

PROVISIONAL REFUSAL

according to rule 17(1) of the Common Regulations under the Madrid Agreement and Protocol

Refusal based on an opposition

I. Office:

INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL

DIREÇÃO DE MARCAS E PATENTES

Campo das Cebolas

1149-035 – LISBOA PORTUGAL

Fax.: 21 886 98 59

Tel.: 21 881 81 00

Link: <http://www.inpi.pt/>

E-mail: atm@inpi.pt

II. International registration number: 1453355

Trademark elements: LEPIN

III. Name and address of the holder: SHANTOU CHENGHAI LONGJUN TOY FACTORY

NO. 4, EAST NATIONAL ROAD, ZHULIN VILLAGE, LIANSHANG TOWN, CHENGHAI DISTRICT, SHANTOU CITY, GUANGDONG, CHINA

IV. Grounds for refusal:

a) Corresponding essential provisions of the applicable law under IX:

Art.242, Art. 245, N.1, a), b), c), Art, 317, N.1, Art, 239, N.1, a), e), do CPI

V. Opponent rights.

Application/registration number: 000039834(EUTM)

Filing Date: 01/04/1996

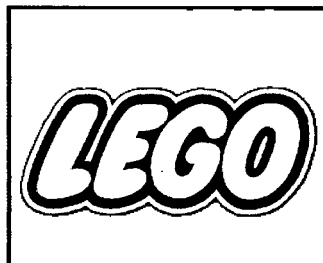
Registration date (if available): 09/11/1998

Priority date (if any): N.A

Name and address of the opponent:

LEGO JURIS A/S, DK-7190 BILLUND, DINAMARCA

Trademark:



List of goods and services on which the opposition is based:

Class 03: Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.

Class 09: Scientific, nautical, surveying, electric, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments, all included in class 9; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin operated apparatus; cash registers, calculating machines, data processing equipment and computers; recorded computer programs and software; eyeglasses; eyeglass cases; magnets.

Class 16: Paper, cardboard and goods made from these materials (included in class 16); printed matter; bookbinding material, photographs; stationery; adhesives for stationery or household purposes; artist's materials; paint brushes; instructional and teaching material (except apparatus); plastic materials for packaging (included in class 16); playing cards; bags (envelopes, pouches) of paper or plastic, for packaging; wrapping paper; money holders; bookends; boxes of cardboard or paper; boxes for pens; pen cases; binders (loose leaf); chromos; coasters of paper; erasing products; writing pads; note books; paperweights; pencil sharpeners; photograph stands; table clothes, linen, mats and napkins, all of paper.

Class 20: Furniture, mirrors, picture frames; goods (included in class 20) of wood, cork, reed, or of plastics; air mattresses; sleeping bags; bedding (except linen); cases of Wood or plastic; coat hangers; drinking straws; figurines of plastic; playpens for babies; jewelry cases, not of precious metal; point of sale displays [furniture].

Class 24: Textile and textile goods (included in class 24); bed and table covers.

Class 25: Clothing, footwear, headgear.

Class 28: Games and playthings; gymnastic and sporting articles (included in class 28); decorations for Christmas trees.

Class 42: Providing of food and drink; temporary accommodation; medical, hygienic and beauty care; veterinary and agricultural services; scientific and industrial research; computer programming; installation and operation of a data base.

VI. Refusal for all the goods and services.

VII. Answer to the decision of refusal:

a) Time limit to file an answer: Within two (2) months following the date of the notification of provisional refusal sent by WIPO. This period can be extended once, for one (1) month, at the request of the interested party. The extension of period must be submitted before the first two (2) month period is over. The answer and payment to this notification can be submitted electronically through the Website online services, available at www.inpi.pt (upon requiring the use of a digital signature certificate). In the case of electronic reply, the applicant will benefit of a fee discount of 50%.

Otherwise, the answer and payment to this notification can be submitted in person or by Mail, with the proper form (available for download at [FORM M4](#)) and the respective means of payment (a bank check, issued to the National Institute of Industrial Property).

The actual values to be paid can be found at www.inpi.pt. If further clarification is necessary, please contact us via telephone at +351 21 881 81 00 or send an email to atm@inpi.pt

b) Authority to which the answer should be filed:

INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL

DIREÇÃO DE MARCAS E PATENTES

Campo das Cebolas

1149-035 – LISBOA PORTUGAL

Fax.: 21 886 98 59

Tel.: 21 881 81 00

Link: <http://www.inpi.pt/>

E-mail: atm@inpi.pt

VIII. Date and signature: 2019.05.31 Jose Alves Ribeiro

IX. Corresponding essential provisions of the applicable law:

Industrial Property Code

(approved by Decree-Law 36/2003 of 5 March and amended by Decree-Law 318/2007 of 26 September, Decree-Law

360/2007 of 2 November, Decree-Law 143/2008 of 25 July and Law 16/2008 of 1 April)

Art. 222nd – Composition of trademark

- 1 – A trademark may consist of a sign or set of signs that can be represented graphically, namely words - including the names of persons -, drawings, letters, numbers and sounds, the form of the product or respective packaging, provided that they adequately distinguish the products and services of one company from those of others.
- 2 – A trademark may also consist of advertising phrases for the respective products or services, provided that they are distinct in character, regardless of the protection conferred upon them by copyright.

Art. 223rd – Exceptions

- 1 – The conditions of [article 222nd] are not met by:
 - a) - Trademarks that are devoid of any distinctive character;
 - b) - Signs that exclusively consist of the form imposed by the nature of the product itself, the form of the product necessary for obtaining a technical result or the form that confers a substantial value on the product;
 - c) - Signs that are exclusively made up of indications that may serve in commerce to designate the type, quality, quantity, purpose, value, geographic origin, period or means of production of the product or the service, or other characteristics thereof;
 - d) - Trademarks that exclusively consist of signs or indications that have become common use in modern-day language or in the habitual and constant habits of commerce;
 - e) - Colours, save where they are combined with each other or with graphics, wording or other particular and distinctive elements.

Art. 238th – Grounds for refusal of a registration

- 1 – [...] registration of a trademark is refused when:
 - a) - It consists of signs that cannot be represented graphically;
 - b) - It consists of signs devoid of any distinctive character;
 - c) - It consists exclusively of signs or indications referred to in Article 223(1) (b) to (e);
 [...]
- 4 – Registration of a trademark will also be refused if it contains in some or all of its constitutive elements:
 - a) - symbols, crests, emblems or distinctions of the state, municipalities or other Portuguese or foreign public or private bodies, the emblem and name of the Red Cross or other similar bodies and any signs covered by Article 6-ter of the Paris Convention for the Protection of Industrial Property;
 - b) - signs of a high symbolic value, such as religious symbols, unless these are authorised;
 - c) - expressions or figures that are contrary to the law, morals, public order and morality;
 - d) - signs that may mislead the public, namely as to the nature, properties, utility or geographic origin of the product or service for which the trademark is designed.
- 5 – Registration of a trademark that is made up exclusively of the national flag of the Portuguese Republic or some of its constitutive elements will also be refused.
- 6 – Registration will also be refused for a trademark that contains, amongst other elements, the national flag, wherever the trademark is likely to:
 - a) - mislead the public as to the geographic origin of the products or services for which it is designed;
 - b) - lead the consumer to erroneously think that the products or services come from an official body;
 - c) - generate disrespect or a diminution of prestige for the national flag or any of its elements.

Art. 239th – Other grounds for refusal

- 1 – Further grounds for refusal of registration of a trademark are:
 - a) - reproduction or imitation of all or part of a trademark previously registered by another person for identical

or similar products or services that may mislead or confuse the consumer or comprise the risk of association with the already registered trademark;

- b) - reproduction or imitation of all or part of a logotype already registered by another person to distinguish an entity whose activity is identical or similar to the products or services for which the trademark is designed, if it is likely to mislead or confuse the consumer;
 - c) - violation of other industrial property rights;
 - d) - the use of names, portraits or any other expressions or figurations without the authorisation of the persons they relate to or, if these are deceased, of their heirs or relatives to the fourth degree or, if authorisation is obtained, if it generates disrespect or diminution of prestige for those persons;
 - e) - recognition that the applicant's intent is one of unfair competition or that unfair competition is a possible outcome, regardless of the applicant's intention.
- 2 – When cited in an opposition, the following are also grounds for refusal:
- a) - reproduction or imitation of a business or corporate name and other distinctive signs, or merely a characteristic part thereof, that do not belong to the applicant or where the applicant is not authorised to use them, if it is likely to mislead or confuse the consumer;
 - b) - violation of copyright; [...]

The English version of the Industrial Property Code is available at: <http://www.inpi.pt>

MARCA DE REGISTO INTERNACIONAL N.º1453355

Exmo. Senhor Diretor
do Serviço de Marcas e Patentes
do Instituto Nacional de Propriedade Industrial

LEGO Juris A/S, sociedade com sede em Koldingvej 2, DK-7190 Billund, Dinamarca, vem, ao abrigo do disposto no artigo 17º, n.º 1 do Código da Propriedade Industrial (doravante designado abreviadamente por CPI), apresentar

RECLAMAÇÃO

dentro do prazo legal, contra o pedido de registo da Marca de Registo Internacional n.º 1453355, requerido por SHANTOU CHENGHAI LONGJUN TOY FACTORY, sociedade com sede em NO.4 East National Road, Zhulin Village, Lianshang Town, Chenghai District, Shantou City, Guangdong, China, o que faz nos termos e com os seguintes fundamentos:

1.

A marca objeto de reclamação é composta pela seguinte representação gráfico-figurativa:



2.

Esta marca destina-se a assinalar os seguintes produtos:

- Classe 28 da Cassificação de Nice: *brinquedos inteligentes; brinquedos iniciados por laser; modelos de brinquedos; veículos de brinquedo; controladores para brinquedos; kits de modelos à escala [brinquedos]; brinquedos; blocos de construção [brinquedos]; modelos de veículos à escala; veículos de brinquedo controlados por rádio.*¹

3.

Por sua vez, a Reclamante é titular do seguinte registo:

- Marca da União Europeia n.º 000039834, requerida em 01/04/1996, concedida em



09/11/1998, composta pelo sinal , reivindicando as cores vermelho, branco, amarelo e preto, destinada a assinalar, entre outros, “*jogos e artigos de diversão; artigos de desporto e ginástica (incluídos na classe 28); decorações para árvores de Natal*” na classe 28.

4.

Este registo configura a icónica representação da marca **LEGO**, cuja excepcional reputação a posiciona entre as marcas de maior prestígio no mundo.

5.

Relativamente à marca de prestígio, ensina Luís Couto Gonçalves, citado pelo STJ,² que “*essa marca deve obedecer a dois apertados requisitos, um quantitativo e outro qualitativo: 1.º gozar de excepcional notoriedade; 2.º gozar de excepcional atracção e-ou satisfação junto dos consumidores*”.³

¹ Tradução dos produtos designados em Inglês.

² Acórdão do Supremo Tribunal de Justiça de 13/07/2010, processo n.º 3/05.9TYLSB.P1.S1.

³ *Manual de Direito Industrial*, 2019, p. 283.

6.

Neste caso, quanto ao primeiro critério, a marca LEGO apresenta-se como uma das marcas de brinquedos mais vendidas e publicitadas, não só a nível Europeu,⁴ como internacionalmente.

7.

Aliás, em 2016, o grupo LEGO, responsável pela produção dos brinquedos com o mesmo nome, foi o maior produtor de brinquedos no mundo.⁵

8.

Regra geral, qualquer empresa com uma dimensão semelhante à do grupo LEGO, cuja receita se fixou em 4.87 biliões de Euros no ano de 2018,⁶ faz enormes investimentos em publicidade, tendo em conta que a exposição de uma marca aos consumidores está profundamente ligada à receita gerada pelos seus produtos.

9.

Porém, o nível de publicidade da marca LEGO e dos seus brinquedos é especialmente notória em virtude dos inúmeros meios de comunicação em que esta tem investido e do sucesso obtido.

10.

Veja-se, por exemplo, a produção dos diversos videojogos,⁷ séries⁸ e filmes⁹ de animação da LEGO, todos baseados nos próprios brinquedos da marca e que têm sido amplamente aclamados.¹⁰

⁴ Doc. 1.

⁵ Doc. 2.

⁶ Doc. 3.

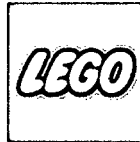
⁷ Doc. 4.

⁸ Doc. 5.

⁹ Doc. 6.

¹⁰ Veja-se, por exemplo, a classificação e sucesso comercial dos filmes "THE LEGO BATMAN MOVIE" e "THE LEGO MOVIE", os quais custaram, respetivamente, 71 e 54 milhões de euros. Docs. 7, 8, 9 e 10.

11.



O reconhecimento universal da marca é ainda amplificada pela sua associação a títulos e personagens tão mediáticas como Harry Potter, Batman, Marvel ou Star Wars, o que lhe atribui uma reputação inigualável, transversal aos mais diversos consumidores.

12.

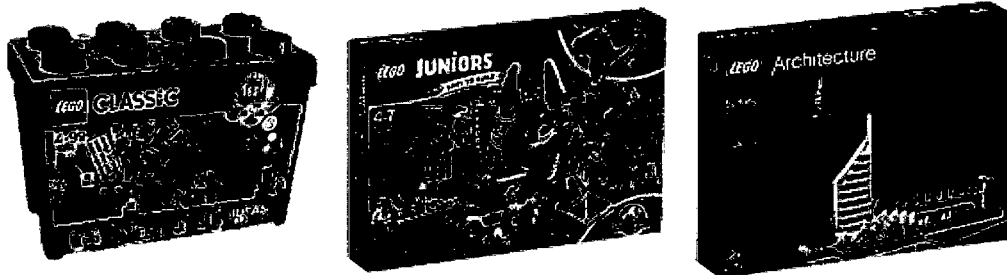
Apresentam-se, como exemplo, algumas destas associações:



13.



A marca goza ainda de uma difusão colossal, considerando que é apresentada aos consumidores em centenas de milhões de embalagens por ano, nas suas mais variadas linhas de brinquedos, por exemplo:



14.

De facto, em termos quantitativos, esta marca goza de uma divulgação que muito poucas poderão igualar, demonstrada em números surpreendentes como os 440 biliões de peças produzidas até hoje, as 5 biliões de horas passadas por crianças a brincar, anualmente, com brinquedos LEGO ou o facto de serem fabricados tantos veículos LEGO que faz deste grupo o maior produtor de pneus do mundo.¹¹

15.

Assim, pode-se afirmar com segurança que *"são muito poucas as pessoas no mundo que não conhecem o tijolo Lego"*,¹² nas quais se incluem, naturalmente, os consumidores portugueses, os quais têm tido contacto com a marca desde, pelo menos, 1973.¹³

16.



Por outro lado, em termos qualitativos, a marca possui também um prestigiado renome, derivado da satisfação e excelência associados à mesma por parte dos consumidores.

17.

Como prova disto, basta olhar para a constante classificação de topo que a marca obtém em estudos relativos à percepção de diversas marcas pelo público.

¹¹ Doc. 11.

¹² Doc. 12.

¹³ Doc. 12.

18.

Em 2019, o *Global Rep Trak 100*, um célebre estudo mundial de avaliação das 100 empresas mais reputadas aos olhos dos consumidores, posicionou o grupo LEGO em segundo lugar, abaixo apenas da Rolex e mais estimada que ilustres entidades como a Walt Disney Company, Adidas ou Microsoft.¹⁴

19.

A LEGO foi também considerada “a empresa mais reputada da União Europeia” em 2018.¹⁵

20.

Em Portugal, a marca LEGO, para além de ter sido classificada como a décima mais reputada a nível nacional no ano 2019,¹⁶ foi ainda destacada como possuindo a melhor reputação no sector dos brinquedos.¹⁷

21.

O prestígio desta marca tem também sido repetidamente confirmado em decisões Europeias, nas quais se considerou já que a LEGO *“tem sido objeto de um longo e intensivo uso e é bem conhecida no mercado relevante, onde goza de uma posição consolidada entre as marcas líderes, a qual tem sido atestada por diversas fontes independentes (...) todas mostram inequivocamente que a marca goza de um alto grau de reconhecimento entre o público relevante - um facto confirmado ao longo dos anos por inúmeras decisões de tribunais e entidades administrativas (...) assim, a Divisão de Oposição conclui também que a força da reputação da marca LEGO é excecional”*.¹⁸

¹⁴ Doc. 13 e 14.

¹⁵ Doc. 15.

¹⁶ Doc. 16.

¹⁷ Doc. 17.

¹⁸ Tradução da Oposição B 2 927 286.

22.



Em conclusão, não restam dúvidas que a marca não é apenas uma marca notória, mas uma marca de prestígio, gozando da proteção conferida pelo artigo 242.º do CPI.

23.

Ora, como adiante se irá demonstrar, o pedido de registo reclamado constitui imitação desta -marca nos termos previstos no art.º 245.º do CPI.

24.

Segundo o n.º 1 deste preceito: considera-se imitada ou usurpada por outra, no todo ou em parte, a marca que, cumulativamente, além de prioritária (al. a), se destine a assinalar produtos ou serviços idênticos ou de afinidade manifesta (al. b), e haja uma tal semelhança gráfica, figurativa, ou fonética ou outra que induza facilmente o consumidor em erro ou confusão, ou que compreenda um risco de associação com a marca anteriormente registada, de forma que o consumidor não possa distinguir as duas marcas senão depois de exame atento ou confronto (al. c).

25.

Considerando as datas acima referidas, a prioridade da marca da Reclamante é inquestionável, pelo que se encontra preenchido o primeiro requisito do n.º 1 do artigo 245.º do CPI.

26.

No que concerne ao segundo requisito, os diferentes brinquedos identificados pela marca registanda, *“brinquedos inteligentes; brinquedos iniciados por laser; modelos de brinquedos; veículos de brinquedo; kits de modelos à escala [brinquedos]; brinquedos; blocos de construção [brinquedos]; modelos de veículos à escala; veículos de brinquedo controlados por rádio”* estão abrangidos, na sua íntegra, pelas categorias de *“jogos e artigos de diversão”* identificadas pela marca da Reclamante.

27.

Também os “controladores para brinquedos” designados deverão ser considerados como idênticos aos produtos designados pela marca da Reclamante, pois “jogos e artigos de diversão” incluem, logicamente, os seus respetivos controladores, sem os quais os artigos não irão funcionar.

28.

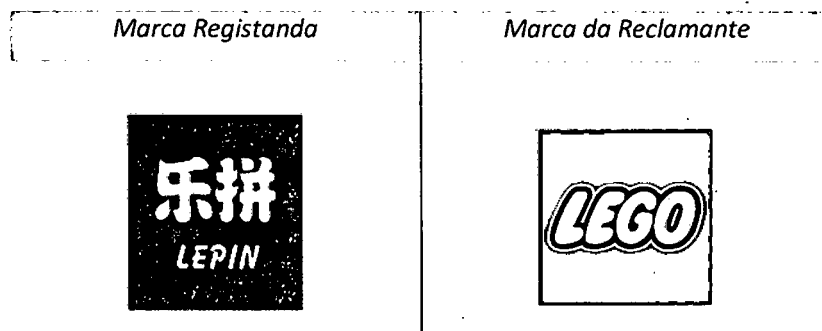
Segundo aquilo que tem sido extensivamente decidido pela jurisprudência, “[q]uando os produtos abrangidos pela marca anterior incluem os produtos abrangidos pelo pedido de registo de marca, esses produtos são considerados idênticos”,¹⁹ daí que os produtos designados pela marca registanda devam ser considerados idênticos àqueles identificados pela marca da Reclamante.

29.

Por esta razão, encontra-se preenchido o segundo requisito do n.º 1 do artigo 245º do CPI.

30.

Analisando as marcas em confronto:



verifica-se que a marca registanda é claramente semelhante à da Reclamante, configurando uma tentativa de aproveitamento do prestígio desta.

¹⁹ Tradução do Acórdão do Tribunal de Justiça de 17/01/2012, processo T-522/10, parágrafo 36.

31.

Em primeiro lugar, cumpre destacar que, tal como tem sido repetidamente confirmado esta comparação deve ser feita tendo em conta a impressão global de ambas as marcas,²⁰ notando que o consumidor percebe a marca como um todo.

32.

Considerando que a grande maioria dos portugueses não possui conhecimentos sequer básicos de caracteres Chineses, os consumidores irão prestar nenhuma ou muito reduzida atenção aos mesmos.

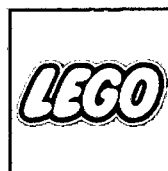
33.

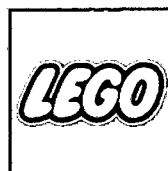
Também as palavras “LEGO” e “LEPIN” não possuem qualquer significado na língua Portuguesa, pelo que não é possível compará-las conceptualmente.

34.

Por outro lado, em termos visuais, é notório que ambas as marcas reproduzem uma imagem global bastante similar, graças, particularmente, às cores e tipo de letra utilizados.

35.



No caso em concreto, as cores e o *lettering* da marca  são elementos icónicos da mesma, possuindo um enorme grau de distintividade para os consumidores, os quais associam imediatamente tais características à marca, em virtude de esta estar constantemente presente nas embalagens, catálogos, ou *sites* da LEGO.

36.

As marcas em apreço partilham não só um fundo vermelho, mas possuem também tipos de letra muito parecidos, com cores, formas e contornos similares, o que lhes atribui uma impressão visual muito semelhante.

37.

²⁰ Acórdão do Tribunal de Justiça de 11/11/1997, processo C-251/95, para. 23.

A comparação destas marcas deverá ter em especial consideração estas semelhanças visuais, dado que os produtos designados irão ser maioritariamente apresentados em prateleiras, catálogos ou páginas da Internet em que o consumidor está perante os mesmos.

38.

Tal importância advém também do facto de muitos destes produtos serem escolhidos por crianças (mesmo que venham a ser os pais a comprá-los), as quais são particularmente suscetíveis a lembrar-se das marcas, e a confundi-las, através dos seus elementos figurativos, em particular, das suas cores.

39.

Este grau de semelhança é ainda potenciado pela partilha da primeira sílaba “LE” e pelo facto dos componentes “LEPIN” e “LEGO” serem palavras curtas, os quais irão contribuir para uma já elevada similitude figurativa entre as marcas.

40.

Para além disso, como afirmado pelo Tribunal de Justiça, *“as marcas que tenham um carácter distintivo elevado, intrinsecamente ou em razão do conhecimento destas no mercado, gozam de uma protecção mais ampla do que aquelas cujo carácter distintivo é mais reduzido”*.²¹

41.

Assim, *“o carácter distintivo da marca anterior, em especial a sua notoriedade, deve ser tomado em consideração para apreciar se a semelhança entre os produtos ou os serviços designados pelas duas marcas é suficiente para dar lugar a um risco de confusão”*.²²

42.

²¹ Acórdão do Tribunal de Justiça de 29/09/1998, processo C-39/97, para. 18.

²² Acórdão do Tribunal de Justiça de 29/09/1998, processo C-39/97, para. 24.



Neste caso, tendo em conta o uso prolongado e intensivo da marca e o seu imenso prestígio, não restam quaisquer dúvidas de que esta possui um elevadíssimo grau de distintividade.

43.

*Além do mais, “A apreciação global do risco de confusão implica uma certa interdependência entre os factores tomados em conta, nomeadamente a semelhança entre as marcas e dos produtos ou serviços designados. Assim, um reduzido grau de semelhança entre os produtos ou serviços designados pode ser compensado por um elevado grau de semelhança entre as marcas, e vice-versa”.*²³

44.

Quer isto dizer que quando a semelhança entre produtos ou serviços é muito alta, a probabilidade de confusão e/ou associação subsistirá mesmo que a semelhança entre os seus sinais seja menor.

45.

No caso em apreço, o risco confusão é especialmente elevado tendo em conta que não só são os sinais de ambas as marcas semelhantes, como os seus produtos designados são idênticos.

46.

Consequentemente, considerando que:

- 1) Ambas as marcas designam produtos idênticos,

²³ Acórdão do Tribunal de Justiça de 29/09/1998, processo C-39/97, para. 17.



- 2) A marca goza de um elevado carácter distintivo e de um prestígio inigualável relativo a esses mesmos produtos,
- 3) Ambas as marcas emitem uma impressão visual claramente semelhante,

parece ser evidente que existe uma enorme probabilidade do consumidor médio vir a confundir e/ou associar as mesmas.

47.

Na verdade, como explica Pedro Sousa e Silva (*"Direito industrial"*, 2011, pp. 175-176): *"há que desfazer uma ideia que (ainda) faz curso entre os leigos, de que basta mudar pequenos detalhes num sinal para que ele deixe de constituir imitação de outro. Como é óbvio, a lei rejeita não só os sinais idênticos, mas também os "semelhantes", desde que haja um risco sério de confusão"*.

48.

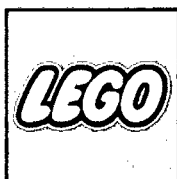
Mesmo assim, caso restassem dúvidas quanto ao elevado nível de semelhança e o associado risco de confusão entre as marcas aqui em confronto, bastaria ter em conta a presente realidade comercial, para se tornar absolutamente evidente como o pedido da marca registanda constitui não só uma imitação da marca da Reclamante, como a sua concessão sustentaria a flagrante situação de concorrência desleal atualmente promovida pela marca LEPIN.

49.

Segundo o n.º 1 do art.º 317, *"constitui concorrência desleal, nomeadamente: al. a) os actos susceptíveis de criar confusão com a empresa, o estabelecimento, os produtos ou os serviços dos concorrentes, qualquer que seja o meio empregue; al. c) As invocações ou referências não autorizadas feitas com o fim de beneficiar do crédito ou da reputação de um nome, estabelecimento ou marca alheios"*.

50.

Como prova de tais atos por parte da marca LEPIN, veja-se, antes de mais, as explícitas



imitações da marca , apresentadas nas páginas de Internet “*lepinworld.com*”, “*lepinland.com*” e “*bricklepin.com*”:²⁴



51.

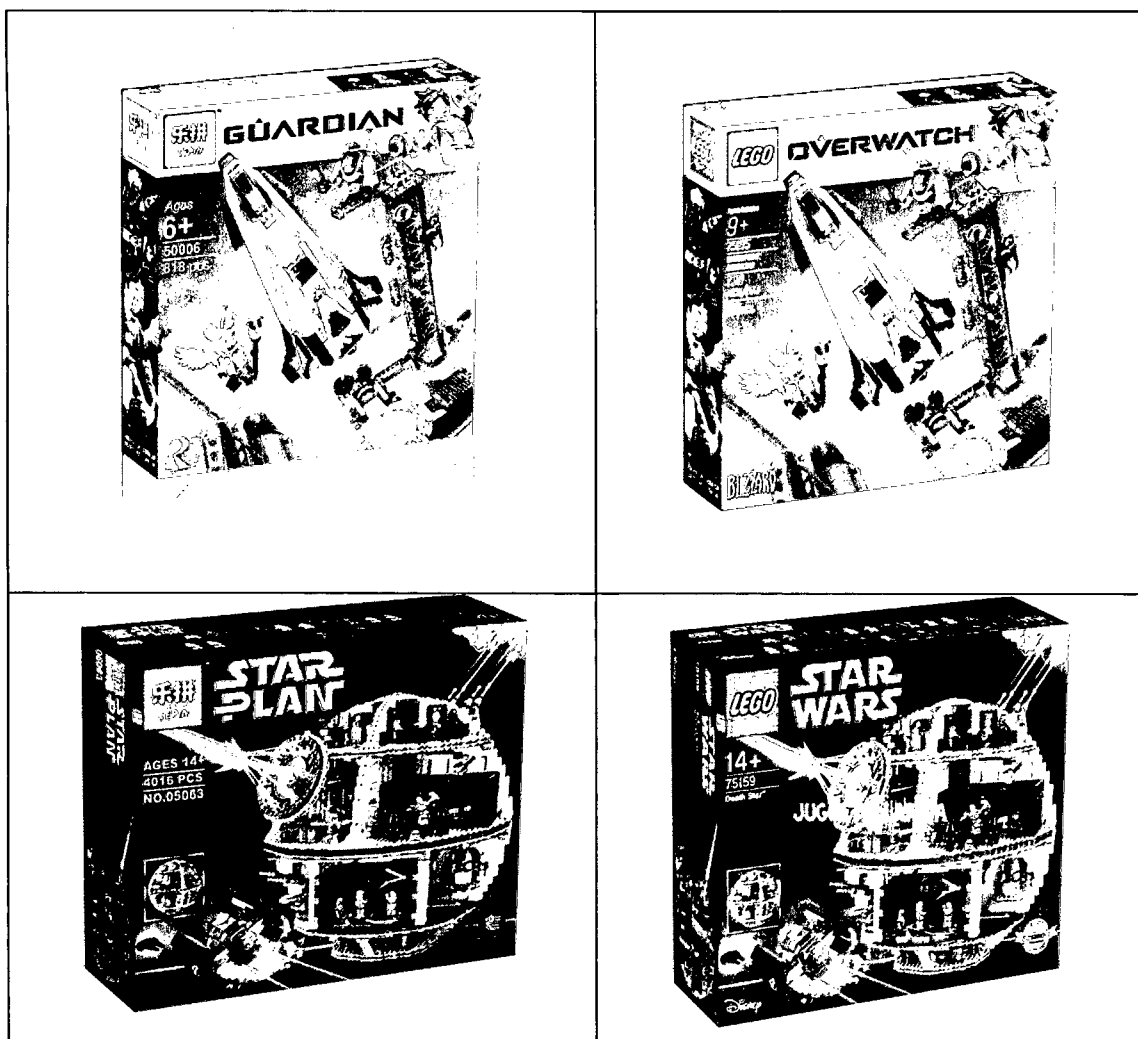
Adicionalmente, a título de exemplo, note-se as imitações de alguns dos brinquedos (e embalagens) da Reclamante, identificados pela marca LEPIN:

Produtos identificados pela marca LEPIN ²⁵	Produtos da Reclamante ²⁶

²⁴ Doc. 18, 19 e 20.

²⁵ Docs. 21, 23 e 25.

²⁶ Docs. 22, 24 e 26.



52.

Pode-se ver, aliás, nas próprias páginas onde os produtos LEPIN são apresentados, o assumido reconhecimento por parte desta marca de como os seus brinquedos são cópias daqueles fabricados pela marca LEGO, incluindo nos seus próprios “product tags” as palavras-chave “Lego Clone” e “Lego Knock Off”, de forma a serem mais facilmente encontrados por aqueles que pretendem comprar imitações.²⁷

53.

Tal admissão demonstra nitidamente o aproveitamento ilegal do prestígio da marca LEGO promovido pela marca LEPIN e do qual a Requerente pretende tirar partido.

²⁷ Doc. 27 (página 8).

54.

Mesmo que tais situações não estivessem já a decorrer, lembre-se que entendeu o STJ (acórdão de 05/02/2009) que *“não se carece, para se concluir por actuação violadora das normas do comércio, em sede de concorrência desleal, que se verifique uma “efectiva confusão prejudicial”, bastando a susceptibilidade ou perigo de que a mesma suceda”. Por outras palavras, basta um mero cenário de potencial confusão entre as marcas por parte do consumidor para que este instituto seja aplicado, independentemente da sua efectiva consumação”*.

55.

Assim, parece ser evidente que a Requerente pretende imitar a marca da Reclamante e os seus produtos através da marca registanda, de forma a conseguir, pelo menos, um dos seguintes:

- 1) Levar o consumidor a comprar os seus produtos pensando este que está a comprar produtos LEGO.
- 2) Fazer o consumidor acreditar que a LEPIN está ligada à prestigiosa marca LEGO, nomeadamente, como sendo uma associada Chinesa da mesma.
- 3) Aproveitar-se do prestígio da marca LEGO e dos produtos fabricados por esta para produzir e vender imitações dos mesmos a consumidores que conhecem perfeitamente a natureza contrafeita desses produtos.

56.

Acresce que esta confusão e aproveitamento são suplementarmente inaceitáveis visto que iriam prejudicar tanto a distintividade da marca da Reclamante como o prestígio desta.

57.

Por conseguinte, é perfeitamente claro que o pedido de registo reclamado constitui não só uma imitação da prestigiosa marca da Reclamante, de acordo com o artigo 245.º do CPI, pelo

que se encontram preenchidos os pressupostos de aplicação do disposto no art.º 239.º, nº 1 al. a) e no art.º 245.º n.º 1...

58.

... como configura também um nítido ato de concorrência desleal, segundo o artigo 317.º do CPI, daí que se considere também como plenamente ajustada a aplicação do disposto no art.º 239º, n.º 1, al. e), de acordo com o qual constitui fundamento de recusa de registo o *“reconhecimento de que o requerente pretende fazer concorrência desleal ou de que esta é possível independentemente da sua intenção”*.

59.

Será importante também ter em conta que a Reclamante tem já obtido sucesso em várias ações contra a marca LEPIN, tanto na Europa²⁸ como na China, onde apreensões de produtos da marca LEPIN têm vindo a ser efetuadas.²⁹

60.

Face ao quadro factual descrito, está amplamente demonstrado que a marca impugnada não merece o registo que a Reclamada ilegalmente pretende.

Nestes termos, deve a reclamação ser julgada procedente e em consequência ser recusado o pedido de registo da Marca de Registo Internacional n.º 1453355 LEPIN.

Pela Oponente

A Adjunta de Agente Oficial da Propriedade Industrial

²⁸ Docs. 28 e 29.

²⁹ Doc. 30.

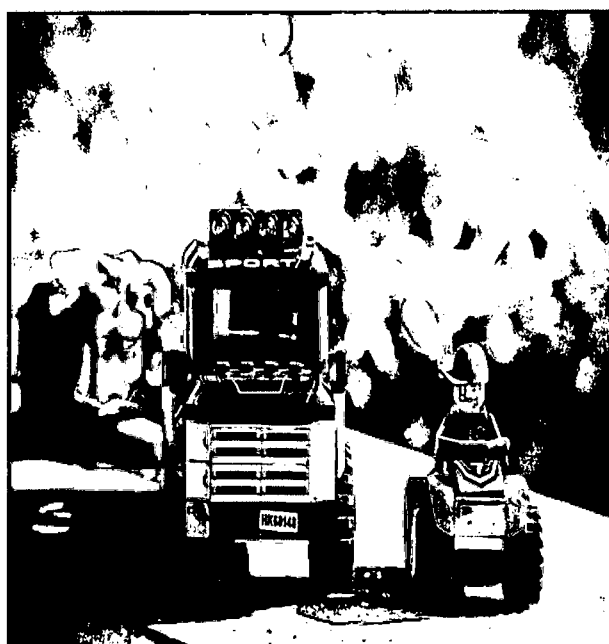
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DOC. 1

Top 10 Toy Companies in Europe 2018

4 Oct 2018

[Blog - Consumer and Retail > Toys and](#)

Playing is universal. It is a fundamental human right and vital to a child's personal development. Plausibly, toys play a pivotal role in this process; firing the imagination and laying the foundation for kids to enhance their cognitive skills. Over the last few years, toys have been consistently evolving to reflect the various cultures and different lifestyles. The toy market is one of the most dynamic business sectors in Europe, which is attributable to the existence of several largest toy companies in Europe.

Toy Market in Europe: Market Analysis



Europe is home to some of the most successful toy manufacturers in the world. Toy companies in Europe continue to design toys

technavio Blog



toy products with improved functions. The value of all toy products produced and sold, and services performed by toy manufacturers in Europe is expected to reach \$34.99 billion by 2022. According to the market analysts at Technavio, the toys market in Europe is estimated to grow at a CAGR of almost 5 % from 2018 to 2022 and ROE region expected to dominate the industry with the market revenue of more than 41 %.

For the latest European toy market size, toy market forecast, and top toy companies in Europe, please see our market report [Toys Market in Europe 2018-2022](#), or download your [FREE Toys Market Report Sample](#) now!

Top 10 Toy Companies in Europe

Hasbro

Hasbro is one of the largest toy manufacturers in Europe and the producer of such childhood favorites as Tonka toys, Transformers, G.I. Joe,

Play-Doh, Nerf balls, My Little Pony, and Mr. Potato Head. The company has a strong

relationship with Disney, merchandise for the giant's megabrands including Marvel, Star Wars, and Frozen and many other DreamWorks features. Hasbro's sales have been gradually

growing in recent years with the demand for toys being buoyed by growing population and strong economic conditions. Wal-Mart, Toys "R" US, and Target are the top-three customers of Hasbro, accounting almost 40 % of sales collectively.

Download related report sample for free:
[Global Educational Toys Market 2018-2022](#)



Mattel

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companies in Europe and in the world for years with the products that are most popular among kids including Fisher-Price toys, Barbie and Polly Pocket dolls, American Girl dolls and books, Hot Wheels and Matchbox cars, and several Disney, Nickelodeon, and other licensed brands. The company also sells toys based on Warner Bros movies and Walt Disney, as well as arts and crafts (Roseart, MEGA BLOX), games (UNO), action figures, and puzzles. However, Mattel has seen its sales declining in recent years as its brands and markets in Europe and the US have matured.

The company launched a strategic growth plan in 2017 based on five pillars that includes 1) building brands; 2) driving market growth via digital; 3) strengthening innovation pipeline; 4) restructuring; 5) shake up its culture.

The LEGO Group

Based in Billund, Denmark, LEGO is one of the most-recognized toy manufacturers in the world and certainly one of the largest toy companies in Europe as its products are sold in over 130 countries with its branches and subsidiaries throughout the world. LEGO manufactures thousands of interlocking plastic bricks along with its own product lines, such as LEGO Friends, LEGO City. The company produces these products in partnership with several major players in the entertainment industry such as Minecraft, Disney (Marvel, Star Wars), and Angry Birds. The LEGO also manufactures products on movies under *The Lego Movie* umbrella, including its Ninjago and Batman-themed follow-ups. The group operates approximately 200 retail outlets in Europe and the US.

