel and Footwear <input type="checkbox"/> Arts and Crafts <input type="checkbox"/> Fashion Specialty Clothing <input checked="" type="checkbox"/> Novelty/Gift Stores <input type="checkbox"/> Office Specialty Stores <input type="checkbox"/> Total Automotive Stores <input type="checkbox"/> Toy Stores <input checked="" type="checkbox"/> Other (please list): <u>Wholesalers/Distributors, street vendors</u>
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Other Questions

Please complete ALL questions. If you answer "Yes" to any of the questions below, please provide a complete explanation on a separate sheet of paper.

Has the licensee ever been a party to litigation?

Yes No

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