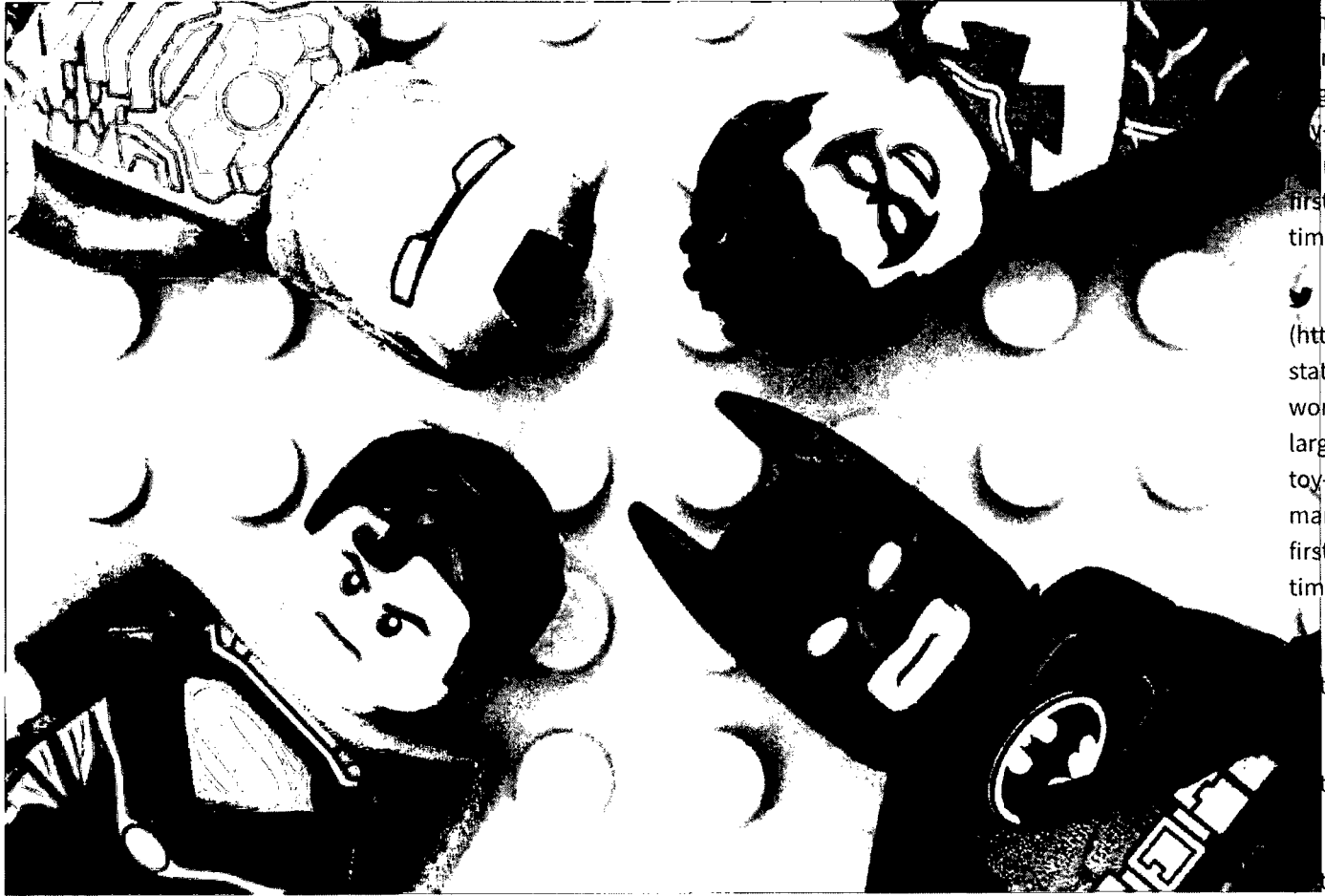
Find out Lego's market share in the European toy market 2018



Lego is world's largest toy manufacturer for the first time

Published in General on 10-03-2017

Yoni Van Looveren (/en/auteurs/yonivan-looveren)



In this past year, Danish **Lego Group** achieved growth once more and has now, for the first time ever, become the world's largest toy manufacturer, surpassing **Mattel**.

European growth

Lego's 2016 turnover grew 6 % to 5.1 billion euro and that trumps Mattel's turnover, which slumped to 4.9 billion euro. Lego's net profit also increased slightly, to 1.24 billion euro.

Despite these positive results, CFO John Goodwin says he is not focused on the numbers. "We simply want to reach as many children around the world as possible (<http://fd.nl/ondernemen/1191575/lego-onttroont-mattel-als-grootste-speelgoedmaker-ter-wereld>)", he says.

The company has made huge strides over the past few years. Its 2013 turnover was a mere 3.36 billion euro, but it has now managed to add about 50 % since then. The United States were the largest growth engine for a while, but now that that growth is slowing down, Europe and Asia have taken over.

"We are very happy about that, especially considering we have been active in Europe for decades and we have reached a very high market penetration over here already", Goodwin said. Lego takes full advantage of its license deals with Disney and DC Comics. For instance, the two Star Wars movies from Disney helped generate increased sales for several models. Lego typically targets children, but now also tapped into another growth area: adults who are nostalgically returning to the toys from their youth.

Tags:
Lego, financial results

Send by email (/en/printmail/48351)

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OUR MISSION: TO INSPIRE AND
DEVELOP THE BUILDERS OF
TOMORROW

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ABOUT US ([HTTPS://WWW.LEGO.COM/EN-US/ABOUTUS](https://www.lego.com/en-us/aboutus)) > NEWSROOM ([HTTPS://WWW.LEGO.COM/EN-US/ABOUTUS/NEWS-ROOM](https://www.lego.com/en-us/aboutus/news-room))
> THE LEGO GROUP RETURNS TO GROWTH IN 2018

(<https://www.lego.com/>)



THE LEGO GROUP RETURNS TO GROWTH IN 2018

PUBLISHED ON

27 February 2019, 09:00 CET

DOWNLOADS

ANNUAL RESULTS 2018 ([HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018.PDF?L.R=-1161991047](https://www.lego.com/r/www/r/aboutus/-/media/aboutus/media-assets-library/annual-reports/annual-results-2018.pdf?L.R=-1161991047))



RESPONSIBILITY REPORT 2018
([HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/RESPONSIBILITY-REPORT-2018.PDF?L.R=1338668351](https://www.lego.com/r/www/r/aboutus/-/media/aboutus/media-assets-library/annual-reports/responsibility-report-2018.pdf?L.R=1338668351))



FINANCIAL HIGHLIGHTS OF THE LEGO GROUP 2018
([HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/LEGO-GROUP-FINANCIAL-FACTSHEET-2018.PDF?L.R=66298899](https://www.lego.com/r/www/r/aboutus/-/media/aboutus/media-assets-library/annual-reports/annual-results-2018-assets/lego-group-financial-factsheet-2018.pdf?L.R=66298899))



THE LEGO GROUP - FINANCIAL HIGHLIGHTS 2018 INFOGRAPHIC
([HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/LEGO-ANNUAL-RESULTS-2018-INFOGRAPHIC.PDF?L.R=-2090499682](https://www.lego.com/r/www/r/aboutus/-/media/aboutus/media-assets-library/annual-reports/annual-results-2018-assets/lego-annual-results-2018-infographic.pdf?L.R=-2090499682))



THE LEGO GROUP - A SHORT PRESENTATION
([HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/COMPANY-PROFILES/COMPANY-PROFILE-2019/LEGO-COMPANY-PROFILE-A-SHORT-PRESENTATION-HIGH.PDF?L.R=251536557](https://www.lego.com/r/www/r/aboutus/-/media/aboutus/media-assets-library/company-profiles/company-profile-2019/lego-company-profile-a-short-presentation-high.pdf?L.R=251536557))



(<https://www.lego.com/en-us>)

SOLAR CELLS FOR LEGO CAMPUS
([HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/SOLCELLER_IMG_9406.JPG?L.R=1397042819](https://www.lego.com/r/www/r/aboutus/-/media/aboutus/media-assets-library/annual-reports/annual-results-2018-assets/solceller_img_9406.jpg?L.R=1397042819))



Privacy Policy (<https://www.lego.com/en-us/legal/legal-notice/privacy-policy>) Cookies (<https://www.lego.com/en-us/legal/cookieinfo>)

CHILDREN PLAYING - LEGO FRIENDS

(HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/41367_FRIENDS_1HY19_PLAY_373.JPG?L.R=-1149499593)



CHILDREN PLAYING - LEGO FRIENDS

(HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/41369_FRIENDS_1HY19_PLAY_444.JPG?L.R=1901113230)



LEGO® BOOST (HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/LEGO_BOOST_CHILDREN_2HY17_15.JPG?L.R=1993462663)



LEGO® DUPLO® (HTTPS://WWW.LEGO.COM/R/WWW/R/ABOUTUS/-/MEDIA/ABOUTUS/MEDIA-ASSETS-LIBRARY/ANNUAL-REPORTS/ANNUAL-RESULTS-2018-ASSETS/10875_DUPLO_2HY18_TRAIN_COM_MAINSTAGE.JPG?L.R=-1358334055)



TAGS

Financial (<https://www.lego.com/en-us/aboutus/news-room/financial>)

Brand (<https://www.lego.com/en-us/aboutus/news-room/brand>)

f (<http://www.facebook.com/sharer.php?u=https%3A%252F%252Fwww.lego.com%252Fen-us%252Faboutus%252Fnews-room%252Ffinancial%252F>)


t (<http://twitter.com/share?url=https%3A%252F%252Fwww.lego.com%252Fen-us%252Faboutus%252Fnews-room%252Ffinancial%252F>)

in (<http://www.linkedin.com/shareArticle?url=https%3A%252F%252Fwww.lego.com%252Fen-us%252Faboutus%252Fnews-room%252F2019%252Ffebruary%252Fannual-results-2018%3Flink>)

g+ (<https://plus.google.com/share?url=https%3A%252F%252Fwww.lego.com%252Fen-us%252Faboutus%252Fnews-room%252F2019%252Ffebruary%252Fannual-results-2018%3Flink>)

In 2018, the LEGO Group bucked toy industry trends to increase its market share in all major markets. Revenue grew 4 percent to DKK 36.4 billion; operating profit grew 4 percent.

2018 Performance Highlights:

- Global consumer sales grew 3 percent in 2018 compared with 2017.
- Revenue for the full year grew 4 percent to DKK 36.4 billion. In constant currency, revenue grew 7 percent compared with 2017.
- Operating profit grew 4 percent to DKK 10.8 billion. Net profit was DKK 8.1 billion, an increase of 3.5 percent.
- Cash flow from operating activities remained strong at DKK 9.8 billion.
- Market share grew in all  markets, bucking overall industry trends.






BILLUND: February 27, 2019: The LEGO Group today reported earnings for the full year ending December 2018. Global consumer sales grew 3 percent, while revenue for the full year grew 4 percent to DKK 36.4 billion up from 35.0 billion in 2017. In constant currency, revenue grew 7 percent compared with 2017.

Operating profit was DKK 10.8 billion compared with 10.4 billion in 2017 an increase of 4 percent. The growth was due to increased sales, balanced with a continued focus on investing for the future. Cash flow from operating activities remained strong at DKK 9.8 billion, although it was 8 percent lower than the DKK 10.7 billion in 2017 due to changes in working capital in line with business momentum.

LEGO Group CEO, Niels B Christiansen said: "We set out with one aim in 2018, to stabilise the business. We are pleased to have achieved this, and to have delivered modest top and bottom-line growth.

"We are especially encouraged by our progress given the challenges facing the toy industry and the departure of specialist retailers such as Toys R Us. These shifts gave us the opportunity to strengthen our partnerships with retailers and find new ways to connect with shoppers and consumers across digital and physical channels. We also grew market share in our largest markets around the world, bucking industry trends.

"We'd like to thank our talented colleagues who did an outstanding job executing plans during the peak holiday season  (<https://www.lego.com/en-us>)



Revenue growth in all market groups

Revenue in all market groups grew. In established markets, such as the United States and Western Europe, growth was in the low-single digits. In China, a strategic growth market for the Group, revenue grew strong double-digits as the brand expanded into new cities and built its presence on ecommerce, digital and physical platforms.

The top selling themes in 2018 in no particular order were LEGO® City, LEGO® Technic™, LEGO® Star Wars™, LEGO® Friends and LEGO® NINJAGO®. LEGO® Harry Potter™, LEGO® Jurassic World™, LEGO® Classic and LEGO® Creator also performed strongly.

The LEGO Group's portfolio also comprised new products which blended the brick with digital play.

Christiansen said: "Our challenge each year is to create play experiences that are more exciting, more relevant and more fun than the year before.

"Last year, we were pleased with the response to our homegrown themes such as LEGO City and LEGO Technic. We were also encouraged by the positive reaction to new products and experiences which integrated digital play, such as the augmented reality app, AR Playgrounds, the DUPLO Cargo Train, which introduces coding to our youngest fans and LEGO BOOST which makes robotics intuitive and fun. We will continue to invest in both our core and in new technology which brings the brick to life in wonderful and unexpected ways."



The LEGO Group will also continue to invest to grow in newer markets as part of its ambition to reach more children around the world. In China, the company will accelerate expansion and open 80 stores in 18 cities during 2019, starting with a new flagship store in Beijing which opened on February 22. The Group will further expand its presence in the Middle East and explore opportunities in new markets where there is a large and growing middle class population, such as India.

A positive impact on society and the planet

During 2018, the LEGO Group continued to live by its Planet Promise and its aspiration to have a positive impact on the society and the world children will inherit.

During the year, the company introduced the first elements made from plant-based plastics and pledged to use 100 percent sustainable packaging by 2025. It also installed one of Denmark's largest rooftop solar panel systems which will provide 50 percent of the energy requirements to its new Campus building in Billund. This investment contributes to the LEGO Group's continued ability to meet its commitment to be 100 percent balanced by renewable energy.

The LEGO Group colleagues also brought play to children in need. The company organised play events and hosted a holiday Build to Give campaign which, combined, engaged more than 840,000 children in 26 countries.

 Christiansen said: "It is a privilege to work for a brand that is so deeply purpose driven and committed to having a positive impact on society. What motivates our colleagues around the world is the role they can play, big and small, in helping more and more children around the world." 

WIKIPÉDIA

DOC. 4

Lista de jogos eletrônicos Lego

Origem: Wikipédia, a enciclopédia livre.

Esta é uma lista de jogos de computador e videogames LEGO

Título	GBC	GBA	NDS	N64	GC	Xbox	PS1	PS2	PC	MAC	X360	PSP	Wii	PS3	PS4	XOne	Nintendo Switch
<u>BIONICLE Heroes</u>		✓	✓		✓				✓	✓		✓		✓			
<u>BIONICLE: The Game</u>		✓			✓		✓	✓	✓								
<u>BIONICLE: Matoran Adventures</u>		✓															
<u>BIONICLE: Maze of Shadows</u>		✓															
<u>BIONICLE: Tales of the Tohunga</u>		✓															
<u>LEGO Alpha Team</u>	✓		✓														
<u>LEGO Jurassic World</u>									✓	✓	✓	✓	✓	✓	✓	✓	
<u>LEGO Batman: The Video Game</u>			✓	✓				✓	✓	✓	✓	✓	✓	✓			
<u>LEGO Batman 2: DC Super Heroes</u>									✓		✓			✓			
<u>LEGO Battles</u>		✓															
<u>LEGO Chess</u>									✓	✓							
<u>The LEGO Movie: Video Game</u>									✓		✓		✓	✓	✓	✓	
<u>LEGO Creator</u>									✓								
<u>LEGO Creator: Harry Potter</u>									✓								
<u>LEGO Creator: Harry Potter and the Chamber of Secrets</u>									✓								
<u>LEGO Creator: Knights Kingdom</u>									✓								
<u>LEGO Digital Designer</u>									✓	✓							
<u>LEGO City: Undercover</u>																✓	
<u>LEGO Drome Racers</u>		✓		✓					✓	✓							
<u>LEGO Friends</u>											✓						
<u>LEGO Harry Potter: Years 1-4</u>		✓							✓		✓	✓	✓	✓			
<u>LEGO Harry Potter: Years 5-7</u>			✓						✓		✓	✓	✓	✓			
<u>LEGO The Hobbit</u>			✓							✓	✓	✓		✓	✓	✓	
<u>LEGO Indiana</u>											✓	✓		✓			

<u>Jones 2: The Adventure Continues</u>																			
<u>LEGO Island</u>										✓									
<u>LEGO Island 2: The Brickster's Revenge</u>	✓	✓						✓		✓									
<u>LEGO Island Xtreme Stunts</u>		✓								✓	✓								
<u>LEGO Knights' Kingdom</u>				✓															
<u>LEGOLAND</u>										✓									
<u>LEGO Loco</u>									✓										
<u>LEGO Lord of the Rings: The Video Game</u>					✓						✓		✓	✓	✓				
<u>LEGO My Style Preschool</u>										✓	✓								
<u>LEGO My Style Kindergarten</u>										✓	✓								
<u>LEGO Pirates of the Caribbean</u>				✓						✓		✓	✓	✓	✓				
<u>LEGO Racers</u>	✓					✓		✓		✓									
<u>LEGO Racers 2</u>		✓							✓	✓									
<u>LEGO Rock Raiders</u>									✓		✓								
<u>LEGO Rock Band</u>														✓	✓				
<u>LEGO Soccer Mania</u>			✓						✓	✓									
<u>LEGO Stunt Rally</u>	✓							✓		✓									
<u>LEGO Star Wars: The Video Game</u>		✓				✓	✓	✓	✓	✓	✓	✓							
<u>LEGO Star Wars II: The Original Trilogy</u>		✓	✓			✓	✓		✓	✓	✓	✓	✓		✓				
<u>LEGO Star Wars: The Complete Saga</u>			✓						✓			✓			✓				
<u>LEGO Star Wars III: The Clone Wars</u>						✓		✓			✓	✓			✓				
<u>LEGO Universe</u>												✓							
<u>LEGO Marvel Super heroes</u>						✓				✓	✓	✓		✓	✓	✓	✓		
<u>LEGO Batman 3 Beyond Gotham</u>										✓		✓		✓			✓		
<u>LEGO Dimensions</u>												✓			✓	✓	✓		

<u>Lego Star Wars: The Force Awakens</u>															✓		✓	
<u>Lego Marvel Super Heroes 2</u>									✓							✓	✓	✓
<u>Lego The Incredibles</u>									✓							✓	✓	✓
<u>LEGO Marvel Avengers</u>									✓		✓				✓		✓	
<u>The LEGO Ninjago Movie Video Game</u>									✓							✓	✓	✓
<u>Lego DC Super-Villains</u>									✓							✓	✓	✓
<u>Lego Indiana Jones: The Original Adventures</u>				✓					✓	✓	✓	✓	✓	✓	✓			

Obtida de "https://pt.wikipedia.org/w/index.php?title=Lista_de_jogos_eletrônicos_Lego&oldid=54050945"

Esta página foi editada pela última vez às 01h25min de 15 de janeiro de 2019.

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List of Lego films and TV series

This is a list of films and TV series made by The Lego Group and/or based on Lego properties.

Contents

History

Feature films

- Theatrical films

- Direct-to-video

Short films

- TV specials

TV series

By theme series

References

History

Brickfilms, videos using Lego, have existed since the 1970s. Starting in 2003, Lego officially made their first film partnership to make films based on their toy property. They chose Bionicle as the property and they made a deal with Miramax to make a trilogy of Bionicle films. Over the years, after the trilogy ended, a new trilogy based on Bionicle was planned with Universal Pictures after the Miramax film contract ended and the first film in the new trilogy would be titled *Bionicle: The Legend Reborn*. But plans broke between Lego and Universal so they cancelled the fifth film in the series. But they continued on with a film titled *Lego: The Adventures of Clutch Powers*. The film received positive reviews from fans and critics and after the DVD release, a sequel was set to star Clutch as the hero again. A mini-sequel and a short film based on Clutch Powers were released and plans for a sequel are unknown.

In the summer of 2009, Lego made a deal with Warner Bros. to make a film based on their property. It would feature many themes and characters and it would be released as the first Lego film in the theaters. In 2011, Lego released a TV series titled *Lego Ninjago: Masters of Spinjitzu*. Later, in 2012, the untitled Lego film was titled *Lego: The Piece of Resistance*. Meanwhile, the *Ninjago* series received worldwide fame and was praised by many fans and critics for its storytelling and plot. The characters on the show had finally developed after the first season and a video game based on the show was released. The show would then be confirmed to exist in the same universe as *Lego Clutch Powers* as in one episode, Clutch Powers would be mentioned by Cole as one of the adventurers who discovered a mystical Snake tooth. He would then turn it into a trophy. This small easter egg would later be used by fans to speculate that the show and the movie take place in the same world.

Later in the year, *Ninjago* ended its second season still having positive feedback. A new show titled *Legends of Chima* would air in January 2013. The show was faster and more productive than *Ninjago* and it received mixed reviews. In the same year, the "Piece of Resistance" film would be renamed "The Lego Movie" by Warner Bros. and it was released in February 2014. *The Lego Movie* received wide acclaim from Lego fans and critics for its characters, plot, special effects and humor. Many actors from the Lego universe came to reprise their roles in the film. Due to the success of the film, a *Ninjago* film was announced to be released in 2017, and a "Lego Movie" sequel was announced to be released in 2018. In 2014, *Mixels* also debuted. In late 2015, *Nexo Knights* was introduced, replacing *Legends of Chima*. On

February 10, 2017, a spin-off film of *The Lego Movie* known as *The Lego Batman Movie* was released in theaters, only this time, the film's story centers around *The Lego Movie* character and DC Comics superhero, Batman, and his "adopted orphan son" and apprentice sidekick, Robin.

Feature films

Theatrical films

Year	Title	Production studio(s)	Notes
2014	<i><u>The Lego Movie</u></i>	<u>Warner Animation Group</u>	
2017	<i><u>The Lego Batman Movie</u></i> ^{[1][2][3]}	<u>Warner Animation Group</u> <u>DC Comics</u>	
	<i><u>The Lego Ninjago Movie</u></i> ^{[2][1][3]}	<u>Warner Animation Group</u>	
2019	<i><u>The Lego Movie 2: The Second Part</u></i> ^{[1][3]}		
TBA	<i><u>The Billion Brick Race</u></i> ^[4]		In development

Direct-to-video

Year	Title	Production studio(s)	Notes
2003	<i><u>Bionicle: Mask of Light</u></i>	<u>Creative Capers Entertainment</u>	
2004	<i><u>Bionicle 2: Legends of Metru Nui</u></i>		Prequel to <i>Bionicle: Mask of Light</i>
2005	<i><u>Bionicle 3: Web of Shadows</u></i>		Sequel to <i>Bionicle: Legends of Metru Nui</i>
2009	<i><u>Bionicle: The Legend Reborn</u></i>	<u>Threshold Animation Studios</u>	
2010	<i><u>Lego: The Adventures of Clutch Powers</u></i>		<i><u>Hero Factory</u></i> TV series episodes re-edited
	<i><u>Hero Factory: Rise of the Rookies</u></i>		
2011	<i><u>Hero Factory: Savage Planet</u></i>		
2013	<i><u>Lego Batman: The Movie – DC Super Heroes Unite</u></i>	<u>TT Animation</u> <u>Warner Bros. Animation</u> <u>DC Comics</u>	Based on the video game <i><u>Lego Batman 2: DC Super Heroes</u></i> . Includes a <u>Clark Kent/Superman</u> Lego Minifigure.
2015	<i><u>Lego Friends: Girlz 4 Life</u></i> ^[5]	M2 Entertainment	
	<i><u>Lego DC Comics Super Heroes: Justice League vs. Bizarro League</u></i>	<u>Warner Bros. Animation</u> <u>DC Comics</u>	Includes a <u>Batzarro</u> Lego Minifigure
	<i><u>Lego DC Comics Super Heroes: Justice League – Attack of the Legion of Doom</u></i>		Includes a <u>Trickster</u> Lego Minifigure. First LEGO DC film based on the timeline of New 52.
2016	<i><u>Lego DC Comics Super Heroes: Justice League – Cosmic Clash</u></i> ^[6]		Includes a <u>Cosmic Boy</u> Lego Minifigure.
	<i><u>Lego Scooby-Doo! Haunted Hollywood</u></i>	<u>Warner Bros. Animation</u> <u>Hanna-Barbera</u>	Includes a <u>Scooby-Doo</u> Lego Minifigure.
	<i><u>Lego DC Comics Super Heroes: Justice League – Gotham City Breakout</u></i>	<u>Warner Bros. Animation</u> <u>DC Comics</u>	Includes a <u>Nightwing</u> Lego Minifigure.
2017	<i><u>Lego Scooby-Doo! Blowout Beach Bash</u></i> ^[7]	<u>Warner Bros. Animation</u> <u>Hanna-Barbera</u>	
	<i><u>Lego DC Super Hero Girls: Brain Drain</u></i> ^[8]	<u>Warner Bros. Animation</u> <u>DC Comics</u>	
2018	<i><u>Lego DC Comics Super Heroes: The Flash</u></i> ^[9]		
	<i><u>Lego DC Super Hero Girls: Super-Villain High</u></i> ^[10]		
	<i><u>Lego DC Comics Super Heroes: Aquaman: Rage of Atlantis</u></i> ^[11]		Includes a <u>Jessica Cruz</u>

			Lego Minifigure.
2019	<i><u>Lego DC Batman: Family Matters</u></i> ^[12]		First LEGO DC film based on the timeline of DC Universe Rebirth.

Short films

Year	Title	Production studio(s)	Notes
2001	<u>Jack Stone</u>	Artworld UK	Released on <u>VHS</u>
	<u>Monty Python & the Holy Grail in Lego</u>	<u>Spite Your Face Productions</u>	<u>Monty Python and the Holy Grail DVD</u> release bonus feature
2005	<u>Lego Star Wars: Revenge of the Brick</u>	Treehouse Animation	Premiered on <u>Cartoon Network</u>
2008	<u>Lego Indiana Jones and the Raiders of the Lost Brick</u>	M2Film	
2009	<u>Lego Star Wars: The Quest for R2-D2</u>		
2010	<u>Lego Clutch Powers: Bad Hair Day</u>	Threshold Animation Studios	<u>Lego: The Adventures of Clutch Powers DVD</u> release bonus feature
	<u>Lego Star Wars: Bombad Bounty</u>	M2Film	Premiered on Cartoon Network
2011	<u>Lego City: A Clutch Powers 4-D Adventure</u>	Threshold Animation Studios	Shown in the <u>Legoland</u> theme parks
2014	<u>Enter the Ninjago</u>	<u>Warner Animation Group</u>	<u>The Lego Movie DVD</u> release bonus feature
2016	<u>The Lego Movie: 4D - A New Adventure</u>		M2 Entertainment
	<u>Nexo Knights 4D: The Book of Creativity</u>		
	<u>The Master</u>	Warner Animation Group	Shown in theaters with <u>Storks</u>
2017	<u>Batmersive VR Experience</u>		Virtual reality short film; released online
	<u>Dark Hoser</u>		<u>The Lego Batman Movie DVD</u> release bonus features
	<u>Batman is Just Not That Into You</u>		
	<u>Cooking with Alfred</u>		
	<u>Movie Sound Effects: How Do They Do That?</u>		
	<u>Shark E. Shark in "Which Way to the Ocean?"</u>		<u>The Lego Ninjago Movie DVD</u> release
	<u>Zane's Stand Up Promo</u>		

			bonus features
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TV specials

Year	Title	Production studio(s)	Notes
2010	<i><u>Lego Atlantis: The Movie</u></i>	Threshold Animation Studios	Premiered on Cartoon Network
2011	<i><u>Lego Star Wars: The Padawan Menace</u></i>	<u>Lucasfilm Animation</u>	Premiered on Cartoon Network DVD Includes a Young <u>Han Solo</u> Lego Minifigure
2012	<i><u>Lego Star Wars: The Empire Strikes Out</u></i>	Threshold Animation Studios/Lucasfilm Animation	Premiered on Cartoon Network DVD Includes a <u>Darth Vader</u> with Medal Lego Minifigure
2013	<i><u>Lego Marvel Super Heroes: Maximum Overload</u></i>	<u>Arc Productions/Marvel Entertainment</u>	Originally aired as five-part miniseries
2014	" <u>Brick Like Me</u> "	<u>Gracie Films/Film Roman/20th Century Fox</u>	<i>The Simpsons</i> TV series 550th episode
	<i><u>Lego DC Comics: Batman Be-Leaguered</u></i>	<u>Warner Bros. Animation/DC Comics</u>	Premiered on Cartoon Network ^[13]
2015	<i><u>Lego Marvel Super Heroes: Avengers Reassembled!</u></i>	<u>Arc Productions/Marvel Entertainment</u>	Premiered on Disney XD ^[14]
	<i><u>Lego Scooby-Doo: Knight Time Terror</u></i>	Warner Bros. Animation/Hanna-Barbera	Premiered on Cartoon Network ^[15]
	<i><u>Lego Elves: Unite the Magic</u></i>	Ja Film	
2016	<i><u>Lego Jurassic World: The Indominus Escape</u></i>	YouTube TV	
2017	<i><u>Lego DC Super Hero Girls: Galactic Wonder</u></i>	Warner Bros. Animation/DC Comics	Premiered on <u>Boomerang</u>
	<i><u>Lego Marvel Super Heroes - Guardians of the Galaxy: The Thanos Threat</u></i> ^[16]	<u>Marvel Entertainment</u>	Premiered on Disney XD
2018	<i><u>Lego Marvel Super Heroes - Black Panther: Trouble in Wakanda</u></i> ^[17]		Premiered on <u>YouTube</u>
	<i><u>Lego Jurassic World: The Secret Exhibit</u></i> ^[18]	<u>Universal Studios</u>	Premiered on <u>NBC</u>
2019	<i><u>Lego Marvel Spider-Man: Vexed by Venom</u></i> ^[19]	Marvel Entertainment	will premiere on Disney XD

TV series

Original running	Title	Production studio(s)	Notes
1987	<i><u>Edward and Friends</u></i>	<u>FilmFair</u>	Based on the <u>Fabuland</u> theme
2002	<i><u>Galidor: Defenders of the Outer Dimension</u></i>	<u>CinéGroupe</u> /Tom Lynch Company	Based on the Lego theme of the same name
2003–05	<i><u>Little Robots</u></i>	<u>Cosgrove Hall Films</u> /Create TV & Film	Based on the Lego Explore theme of the same name
2010–14	<i><u>Lego Hero Factory</u></i>	Threshold Animation Studios	
2013–14	<i><u>Lego Star Wars: The Yoda Chronicles</u></i>	Wil Film	
	<i><u>Legends of Chima</u></i>	M2Film/Prime Focus	Originally set to replace the <u>Lego Ninjago</u> theme, but the two coexisted
2014–16	<i><u>Mixels</u></i>	<u>Cartoon Network Studios</u>	Complete co-production with Cartoon Network; first 2D animated series
2015	<i><u>Lego Star Wars: Droid Tales</u></i> ^[20]	Wil Film	
2016–17	<i><u>Nexo Knights</u></i>	M2 Entertainment	Replaced <i>Legends of Chima</i>
2016	<i><u>Lego Bionicle: The Journey to One</u></i>	Volta	Only BIONICLE series; first series to be on <u>Netflix</u>
2016–17	<i><u>Lego Star Wars: The Freemaker Adventures</u></i>	Wil Film	First full-length LEGO Star Wars television series
Ongoing			
2011–present	<i><u>Lego Ninjago: Masters of Spinjitzu</u></i>	Wil Film	
2012–present	<i><u>Lego Friends of Heartlake City</u></i>	M2Film	
2015–	<i><u>Lego Elves</u></i> ^[21]	Ja Film	

present			
2016–present	<i><u>Lego Friends: The Power of Friendship</u></i> ^[22]	–	
2017–present	<i><u>Lego Elves: Secret of Elvendale</u></i> ^[23]	<u>Studio Mir</u>	Spinoff of 2016 series. Second 2D animated series after <i>Mixels</i> .
	<i><u>Unikitty!</u></i> ^[24]	<u>Warner Bros. Animation</u>	Based on <i>The Lego Movie</i> . Third 2D animated series.
Upcoming			
2019	<i><u>Lego City Adventures</u></i> ^{[25][26]}	<u>The Lego Group</u>	

By theme series

Bionicle series:

- *Bionicle: Mask of Light* (2003)
- *Bionicle 2: Legends of Metru Nui* (2004)
- *Bionicle 3: Web of Shadows* (2005)
- *Bionicle: The Legend Reborn* (2009)
- *Lego Bionicle: The Journey to One* (2016)

Clutch Powers series:

- *Lego: The Adventures of Clutch Powers* (2010)
- *Lego Clutch Powers: Bad Hair Day* (2010)
- *Lego City: A Clutch Powers 4-D Adventure* (2011)

Lego Star Wars series:

- *Lego Star Wars: Revenge of the Brick* (2005)
- *Lego Star Wars: The Quest for R2-D2* (2009)
- *Lego Star Wars: Bombad Bounty* (2010)
- *Lego Star Wars: The Padawan Menace* (2011)
- *Lego Star Wars: The Empire Strikes Out* (2012)
- *Lego Star Wars: The Yoda Chronicles* (2013)
- *Lego Star Wars: The New Yoda Chronicles* (2014)
- *Lego Star Wars: Droid Tales* (2015)
- *Lego Star Wars: The Resistance Rises* (2016)
- *Lego Star Wars: The Freemaker Adventures* (2016–2017)

Lego Friends series:

- *Friends: New Girl in Town* (2012)
- *Friends: Stephanie's Surprise Party* (2013)
- *Friends: Dolphin Cruise* (2013)
- *Friends: Country Girls* (2014)
- *Friends: Emma's Dilemma* (2014)
- *Friends: Friends of the Jungle* (2014)

- *Friends: Andrea's Big Moment* (2015)
- *Lego Friends: Girlz 4 Life* (2015)
- *Lego Friends: The Power of Friendship* (2016)

The Lego Movie series:

- *The Lego Movie* (2014)
- *The Lego Movie: 4D - A New Adventure* (2016, shown at selected Legoland Parks)
- *Unikitty!* (2017)
- *The Lego Movie 2: The Second Part* (2019)

Lego Super Heroes series:

- *Lego Batman: The Movie – DC Super Heroes Unite* (2013)
- *Lego Marvel Super Heroes: Maximum Overload* (2013)
- *Lego DC Comics: Batman Be-Leagured* (2014)
- *Lego DC Comics Super Heroes: Justice League vs. Bizarro League* (2015)
- *Lego DC Comics Super Heroes: Justice League – Attack of the Legion of Doom* (2015)
- *Lego Marvel Super Heroes: Avengers Reassembled* (2015)
- *Lego DC Comics Super Heroes: Justice League – Cosmic Clash* (2016)
- *Lego DC Comics Super Heroes: Justice League – Gotham City Breakout* (2016)
- *The Lego Batman Movie* (2017) (also part of *The Lego Movie* series)
- *Lego DC Super Hero Girls: Galactic Wonder* (2017)
- *Lego DC Super Hero Girls: Brain Drain* (2017)
- *Lego Marvel Super Heroes - Guardians of the Galaxy: The Thanos Threat* (2017)
- *Lego DC Comics Super Heroes: The Flash* (2018)
- *Lego DC Super Hero Girls: Super-Villain High* (2018)
- *Lego DC Comics Super Heroes: Aquaman: Rage of Atlantis* (2018)
- *Lego Marvel Super Heroes: Black Panther: Trouble in Wakanda* (2018)

Lego Ninjago series:

- *Lego Ninjago: Masters of Spinjitzu* (2011–present)
- *The Lego Ninjago Movie* (2017) (also part of *The Lego Movie* series)
- **LEGO Ninjago: Decoded** (2017) (Recap of 7 Seasons of Ninjago: Masters of Spinjitzu)
- **Day of the Departed** (2017) (TV Special)
- **Ninjago: Masters of Spinjitzu: The Movie** (2019) (TV Movie)

Hero Factory series:

- *Lego Hero Factory* (2010–2014)

Lego Scooby-Doo series:

- *Knight Time Terror* (2015)
- *Haunted Hollywood* (2016)
- *Blowout Beach Bash* (2017)

Lego The Simpsons series

- *The Simpsons: "Brick Like Me"* (2014)

Lego Jurassic World series

- *Lego Jurassic World: The Indominus Escape* (2016)
- *Lego Jurassic World: The Secret Exhibit* (2018)

Other series:

- *Monty Python & the Holy Grail in Lego* (2001)
- *Galidor: Defenders of the Outer Dimension* (2002)
- *Little Robots* (2003-2005)

- *Lego Indiana Jones and the Raiders of the Lost Brick* (2008)
- *Lego Atlantis: The Movie* (2010)
- *Legends of Chima* (2013-2014)
- *Mixels* (2014-2016)
- *Nexo Knights* (2015–present)
- *The Billion Brick Race* (2019) (also part of *The Lego Movie* series)

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THE LEGO MOVIE

Critics Consensus

Boasting beautiful animation, a charming voice cast, laugh-a-minute gags, and a surprisingly thoughtful story, *The Lego Movie* is colorful fun for all ages.

95%**TOMATOMETER**

Total Count: 243

87%**AUDIENCE SCORE**

User Ratings: 222,230

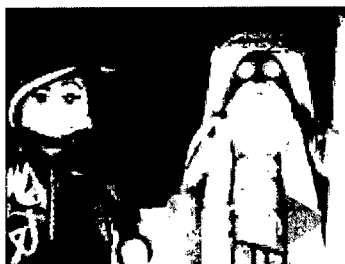
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THE LEGO MOVIE VIDEOS



The Lego Movie: Trailer 2



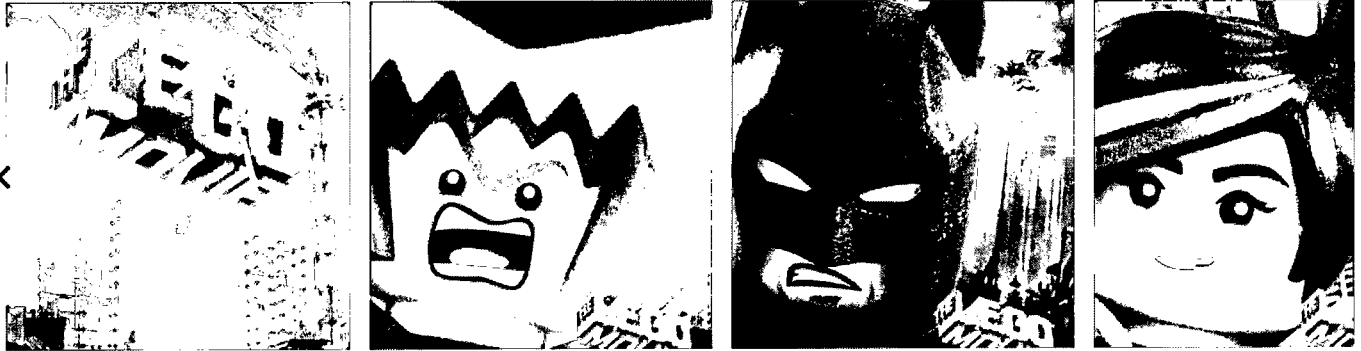
The Lego Movie: Trailer 1



The Lego Movie: Teaser

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THE LEGO MOVIE PHOTOS



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[\(/m/the_lego_movie/pictures/\)](/m/the_lego_movie/pictures/)

MOVIE INFO

"The LEGO (R) Movie" is the first-ever, full-length theatrical LEGO (R) adventure. The original 3D computer animated story follows Emmet (Chris Pratt) an ordinary, rules- following, perfectly average LEGO minifigure who is mistakenly identified as the most extraordinary person and the key to saving the world. He is drafted into a fellowship of strangers on an epic quest to stop an evil tyrant, a journey for which Emmet is hopelessly and hilariously underprepared. (c) Warner Bros

Rating: PG (for action and rude humor)

Genre: Action & Adventure (</browse/opening/?genres=1>), Animation (</browse/opening/?genres=2>), Comedy (</browse/opening/?genres=6>), Kids & Family (</browse/opening/?genres=11>)

Directed By: Phil Lord (/celebrity/phil_lord), Christopher Miller (/celebrity/christopher_miller), Chris McKay (/celebrity/chris_mckay)

Written By: Dan Hageman (/celebrity/dan_hageman), Roy Lee (/celebrity/roy_lee), Christopher Miller (/celebrity/christopher_miller), Phil Lord (/celebrity/phil_lord)

In Theaters: Feb 7, 2014 Wide

On Disc/Streaming: Jun 17, 2014

Box Office: \$244,870,202

Runtime: 101 minutes

Studio: Warner Bros. Pictures (<http://thelegomovie.warnerbros.com/>)

WATCH IT NOW

Amazon

(http://www.amazon.com/gp/product/B018JQRZPO/ref=atv_feed_catalog?tag=rottetomao_aiv_mv-20) (<https://itunes.apple.com/movie/the-lego-movie/id805178535?at=10I9IP&ct=RT&uo=5>)

iTunes

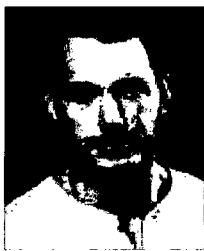
FandangoNow

(<https://www.fandangonow.com/details/MMV1A18971EEEE44B96E4B757E677FACFE71>)

Vudu

(<http://www.vudu.com/movies/#!/content/507621/The-LEGO-Movie>)

CAST



Chris Pratt
(/celebrity/chr
as Emmet

(/celebrity/chris_pratt)



Elizabeth
Banks
(/celebrity/eliz
as Wyldstyle/Lucy

(/celebrity/elizabeth_banks)



Will Arnett
(/celebrity/will
as Batman

(/celebrity/will_arnett)



Morgan
Freeman
(/celebrity/mo
as Vitruvius

(/celebrity/morgan_freeman)



Will Ferrell
(/celebrity/will
as President
Business

(/celebrity/will_ferrell)



Charlie Day
(/celebrity/cha
as Spaceman
Benny

(/celebrity/charlie_day)



View the Collection: *Batman*
(/franchise/batman_movies)

THE LEGO BATMAN MOVIE

Critics Consensus

The Lego Batman Movie continues its block-buster franchise's winning streak with another round of dizzily funny – and beautifully animated – family-friendly mayhem.

90%

80%

(TOMATOMETER)

(AUDIENCE SCORE)

(Total Count: 298)

(User Ratings: 46,015)

MORE INFO

+ WANT TO SEE

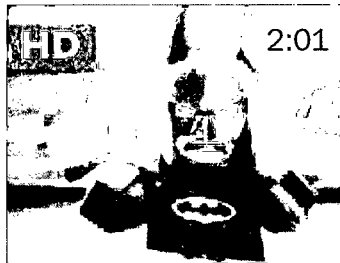
THE LEGO BATMAN MOVIE VIDEOS



The Lego Batman Movie:
Trailer 4



The Lego Batman Movie:
Comic-Con Trailer 1



The Lego Batman Movie:
'Wayne Manor' Teaser...



The Lego Batman Mov
'Batcave' Teaser Traile

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[\(/m/the_lego_batman_movie/trailers/\)](/m/the_lego_batman_movie/trailers/)

THE LEGO BATMAN MOVIE PHOTOS



[View All Photos](#)

[\(/m/the_lego_batman_movie/pictures\)](/m/the_lego_batman_movie/pictures/)

MOVIE INFO

In the irreverent spirit of fun that made "The LEGO (R) Movie" a worldwide phenomenon, the self-described leading man of that ensemble - LEGO Batman - stars in his own big-screen adventure: "The LEGO (R) Batman Movie." But there are big changes brewing in Gotham, and if he wants to save the city from The Joker's hostile takeover, Batman may have to drop the lone vigilante thing, try to work with others and maybe, just maybe, learn to lighten up.

Rating: PG (for rude humor and some action)

Genre: Action & Adventure (</browse/opening/?genres=1>), Animation (</browse/opening/?genres=2>), Comedy (</browse/opening/?genres=6>), Kids & Family (</browse/opening/?genres=11>)

Directed By: Chris McKay (/celebrity/chris_mckay)

Written By: Seth Grahame-Smith (/celebrity/seth_grahame_smith), Chris McKenna (II) (/celebrity/chris_mckenna_ii), Erik Sommers (/celebrity/erik_sommers), Jared Stern (/celebrity/jared_stern), John Whittington (/celebrity/john_whittington_2)

In Theaters: Feb 10, 2017 Wide

On Disc/Streaming: Jun 13, 2017

Box Office: \$175,686,290

Runtime: 90 minutes

Studio: Warner Bros. Pictures (<http://www.legobatman.com/>)

WATCH IT NOW

Amazon

(http://www.amazon.com/gp/product/B01MYFLE78/ref=atv_feed_catalog?tag=rottetomao_aiv_mv-20) (<https://itunes.apple.com/movie/the-lego-batman-movie/id1197505667?at=10I9IP&ct=RT&uo=5>)

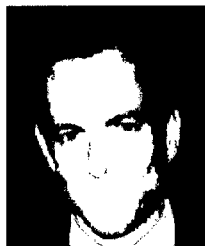
[iTunes](#)[FandangoNow](#)

(<https://www.fandangonow.com/details/MMV42CF502A8330392C4AE1CCB9765000896>)

[Vudu](#)

(<http://www.vudu.com/movies/#!/content/832480/The-LEGO-Batman-Movie>)

CAST



Will Arnett
(</celebrity/will>)
as Batman/Bruce
Wayne

(/celebrity/will_arnett)



Zach
Galifianakis
(</celebrity/zac>)
as The Joker

(/celebrity/zach_galifianakis)



Michael Cera
(</celebrity/mic>)
as Robin/Dick
Grayson

(/celebrity/michael_cera)



Rosario
Dawson
(</celebrity/ros>)
as Batgirl/ Barbara
Gordon

(/celebrity/rosario_dawson)



Ralph Fiennes
(/celebrity/ralph-fiennes)
as Alfred
Pennyworth

(/celebrity/ralph_fiennes)



Mariah Carey
(/celebrity/mariah-carey)
as Mayor McCaskill

(/celebrity/mariah_carey)

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NEWS & INTERVIEWS FOR *THE LEGO BATMAN MOVIE*

Alfred Vs. Alfred: How
Pennyworth's Jack Bannon
Measures Up Against Previous
On-Screen Versions of Batman's
Butler
(<https://editorial.rottentomatoes.com/article/alfred-vs-alfred-battle-of-batmans-on-screen-butler-and-pennyworth/>)

Teen Titans Go! To the Movies Is
Clever, Colorful Fun for the
Whole Family
(<https://editorial.rottentomatoes.com/article/teen-titans-go-to-the-movies-is-clever-colorful-fun-for-the-whole-family/>)

Character Face-Off: The Best
Version of 15 Mega Popular
Movie and TV Characters
(<https://editorial.rottentomatoes.com/article/character-face-off-the-best-version-of-15-mega-popular-movie-and-tv-characters/>)

View All (<https://editorial.rottentomatoes.com/more-related-content/?relatedmovieid=771391173>)

CRITIC REVIEWS FOR *THE LEGO BATMAN MOVIE*

All Critics (298) (/m/the_lego_batman_movie/reviews) | Top Critics (56) (/m/the_lego_batman_movie/reviews?type=top_critics)

Emotion can reside in the unlikeliest packages. But there's not a lot of it on show here. The animation, however, is terrific and fans of the original should love it.

Apr 5, 2017 | Rating: 3/5 | Full Review... (<http://www.smh.com.au/entertainment/movies/the-lego-batman-movie-review-trump-parallel-might-make-this-a-modern-parable-20170327-gv78sf.html>)

Sandra Hall (</critic/sandra-hall/>)

Sydney Morning Herald (<https://www.rottentomatoes.com/source-1354>)

★ Top Critic

What's missing is any trace of 1980s-style punk cynicism to underpin the pop playfulness; instead, there's a complacency which is death to humour.

Mar 29, 2017 | Rating: 1.5/5 | Full Review... (<http://www.smh.com.au/entertainment/movies/the-lego-batman-movie-review-not-even-daleks-and-voldemort-make-this-worth-watching-20170329-gv8w0q.html>)

Jake Wilson (</critic/jake-wilson/>)

The Age (Australia) (<https://www.rottentomatoes.com/source-2041>)

★ Top Critic

The Lego Batman Movie works precisely because it knows audiences are sick of its hero. It's a reassessment, an intervention, an effort to try and remember what's fun about him.

Feb 15, 2017 | Full Review... (<https://www.theatlantic.com/entertainment/archive/2017/02/the-lego-batman-movie-review/516210/>)

David Sims (</critic/david-sims/>)

The Atlantic (<https://www.rottentomatoes.com/source-24>)

★ Top Critic

The sequel of sorts... is not quite as good, but at its best, it has the same whiplash wit and inspired freneticism.

Feb 10, 2017 | Rating: B+ | Full Review... (<http://www.csmonitor.com/The-Culture/Movies/2017/0210/The-LEGO-Batman-Movie-is-exhilarating-and-exhausting>)

Peter Rainer (</critic/peter-rainer/>)

Christian Science Monitor (<https://www.rottentomatoes.com/source-71>)

★ Top Critic

The thing about a sequel or a spinoff, even a mostly fun one like The LEGO Batman Movie, is that

it's hard to recreate enthusiasm and inventiveness. What was once new is now, already, routine.

Feb 10, 2017 | Rating: B- | Full Review... (<https://newrepublic.com/article/140570/lego-batman-movie-much-fun>)



Will Leitch (/critic/will-leitch/)

The New Republic (<https://www.rottentomatoes.com/source-431>)

★ Top Critic

Overall, The Lego Batman Movie offers enough action and silliness to enthrall children while providing sufficient pop culture and Batman-through-the-years references to keep adults entertained.

Feb 10, 2017 | Rating: 3/4 | Full Review... (<http://www.reelviews.net/reelviews/lego-batman-movie-the>)



James Berardinelli (/critic/james-berardinelli/)

ReelViews (<https://www.rottentomatoes.com/source-387>)

★ Top Critic

[View All Critic Reviews \(298\) \(/m/the_lego_batman_movie/reviews/\)](#)

AUDIENCE REVIEWS FOR *THE LEGO BATMAN MOVIE*

Aug 30, 2018

What the fuck is this??? I've seen two good DC movies in a row??? What??? Has hell frozen over, it must have, because this hasn't happened, really, ever. At least to me. Seriously though, it should be noted that, as a young boy, my favorite superheroes were Batman and Wolverine. I dressed up as both many times, mostly Batman than the latter. To this day, if you were to as...

Show More

Jesse O

(/user/id/1202249) (/user/id/1202249) **SUPER REVIEWER**

Jun 19, 2018

Building off of the block-busting success of the The LEGO Movie, a fun-tastic merging of snark and family friendly that was everything a flick about a plaything should be, this Dark Knight rises to even greater heights thanks to its innate ability to satisfy both kids and the kids in all of us. In this PG-rated animated piece of pop-art, a cooler-than-ever Bruce Wayne (Will Arnett...

Show More

Jeff B

(/user/id/904377541) (/user/id/904377541) **SUPER REVIEWER**

Jul 31, 2017

When the first Lego movie came out a few years ago, I thought it was a revelation in the animation industry. Both the movies and the video games are expertly executed with Lego pieces flying everywhere! It was only right that Lego continued the trend by adding a cannonized Lego Batman movie to the historic ranks of the fearsome crime fighter. It was...

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Lane Z

[\(/user/id/906836279\)](/user/id/906836279) [\(/user/id/906836279\)](/user/id/906836279) **SUPER REVIEWER**

Jul 06, 2017

This shouldn't be amusing and yet here we are.



Alec B

[\(/user/id/790680964\)](/user/id/790680964) [\(/user/id/790680964\)](/user/id/790680964) **SUPER REVIEWER**[See all Audience reviews \(/m/the_lego_batman_movie/reviews?type=user\)](/m/the_lego_batman_movie/reviews?type=user)

THE LEGO BATMAN MOVIE QUOTES

Batman/Bruce Wayne: I saved the world again today. It was off the chain.

Alfred: Sir... I've seen you go through similar phases in 2016 and 2012 and 2008 and 2005

Pennyworth: and 1997 and 1995 and 1992 and 1989 and that weird one in 1966.

Batman/Bruce Wayne: I have aged phenomenally.

Batman/Bruce Wayne: Hey, Mom. Hey, Dad. I... I saved the city again today. I think you would've been really proud.

[View All Quotes](#)[\(/m/the_lego_batman_movie/quotes/\)](/m/the_lego_batman_movie/quotes/)

NEWS & FEATURES

150 Erotic Movies

Ranked worst to best!

(<https://editorial.rottentomatoes.com/guide/erotic-movies-ranked-worst-to-best/>)

2019's Most Anticipated

63 movies coming up this year

(<https://editorial.rottentomatoes.com/article/most-anticipated-2019-movies/>)

200 Essential Movies

Chosen by RT staff!

(<https://editorial.rottentomatoes.com/guide/200-essential-movies-to-watch-now/>)

Best of Netflix

Movies and shows to binge now

(<https://editorial.rottentomatoes.com/guide/best-netflix-shows-and-movies-to-binge-watch-now/>)

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[Feedback \(https://fandango.az1.qualtrics.com/SE/?SID=SV_cGSHgMlu5ivVwAB\)](https://fandango.az1.qualtrics.com/SE/?SID=SV_cGSHgMlu5ivVwAB)



Preferências de Cookie



THE LEGO MOVIE

Critics Consensus

*(Boasting beautiful animation, a charming voice cast, laugh-a-minute gags, and a surprisingly thoughtful story, **The Lego Movie** is colorful fun for all ages.)*

95%

87%

(TOMATOMETER)

(AUDIENCE SCORE)

(Total Count: 243)

(User Ratings: 222,232)

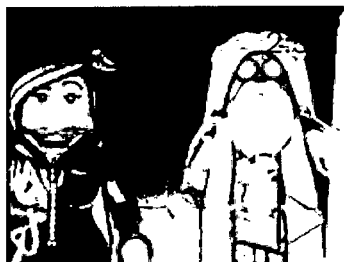
MORE INFO

+ WANT TO SEE

THE LEGO MOVIE VIDEOS



The Lego Movie: Trailer 2



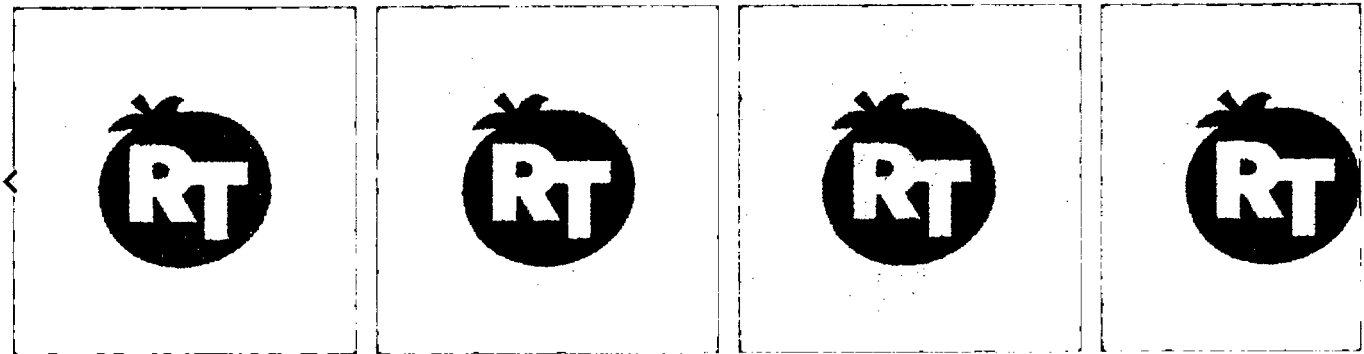
The Lego Movie: Trailer 1



The Lego Movie: Teaser

[View All Videos \(3\)](#)
[\(/m/the_lego_movie/trailers/\)](/m/the_lego_movie/trailers/)

THE LEGO MOVIE PHOTOS



[View All Photos](#)
[\(/m/the_lego_movie/pictures/\)](/m/the_lego_movie/pictures/)

MOVIE INFO

"The LEGO (R) Movie" is the first-ever, full-length theatrical LEGO (R) adventure. The original 3D computer animated story follows Emmet (Chris Pratt) an ordinary, rules- following, perfectly average LEGO minifigure who is mistakenly identified as the most extraordinary person and the key to saving the world. He is drafted into a fellowship of strangers on an epic quest to stop an evil tyrant, a journey for which Emmet is hopelessly and hilariously underprepared. (c) Warner Bros

Rating: PG (for action and rude humor)

Genre: Action & Adventure (</browse/opening/?genres=1>), Animation (</browse/opening/?genres=2>), Comedy (</browse/opening/?genres=6>), Kids & Family (</browse/opening/?genres=11>)

Directed By: Phil Lord (/celebrity/phil_lord), Christopher Miller (/celebrity/christopher_miller), Chris McKay (/celebrity/chris_mckay)

Written By: Dan Hageman (/celebrity/dan_hageman), Roy Lee (/celebrity/roy_lee), Christopher Miller (/celebrity/christopher_miller), Phil Lord (/celebrity/phil_lord)

In Theaters: Feb 7, 2014 Wide

On Disc/Streaming: Jun 17, 2014

Box Office: **\$244,870,209**

Runtime: 101 minutes

Studio: Warner Bros. Pictures (<http://thelegomovie.warnerbros.com/>)

WATCH IT NOW

Amazon

(http://www.amazon.com/gp/product/B018JQRZPO/ref=atv_feed_catalog?tag=rottetomao_aiv_mv-20) (<https://itunes.apple.com/movie/the-lego-movie/id805178535?at=10I9IP&ct=RT&uo=5>)

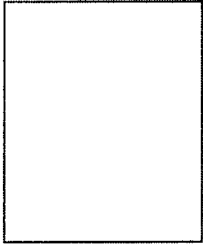
iTunes

FandangoNow

(<https://www.fandangonow.com/details/MMV1A18971EEEE44B96E4B757E677FACFE71>) (<http://www.vudu.com/movies/#!/content/507621/The-LEGO-Movie>)

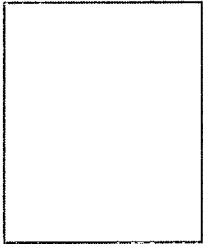
Vudu

CAST



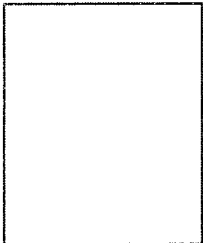
Chris Pratt
(/celebrity/chr
as Emmet

(/celebrity/chris_pratt)



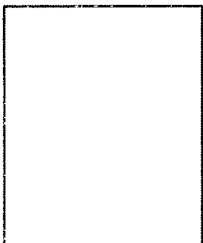
Elizabeth
Banks
(/celebrity/eliz
as Wyldstyle/Lucy

(/celebrity/elizabeth_banks)



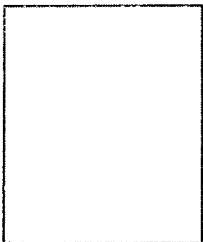
Will Arnett
(/celebrity/will
as Batman

(/celebrity/will_arnett)



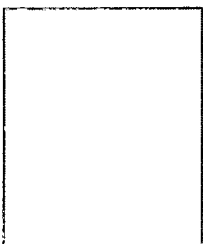
Morgan
Freeman
(/celebrity/mo
as Vitruvius

(/celebrity/morgan_freeman)



Will Ferrell
(/celebrity/will
as President
Business

(/celebrity/will_ferrell)



Charlie Day
(/celebrity/cha
as Spaceman
Benny

(/celebrity/charlie_day)

NEWS & INTERVIEWS FOR *THE LEGO MOVIE*

Remember, *Deadpool 2* Is Not
for Kids
(<https://editorial.rottentomatoes.com/article/remember-deadpool-2-is-not-for-kids/>)

Rank Will Ferrell's 10 Best
Movies
(<https://editorial.rottentomatoes.com/article/rank-will-ferrells-10-best-movies/>)

Rank Morgan Freeman's 10
Best Movies
(<https://editorial.rottentomatoes.com/article/morgan-freemans-10-best-movies/>)

View All (<https://editorial.rottentomatoes.com/more-related-content/?relatedmovieid=771305753>)

CRITIC REVIEWS FOR *THE LEGO MOVIE*

All Critics (243) (/m/the_lego_movie/reviews) | Top Critics (48) (/m/the_lego_movie/reviews?type=top_critics)

The movie is a wonderful surprise, cleverly written and executed brick by brick with a visual panache.

Jan 3, 2015 | Rating: 4/4 | Full Review... (<http://www.sfgate.com/movies/article/Lego-Movie-review-Good-film-built-on-low-5210735.php>)

Peter Hartlaub (</critic/peter-hartlaub/>)

San Francisco Chronicle (<https://www.rottentomatoes.com/source-402>)

★ Top Critic

Lord and Miller's sensibilities are continually clever, and The Lego Movie works hard to gradually

deliver surprising payoffs to what seem to be throwaway bits.

Jan 3, 2015 | Rating: 8.3/10 | Full Review... (<http://www.film.com/movies/review-the-lego>)

Kate Erbland (/critic/kate-erbland/)

Film.com (<https://www.rottentomatoes.com/source-176>)

★ Top Critic

The Lego Movie has enough wit and wisdom to send a recession-age message to families on the importance of thinking through problems with creativity.

Jan 3, 2015 | Full Review... (<http://www.star-telegram.com/living/family/moms/article3845226.html>)

Maricar Estrella (/critic/maricar-estrella/)

Fort Worth Star-Telegram/DFW.com (<https://www.rottentomatoes.com/source-562>)

★ Top Critic

State-of-the-art software has been used to make the characters look like actual plastic figurines brought to life through the magic of stop-motion animation. In other words, this is a digital movie with an analogue soul.

Apr 2, 2014 | Rating: 3.5/5 | Full Review... (<http://www.smh.com.au/entertainment/movies/the-lego-movie-review-creativity-has-its-limits-20140401-35wb6.html>)

Jake Wilson (/critic/jake-wilson/)

The Age (Australia) (<https://www.rottentomatoes.com/source-2041>)

★ Top Critic

With all this going for the film, you can understand why Lego should be so pleased with it and why it's already had such world box-office success. But its relentless action and pounding soundtrack sent me out feeling battered rather than uplifted.

Apr 2, 2014 | Rating: 3.5/5 | Full Review... (<http://www.smh.com.au/entertainment/movies/the-lego-movie-review-chockablock-20140328-35mbk.html>)

Sandra Hall (/critic/sandra-hall/)

Sydney Morning Herald (<https://www.rottentomatoes.com/source-1354>)

★ Top Critic

As a rule, movies about toys need to be approached with extreme caution; some of them have been bad enough to count as health hazards. This one is the exception.

Mar 3, 2014 | Full Review... (http://www.newyorker.com/arts/reviews/film/the_lego_movie_miller)

Anthony Lane (/critic/anthony-lane/)

New Yorker (<https://www.rottentomatoes.com/source-924>)

★ Top Critic

[View All Critic Reviews \(243\)](/m/the_lego_movie/reviews/) (/m/the_lego_movie/reviews/)

AUDIENCE REVIEWS FOR *THE LEGO MOVIE*

Feb 10, 2017

Under the keen eye of Phil Lord and Chris Miller, The Lego Movie exceeds all expectations by being a vibrant, colourful, and extremely heartwarming film about the importance of creativity - while also being laugh out loud hilarious in nearly every scene thanks to it's rapid fire pacing and groundbreaking animation.

Show More

Matthew M

(/user/id/928387276) (/user/id/928387276) **SUPER REVIEWER**

Aug 13, 2016

Perfectly formed film with a subversive, political edge (really) and a powerful, moving message. One of the best animated films of the decade.

Daniel P

(/user/id/364189142) (/user/id/364189142) **SUPER REVIEWER**

Aug 09, 2016

Everything is awesome here!

Stephen S

(/user/id/790138367) (/user/id/790138367) **SUPER REVIEWER**

Mar 30, 2016

The Lego Movie is hilarious, heartfelt and features a great story along with spectacular looking animation work. This film brims with nostalgia as well as being a perfect film for the family to sit down and enjoy!

Show More

Mr N

(/user/id/973312707) (/user/id/973312707) **SUPER REVIEWER**

See all Audience reviews (/m/the_lego_movie/reviews?type=user)

THE LEGO MOVIE QUOTES

Emmet: Awesome!

Emmet: Introducing the double-decker couch! So everyone can watch TV together and be buddies!

Wyldstyle/Lucy: That is literally the dumbest thing I have ever seen.

Vitruvius: Please, Wyldstyle, let me handle this. That idea is just. The worst.

Wyldstyle/Lucy: Come with me if you want to not die.

Spaceman Spaceship!

Benny:

NEWS & FEATURES

150 Erotic Movies

Ranked worst to best!

(<https://editorial.rottentomatoes.com/guide/erotic-movies-ranked-worst-to-best/>)

2019's Most Anticipated

63 movies coming up this year

(<https://editorial.rottentomatoes.com/article/most-anticipated-2019-movies/>)

200 Essential Movies

Chosen by RT staff!

(<https://editorial.rottentomatoes.com/guide/200-essential-movies-to-watch-now/>)

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Movies and shows to binge now

(<https://editorial.rottentomatoes.com/guide/best-netflix-shows-and-movies-to-binge-watch-now/>)

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Preferências de Cookie

The Lego Batman Movie

Origem: Wikipédia, a enciclopédia livre.

The Lego Batman Movie (***LEGO Batman: O Filme*** ^{BRA} ou ***Lego Batman: O Filme*** ^{POR}) é um filme de animação dirigido por Chris McKay e escrito por Seth Grahame-Smith, Chris McKenna, Erik Sommers, Jared Stern e John Whittington. É um *spin-off* do filme *The Lego Movie* (2014), com foco no personagem da DC Comics, Batman, no mesmo universo que o filme anterior. Na versão original é estrelado pelas vozes de Will Arnett, Zach Galifianakis, Michael Cera, Rosario Dawson e Ralph Fiennes.

O filme foi lançado dia 10 de fevereiro de 2017 nos Estados Unidos e no Brasil e no dia 16 de fevereiro em Portugal.

Índice

- Sinopse
- Elenco
- Referências
- Ligações externas

Sinopse

Três anos depois de salvar o Universo LEGO com Emmet e Megaestilo, Batman continua lutando contra o crime em Gotham City. Durante uma missão para impedir o Coringa de destruir a cidade, Batman machuca os sentimentos de seu rival, dizendo que ele não é tão importante em sua vida como ele pensa que é, levando Coringa a buscar a melhor vingança sobre ele.

No dia seguinte, Batman participa da gala de inverno da cidade como seu alter ego Bruce Wayne para comemorar a aposentadoria do Comissário Gordon e a ascensão de sua filha Barbara como a nova comissária de polícia do Departamento de Polícia de Gotham City, mas fica furioso quando anuncia seus planos para reestruturar o Polícia da cidade para funcionar sem a necessidade de Batman. O Coringa interrompe a festa com o resto dos vilões de Gotham City, mas todos se renderam à polícia. Apesar de perceber que isso não o torna mais relevante para a segurança da cidade, Batman suspeita que seu arqui-

The Lego Batman Movie

Lego Batman: O Filme (PRT)

LEGO Batman: O Filme (BRA)



Pôster de lançamento do filme

 Estados Unidos

 Dinamarca

 Austrália

2017 • cor • 104 min

Direção

Chris McKay

Produção

Dan Lin

Roy Lee

Phil Lord

Christopher Miller

Roteiro

Seth Grahame-Smith

Chris McKenna

Erik Sommers

Jared Stern

John Whittington

História

Seth Grahame-Smith

Baseado em

Batman

de Bob Kane

Bill Finger

Elenco

Will Arnett

Zach Galifianakis

Michael Cera

Rosario Dawson

Ralph Fiennes

Gênero

Ação

Aventura

Comédia

rival está decidido a detê-lo, banindo-o para a **Zona Fantasma**, uma prisão para alguns dos vilões mais perigosos do Universo LEGO.

Enquanto planeja roubar o Projetor da Zona Fantasma de **Superman**, **Alfred** intervém e aconselha-o a assumir o comando de **Dick Grayson**, que Bruce havia inadvertidamente adotado como filho durante a gala, ao qual ele eventualmente concorda e promove Dick como **Robin**. A dupla consegue recuperar o Projetor da **Fortaleza da Solidão**, antes de invadir no **Asilo Arkham** e usá-lo no **Coringa**. Irritada com sua imprudência e suspeitando que Coringa queria que isso acontecesse, Barbara prende Batman e Robin. Enquanto o projetor está sendo apreendido como evidência, **Arlequina** rouba de volta e usa para libertar o Coringa como ela não se rendeu à polícia como parte do plano do Coringa. Depois disso, Coringa liberta os vilões presos dentro da Zona Fantasma para causar estragos em Gotham, incluindo **Lorde Voldemort**, **King Kong**, **Sauron**, a **Bruxa Malvada do Oeste**, **Medusa**, o **Agente Smith** e seus clones, os **Daleks**, os **Gremlins** e o **Kraken**.

Percebendo que a cidade ainda precisa dele, Barbara libera Batman e Robin e relutantemente se junta com eles para parar o Coringa, como a equipe se juntou a Alfred. Batman logo se vê capaz de confiar em si e confiar nos outros, permitindo-lhes derrotar Sauron, mas ao chegar a Ilha Wayne, ele impede que a equipe se junte a ele em ação, por medo de perdê-los como seus pais; Ele confronta Coringa sozinho. Acreditando Batman é incapaz de mudar, Coringa manda-o para a Zona Fantasma, antes de roubar da Batcaverna as bombas confiscadas e indo para o Energy Facility da cidade. Chegando na Zona Fantasma, Batman testemunha o mal que seu egoísmo causou a todos, e lentamente aceita seu maior medo quando Robin, Barbara e Alfred decidem vir em seu auxílio. Fazendo um acordo com a guardas-redes da Zona Fantasma, Phyllis, para trazer de volta todos os vilões em troca de retornar a Gotham City, Batman chega para salvar o trio e pede desculpas, pedindo sua ajuda para salvar o dia.

Com o Coringa planejando detonar as bombas abaixo do Energy Facility, fazendo com que as placas sob Gotham se separassem e deixassem a cidade no abismo infinito, Batman transforma Barbara em Batgirl, e ao lado de Alfred e Robin, se juntam com outros vilões de Gotham Negligenciados por Coringa, permitindo-lhes enviar com êxito os vilões escapados de volta para a Zona Fantasma. No entanto, Batman não consegue parar as bombas de detonar, fazendo com que a cidade se separe. Batman relutantemente convence Coringa que ele é a razão de ser o herói que é, e trabalhando junto aos amigos de Batman, os vilões, e os habitantes da cidade, ligando uma corrente entre si, reconectando as placas da cidade, com a cidade salva, Batman se prepara para ser levado de volta para a Zona Fantasma para cumprir seu acordo, apenas para ser rejeitado por Phyllis, que escolhe deixá-lo permanecer depois de ver o quanto ele havia mudado para salvar todos. Batman permite que Coringa e o resto de sua gangue escapem temporariamente, com a confiança de que sempre que retornarem, eles não serão páreo para a equipe formada de ele, Robin, Batgirl e Alfred.

Elenco

Música	Lorne Balfe
Edição	David Burrows Matt Villa John Venzon
Companhia(s) produtora(s)	Warner Animation Group DC Entertainment LEGO System A/S Vertigo Entertainment Animal Logic Lord Miller Productions
Distribuição	Warner Bros. Pictures
Lançamento	 10 de fevereiro de 2017  9 de fevereiro de 2017  16 de fevereiro de 2017 ^[1]
Idioma	Inglês
<div></div> <div></div>	
Gronologia	
 <i>Uma Aventura LEGO</i> (2014)	<i>LEGO Ninjago: O Filme</i> (2017) 
Sítio oficial (http://www.legobatman.com) Página (http://www.imdb.com/title/tt4116284/) no IMDb (em inglês)	

WIKIPEDIA

The Lego Movie

The Lego Movie is a 2014 3D computer-animated adventure comedy film^[8] written and directed by [Phil Lord and Christopher Miller](#) from a story by Lord, Miller, and Dan and Kevin Hageman. Based on the [Lego](#) line of [construction toys](#), its story focuses on an ordinary [Lego minifigure](#) who finds himself helping a [resistance](#) stop a tyrannical businessman from gluing everything in the Lego world into his vision of perfection. [Chris Pratt](#), [Will Ferrell](#), [Elizabeth Banks](#), [Will Arnett](#), [Nick Offerman](#), [Alison Brie](#), [Charlie Day](#), [Liam Neeson](#), and [Morgan Freeman](#) provide their voices for the film's main characters. The film was dedicated to Kathleen Fleming, the former director of entertainment development of the Lego company, following her death in [Cancún, Mexico](#) in April 2013.^{[9][10]}

The first film produced by the [Warner Animation Group](#), *The Lego Movie* was released on February 7, 2014 by [Warner Bros. Pictures](#). It became a critical and commercial success, grossing \$469 million worldwide against its \$60 million budget, and received critical acclaim for its visual style, humor, voice acting, and heartwarming message. The film won the [BAFTA Award for Best Animated Film](#), the [Critics' Choice Movie Award for Best Animated Feature](#), and the [Saturn Award for Best Animated Film](#); it was also nominated for the [Golden Globe Award for Best Animated Feature Film](#) and received an [Academy Award](#) nomination for Best Original Song for "Everything Is Awesome".

The film has since expanded into a major [franchise](#) which ties into the Lego brand, with the sequel *The Lego Movie 2: The Second Part* released in 2019. The [spin-off](#) films *The Lego Batman Movie* and *The Lego Ninjago Movie* were both released in 2017, with another titled *The Billion Brick Race* in development. A 4D film based on the film itself, entitled *The Lego Movie: 4D – A New Adventure*, was released to [Legoland](#) parks across the world after its premiere at [Legoland Florida](#) in 2016.

Contents

Plot**Cast****Popular culture cameos and references****Production**

Development

Casting

Animation

Post-production

Soundtrack

Theme song

The Lego Movie



Directed by	Phil Lord Christopher Miller
Produced by	Dan Lin Roy Lee
Screenplay by	Phil Lord Christopher Miller
Story by	Dan Hageman Kevin Hageman Phil Lord Christopher Miller
Based on	Lego Construction Toys
Starring	Chris Pratt Will Ferrell Elizabeth Banks Will Arnett Nick Offerman Alison Brie

Release

Marketing
Home media

Reception

Critical response
Other response
Box office performance
Accolades

Franchise

Sequel
Spin-offs
4D Attraction
Television series

In other media**References****External links**

Plot

In the Lego universe, populated by anthropomorphic minifigures, the evil Lord Business steals a super-weapon called the "Kragle". Vitruvius attempts to stop him, but is blinded by Business's robots, and prophesizes that "The Special", an unknown hero, will find the "Piece of Resistance" capable of stopping the Kragle.

Eight-and-a-half years later, in the city of Bricksburg, ordinary construction worker Emmet Brickowski notices a mysterious woman at his construction site. Emmet falls into a hole and finds the Piece of Resistance. Compelled to touch it, Emmet experiences vivid visions and passes out. He awakens with the Piece of Resistance attached to his back, in the custody of Good Cop/Bad Cop, Lord Business's lieutenant.

The mysterious woman, Wyldstyle, rescues Emmet, believing him to be the Special, and takes him to Vitruvius in the Old West. Emmet learns Wyldstyle and Vitruvius are "Master Builders"^[1] capable of building anything from their imagination without instructions. Wyldstyle explains that Business wants to use the Kragle (a tube of Krazy Glue with a weathered label) to freeze the world into orderly perfection. Though disappointed to find Emmet is not a Master Builder, Wyldstyle and Vitruvius are convinced of his potential when he recalls visions of a seemingly human deity referred to as "The Man Upstairs".

Emmet, Wyldstyle and Vitruvius evade Bad Cop's forces with the aid of Batman, Wyldstyle's boyfriend. They visit the hidden realm of Cloud Cuckoo Land to attend a council of Master Builders, all of whom are unimpressed with Emmet and refuse to fight Business. Bad Cop's forces invade Cloud Cuckoo Land, having placed a tracking device on Emmet, and capture everyone. Only Emmet, Wyldstyle, Batman, Vitruvius, and a small group of Master Builders escape, as Cloud Cuckoo Land is destroyed. Emmet devises a plan to infiltrate Business's office tower and

	Charlie Day
	Liam Neeson
	Morgan Freeman
Music by	Mark Mothersbaugh
Cinematography	Pablo Plaisted
	Barry Peterson (live-action sequences)
Edited by	David Burrows
	Chris McKay
Production companies	Warner Animation Group ^[1]
	Village Roadshow Pictures ^[2]
	Lego System A/S ^[2]
	Vertigo Entertainment ^[2]
	Lin Pictures ^[2]
Distributed by	Warner Bros. Pictures
Release date	February 1, 2014 (Regency Village Theater)
	February 6, 2014 (Denmark)
	February 7, 2014 (United States)
	April 3, 2014 (Australia)
Running time	100 minutes ^[3]
Country	United States ^[4]
	Denmark ^[4]
	Australia ^[4]
Language	English
Budget	\$60–65 million ^{[5][6]}
Box office	\$469.1 million ^[7]

LEGO facts

 nationalgeographic.com.au/history/lego-facts.aspx

August 17,
2011

1. LEGO got its name when the founder, Ole Kirk Christiansen, took the first two letters of the Danish words LEG GODT, meaning "play well", and put them together – quite unaware that LEGO in Latin means ... "I put together".
2. Approximately 20 billion LEGO elements (bricks) are made every year in the LEGO factory in Billund – equivalent to approximately 2 million elements an hour or 35,000 a minute.
3. The moulds used in production are accurate to within two-thousandth of a millimeter (0.002 mm), and the accuracy of the moulding process means that only 18 elements in every million produced fail to meet the company's high quality standard.
4. A professor of mathematics calculated that there are over 915 million ways to combine six LEGO bricks.
5. Laid end to end, the number of LEGO bricks sold in a year would reach more than five times round the world.
6. On average there are 62 LEGO bricks for every person on earth.
7. (The world's children spend 5 billion hours a year playing with LEGO bricks.)
8. (With a production of about 306 million tyres a year, the LEGO Group is the world's largest tyre (tire) manufacturer.)
9. (Approximately 440 billion LEGO elements have been manufactured since 1949.)
10. When the minifigure first appeared, it was decided that its face should have only one colour: yellow and that its facial features should be happy and neutral. Now the minifigure appears in many guises, including Santa Claus, Spiderman and even Steven Spielberg.
11. There has been approximately 4 billion minifigures produced – making it the world's biggest population group.
12. LEGO group is owned and managed by the founder's grandson, Kjeld Kirk Kristiansen – with his children.
13. There are about 2,350 different elements in the LEGO range – plus 52 different LEGO colours. Each element may be sold in a wide variety of different colours and decorations,

bringing the total number of active combinations to more than 7,000.

SOURCE FOR WEBFACTS: <http://www.lego.com/eng/info/default.asp?page=facts>

EMPRESAS

Lego está de parabéns. O tijolo mais famoso do mundo nasceu há 60 anos

Jornal Económico | 28 janeiro 2018, 12:00

Sabia que os tijolos Lego vendidos num ano seriam suficientes para dar a volta ao planeta, cinco vezes? E sabia que o fundador da Lego era carpinteiro? Ou, sabia que o famoso tijolo, tal como hoje é concebido levou nove anos a desenvolver? Descubra o que não sabe sobre o icónico tijolo Lego.

Quando em 28 de janeiro de 1958, a mais famosa empresa familiar da Dinamarca, em atividade há 85 anos, introduziu "tubos" no interior de um tijolo de plástico, o mundo ganhou um dos brinquedos "mais influentes" de sempre.

Gerações e gerações de crianças brincam, desde então, com um pequeno objeto cuja única "limitação" é a imaginação, segundo a empresa criada em agosto de 1932, por Ole Kirk Christiansen, em Billund, Dinamarca.

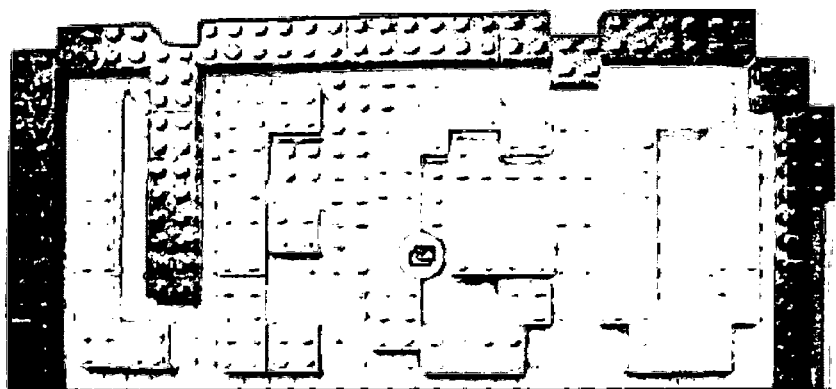
São muito poucas as pessoas no mundo que não conhecem o tijolo Lego. Em Portugal, os produtos da Lego estão oficialmente presentes desde 1973.

O Grupo Lego, um dos líderes mundiais em produção de brinquedos, defendeu em comunicado, enviado à redação, que "brincar com Lego incentiva a criatividade e a curiosidade" e que ajuda "as mentes mais jovens a desenvolverem capacidades essenciais para o século XXI", numa alusão às conclusões do relatório *"The Future of Jobs"*, apresentado no Fórum Económico Mundial, em 2016 – em que a resolução de problemas, o pensamento crítico e a criatividade são as três principais capacidades necessárias para o local de trabalho do futuro.

A influência deste objeto, que até foi considerado um dos "objetos do século XX", é real e reflete-se nos números da empresa dinamarquesa. De acordo com os últimos dados anuais divulgados, referentes ao ano de 2016 para todo o mundo, o Grupo Lego gerou uma receita total de 37,9 mil milhões de coroas dinamarquesas, DKK, (cerca de 5 mil milhões de euros) – o valor mais alto de sempre da empresa – e teve um lucro anual de 9,4 mil milhões DKK (cerca de 1,2 mil milhões de euros). O relatório anual e mundial para 2017 deverá ser divulgado em fevereiro.

Atualmente, a Lego, que foi considerada a marca mais poderosa do mundo, em 2015, está a apostar em investimentos no domínio digital e em iniciativas de sustentabilidade. O último grande passo foi a criação de uma parceria com a Tencent, a 'Google chinesa', a 15 de janeiro deste ano.

Sabia que o fundador da Lego era carpinteiro e que, embora a empresa tenha nascido em 1932, só em 1947 é que começou o fabrico de peças de plástico? E que o tijolo tal como se conhece hoje levou nove anos a desenvolver-se, entre 1949 e 1958? Ou, que os primeiros tijolos chamavam-se Automatic Binding Bricks (Tijolos de encaixe automático), em 1949, e que só quatro anos depois, o nome foi alterado para LEGO Mursten ("tijolos LEGO" em dinamarquês)? Conheça mais factos curiosos na fotogaleria abaixo.



[REDACTED]

Nota: Se é fã dos produtos Lego, saiba que decorre no Pavilhão Multiusos de Guimarães uma exposição da candidata a "maior cidade de Lego do mundo". Trata-se de um pequeno empreendimento levado a cabo por um colecionador de legos, cuja "cidade" precisou de mais de cinco milhões de peças para ocupar cerca de mil metros quadrados do espaço.

A exposição, que conta com recriações de vários monumentos, como o Taj Mahal ou a Torre Eiffel, está aberta ao público até dia 13 de fevereiro. A entrada é gratuita.

RECOMENDADAS



Não gosta de temperaturas altas? Cinco países nórdicos para fugir ao calor

Inês Pinto Miguel 13:28

Com os termómetros a aumentar durante esta semana, a plataforma de pesquisa de viagens Momondo sugeriu cinco países no norte da Europa que são conhecidos pelo frio.

Renault vai "estudar" proposta da Fiat Chrysler

CEO da Altice Portugal critica reguladores pelo



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Reputation Institute Says it's 'Reputation Judgement Day' in 2019 Global RepTrak® 100

MARCH 7, 2019

#1

ROLEX



#2



#3



#4



#5



#6

SONY



#7

Canon



#8



#9

NETFLIX



#10

BOSCH



In Era of Elevated Risk, Reputation Institute Says it's 'Reputation Judgement Day' in 2019 Global RepTrak® 100 – World's Largest Corporate Reputation Study

*Rolex, LEGO Retain Leadership, Netflix Makes Top 10, Google Declines, Facebook Free Falls
- Companies Delivering Assurances Made Strongest Gains -*

BOSTON, March 7, 2019 – It's a new age for corporate reputation, in which companies are scrutinized on every aspect of their operations, and it's putting tremendous pressure on companies who are increasingly on trial in the court of public opinion.

In the 2019 Global RepTrak® 100, an annual ranking of public perception toward the world's top companies, researchers at the Reputation Institute – a leading provider of reputation measurement and management services – surveyed more than 230,000 individuals in 15 countries.

While the overall results of the 2019 Global RepTrak® 100 show improvement over 2018, which saw a reputation decline, Reputation Institute Chief Reputation Officer Stephen Hahn-Griffiths says companies must continue to work hard to convert “fence sitters who are much less likely to give companies the benefit of the doubt.”

2019 Global RepTrak
“It’s reputation journey that Watch Now
52% of the world have doubts about the good intentions of all companies,” said Hahn-Griffiths. “At the same time, companies have a great opportunity to create and deliver reputation assurances that, over time, can convert fence sitters to promoters. Companies that elevate positive perceptions of the enterprise, prioritize corporate responsibility, leverage strong leadership, are ethical, speak to the corporate brand purpose and engage market influences are those who will win in this daunting new reputation era.”

While a lack of assurances means that overall company support did not bounce back to the lofty levels of 2017, an increase of 1.0 points in reputation in the 2019 Global RepTrak® 100 signals the potential for a true reputation recovery.

“The reputation bubble burst in 2018, but there has been a reputation recovery in the past 12 months,” said Hahn-Griffiths. “Companies like Netflix and Microsoft have strengthened their reputation. Others like Facebook, even Google, have declined and have been punished in the court of public opinion. And some have even started to turn things around, such as Uber.”

In the 2019 Global RepTrak® 100, Rolex and The LEGO Group maintain the leading positions. Netflix surged from 24th place to ninth place while Michelin moves up to the eight spot. The BMW Group, which placed ninth a year ago, and

Google (third in 2018), slipped out of the top 10. Facebook had the biggest overall decline in reputation, largely driven by its perceived shortcomings on governance and in the workplace.

The top 10 companies in the 2019 Global RepTrak® 100 are:

"We're humbled to be recognized amongst the five most reputable global brands as it reflects our commitment to ethics, transparency, and corporate responsibility" said **Steve Clayton, General Manager – Communications, at Microsoft.**

To access the full list of the world's most reputable companies, data, insights, and expert perspectives on key trends, please visit:

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Companies interested in getting their 2019 score and learn how to improve their ranking should visit

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1 **Rolex**

2 **The LEGO Group**

3 **The Walt Disney Company** (NYSE: DIS)

4 **Adidas Group** (OTCQX: ADDYY)

5 **Microsoft** (NASDAQ: MSFT)

6 **Sony** (NYSE: SNE)

7 **Canon** (NYSE: CAJ)

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8 **Michelin** (OTCMKTS: MGDDY)

9 **Netflix** (NASDAQ: NFLX)

10 **The Bosch Group** (NYSE: AVS)

"It is very rewarding to be ranked first on the Global RepTrak 100 for the fourth year in a row," said **Virginie Chevailler, Head of Public Relations at Rolex**. "The company has a history of more than a century of perpetual improvement and innovation at every level. We believe this is recognition of our commitment to always reach further, along with our desire to contribute to society."

Microsoft bucked the reputation trend among technology companies and jumped five places to number five in the 2019 rankings. Among other assurances, Microsoft has remained transparent in the face of product bugs and updates.

About Reputation Institute

Reputation Institute helps leaders at the world's largest companies build credibility with the people that matter most to them by delivering data-driven insights about how they are truly perceived. We do this with RepTrak®, an unrivaled technology that provides actionable insights across industry, competitor, and company analysis.

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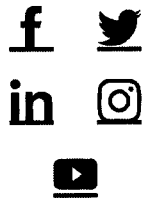
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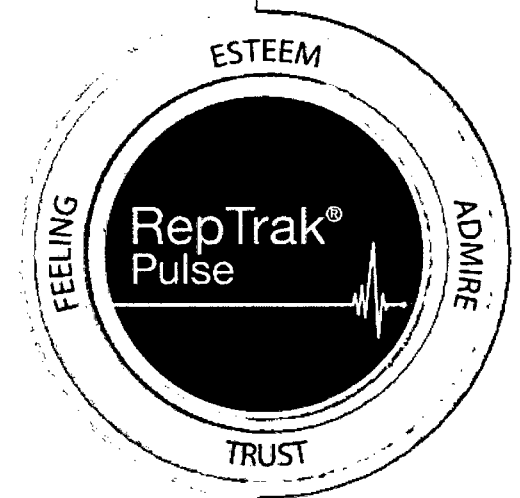


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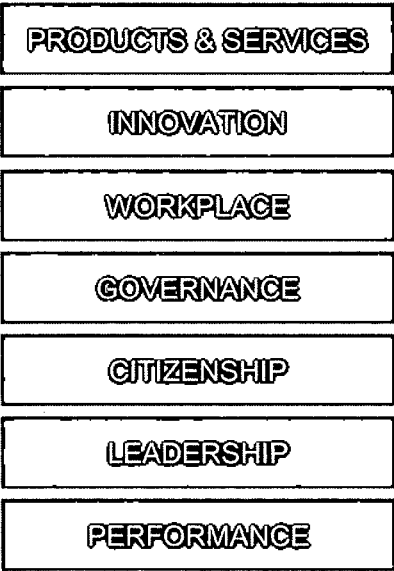
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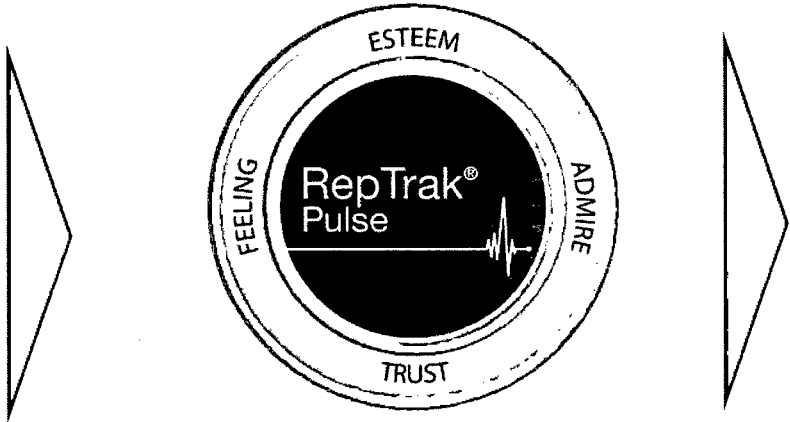
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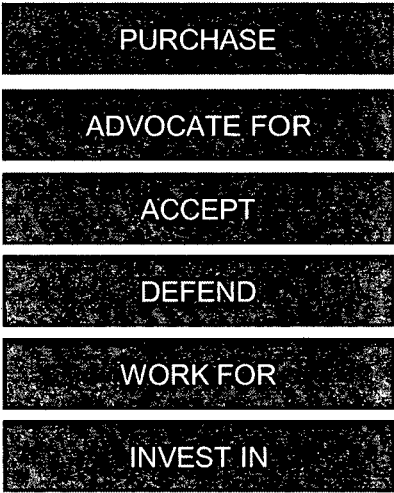
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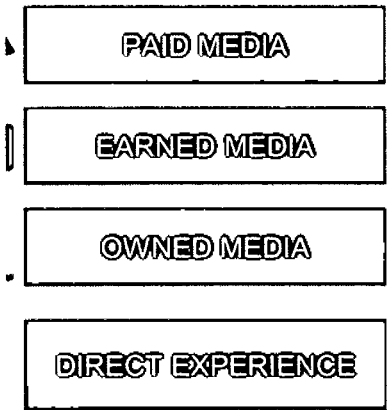
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BEHAVIORIAL INTENTIONS
Reputation Outcome

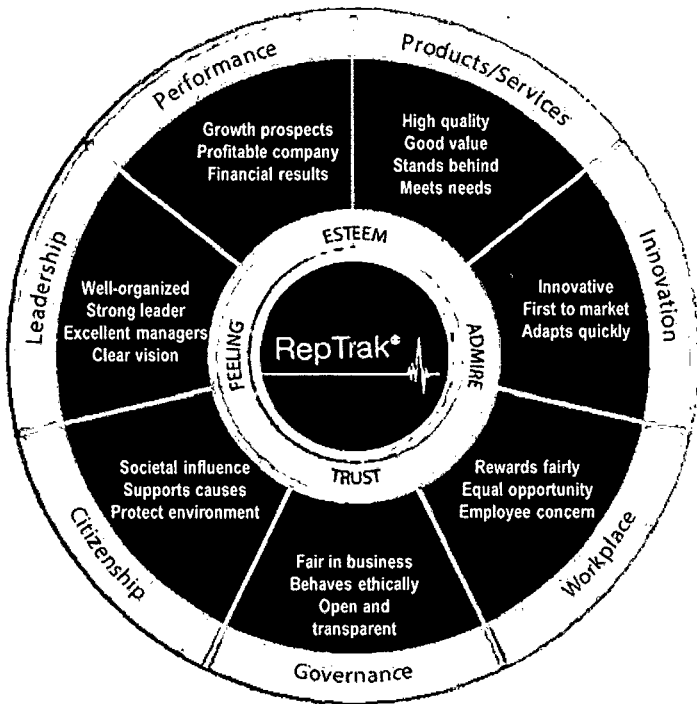


How Media Impressions Impact Reputation

IMPRESSIONS



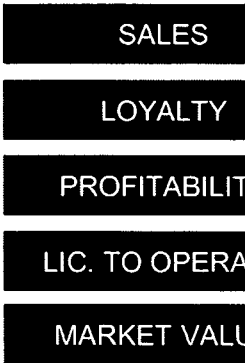
PERCEPTIONS



INTENT



KPIs



Need to Understand the Media Narrative

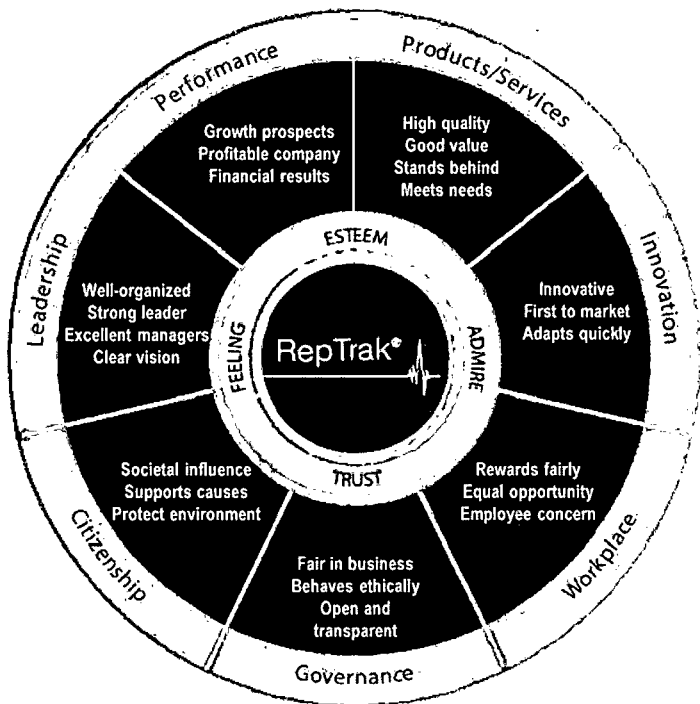
IMPRESSIONS

RepTrak® Mining



Effect of media pressure

PERCEPTIONS



INTENT

- PURCHASE
- ADVOCATE
- ACCEPT
- DEFEND
- WORK FOR
- INVEST IN

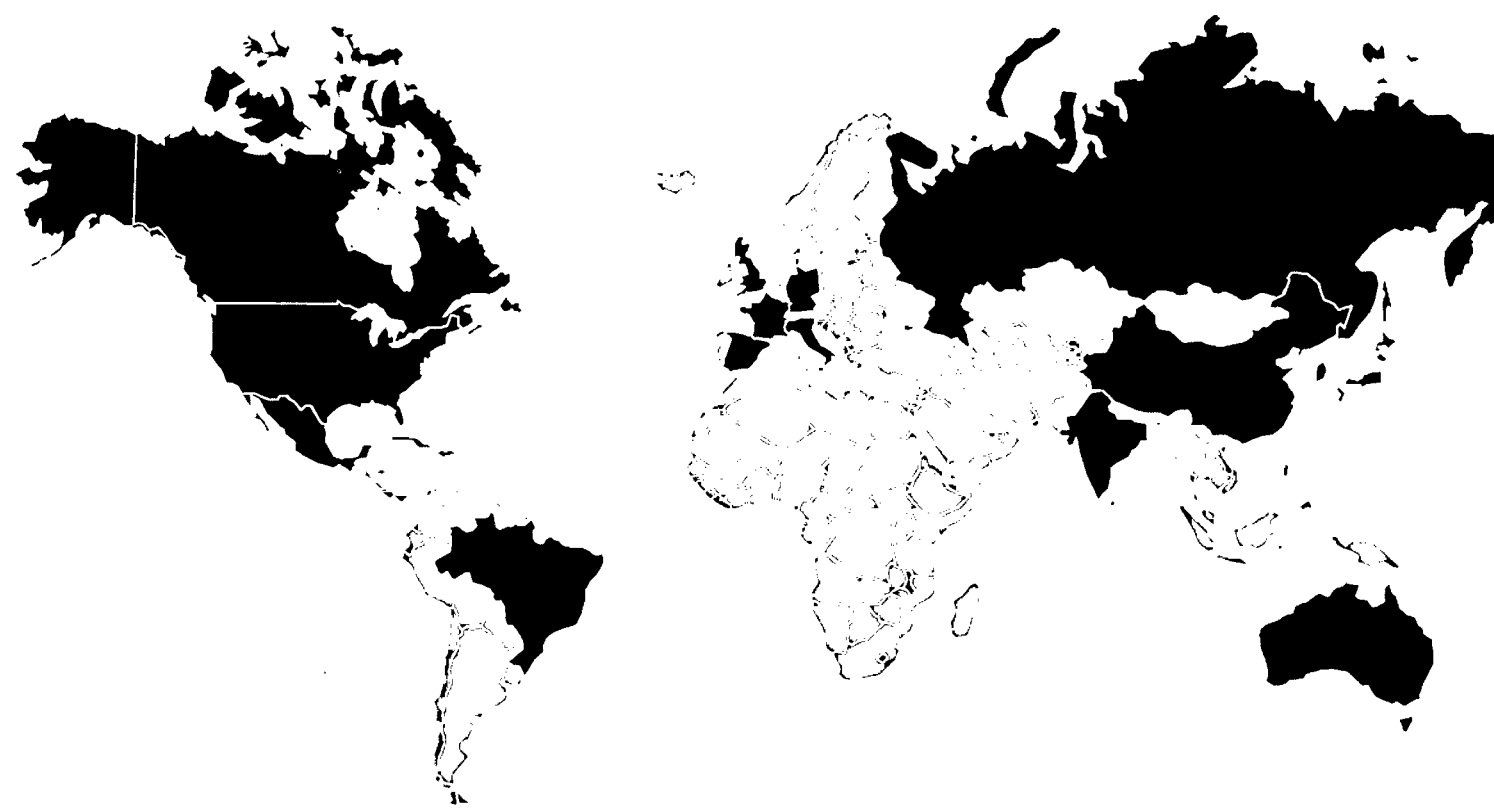
KPIs

- SALES
- LOYALTY
- PROFITABILITY
- LIC. TO OPERATE
- MARKET VALUE

Measuring Reputation: Global RepTrak®



• BRAZIL • CANADA • CHINA • FRANCE • GERMANY • ITALY • JAPAN • MEXICO • RUSSIA • SOUTH KOREA • THE UNITED KINGDOM • THE UNITED STATES



2019 Global RepTrak® 100

230,000+

Individual ratings

140+

Nominated Companies

Informed
General Public

Somewhat or very familiar

Familiarity

Overall familiarity of > 20% and
> 20% familiarity 5+ markets

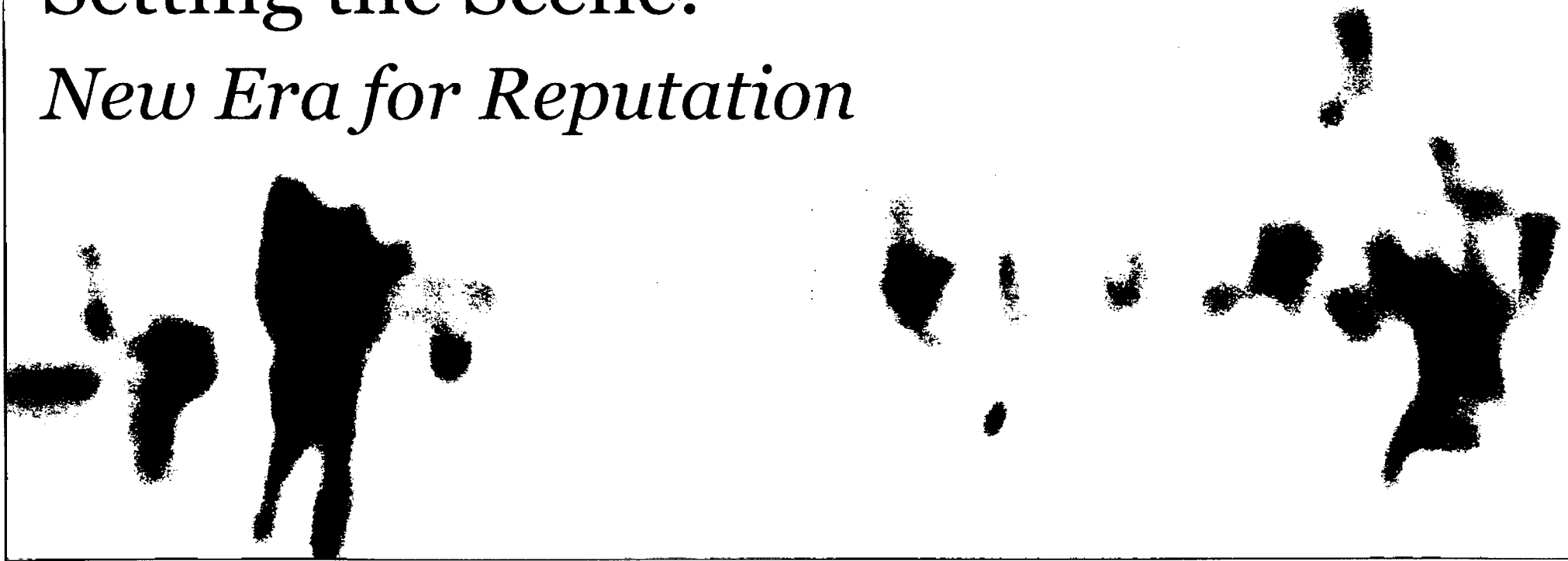
2 months

January-February 2019

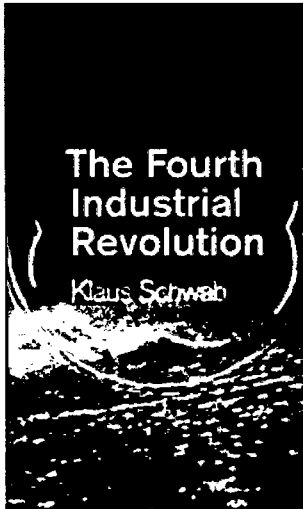
“The largest normative database on corporate reputation in the world.”



Setting the Scene: *New Era for Reputation*



e're in a New Age for Reputation



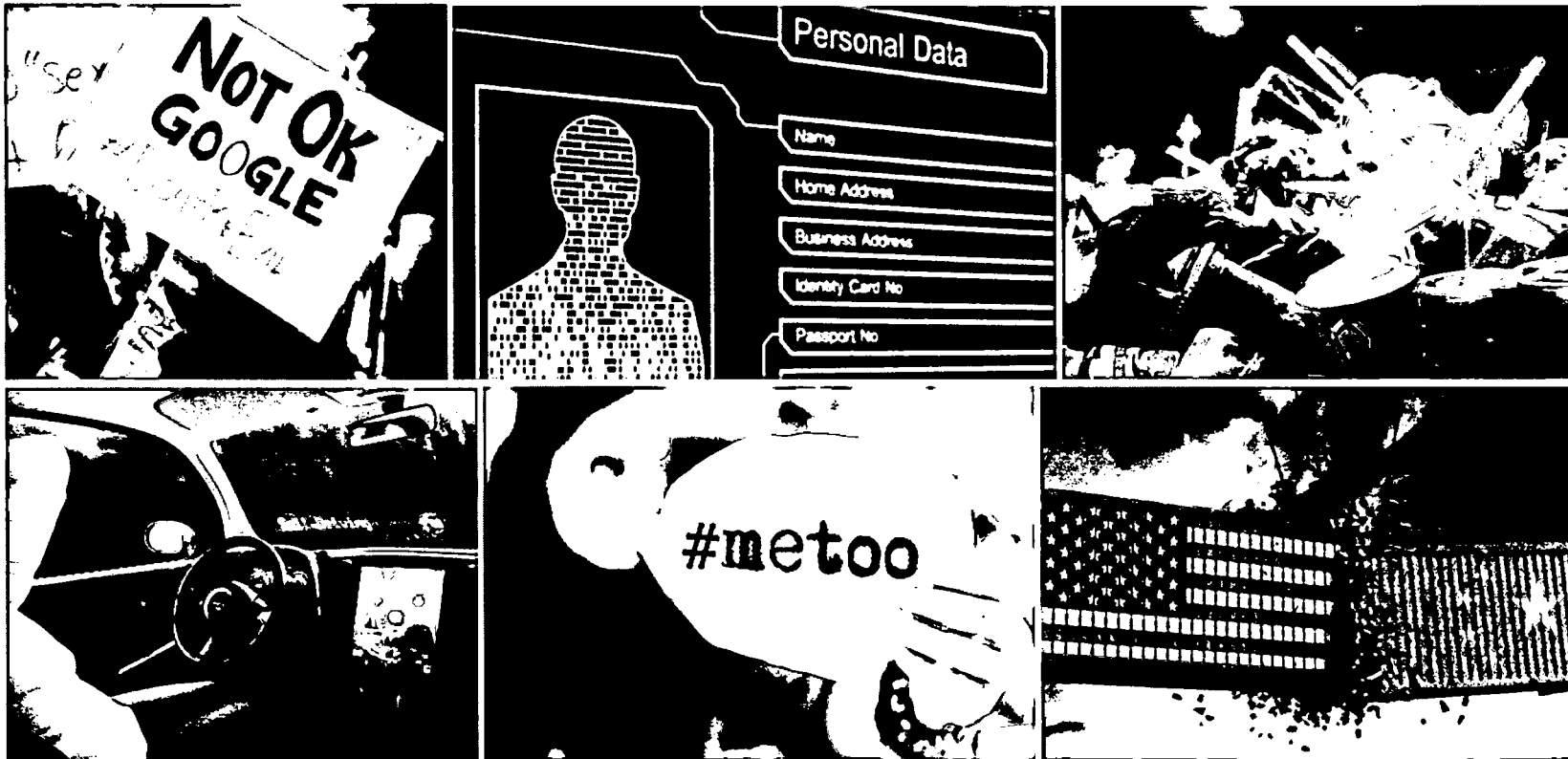
“The Fourth Industrial Revolution is disrupting almost every industry in every country and creating massive change in a non-linear way at unprecedented speed.”



Bernard Marr
Forbes:
“The 4th Industrial Revolution Is Here - Are You Ready?”
August 2018



In an Era of Elevated Reputation Risk



We are at a global strategic inflection point.

The internet of things, physical systems, AI, the environment, global tension, changing human values, and desire for enhanced connectivity fueling change.

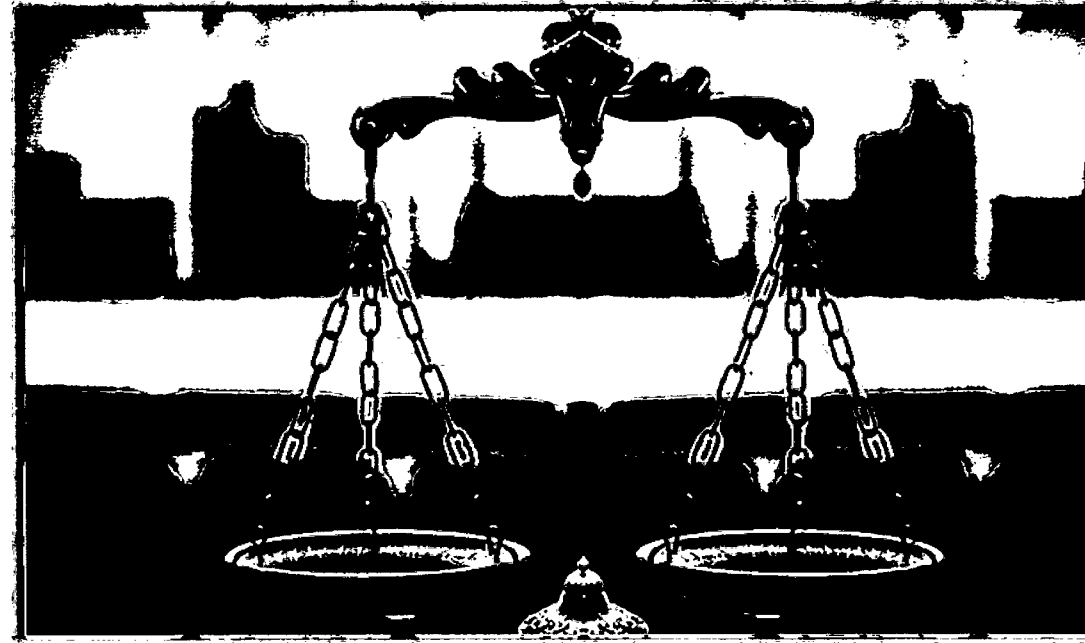
There is increased risk for companies.

Applications: Reputation Judgement Day

Following last year's reputation decline in trust, companies are on trial in the court of public opinion.

It's a time of "reputation judgement day" when companies are scrutinized on all aspects of their company – ethics, leadership, values, and beyond.

To avoid risk, companies must know how to proactively manage reputation, deliver on stakeholder expectations, and mitigate against risk by delivering on reputation assurances.



Judgement is Passed Publicly and Quickly



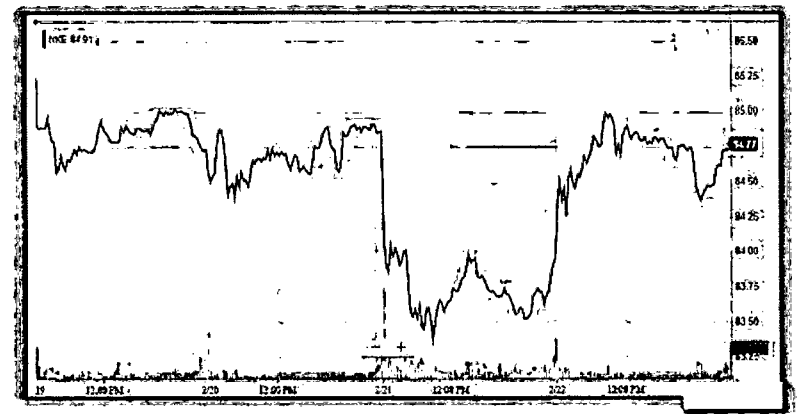
all large institutions of any kind, whether they be government agencies, nonprofits, universities, and certainly including *big corporations*, *deserve to be expected and scrutinized*. It's normal."

Jeff Bezos, Amazon CEO



"Nike's stock falls after Duke star is hurt as his sneaker comes apart"

CNN



The Penalty For Loss of Reputation is Severe

Uber

*“We know from the underreporting of incidents by CNN and others as just one example, **the cost to the brand and reputation** of Uber by a single case can cost the company **millions of dollars in lost revenue** from riders who hold a lasting impression that we are unsafe and not worthy of their **trust**.”*

Source: Internal Uber memo on incident caseloads



Big Picture: *Year-on-Year Trends*

Reputation Change in 2019: Global RepTrak® 100



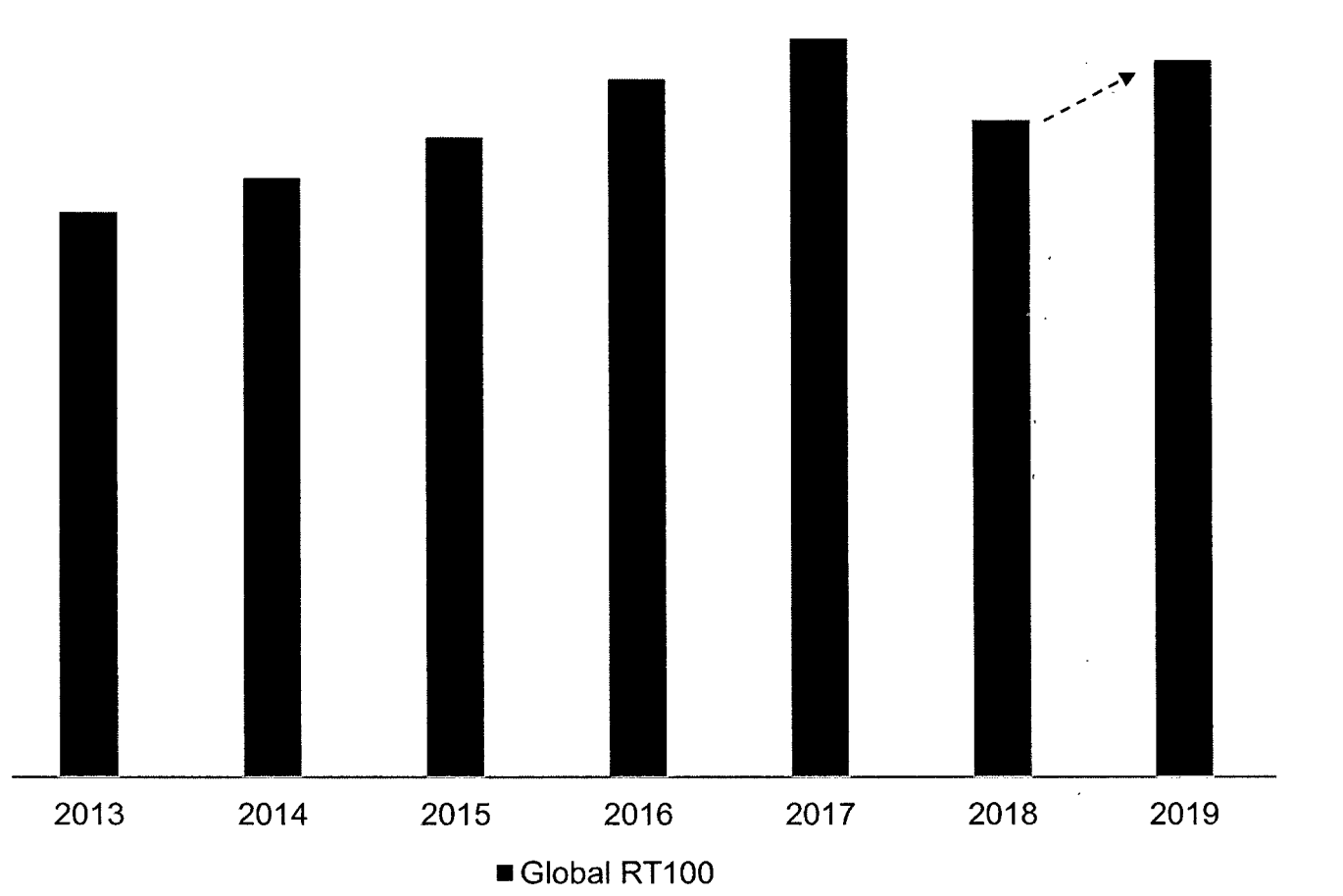
There was an increase in reputation
versus the previous year:

+1.0 pts

ifference > 0.9

Baseline in Global RepTrak® 100

Global Reputation Trends 2013-2019

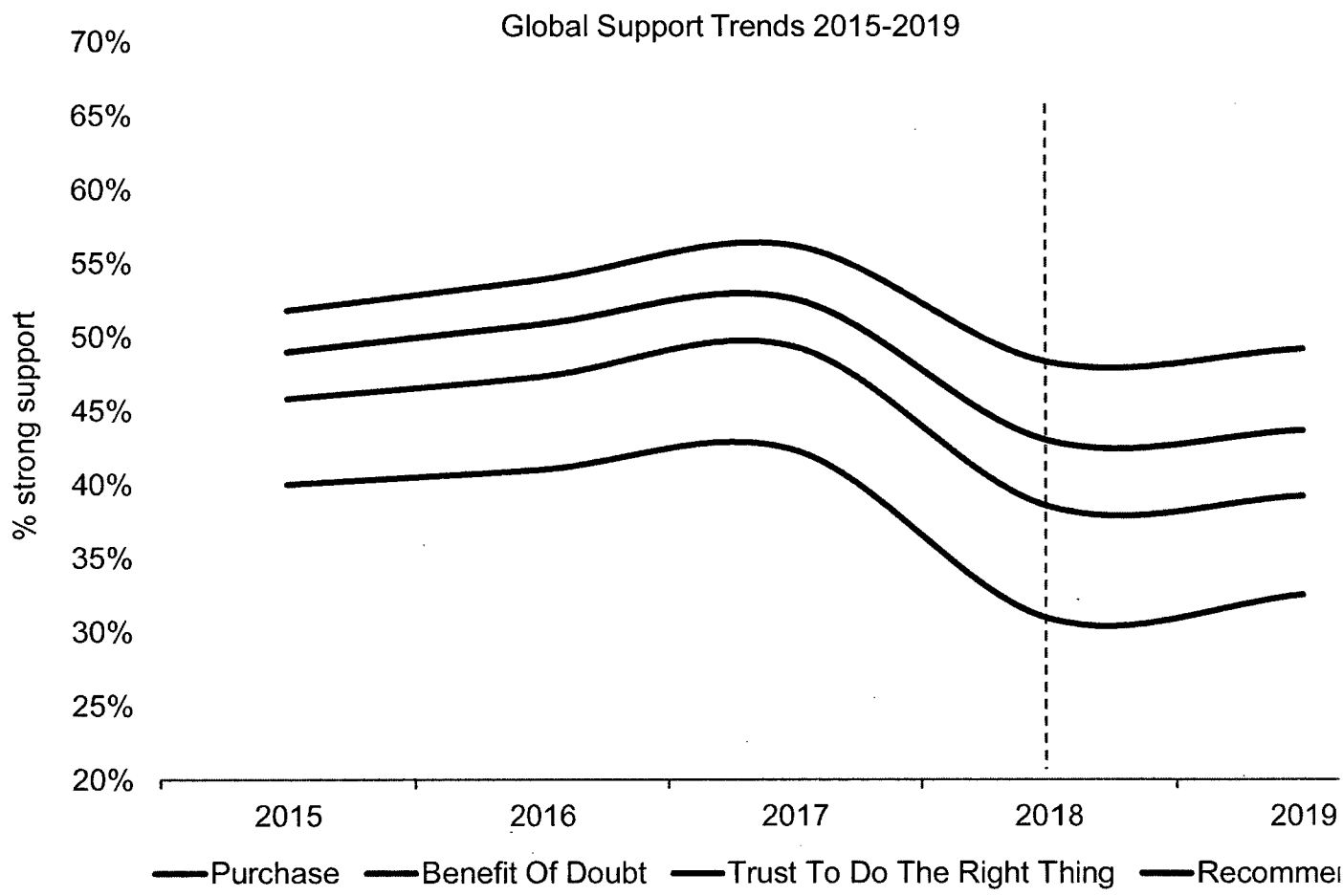


Despite economic and geo-political uncertainty, there are early signs of reputation recovery. If the threat of a reputational recession is averted.

variance > 0.9

Recovery Translates Into Slight Increase in Support

Lack of assurance meant that overall company support did not bounce back to the high levels of 2017.



Companies Are Slow to Regain Assurance

Marginal increase in support when it comes to “benefit of the doubt”:

+1.6% pts

Benefit of the doubt



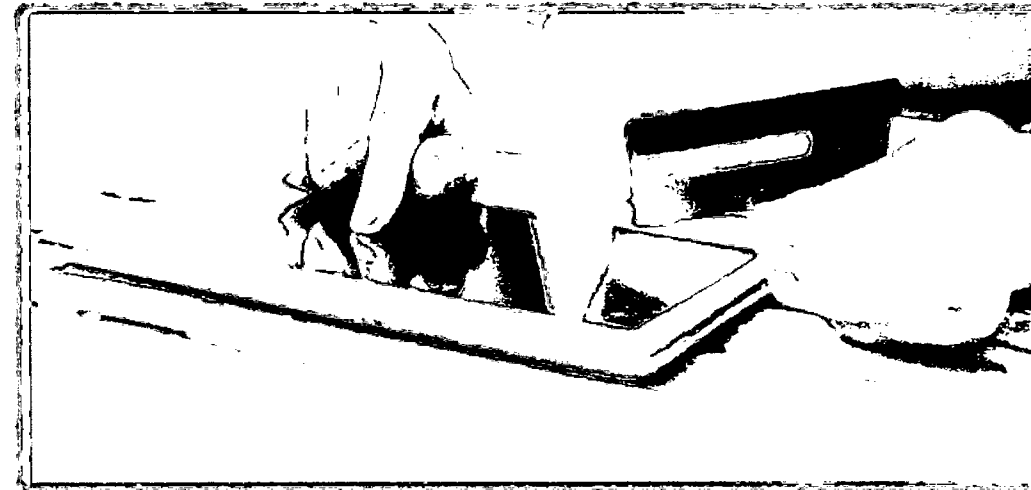
nce is the 2019 vs 2018 T2 box (respondents who give a score of 6 or 7 on a 1-7 scale)

Purchase Loyalty is Even Slower to Recover

With recovery there is a
only a marginal increase
in purchase intent:

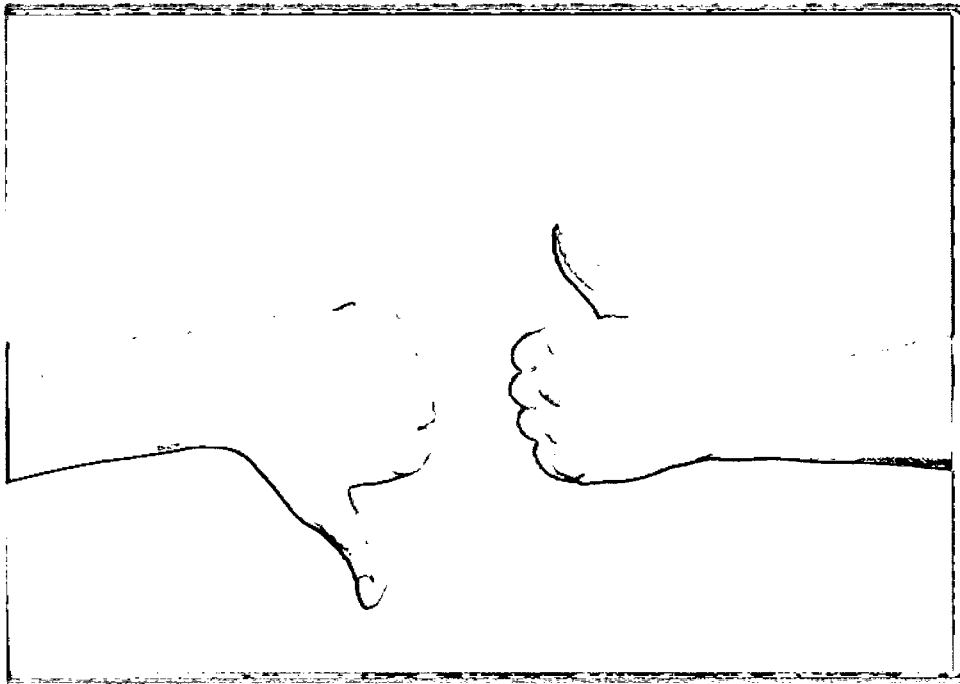
+0.9% pts

Willingness to purchase



Source is the 2019 vs 2018 T2 box (respondents who give a score of 6 or 7 on a 1-7 scale)

Company Recommendation Increase is Negligible



Slight increase in levels of
company recommendation:

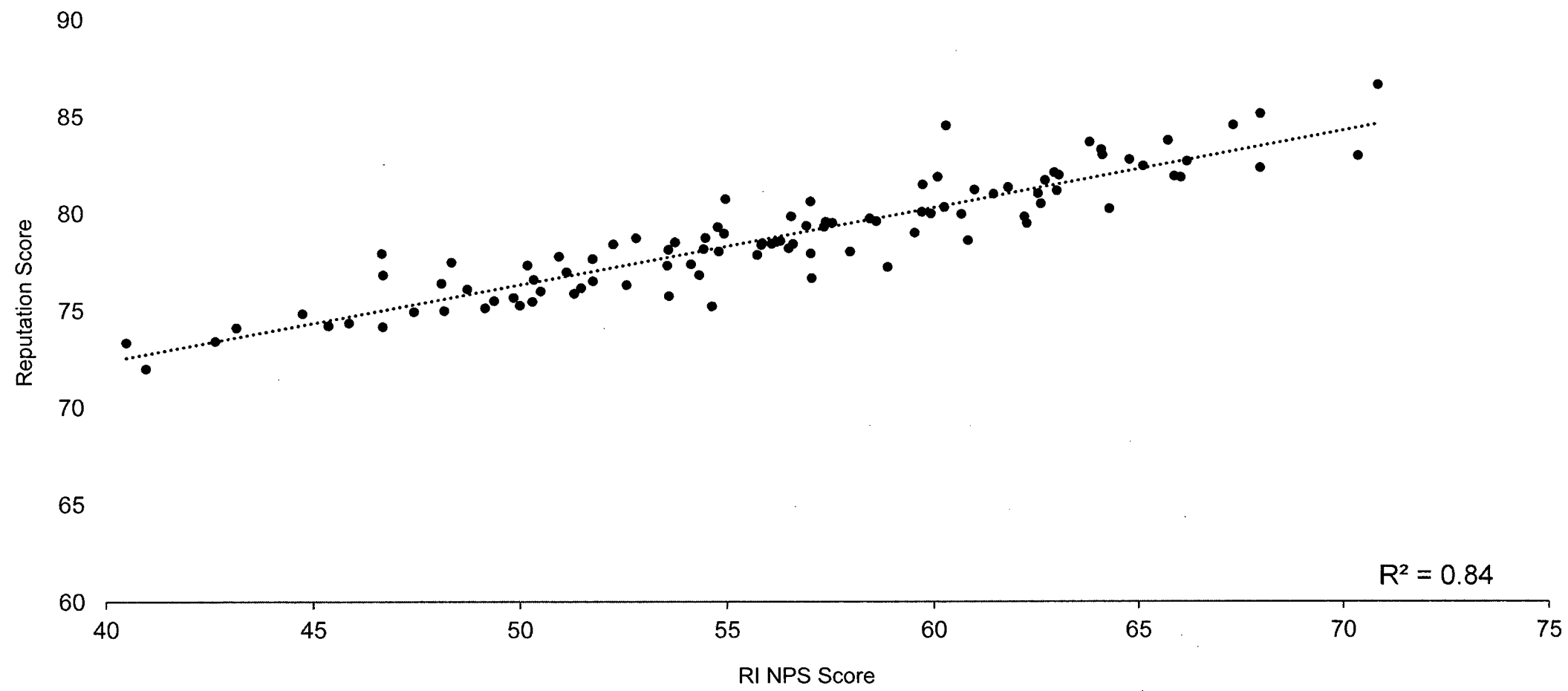
+0.7% pts

Willingness to recommend

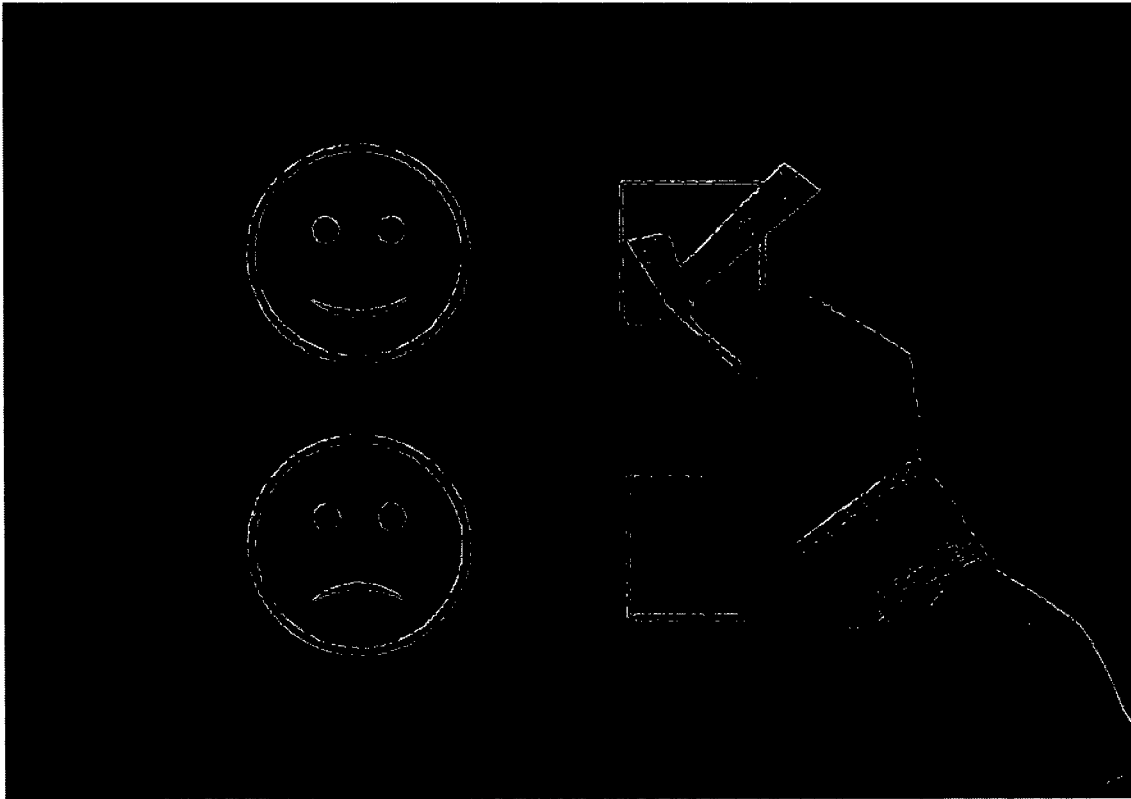
Source is the 2019 vs 2018 T2 box (respondents who give a score of 6 or 7 on a 1-7 scale)

Relationship Between Reputation and NPS

Relationship between Reputation and RI NPS



Lack of Reputation Assurance Inhibits NPS Increase



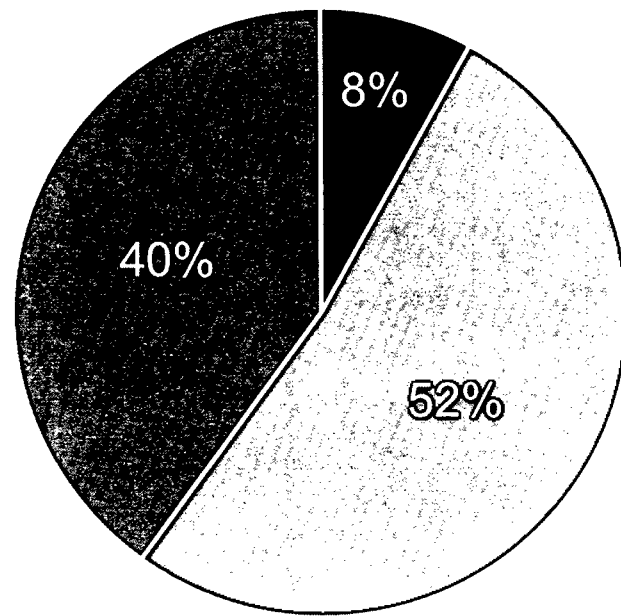
The overall NPS score c
companies measured:

+0.8 pts

RI NPS Score YoY change

Majority of the World is Doubtful of Companies

Global Levels of Detractors, Fence Sitters and Promoters (2019)



■ Detractors ■ Fence Sitters ■ Promoters

52% are “fence sitters” – they are less likely to give companies benefit of the doubt.

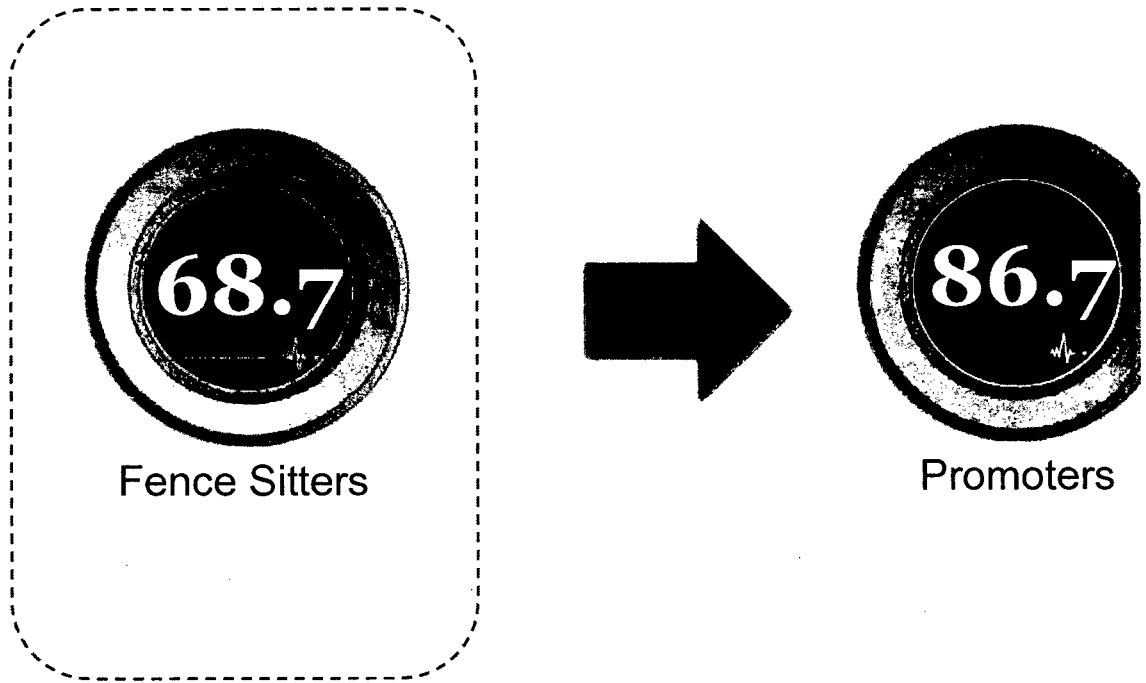
ers are those who are unsure and/or neutral in their support

Building Assurance Among Fence Sitters Pays Dividend

Generating assurance to reduce doubt and create promoters pays reputation dividends:

18.0 pts

Pulse Overlay- Impact of Benefit of the Doubt



- POOR
- WEAK
- AVERAGE
- STRONG
- EXCELLENT

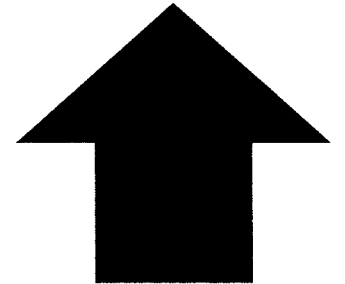
Fence Sitters are those who are unsure and/or neutral in their support Significant difference > 0.9

Digging Deeper: Creating Assurance

Opportunity to Create Reputation Assurances

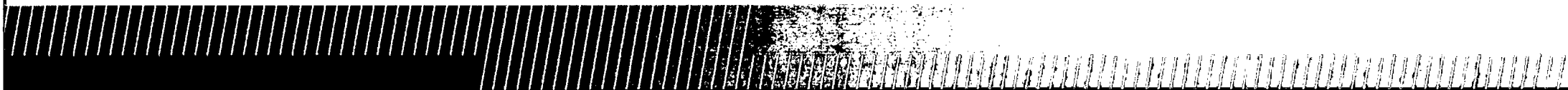


- Focus on Enterprise
- Deliver on CR
- Leveraging Leadership
- Express Your Story
- Put Humanity First
- Engage Market Influencers



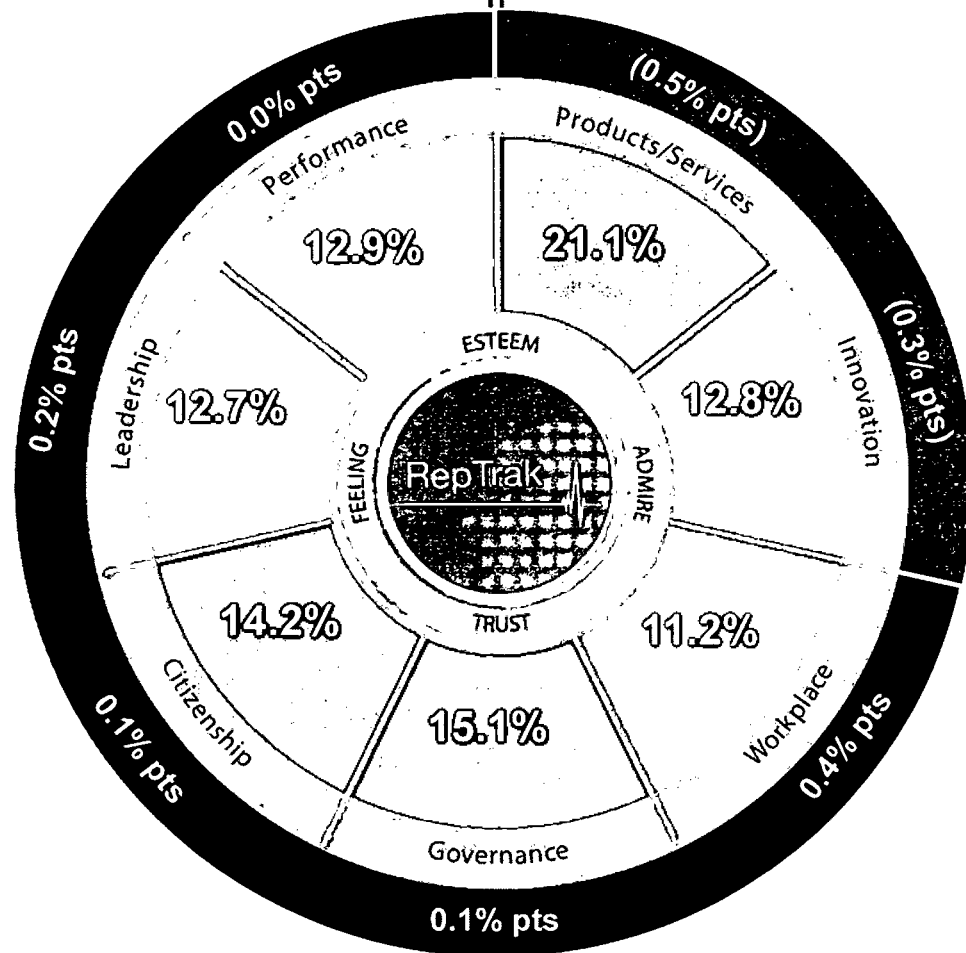
Focus on Enterprise

Who you are matters more than what you sell



Can't Win on Reputation on Just Products/Services

66.1% Enterprise • Product 33.9%

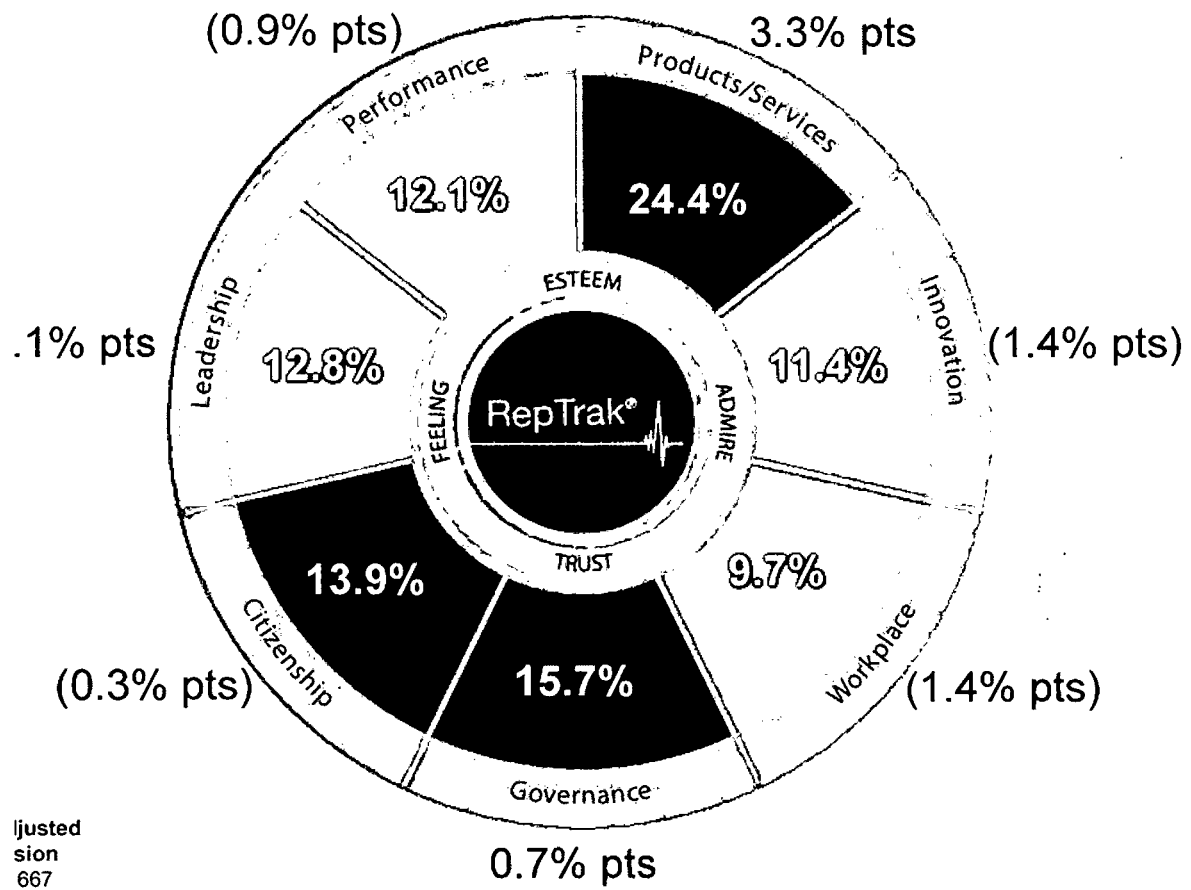


Enterprise dimensions are increasing in importance – while product related dimensions are declining.

In 2019, perceptions of enterprise who you are – drives two thirds of corporate reputation vs. what you which accounts for only a third.

Governance, Citizenship, and Products/Services Are Key

2019 Global Drivers for Fence Sitters
(vs. All Respondents)



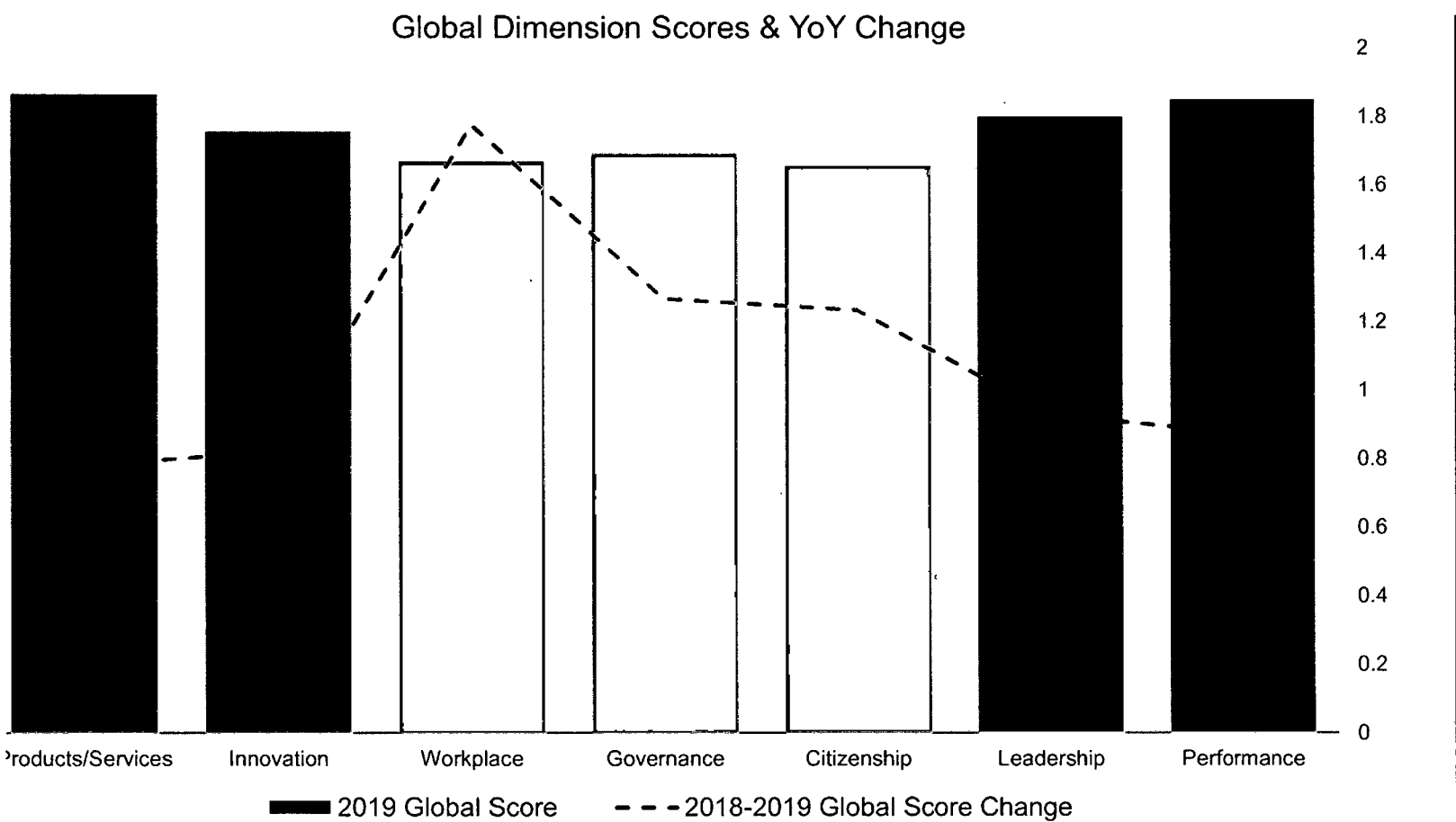
For Fence Sitters:
Delivering on the dimensions
of good Governance and
Citizenship and Products /
Services is highly important.

Deliver on CR

responsible in all aspects of your business



Increase in Corporate Responsibility Fueled Recovery



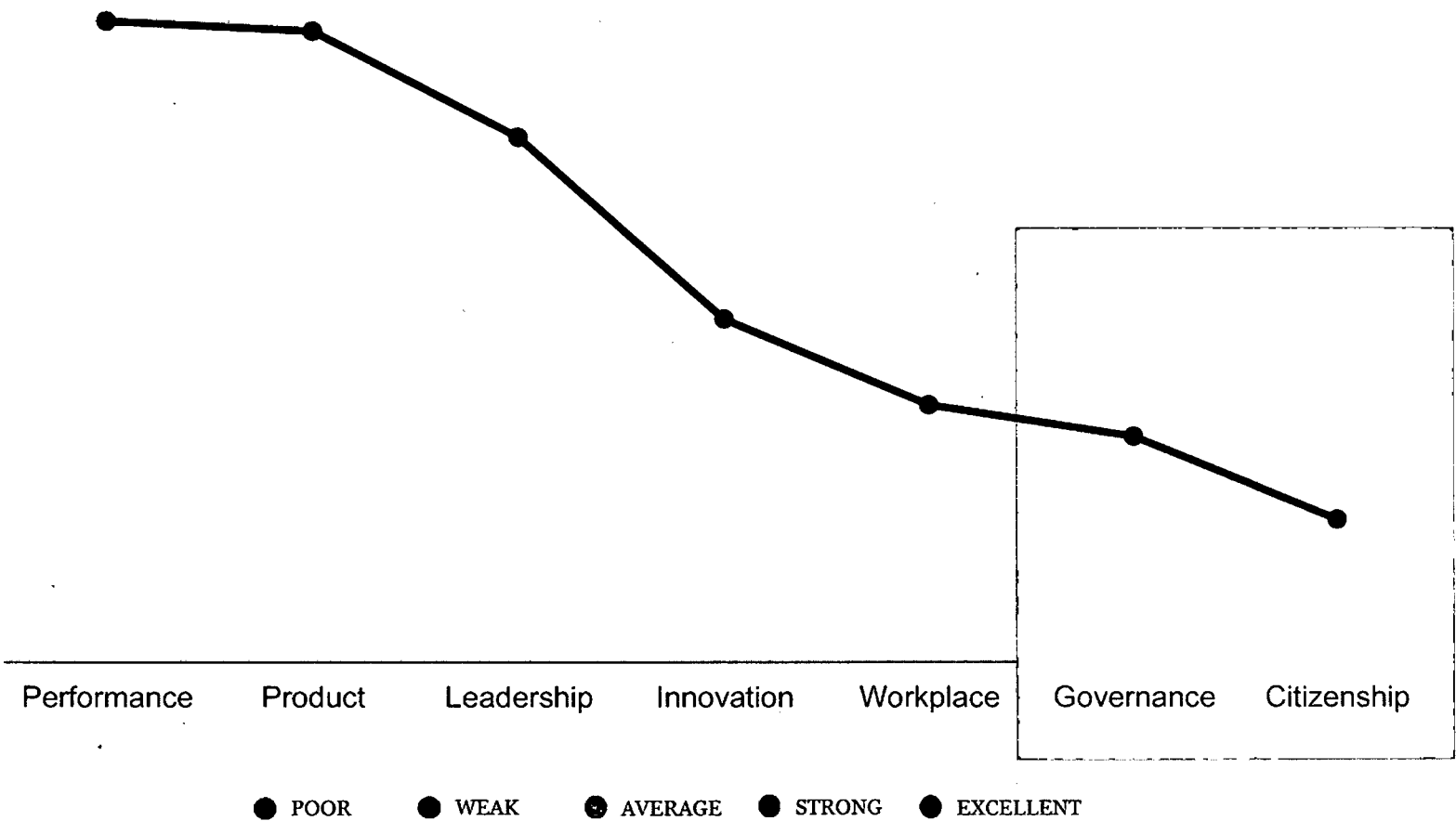
Reputation recovery is most driven by increases in Corporate Responsibility in Workplace, Governance and Citizenship; but many companies are average CR indicating further upside opportunity.

Score Difference > 0.9

Legend: POOR (Solid Circle), WEAK (Circle with Dots), AVERAGE (Open Circle), STRONG (Circle with Dots), EXCELLENT (Solid Circle)

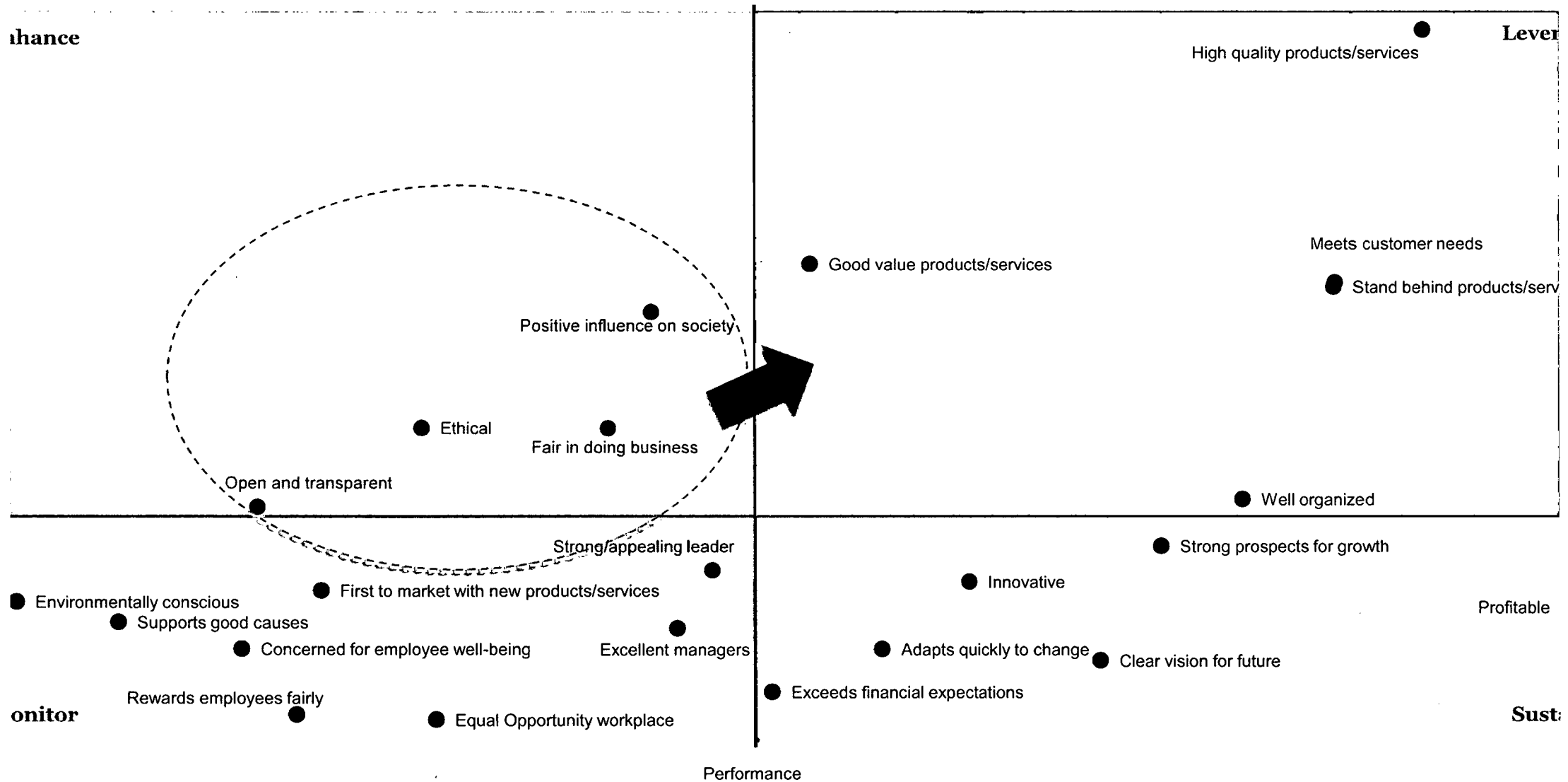
ed to Increase Governance/Citizenship With Fence Sitt

2019 Reputation Dimension Scores for Fence Sitters



For Fence Sitter
Increasing percepti
of Governance and
Citizenship can yiel
even higher returns
companies score lo
on these dimension
among Fence Sitter

Opportunity to Enhance Governance and Citizenship Drive



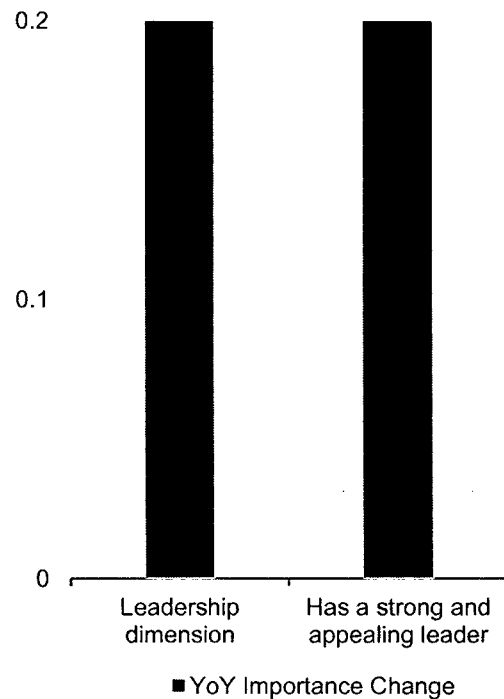
Leveraging Leadership

IOs matter more and can establish assurance

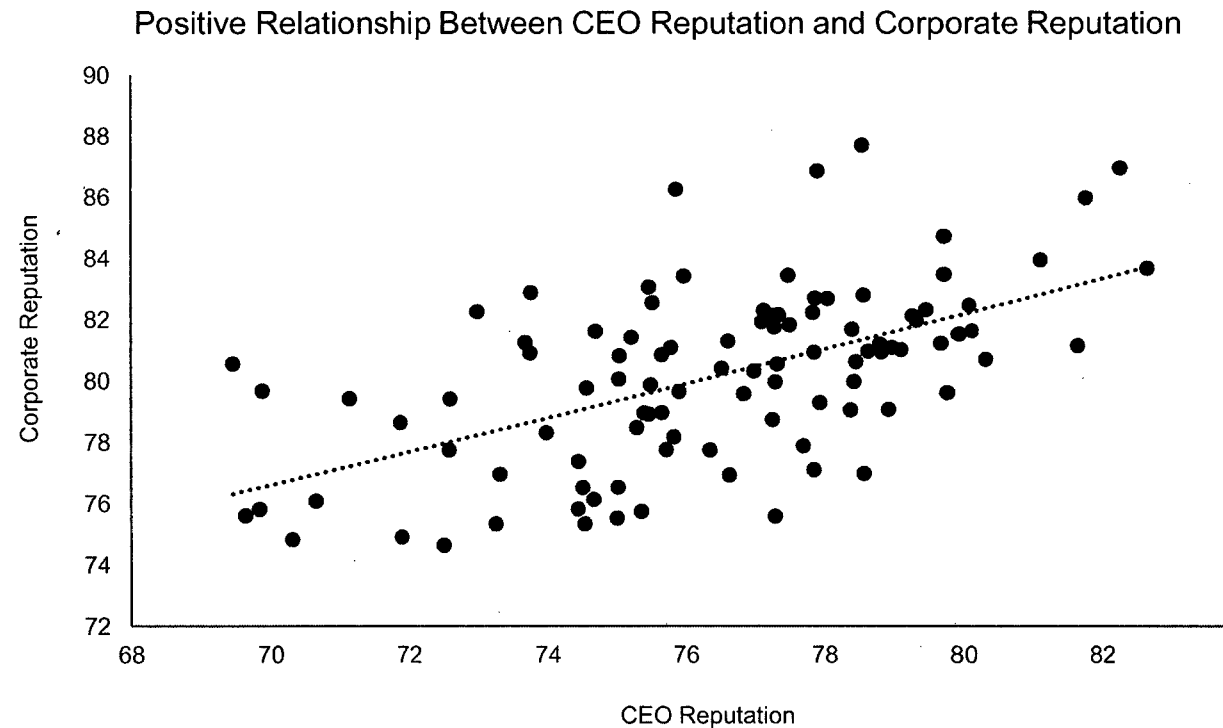


Perceptions of Leadership are Amplifying Reputation

Leadership is becoming more important...

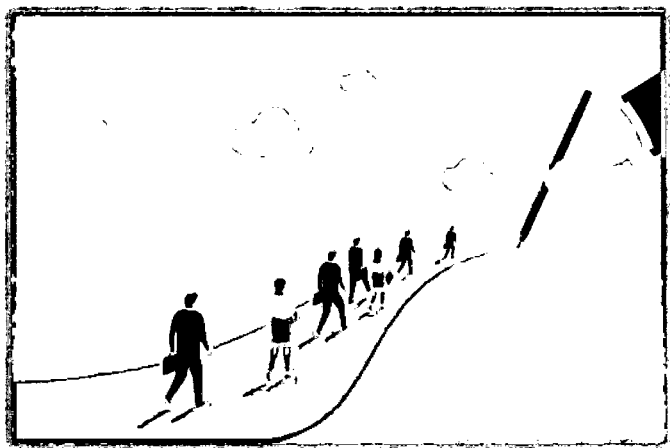


...as CEOs play a crucial role in shaping overall corporate reputation



Os Accelerate Reputation Recovery and Enhance Tr

onsistent with what matters most
or reputation, the perceptions of
EOs as “responsible, ethical and
aring” has globally increased
· **3.0 points**



erence > 0.9

CEO Reputation	➡	+2.9
CEO Leadership	➡	+1.5
CEO Responsibility	➡	+3.0
CEO Management	➡	+1.4
CEO Influence	➡	+2.4

Express Your Story

Speak to your corporate brand purpose and values



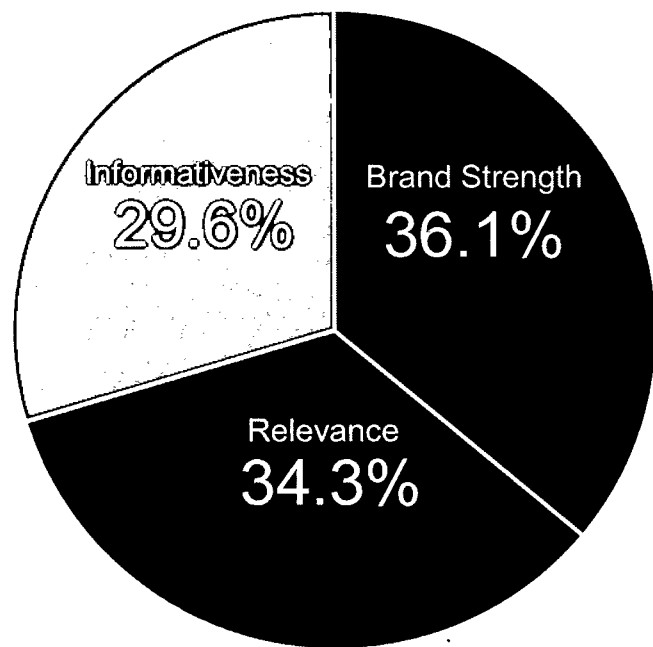
Let Your Brand Purpose Drive the Narrative

*“Every company needs a framework to navigate this difficult landscape...it must begin with **a clear embodiment of your company’s purpose** in our business model and corporate strategy. Purpose is not a mere tagline or marketing campaign; it is a company’s fundamental reason for being – what it does every day to create value for its stakeholders. Purpose is not the sole pursuit of profits but the animating force for achieving them.”*

Larry Fink, BlackRock CEO

Tap Into the Power of Brand Strength, Be Relevant

Expressiveness Weights

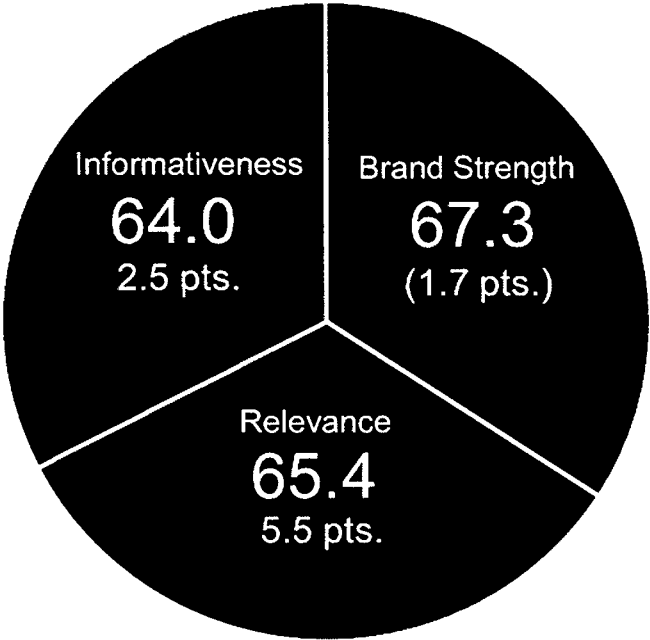


Brand Strength: unique, consistent, genuine
Relevance: relevant communication, open exchange, value alignment
Informativeness: frequent / sufficient communication

The power of purpose and expressing your corporate brand strength in a unique, genuine, and consistent way have the biggest impact on reputation while being relevant also matters.

Lost Companies Are Average in Brand Expression

Expressiveness Scores vs. YOY Change

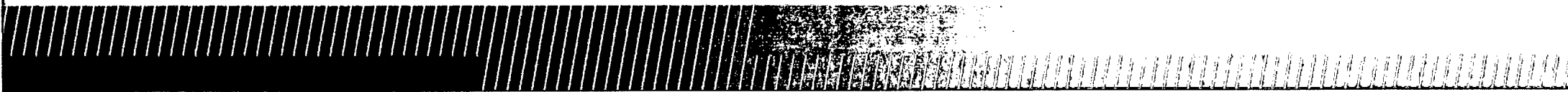


● POOR ● WEAK ● AVERAGE ● STRONG ● EXCELLENT

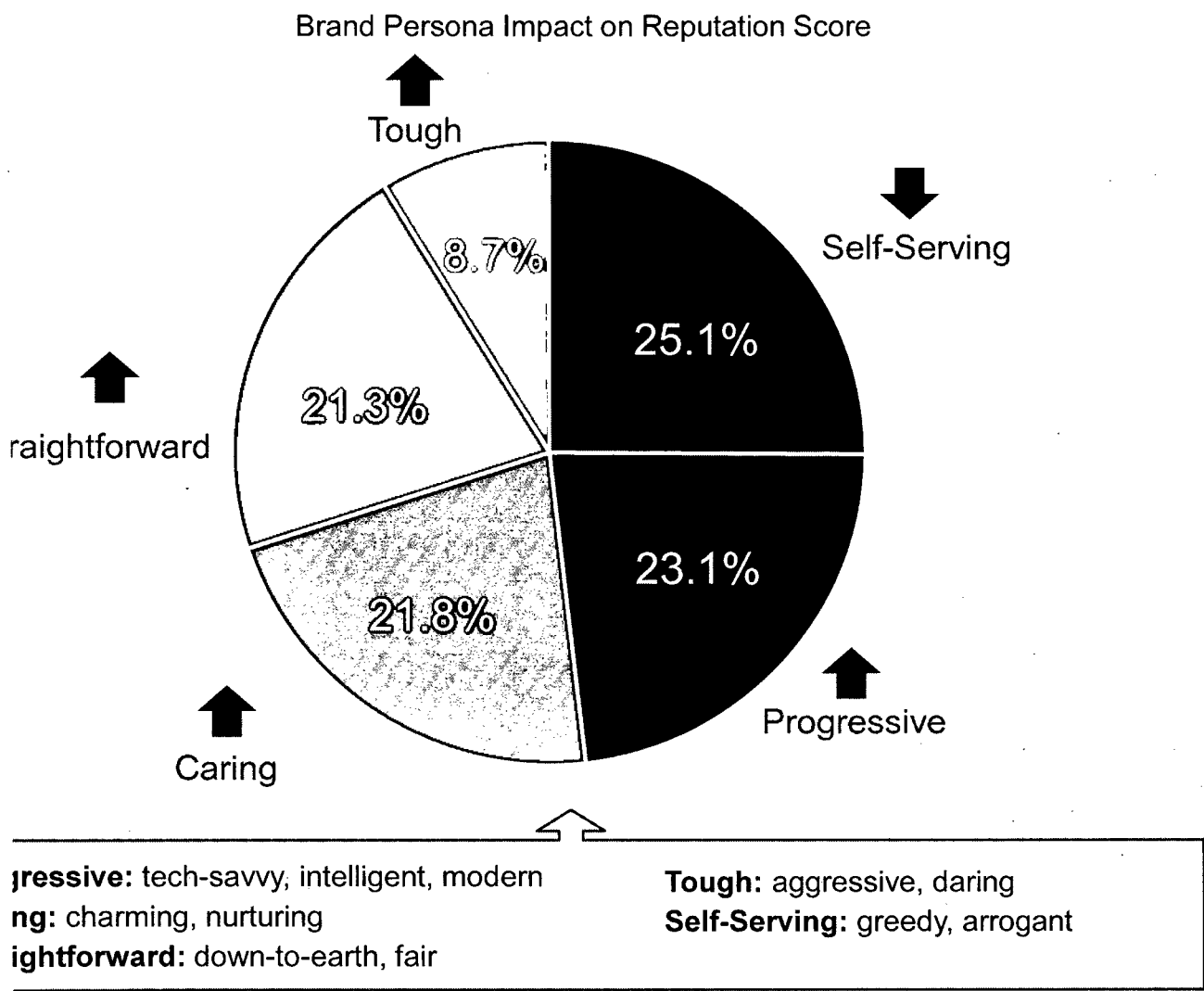
Overall few companies excel in effectively expressing their corporate narrative – while most have improved on relevance and informativeness, companies have lost traction on brand strength.

Put Humanity First

aring and honest are qualities that breed success



Be Progressive, Embrace Humanity

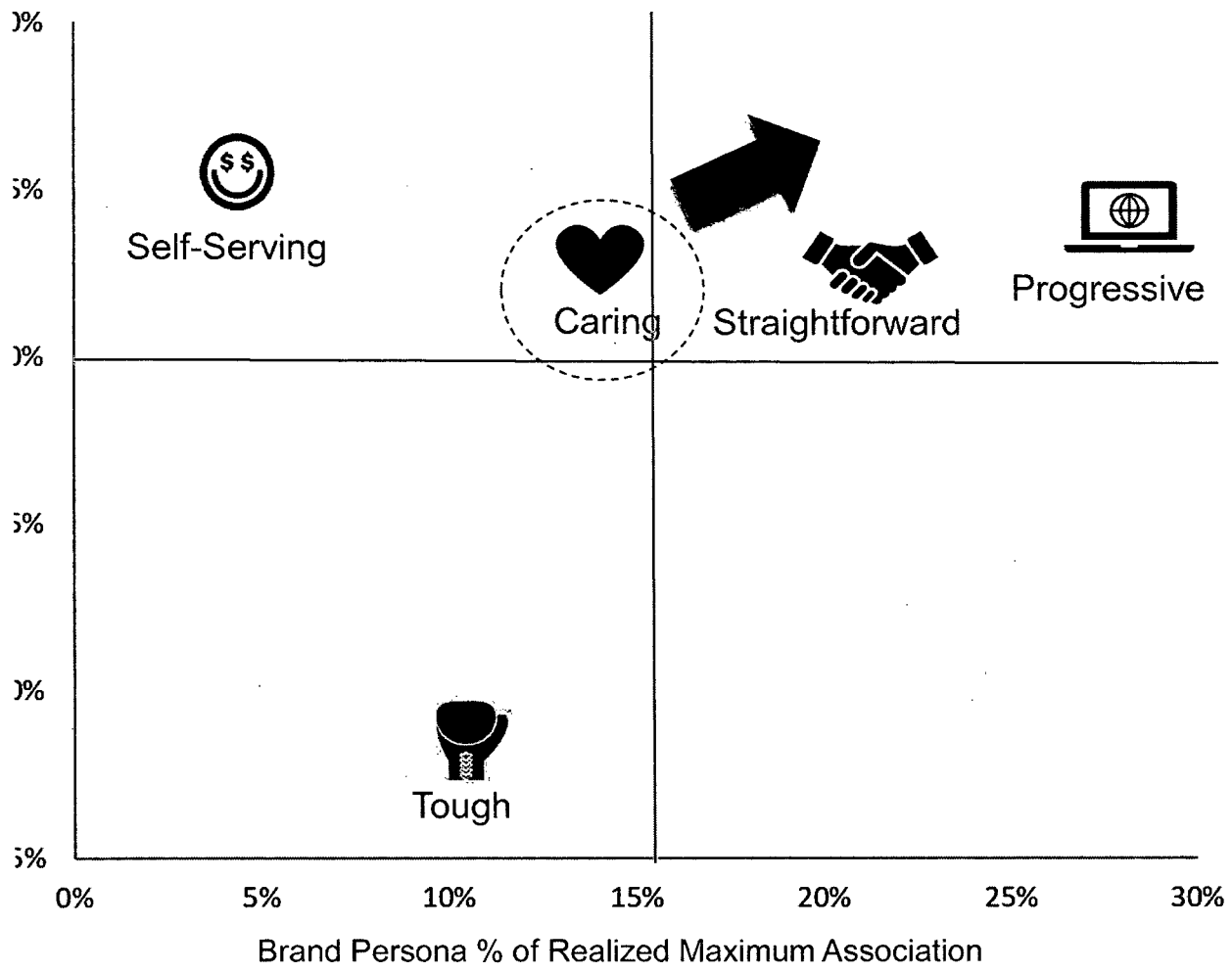


Self-serving platitudes have a negative impact on reputation. Being viewed as progressive is the most resonant persona – caring and straightforward also matters.

↑ Positive impact on reputation ↓ Negative impact on reputation

Companies Need to Especially Be More Caring

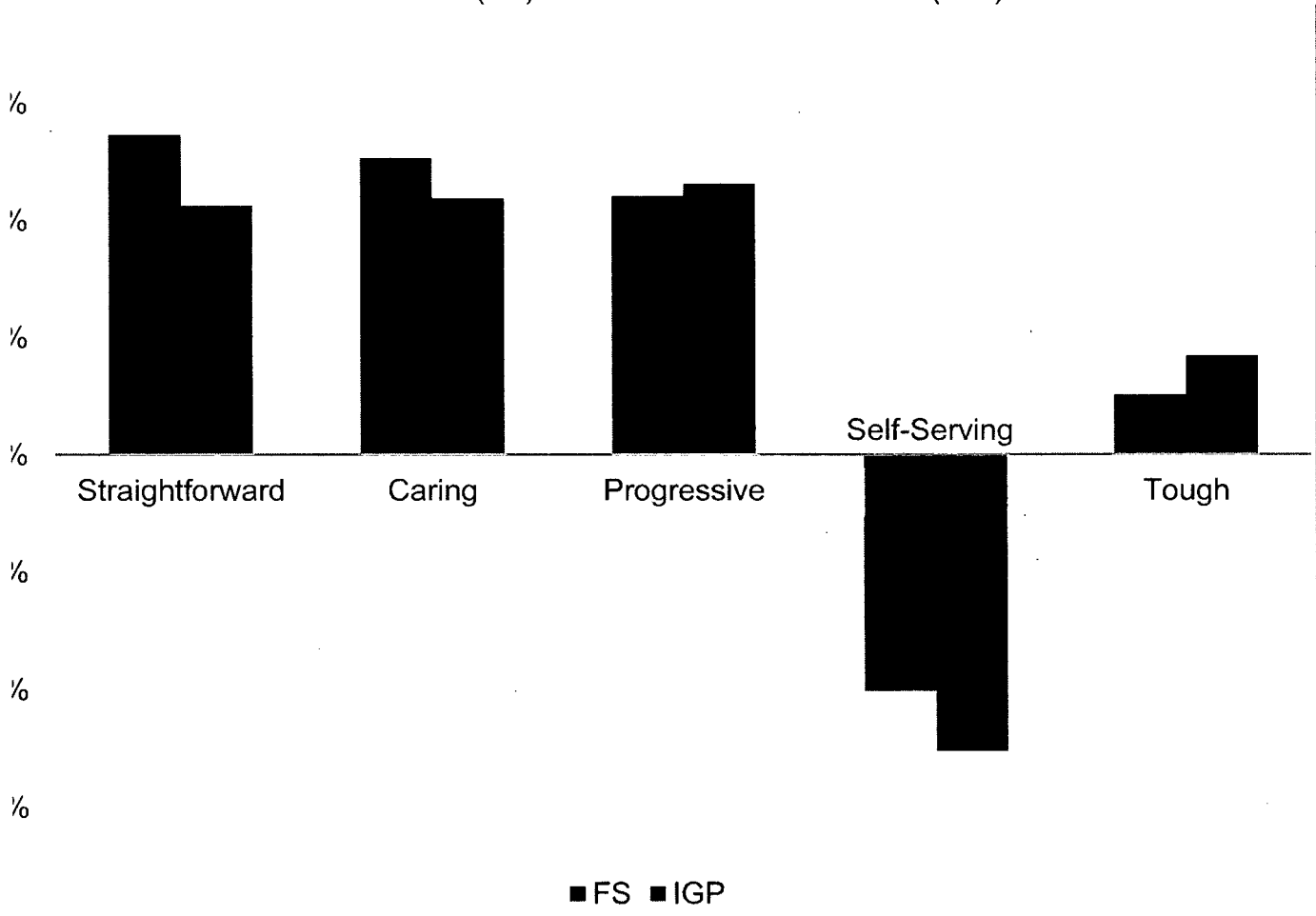
Corporate Brand Persona Weights vs. Association



Companies are most likely to be progressive. The highest opportunity exists to increase feelings of caring to further drive reputation increases.

Being Straightforward is Crucial for Fence Sitters

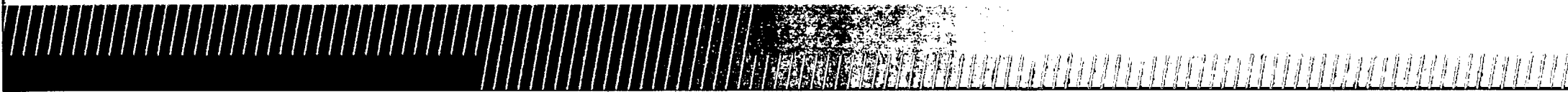
Corporate Brand Persona Weights
Fence Sitters (FS) vs. Informed General Public (IGP)



Being perceived as more Straightforward and Caring is critical in driving positive impact among Fence Sitters

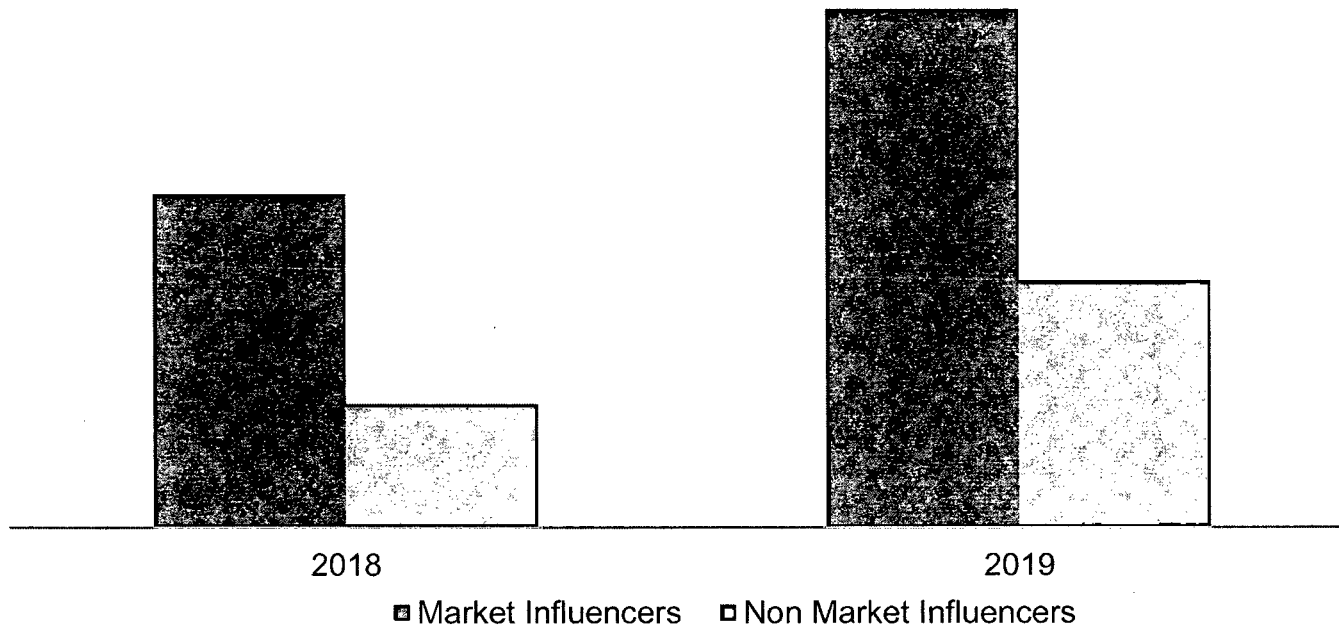
Engage Market Influencers

influence the influencers to spearhead reputation recovery



Market Influencers are Leading Indicators of Reputation

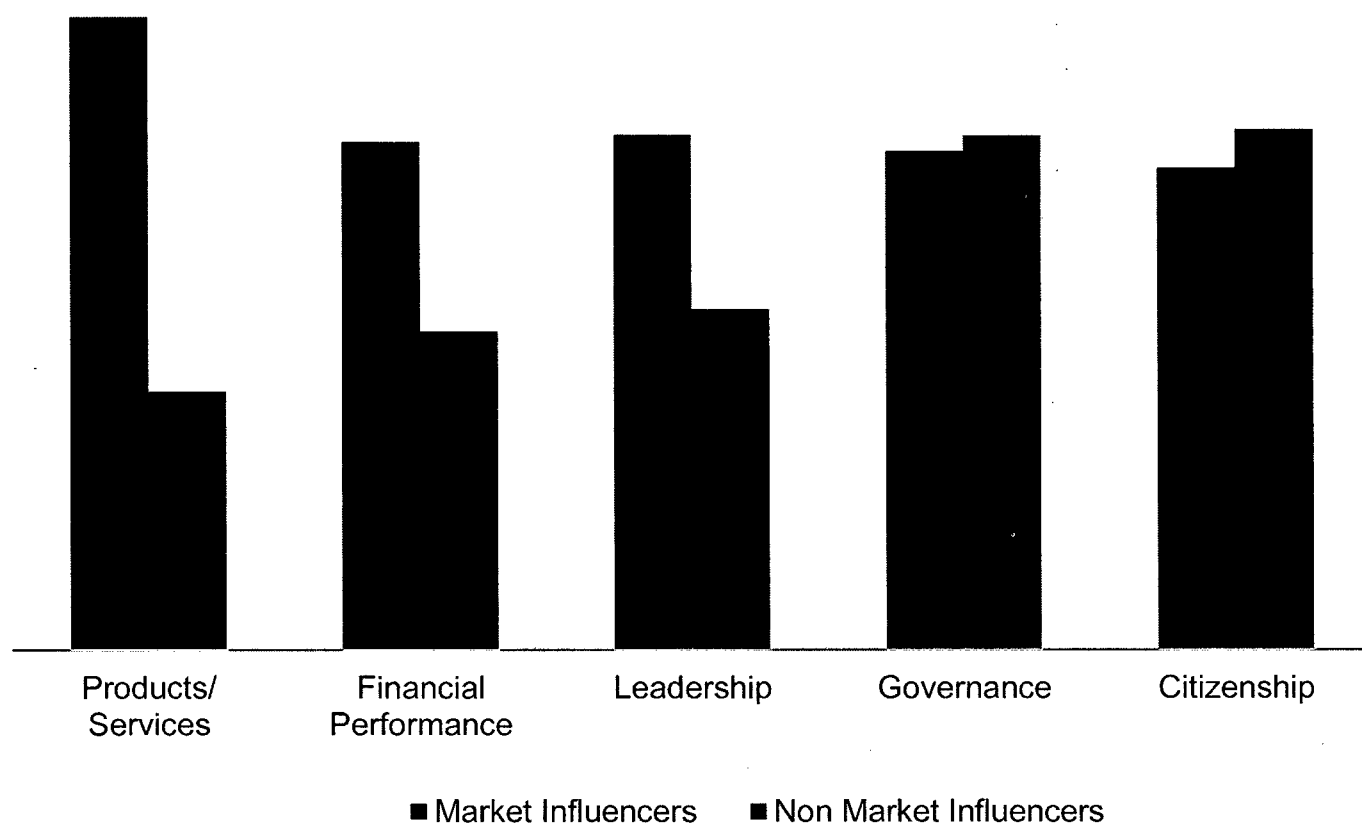
Company Reputation Scores: Market Influencers vs. Non Influencers



Market Influencers lead the way in driving the overall positive change for GRT companies, as the tipping point for reputation.

Perceptions of Governance and Citizenship Lag

Change in YOY Reputation Dimension Scores: Market Influencers vs. Non













Market Influencers:

Evident improvement on Products and Services, Financial Performance, Leadership – but upside opportunity to do better on good Governance and Citizenship.

RepTrak® 100:
Reveal of the 2019 Global RepTrak® 100

2019 Global RepTrak® Top 10 Companies

Rank	2019
1	 ROLEX
2	LEGO
3 	Disney
4 	adidas
5 	 Microsoft
6	SONY
7 	Canon
8 	 MICHELIN
9 	NETFLIX
10 	BOSCH

- Rolex and The LEGO Group maintain leading position.
- Netflix jumps from #24 into the top 10 at #9 while Michelin moves up to #8.
- The BMW Group, formerly ranked #3, and Google, formerly ranked #1, are no longer in the top 10.

● POOR
● WEAK
○ AVERAGE
● STRONG
●

2019 Global RepTrak® 100

1	2	3	4	5	6	7	8	9	10
EX	LEGO	Disney	adidas GROUP	Microsoft	SONY	Canon	MICHELIN	NETFLIX	B
11	12	13	14	15	16	17	18	19	20
ED	Nintendo	LEVI STRAUSS & CO.	Google	NIKE	VISA	R	PHILIPS	FERRERO	BR
21	22	23	24	25	26	27	28	29	30
7	3M	PIRELLI	GIORGIO ARMANI	IBM	Marriott INTERNATIONAL	TOYOTA	BMW GROUP	GOODYEAR	CP
31	32	33	34	35	36	37	38	39	40
lla	IKEA	Kellogg's	POLO RALPH LAUREN	mastercard	CATERPILLAR	GISCO	LAVAZZA TORINO ITALIA 1833	LVMH	41
41	42	43	44	45	46	47	48	49	50
ING	Lufthansa	havaianas	INTERCONTINENTAL HOTELS & RESORTS	DELL	HONDA	Hilton	LG	L'OREAL PARIS	B
51	52	53	54	55	56	57	58	59	60
Pool	SAMSUNG	ESTEE LAUDER	Panasonic	HERSHEY	amazon	Apple	Kraft Heinz	DAIMLER	SI
61	62	63	64	65	66	67	68	69	70
EX	natura	Emirates	FUJIFILM	AIRBUS	Heineken	Electrolux	Honeywell	MARS	XC
71	72	73	74	75	76	77	78	79	80
ie	Campbell's	ORACLE	Kimberly-Clark	Carlsberg Group	TOSHIBA	NOKIA	Ford	SAP	81
81	82	83	84	85	86	87	88	89	90
WAYS	Johnson & Johnson	P&G	Roche	AIR FRANCE KLM	FUJITSU	BACARDI	Virgin	ups	91
91	92	93	94	95	96	97	98	99	100
ER	The Coca-Cola Company	GE	ebay	PSA	Starbucks	H&M	AB InBev	gsk	H

○ POOR ○ WEAK ○ AVERAGE ○ STRONG ●

**Uma
verdadeira
surpresa...**

Lego é a empresa mais reputada. Sabe qual é a pior?

22 de setembro de 2018

[f](#) [in](#) [t](#) [✉](#)





**Lego é a empresa
mais reputada.
Sabe qual é a
pior?**

Marcas & Empresas



**Ana
Gaboleiro**
Coordenadora
Editorial Digital

A Lego é considerada a empresa mais reputada da União Europeia segundo um novo ranking. A marca supera assim empresas como a Bosch e a Rolex, para reivindicar o título de empresa mais conceituada da Europa.

A pesquisa de 2018 do Reputation Institute atribuiu o sucesso da fabricante de brinquedos dinamarquesa ao seu “forte compromisso” de construir uma marca

...na memória os sabores e cheiros que caracterizam o país é o que a move.

lançamentos como a sua linha de tijolos de cana-de-açúcar ecológica.

Nós estivemos à conversa com Marcos Bessa, diretor de design da Lego, durante a Comic Con Portugal, que nos explicou a importância da marca para os consumidores e como olha para a nova política de sustentabilidade que promete até 2030 que todas as peças da marca sejam recicladas.

O estudo é baseado em mais de 87 mil avaliações individuais do público em geral em toda a Alemanha, França, Espanha, Itália e Reino Unido, avaliando mais de 140 multinacionais.

Por outro lado, a Apple é a maior “perdedora” deste ranking. A empresa da Califórnia sofreu uma reação negativa em relação à sua percepção de falta de comportamento ético e transparência.

Michele Tesoro Tess, vice-presidente executivo da EMEA no Reputation Institute referiu ao The Drum que “a Apple pode ser a maior empresa de tecnologia do mundo, mas ainda enfrenta o potencial de risco de reputação. As mais recente

conhecimentos tornam expectativas muito

elevadas em relação à Apple que vão
além do que a empresa vende”.

Veja o top 10 das empresas mais
reputadas na Europa:

1 – Lego

2 – Bosch

3 – Rolex

4 – Sony

5 – Samsung

6 – Canon



Marcas &
Empresas

Pessoas
&
Lugares

Estilo
de
Vida
&
Bem-
Estar

Tendências
&
Tecnologia

TV

Branded
Content

Blogue
Cristina
Amaro



9 – Adidas

10 – Amazon

0 Comments Sort by Oldest



Add a comment...

Facebook Comments plugin

Empresas

Já há 5 empresas portuguesas entre as marcas de excelência

Mariana Espírito Santo

8 Março 2019



123



No ranking das marcas de excelência para os consumidores portugueses figuram já cinco marcas nacionais, ao invés das duas que se classificaram no ano passado.

Follow

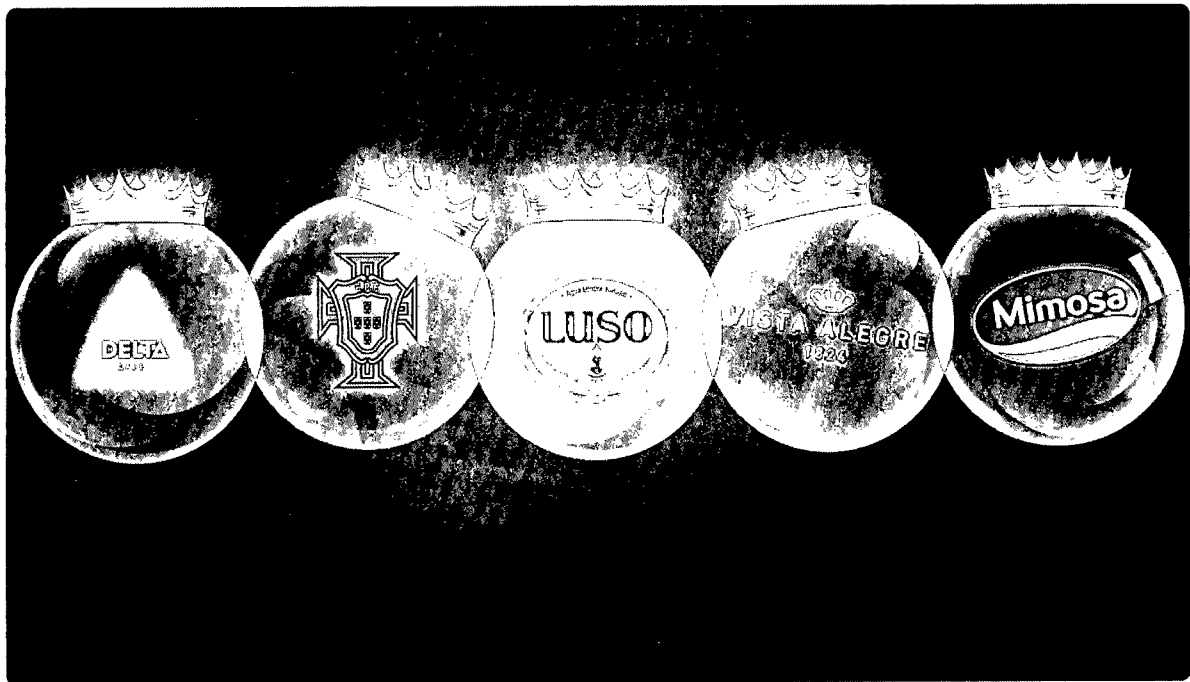
Like

A reputação das marcas nacionais junto dos consumidores portugueses está a melhorar. Com o aumento da confiança, são já **cinco as marcas portuguesas que conquistaram um lugar no ranking de excelência.** O

destaque vai para as marcas do setor alimentar e das bebidas, que recebem melhor classificação.

A Delta conseguiu, pelo segundo ano consecutivo, liderar o ranking das

pódio que é composto apenas por marcas do setor alimentar.



A **Seleção Nacional de Futebol** conseguiu garantir o quarto lugar, sendo uma das marcas nacionais que subiu no *ranking*. Também a **Mimosa** se classificou, em sexto lugar, seguida pela **Vista Alegre**, que tinha já garantido no ano passado um lugar entre as marcas com melhor reputação. A última portuguesa a entrar na lista foi a **Luso**, que se posicionou em nono lugar nas marcas de excelência.

Veja o top 10 do *ranking* das marcas de excelência:

1. Delta
2. Olá
3. Nestlé
4. Seleção Nacional de Futebol
5. WhatsApp
6. Mimosa

8. Youtube

9. Luso

10. Lego

As marcas portuguesas classificam-se assim ao lado de outras de referência como as tecnológicas WhatsApp e Youtube, ou a gigante dos brinquedos Lego. O *ranking* continua depois para as marcas com o carimbo de robustez dos consumidores portugueses, liderado por multinacionais como a L’Oreál, Danone e Google.

“A economia portuguesa está claramente num ciclo positivo, sendo tal refletido pelo desempenho das marcas institucionais e comerciais a operar em Portugal”, diz Pedro Tavares, Partner e CEO da OnStrategy, citado em comunicado. “Os cidadãos tendem a **valorizar as marcas que mais lhes tocam o coração e o nacionalismo**, sempre e quando a exposição a risco de crises seja pequena”, continua o CEO.

Há também várias marcas portuguesas que lideram no seu segmento, no país. A Vista Alegre encabeça o *ranking* das empresas de bens industriais, a Seleção Nacional de Futebol destaca-se no desporto, **a Galp na energia e a Via Verde na mobilidade**. No turismo e lazer é o grupo Pestana que tem melhor reputação, e na aviação a TAP.

A área de apostas desportivas é onde ainda existe mais desconfiança, com as marcas a alcançarem classificações mais baixas. A Santa Casa posiciona-se no primeiro lugar do segmento. Também nos seguros e na construção engenharia as empresas não têm muito boa reputação junto dos portugueses, sendo que a Fidelidade e a Teixeira Duarte são as mais confiáveis nos setores respetivamente



PRÉMIO CINCO ESTRELAS ([HTTPS://P.CINCO-ESTRELAS.PT/CONCEITO/](https://p.cinco-estrelas.pt/conceito/))
 METODOLOGIA ([HTTPS://P.CINCO-ESTRELAS.PT/METODOLOGIA/](https://p.cinco-estrelas.pt/metodologia/))
 VENCEDORES ([HTTPS://P.CINCO-ESTRELAS.PT/VENCEDORES-2019/](https://p.cinco-estrelas.pt/vencedores-2019/))
 COMUNICAÇÃO ([HTTPS://P.CINCO-ESTRELAS.PT/COMUNICACAO-PREMIO/](https://p.cinco-estrelas.pt/comunicacao-premio/))
 SALA DE IMPRENSA ([HTTPS://P.CINCO-ESTRELAS.PT/SALA-DE-IMPRENSA/](https://p.cinco-estrelas.pt/sala-de-imprensa/))

MARCA COM MELHOR REPUTAÇÃO EM PORTUGAL

— A Delta ultrapassa a Google e é, atualmente, a marca com o melhor índice reputacional no mercado português. Esta é a primeira vez em 10 anos que uma marca nacional lidera o ranking das mais reputadas, elaborado pela Onstrategy e Corporate Excellence.

A edição deste ano do **Global RepScore Pulse** aponta, ainda, para um número maior de marcas a alcançar os patamares mais elevados no que à reputação diz respeito: 90 marcas portuguesas e estrangeiras atingiram níveis de robustez (entre 70 e 80 pontos) e de excelência (mais de 80 pontos); no ano passado, eram apenas 57.

A Onstrategy justifica este aumento com melhorias nos indicadores referentes ao País (Governo, Economia e Sociedade) e também com o crescimento do consumo. «A reputação de Portugal regista uma melhora estaticamente relevante, tanto sob a visão externa, como interna. O facto de os indicadores de país estarem melhores permite aos cidadãos consumir mais e, como tal, estarem mais próximos das marcas», afirma Pedro Tavares, partner e CEO da Onstrategy.

Além da estreia da Delta no primeiro lugar do Global RepScore Pulse, destaque ainda para a presença da Olá, Lego e L'Oréal pela primeira vez no índice mais elevado (mais de 80 pontos).

Por sectores, eis as marcas com melhor reputação em Portugal:

Google (Tecnologia)

(Bens industriais)

Vista Alegre (Bens industriais)

L'Oréal (Bens de grande consumo)

Ikea (Retalho Geral)

Deloitte (Consultoria, Auditoria e Serviços Legais)

Pestana (Turismo e Lazer)

RFM (Média)

TAP (Aviação)

CTT (Serviços Profissionais)

Galp (Energia)

Visa (Cartões de crédito)

Fundação Champalimaud (Saúde e Bem-Estar)

Vodafone (Telecomunicações)

Zara (Retalho Têxtil)

Santa Casa da Misericórdia (Apostas Desportivas)

Via Verde (Mobilidade)

McDonald's (Retalho Alimentar)

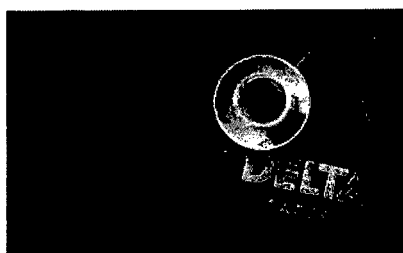
Novartis (Farmacêutico)

Santander Totta (Banca)

Fidelidade (Seguros)

Teixeira Duarte (Construção e engenharia)

Fonte: Global RepScore Pulse

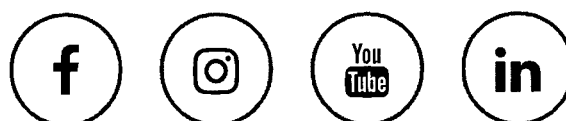


Email

ENVIAR

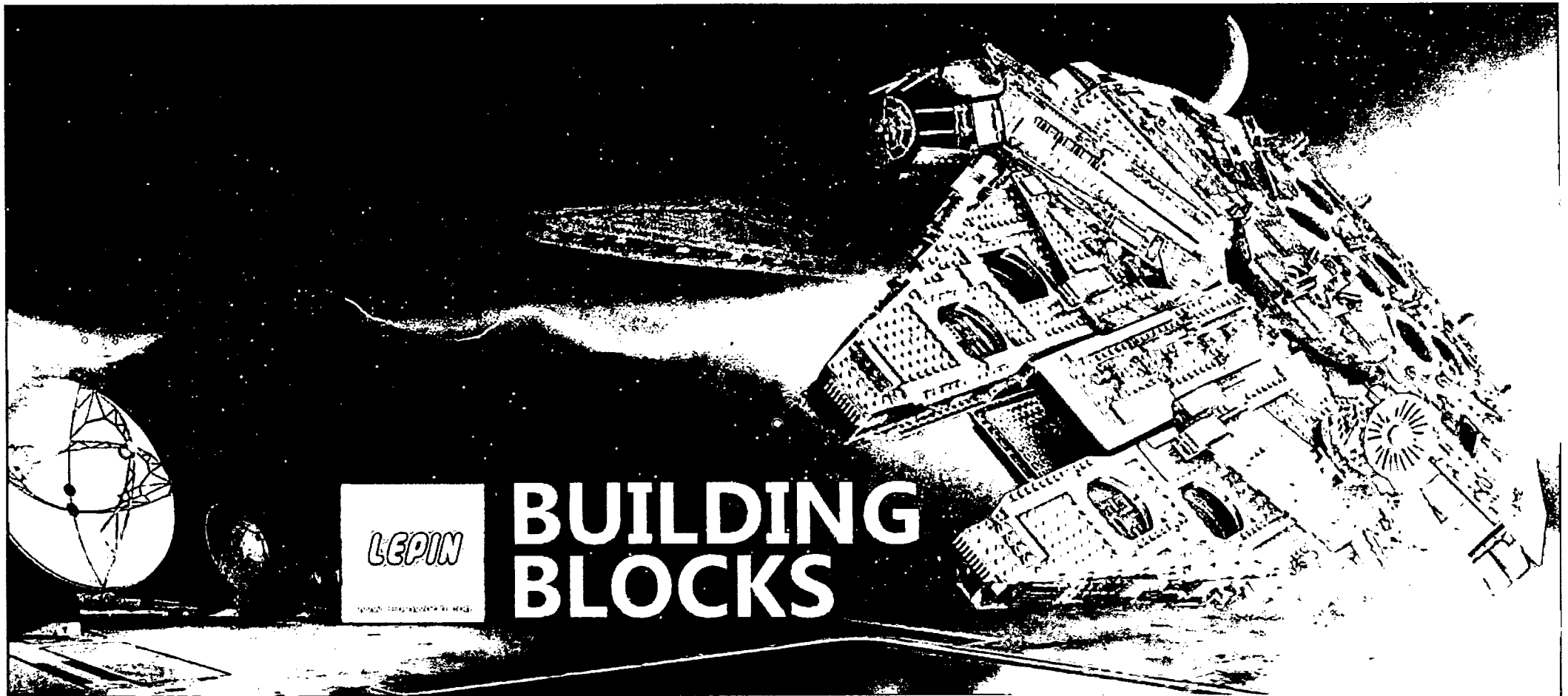
PRIVACIDADE E PROTEÇÃO DE DADOS PESSOAIS (<https://p.cinco-estrelas.pt/wp-content/uploads/2019/03/PRIVACIDADE-E-PROTEÇÃO-DE-DADOS-PESSOAIS.pdf>)

CONTACTOS



(<https://p.cinco-estrelas.pt/>)
 PEDIDO DE INFORMAÇÃO: (<https://p.cinco-estrelas.pt/>)

Nome / Apelido



Lepin Bricks Sets Official Store

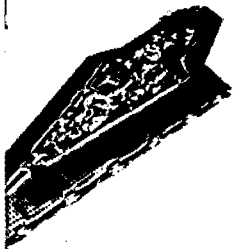
Fastest Delivery - Customs Guarantee - Best Price Commit



Lepin Shop - Global Shipping

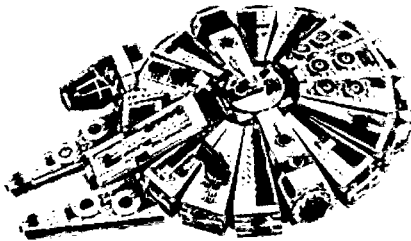
LEPIN BRICKS SETS

Categorizes



LEPIN LIGHT KITS

10 products



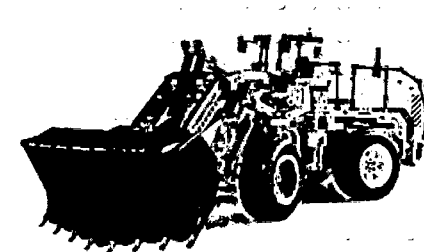
LEPIN STAR WARS
SETS

64 products



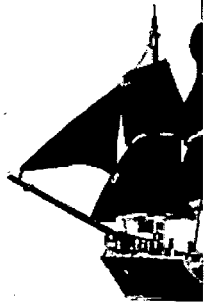
LEPIN CITY SETS

28 products



LEPIN TECHNICIAN
SETS

82 products



LEPIN MOVIE SETS

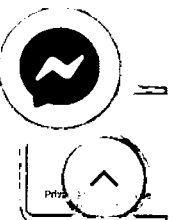
39 products

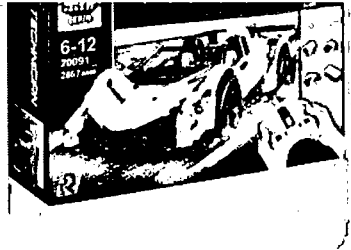
PRESELL / NEW ARRIVALS ⚡

Hot new Presell latest LEPIN Brick Sets

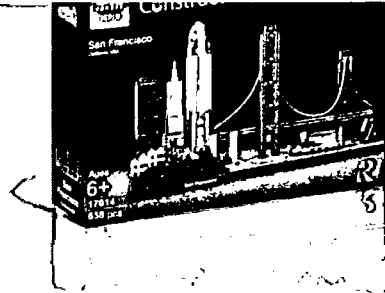
LEPIN™ LIGHT KITS 💡

Newest product categorizes of LEPIN Factory. 100% Suitable for LEGO





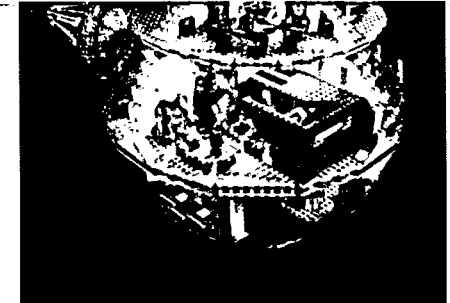
Lepin 20091 LamborghiniES
Veneno Roadster
USD 85.53



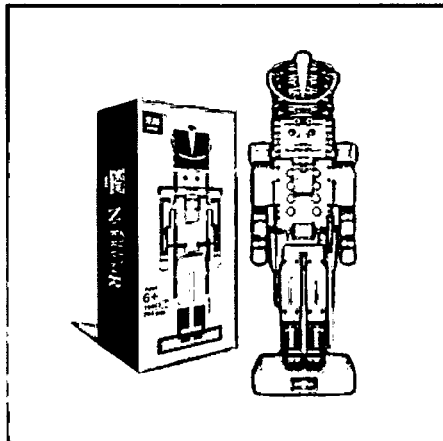
LEPIN 17014 Sans Franciscos
USD 26.68



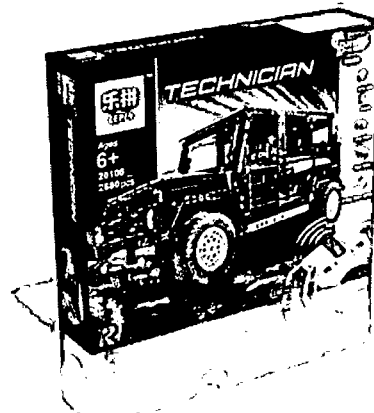
☆☆☆☆☆ (5)
Led Light LEPIN 16060 Harry
Potter Hogwarts Castle Brick
Kits [Most Fantasy Version]
USD 150.59



Led Light LEPIN 05063 Star Wars
Death Star Brick Kits
USD 121.32



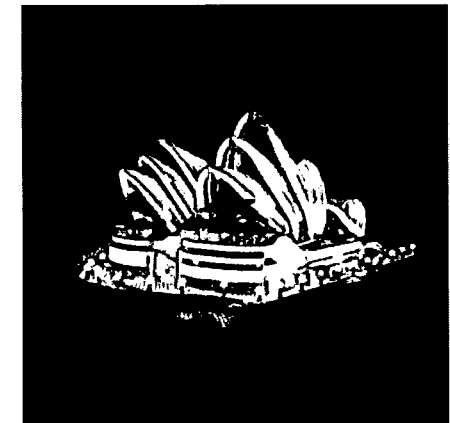
LEPIN 16063 Walnut Clip
USD 26.89



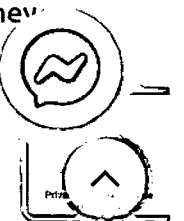
LEPIN 20100 G500 AWD Wagon
RC Motors
USD 89.48



☆☆☆☆☆ (13)
Led Light Lepin 16008 Disney
Castle Brick Kits
USD 105.45



Led Light Lepin 17003 Sydney
Opera House Brick Kits
USD 95.44



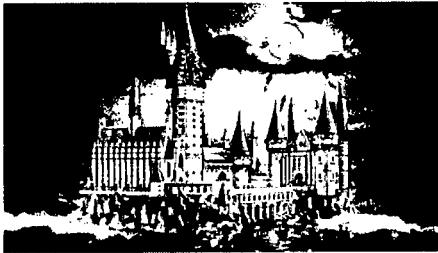
Factory Quality - No Missing Pcs - Customs Guarantee



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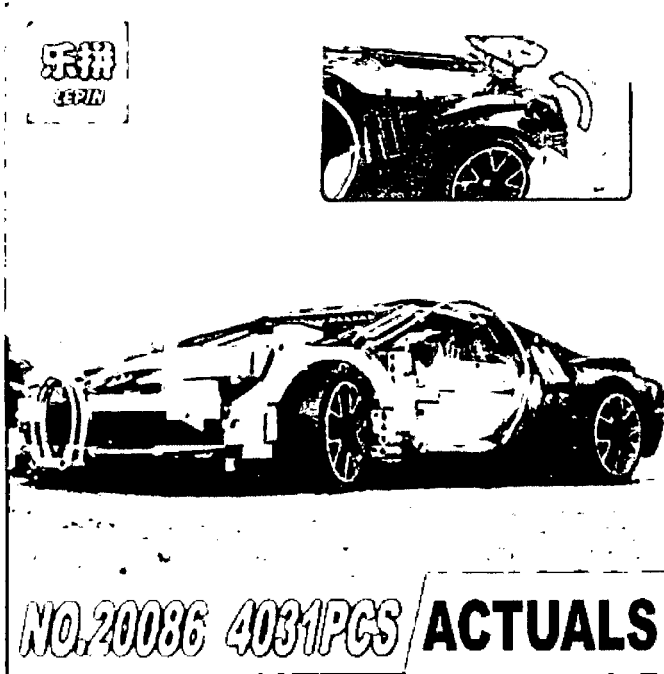
IFES



LIGHTI



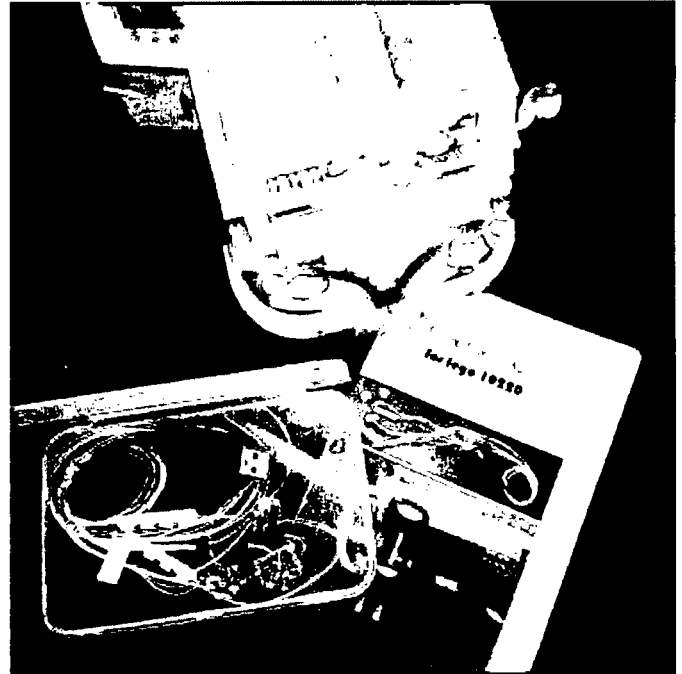
TOP SELLING



LEPIN BEST SELLER ITEMS
LEPIN 20086 20086B 20086C Bugatti Chiron
Compatible LEGO 42083

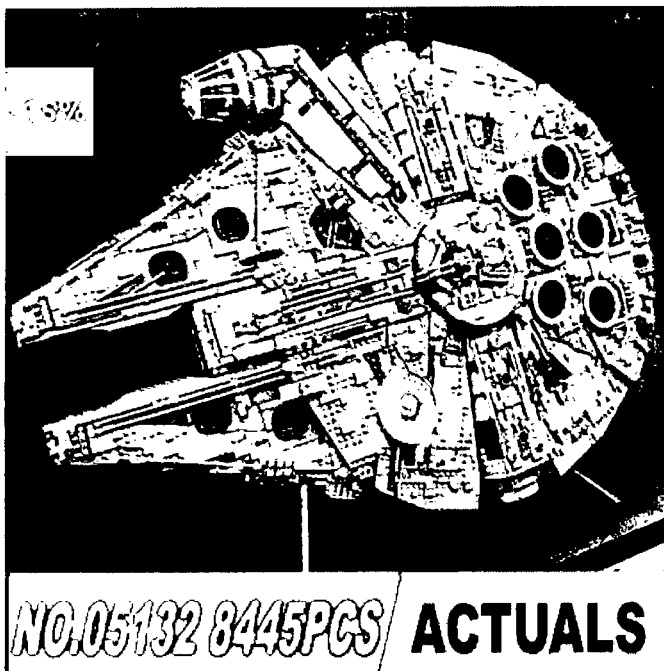


126.02€

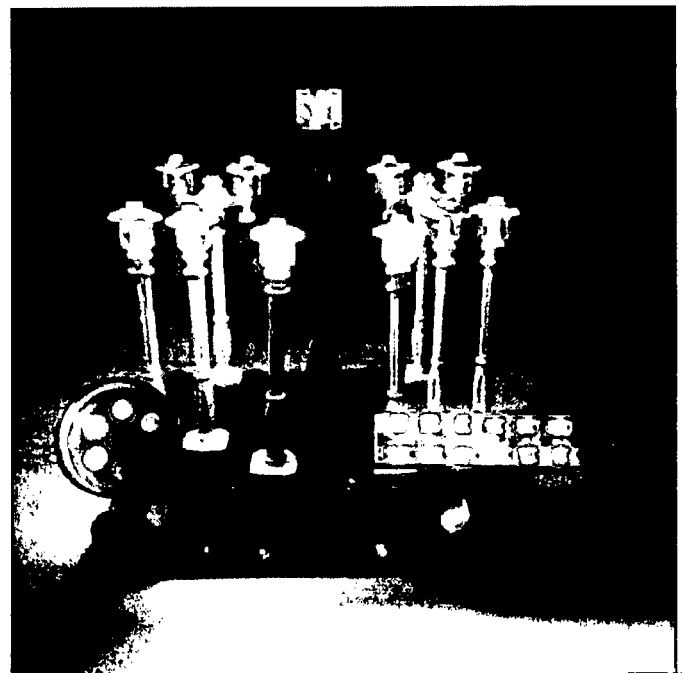


LEPIN LEGO LIGHTING KITS
Basic Version LED Light Kit For LEGO 10220 Creator
series T1 Camper Van Blocks Compatible With LEPIN
21001 (Only Light Set)

17.66€ – 22.37€



LEPIN BEST SELLER ITEMS
LEPIN 05132 Millennium Falcon Compatible LEGO
75192



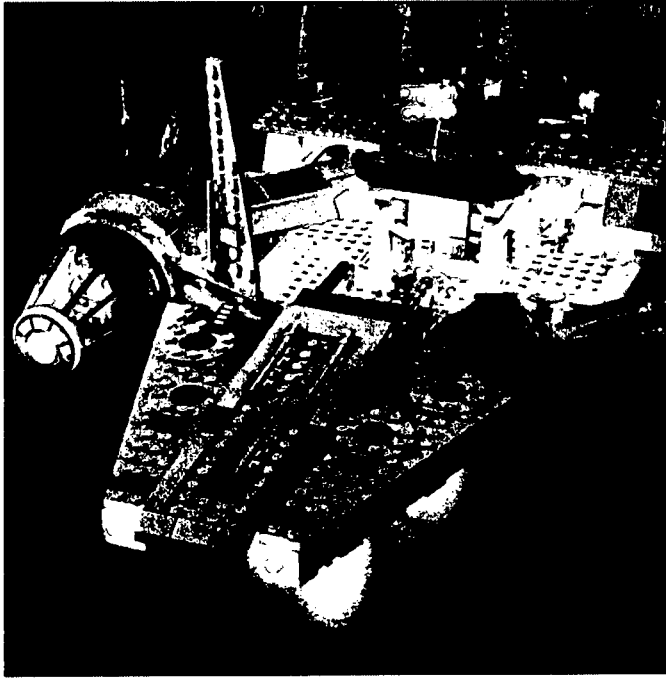
LEPIN LEGO LIGHTING KITS
Basic Version LED Street Light /SpotLight/
Light For LEGO and LEPIN city series (Only L

Privacidade - Termos de
Utilização

☆☆☆☆☆☆

343.18€ 290.10€

13.65€ – 22.77€



LEPIN LEGO LIGHTING KITS

Basic Version New LED Light Kit For LEGO 75105 Star Wars Millennium Falcon Space Ship Compatible With LEPIN 05007 (Only Light Set)

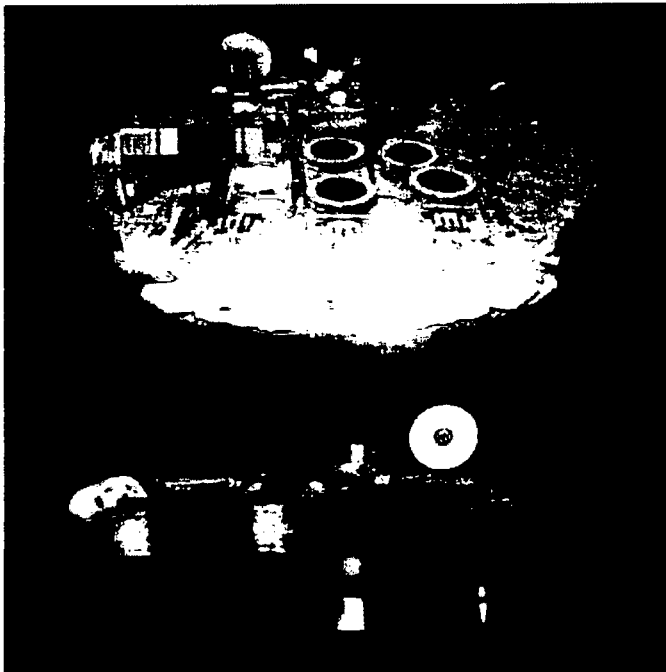
21.74€ – 25.84€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 42056 and Compatible With LEPIN 20001 TECHNIC 911 (Only Light Set)

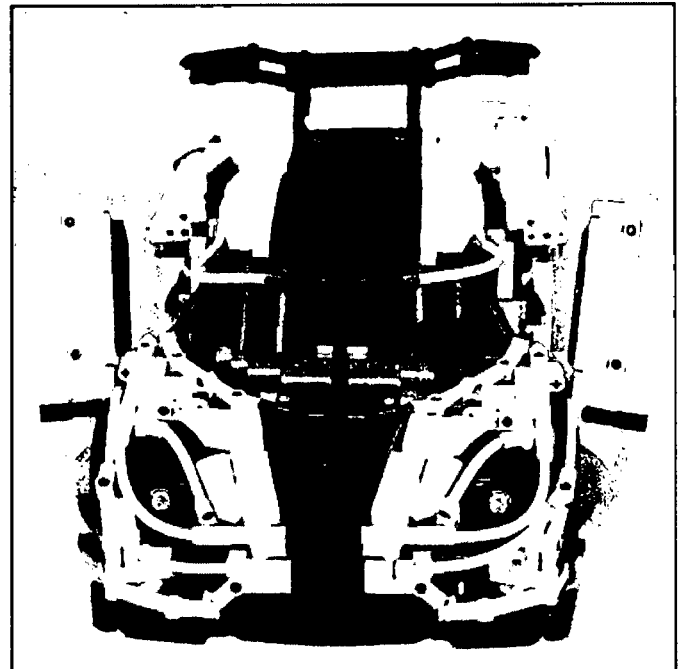
31.17€ – 35.26€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 75192 and 05132 Star War Falcon Millennium (Only Light Set)

64.84€



LEPIN BEST SELLER ITEMS

LEPIN 23002 MOC – Koenigsegg One

☆☆☆☆☆☆

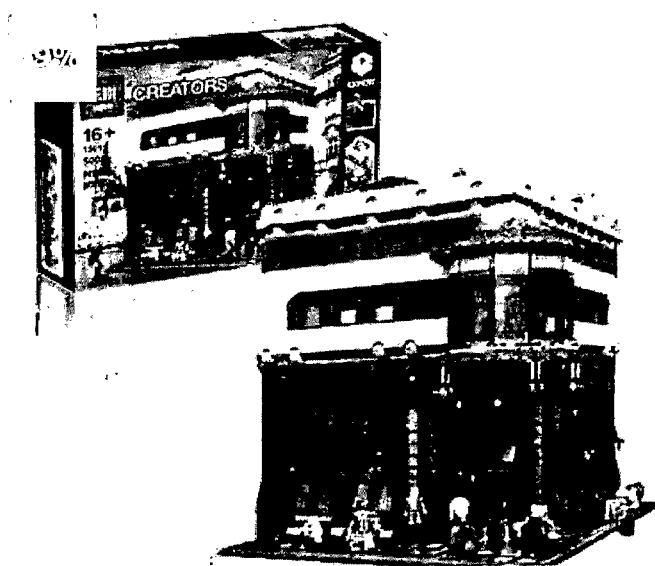
104.66€

ABOUT LEPIN FACTORY

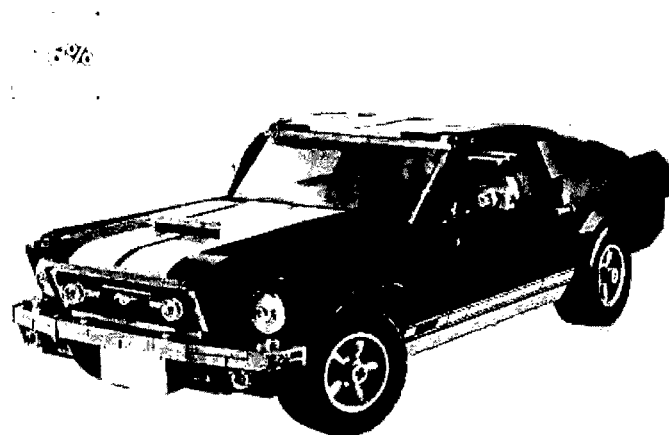
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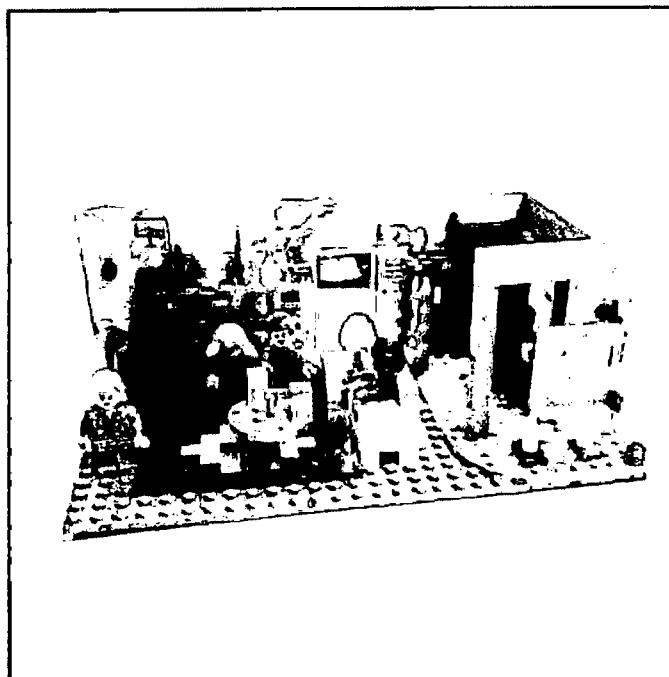


LEPIN CREATOR SERIES
LEPIN 15015 Natural History Museum
~~272.70€~~ **249.09€**



LEPIN TECHNIC SERIES
LEPIN 21047 Creator Expert Ford Mustang
Compatible LEGO 10265
~~415.70€~~ **97.01€**

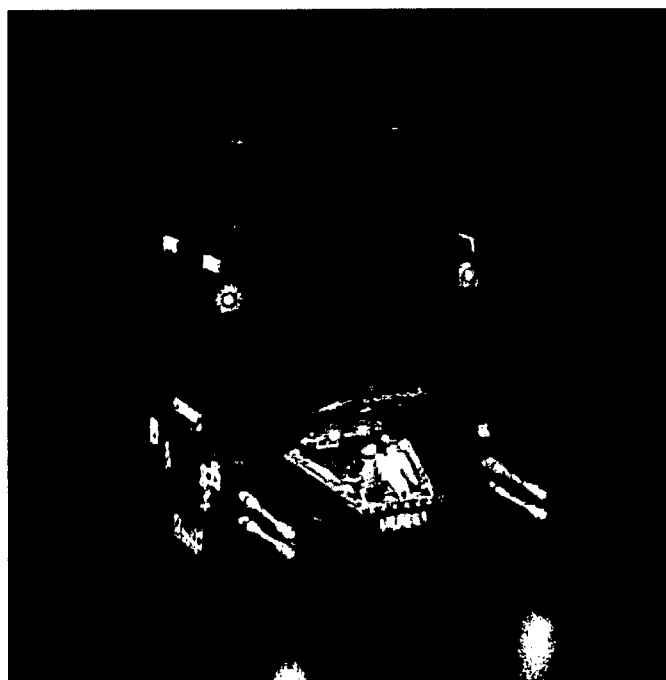
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Utilização



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 21302 and
16024 Big Bang Theory Blocks Set (Only Light Set)

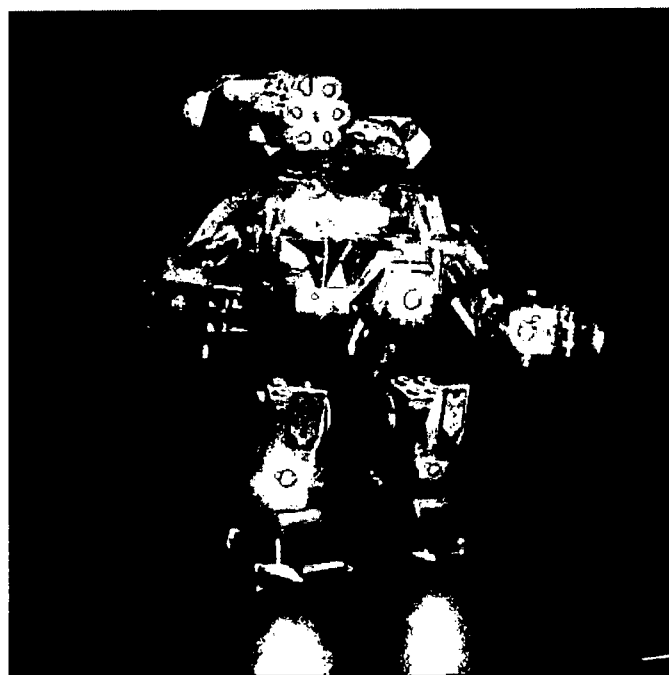
22.37€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 75104 the Kylo
Ren Command Shuttle Compatible LEPIN 05006 (Only
Light Set)

29.53€ – 34.13€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 76124 S
Avengers Endgame War Machine Buster (Only Light
Set)

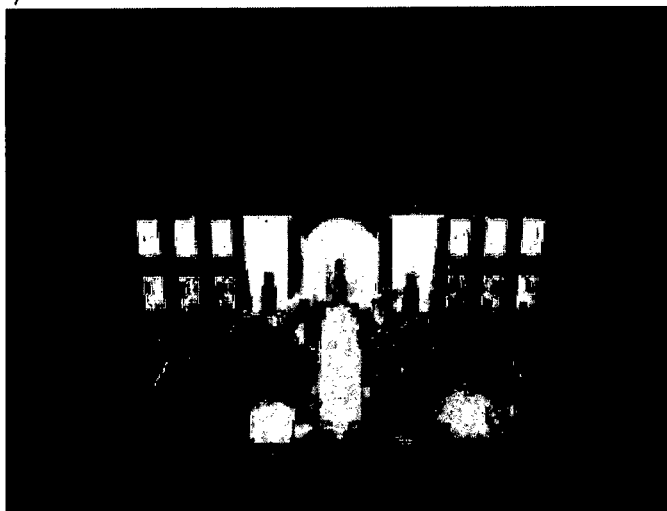
26.97€ – 31.25€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 10257 and
15036 Street Series The New Carousel Set (Only Light
Set)

69.45€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 21020 Trevi
Fountain Building Blocks Bricks (Only Light Set)

23.69€



LEPIN LEGO LIGHTING KITS

Basic Version LED Light Kit For LEGO 10232 Creator
Palace Cinema (Only Light Set)

17.75€

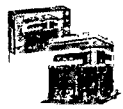


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LEPIN 15015 Natural History Museum

~~272.70€~~ **249.09€**



LEPIN 21047 Creator Expert Ford Mustang Compatible LEGO 10265

~~445.70€~~ **97.01€**



Basic Version LED Light Kit For LEGO 21302 and 16024 Big Bang Theory Blocks Set (Only Light Set)

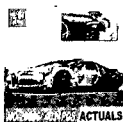
22.37€



Basic Version LED Light Kit For LEGO 75104 the Kylo Ren Command Shuttle Compatible LEPIN 05006 (Only Light Set)

29.53€ – 34.13€

BEST SELLING



LEPIN 20086 20086B 20086C Bugatti Chiron Compatible LEGO 42083

~~126.02€~~



Basic Version LED Light Kit For LEGO 10220 Creator series T1 Camper Van Blocks Compatible With LEPIN 21001 (Only Light Set)

17.66€ – 22.37€



LEPIN 05132 Millennium Falcon Compatible LEGO 75192

~~343.18€~~ **290.10€**



Basic Version LED Street Light /SpotLight/Traffic Light For LEGO and LEPIN city series (Only Light Set)

13.65€ – 22.77€

TOP RATED



LEPIN 20087 McLaren P1 hypercar 1:8 Racing Super Car



★★★★★

194.38€ **173.55€**

LEPIN 05057 Imperial Shuttle Tydirium Compatible LEGO 75094

★★★★★

83.30€ **73.59€**

LEPIN 20056 6x6 All Terrain Tow Truck Compatible LEGO 42070

★★★★★

152.72€ **144.39€**

ABOUT US

LEPIN Land is official global store of Loongon company.

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LATEST NEWS



LEPIN 05132 MILLENNIUM FALCON IN STOCK! LAST CHANCE.



Review XINGBAO 01402 Painter



[Review] XingBao XB-04002 - Alien Chest Burster



[Review] Xingbao XB-03002 - Vespa P200

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Search any information (Lego No Lepin No name etc .)

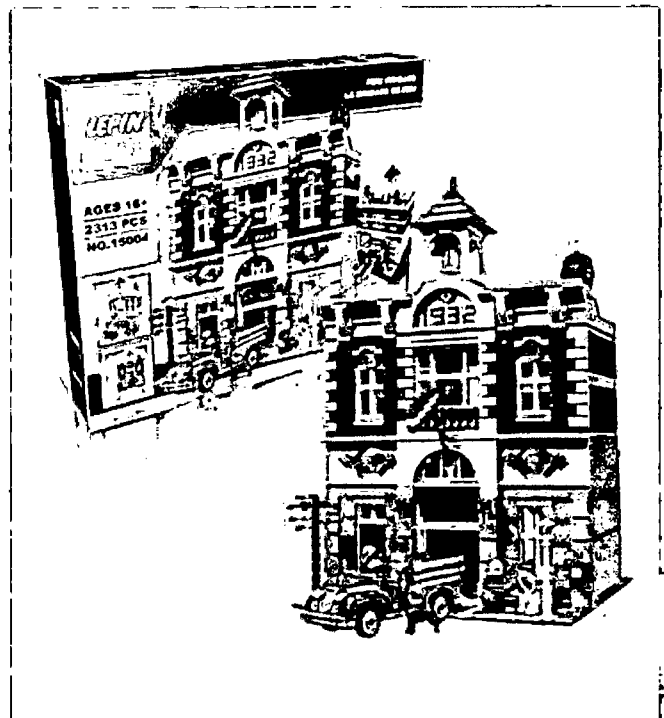
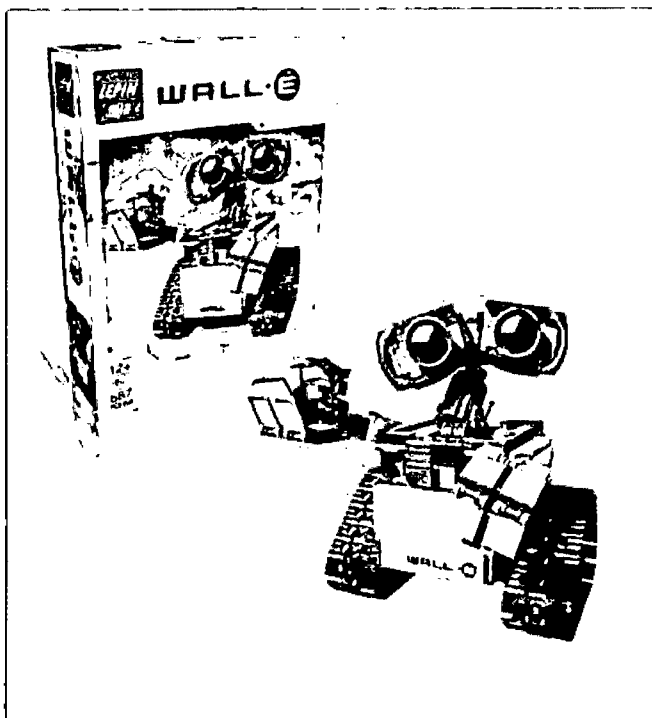


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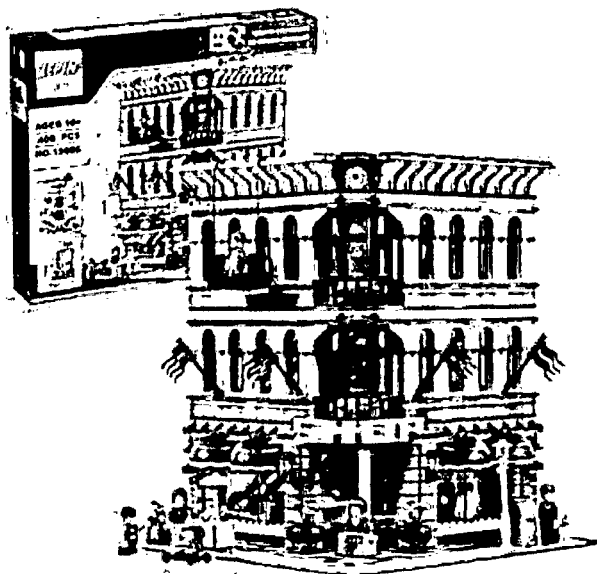
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☆ BEST SELLERS LEPIN BRICK SETS



(0 review)

LEPIN 16003 WALL.E | Movies |
\$29.49

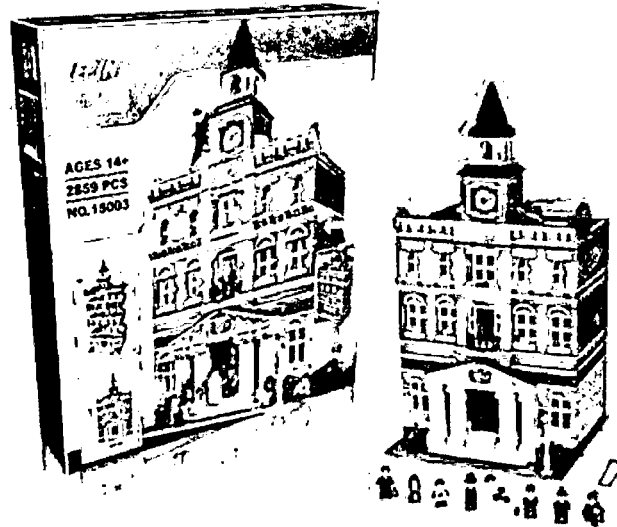
(0 review)

LEPIN 15005 Grand Emporium | Creator |
\$99.00

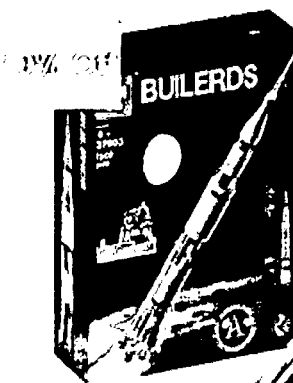
(0 review)

LEPIN 15002 Café Corner | Creator |
\$95.00

(0 review)

LEPIN 15004 Fire Brigade | Creator |
\$92.50

(0 review)

LEPIN 15003 The Town Hall | Creator |
\$115.00

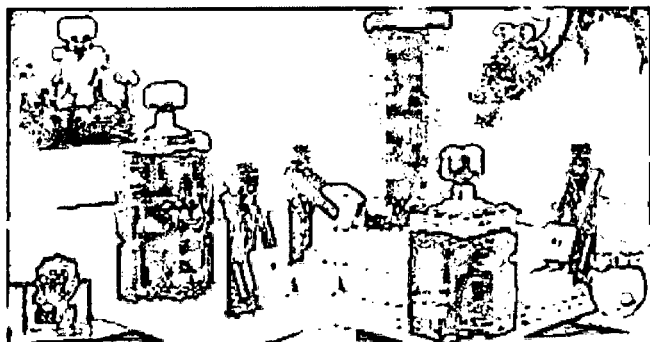
(0 review)

LEPIN 37003 NASA Apollo Saturn V | Creator |
\$89.49 \$80.46

0% OFF



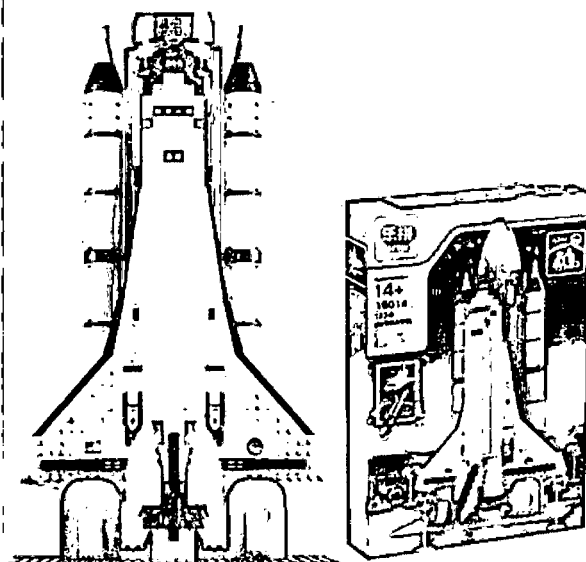
OUT OF STOCK



(0 review)

BELA 10178 The Ender Dragon | MineCraft |
\$39.40 \$35.46

OUT OF STOCK



(0 review)

LEPIN 16014 Space Shuttle Expedition |
Creator
\$78.00

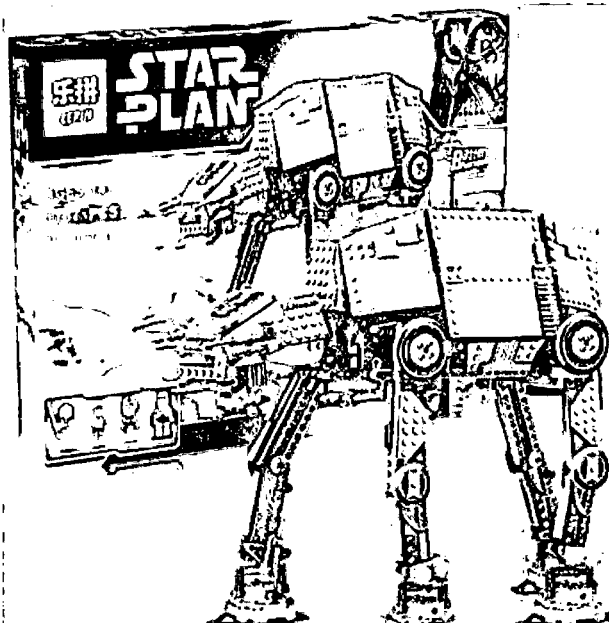


OUT OF STOCK



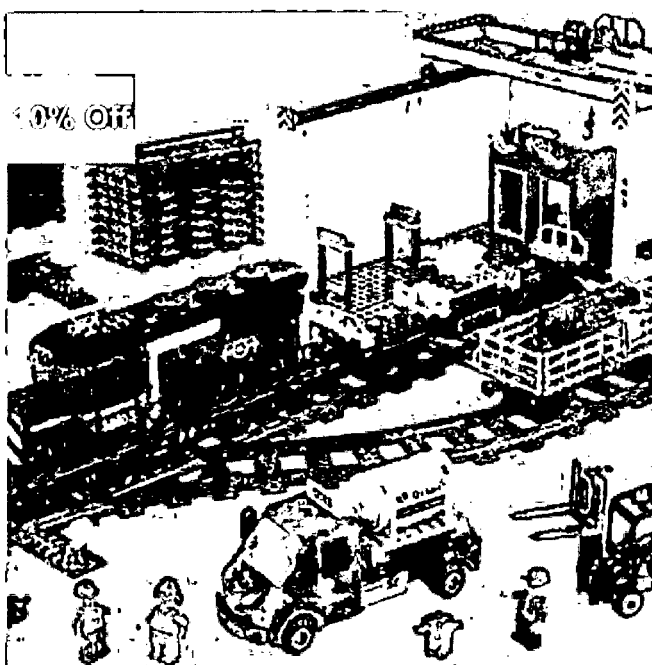
(0 review)

LEPIN 36010 Winter Village Market 3-in-1 |
Creator
\$75.00



(0 review)

LEPIN 05050 Motorized Walking AT-AT |
StarWars |
\$98.00



(0 review)

LEPIN 02008 Cargo Train | City |
\$89.00 \$80.10

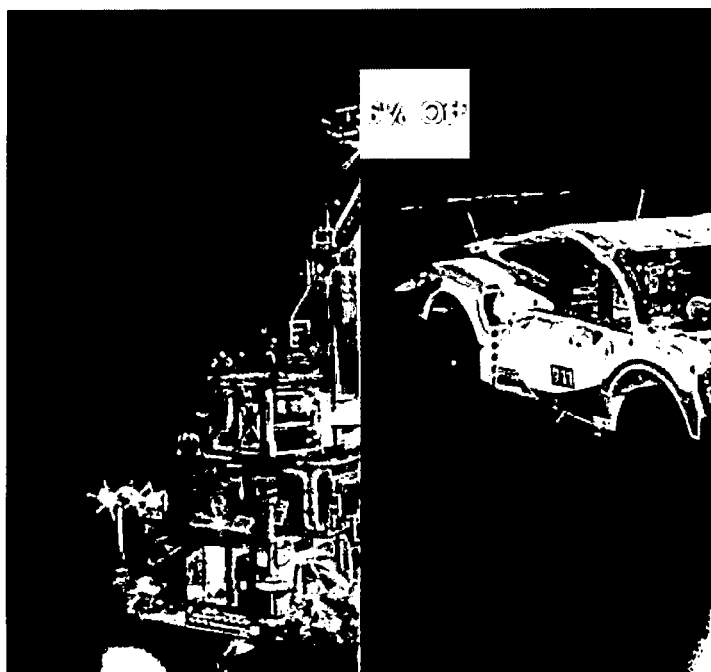


(0 review)

LEPIN 18032 The Mountain Cave | MineCraft |
\$155.00 \$139.50

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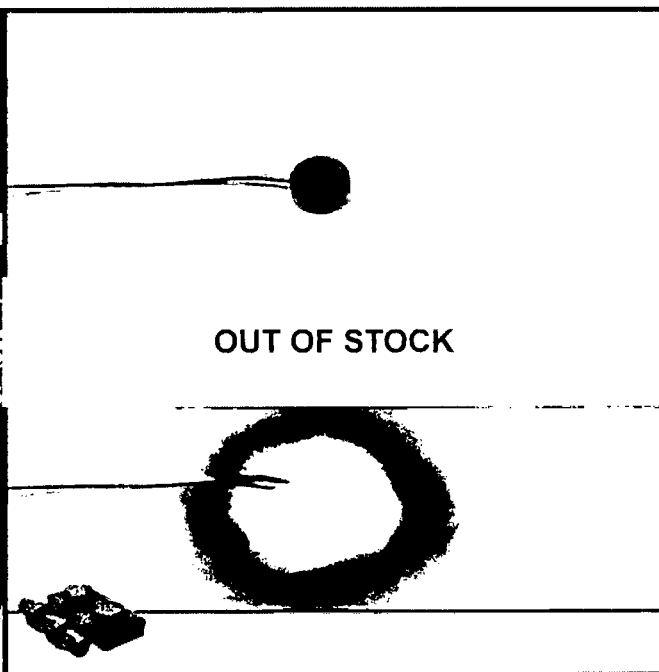


(0 review)

DIY LED Light Kit For Welc

(0 review)

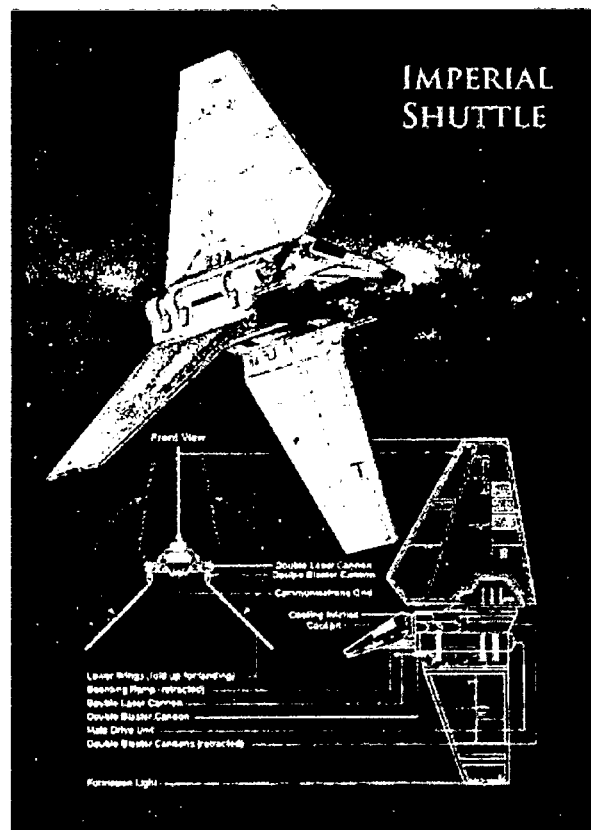
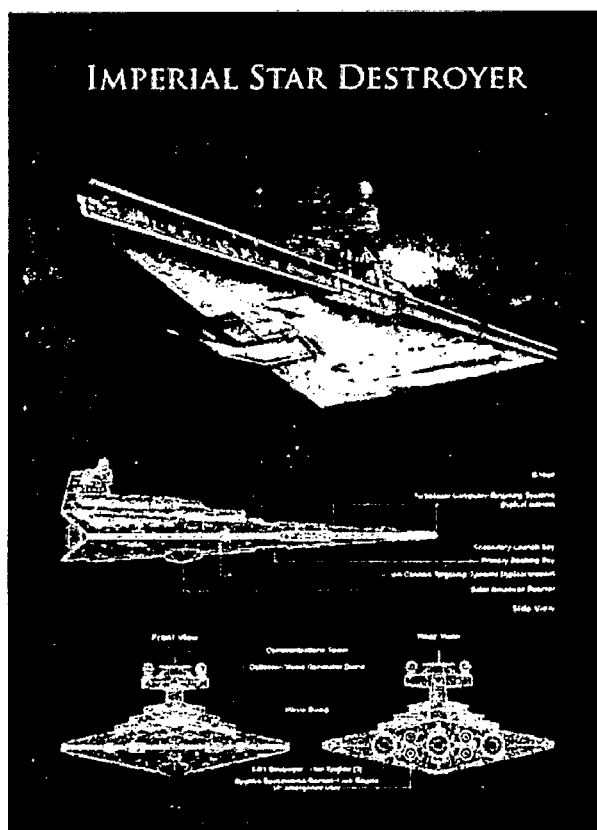
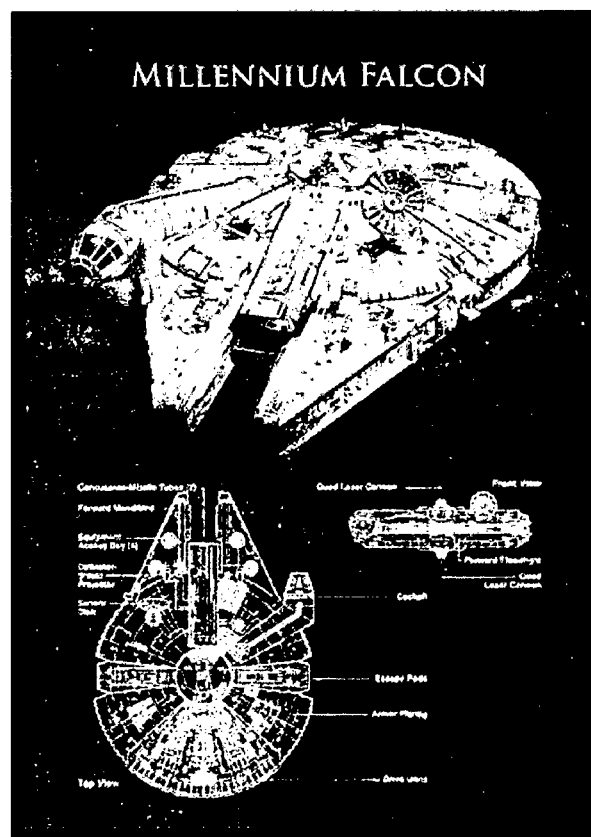
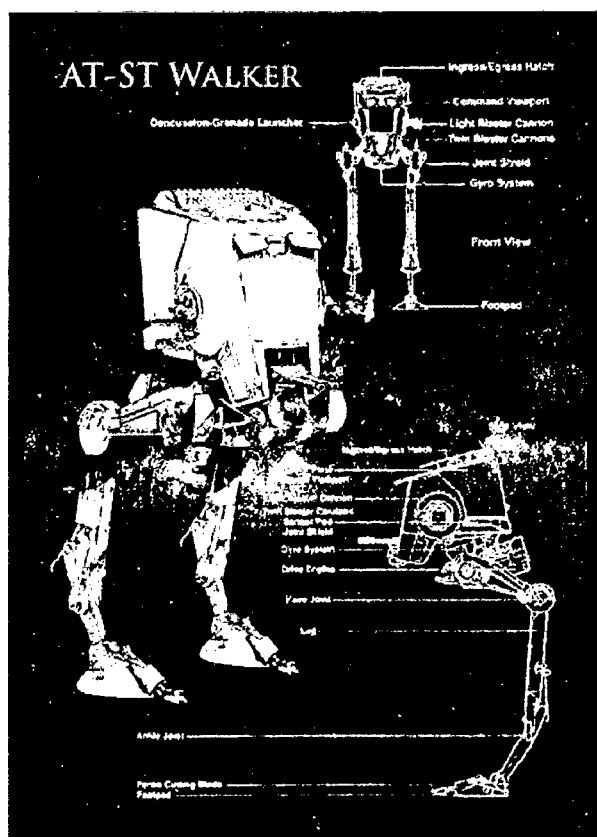
LED Light Kits Lepin 20097



(0 review)

LBP1003 1x1 LED Brick - Flickering Light Stud L

THE BEST OF STAR WARS



REVIEWS AND PROMOTIONS

11
Apr

11
Apr

12
Mar

Batmobile Review LEPIN 05077 – Venator Class Star Destroyer – UCS (MOC) | **Re Star LEPIN 05083 – Nebulon-B | Comparison with LEGO 75059** | **Review Lepin 16007 Haunter Compatible with Lego 1**


mobile. Finally, it is there. As already suspected, the bags Lepin Monster Warrior Ha
ht mislabeled the Venator over the last few days are now “presorted”, but most without parts are sorted based on the simi
[...]

LEPIN MANUAL INSTRUCTIONS

12
Nov

12
Nov

12
Nov

LEPIN 16009 PIREITES OF THE CARIBBEAN | Instruction for LEPIN 16008 **Disney** | Instruction for LEPIN 17
LEPIN 16009 | **ONE'S COUNTER ATTACK – Compatible** | Compatible with 71040 | Lepin **LEPIN** **HOUSE – Compatible**
 with LEGO 4195  Lepin Creator

Manual instructions of LEPIN Disney Castle •
e Crane • Manual instructions of LEPIN Pirates of the Caribbean • Model Number: 16008 • With 4080 Pcs No [...] Manual instructions of LEPIN Sy
306 Pcs [...] been Red Anne's Counter Attack • Model [...] House • Model Number: 17003 • V
Number: 16009 • [...] [...]



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LATEST



DIY LED Light Kit For Welcome to APOCALYPSEBUR Lepin 45014

\$79.00



Lepin 20097 Porsche 911 RSR | Technic |

~~\$74.00~~ **\$69.00**



LED Light Kits Lepin 20097 Porsche 911 RSR LEGO 42096

~~\$35.50~~ **\$33.50**



WANGE 8011 The Kuala Lumpur Petronas Towers

\$50.00

BEST SELLING



LEPIN 16003 WALL.E | Movies |

\$29.49



LEPIN 15004 Fire Brigade | Creator |

\$92.50



LEPIN 15003 The Town Hall | Creator |

\$115.00



LEPIN 15005 Grand Emporium | Creator |

\$99.00

FEATURED



LED Light Kits Lepin 20097 Porsche 911 RSR LEGO 42096

~~\$35.50~~ **\$33.50**



LEPIN 05042 Venator-Class Republic Attack Cruiser

\$88.00



LEPIN 05050 Motorized Walking AT-AT | StarWars |

**\$98.00**

LEPIN 05029 Resistance X-Wing Fighter | StarWars |

\$34.00

TOP RATED



LEPIN 20055 Airport Rescue Vehicle | Technic |

~~\$69.00~~ **\$62.10**

LEPIN 21016 Whirl and Wheel Super Truck | Creator |

~~\$59.40~~ **\$53.46**

LBS1050 London Bridge LED Light Up Kit | Miscellaneous |

~~\$108.50~~ **\$97.65**

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26
Apr

[Announcement] LEPIN temporary stop production from May 2019

11
Apr

Review LEPIN 05077 – Venator Class Star Destroyer – UCS (MOC)

11
Apr

Review LEPIN 05083 – Nebulon-B | Compatible with LEGO 75059

12
Mar

Review Lepin 16007 Haunted House - Compatible with Lego 10228

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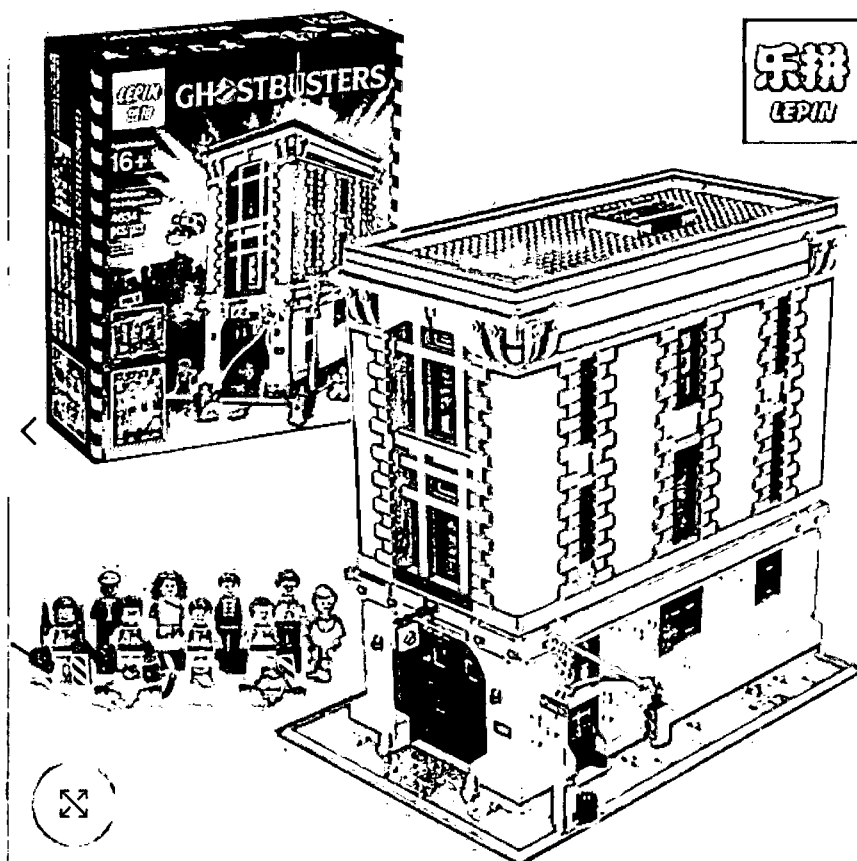
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 MENU

LEPIN 16001 GHOSTBUSTERS Firehouse headquarters

☆☆☆☆☆ (35 reviews)

USD 124.03

Get this item!

Package: No original box, New in carton box/seal bags include instructions.

• Model Number:

16001 • With 4695 Pcs



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LEGO Theme

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Price

- ☐ Under €5 (723)
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Age

- ☐ from 0½ years (11)
- ☐ from 1 years (10)
- ☐ from 1½ years (34)
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Gender

- ☐ Boy (2049)
- ☐ Girl (66)
- ☐ Boy/Girl (870)

Special

- ☐ Exclusive (193)
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Special day

You are now here: [Home](#) ▶ [LEGO](#) ▶ [LEGO Ghostbusters](#) ▶ [LEGO 75827 Firehouse Headquarters Ghostbusters](#)

LEGO 75827 Firehouse Headquarters Ghostbusters

SKU: 75827 | Rating: ★★★★★ 6 Reviews



€ 479,99

Quantity: 1 ▼

Availability
Online status

● In Stock
In Stock: 5
On workdays, if ordered
before 16:00, shipped the
same day!

16+ EXCLUSIVE HARD TO FIND



Store Gorinchem

[More images \(1\)](#)

Firehouse He...

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Not suited for children younger than 3 years

Category	Sets
Theme	LEGO Ghostbusters
Brand	LEGO
Primarily suited for	Boy/Girl
EAN/ISBN	5702015598323
Released in	2016
Age advice	From 16 years
Weight	6416 grams
Dimensions (LxWxH)	58 x 48,5 x 18,5 lentie
Amount of parts	4593
Amount of minifigures	10

Bestseller list #1 in LEGO Ghostbusters

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LEGO education



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€ 3,99

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€ 0,99

LEGO Stop Sign with Handle WHITE (100 pcs)

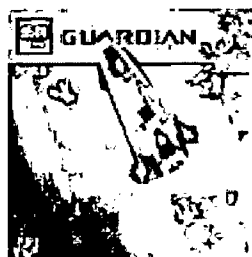


€ 2,99

LEGO Tile Round 1x1 TRANS-ORANGE (100 pcs)

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DOC. 24

Watchpoint: Gibraltar



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15 REVIEWS

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Product Details

The ultimate Watchpoint: Gibraltar set with Mercy, Reaper, Winston and Pharah for the Overwatch® fan!

Item	VIP Points	Ages	Pieces
75975	89 	9+	730



Features





Recommended For You

			
			
Bastion 75974	D.Va & Reinhardt 75973	Dorado Showdown 75972	The Bedrock Adventures 21147
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Customer Reviews

Overall Rating

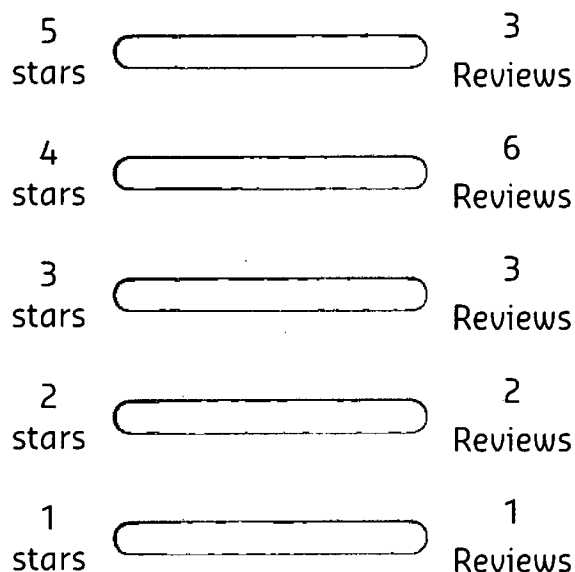
☆☆☆☆☆ 3.5 (15 Reviews)



note that

67% would recommend this product.

Rating



Overall Experience

Play Experience



Level of Difficulty



Value for Money



WRITE
A
REVIEW

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Reviews

Most relevant ▼

< PREVIOUS 1 OF 4 NEXT >

2 days ago

☆☆☆☆☆ 4.0

Great seat with one huge caveat for Mercy fans!

Magius | 45-54

I would recommend this to a friend!

Other reviews have covered in detail how good this set is. It has great presence due to its size and many great play features. The ship build is pretty fun with many custom pieces that aren't common in most sets. The combination feature is pretty cool and brought memories of some of the older space sets. Most of the

[READ MORE](#)



Play Experience

☆☆☆☆☆ 5.0

Level of Difficulty

☆☆☆☆☆ 2.0

Value for Money

☆☆☆☆☆ 4.0

Building Experience:
Expert LEGO builder

Was this helpful?

👍 30 👎 7

about 22 hours ago

☆☆☆☆☆ 2.0

Please Fix Mercy's Face!

Kinoko | 25-34

Purchased for: Self

Building Experience:

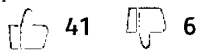
My boyfriend and I build and collect LEGO together (I manage the account, but this set was for him). We're also both big fans of Overwatch. This is the first time we've been disappointed with a LEGO product, and it's entirely because of the paint quality on Mercy's face. Mercy is his favorite character, so this was the most important piece in the whole set for us. Compared to Tracer (my

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15 days ago

 3.0

Face paint issue

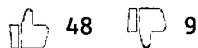
Alex19 | 35-44

Purchased for: Self

I also got a Mercy with a pale grey face (not as she appears on the box or website. It is the most important piece on the most important mini-fig!

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4 days ago

 2.0

Nice set but have QC issue


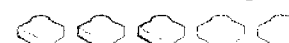
BellyButton | 35-44

Purchased for: Daughter

I purchased this LEGO set and found out "Mercy" minifigure have painting issue. She should be a white girl but come out with silver color. It's totally different as box art and user manual. (Attached picture) LEGO corp can't take care QC is a mistake. This Overwatch

[READ MORE](#)**Play Experience** 2.0**Value for Money** 2.0**Build Time:** 2 hrs**Building Experience:**

Advanced LEGO builder

Play Experience 5.0**Value for Money** 3.0**Build Time:** 1 hr**Building Experience:**

Advanced LEGO builder









Was this helpful?

54 12

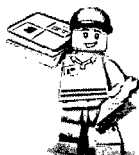
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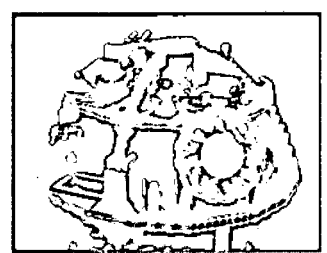
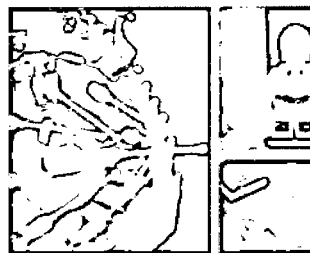
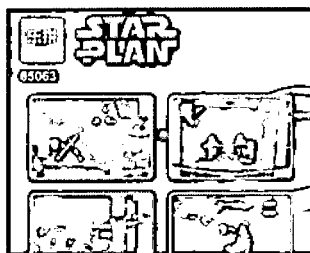
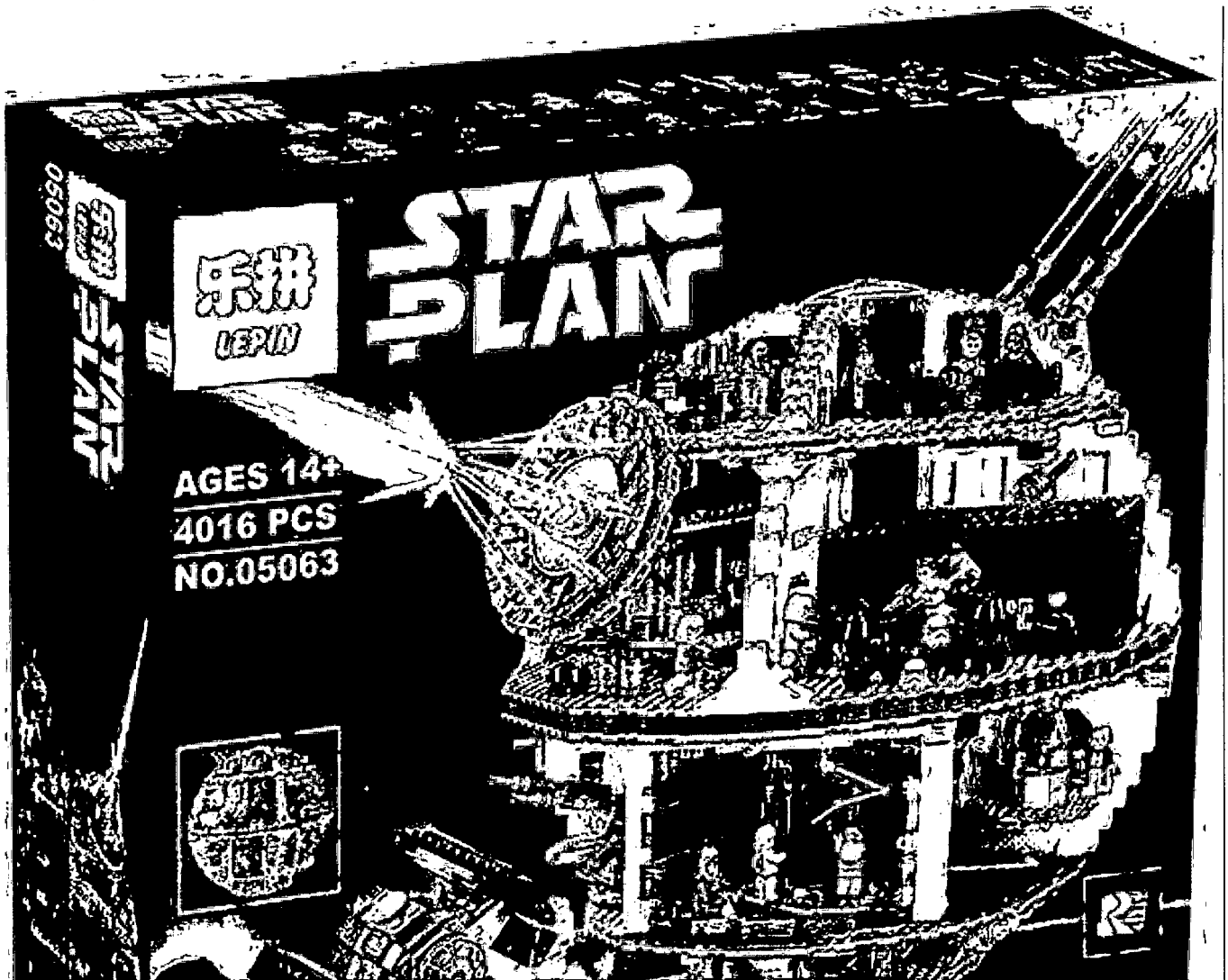


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LEPIN 05063 Death Star II | StarWars |

\$199.40

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Contain:

4016 Pcs



Model Design:

LEGO 75159



Reviews Video



Build Instruction

DESCRIPTION

LEPIN 05063 Death Star II

STAR WARS / 4016PIECES

LEPIN 05035 Death Star II – UCS is a LEPIN Star Wars set echoes LEGO 75159 of the same name and is LEGO compatible building block set. The set consists of 4016 pieces and is designed for kids aged 16 and above. This LEPIN 05063 Death Star II is features in *Star Wars: Episode VI Return of the Jedi* . The set includes the following:

LEPIN 05063 | 100% LEGO Replica Bricks Set 75159 Death Star II

LEGO Star Wars Death Star review! 75159



The flagship of Darth Vader has arrived! The Super Star Destroyer Executor was the command ship at both Hoth and Endor. With its distinguished dagger shape bridge, the Executor is among the most powerful battle space ship the Empire ever produced.

- Includes 24 mini figures and droids, plus all-new Dianoga trash compactor monster! Among these mini figures 6 are new and exclusive only found in this set: Luke Skywalker in Stormtrooper outfit), Han Solo in Stormtrooper outfit, Assassin Droid, Interrogation Droid, Death Star Droid and 2 Death Star Troopers!
- Aboard this detailed battle station features different movie authentic scenes including Superlaser control room, conference chamber, TIE fighter bay with lunch hook, Emperor's throne room, trash compactor room and more for you to discover!
- Match up with other LEPIN StarWars brick sets to re-create the classic scenes in the *Star Wars: Episode VI Return of the Jedi*. Just a perfect add-on to any other Star Wars brick sets.
- This is a 100% LEGO compatible Star Wars KO set.

	LEPIN	LEGO
Item No.	05063	75159
Ages	16+	16+
Pieces	4016	4016
Packing	No Original Box	Original Box
Instruction	Yes	Yes
Origin	Made In China	Made In Denmark
Order Process	3-5 Work Days	N/A
Shipping	10-15 Work Days	N/A
Known Discrepancy	None	None

Important Note on Shipping & Package

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 - Please allow 3-5 working days to process and sort the order after payment is confirmed.
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SKU: ec296bc9e7ae

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Category: Lepin Star Wars

Tag: death star

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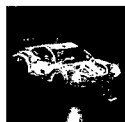
DIY LED Light Kit For Welcome to APOCALYPSEBUR Lepin 45014

\$79.00



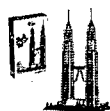
Lepin 20097 Porsche 911 RSR | Technic |

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LED Light Kits Lepin 20097 Porsche 911 RSR LEGO 42096

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\$34.00

TOP RATED



LEPIN 05132 Millennium Falcon - UCS | Star Wars

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LEPIN 05050 Motorized Walking AT-AT | StarWars |

\$98.00



LEPIN 07109 Batman Brother Eye Takedown | Heroes |

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Review LEPIN 05077 - Venator Class Star Destroyer - UCS (MOC)



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Review Lepin 16007 Haunted House - Compatible with Lego 10228

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Descrição [mais detalhes e medidas] ^

Agora podes viver a aventura galáctica da estrela da morte (Death Star). A estrela da morte é a maior arma de destruição concebida pelo império dirigido por Darth Vader. Os heróis da resistência comandados por Luke Skywalker, tentarão penetrar e destruir a ofensiva galáctica do império. A estrela da morte conta com uma porção de fabulosos detalhes, como a sua sala de controlo, a câmara de comunicações do império, um hangar com plataforma de lançamentos para as naves galácticas e, claro, um lugar privilegiado para o imperador Palpatine com trono incluído. O set inclui 23 minifiguras com as personagens mais relevantes da saga e acessórios como 3 espadas de luz, 4 blasteres, 3 pistolas blaster, 4 rifles blaster, 2 lanças de força, 2 raios de força e 1 balestra wookie. Idade recomendada: a partir de 14 anos Medidas aproximadas estrela da morte: 41 cm de altura x 42 cm de largura Contém: 4016 Peças

Comentários

Ainda não há comentários.

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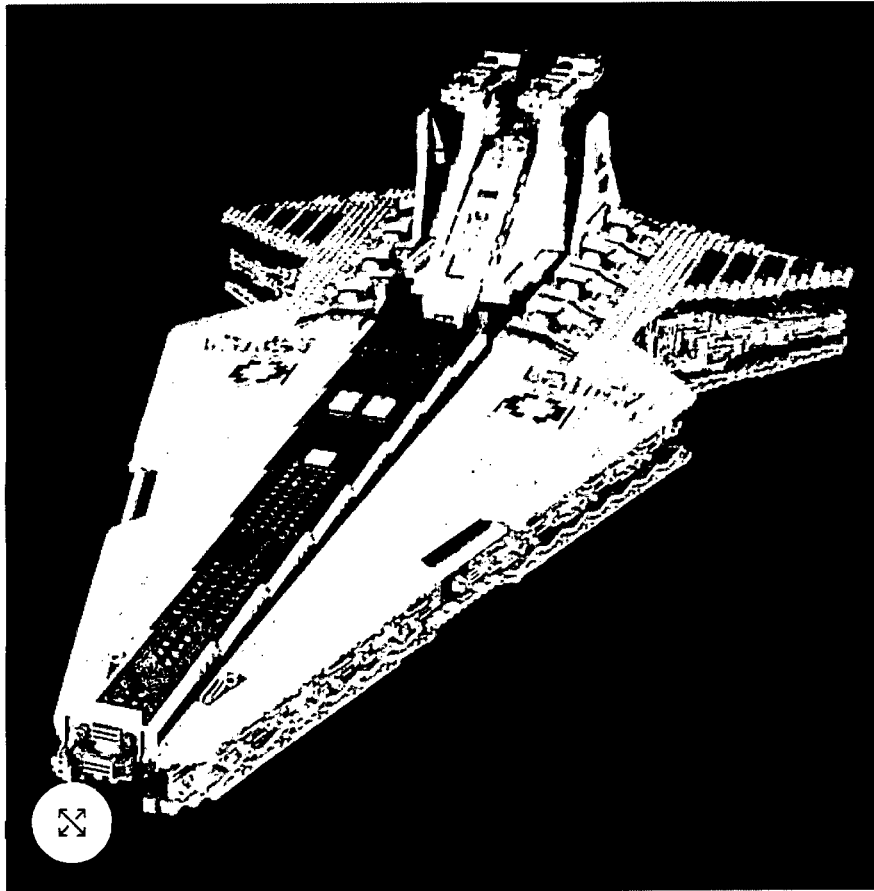


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LEPIN 05077 T

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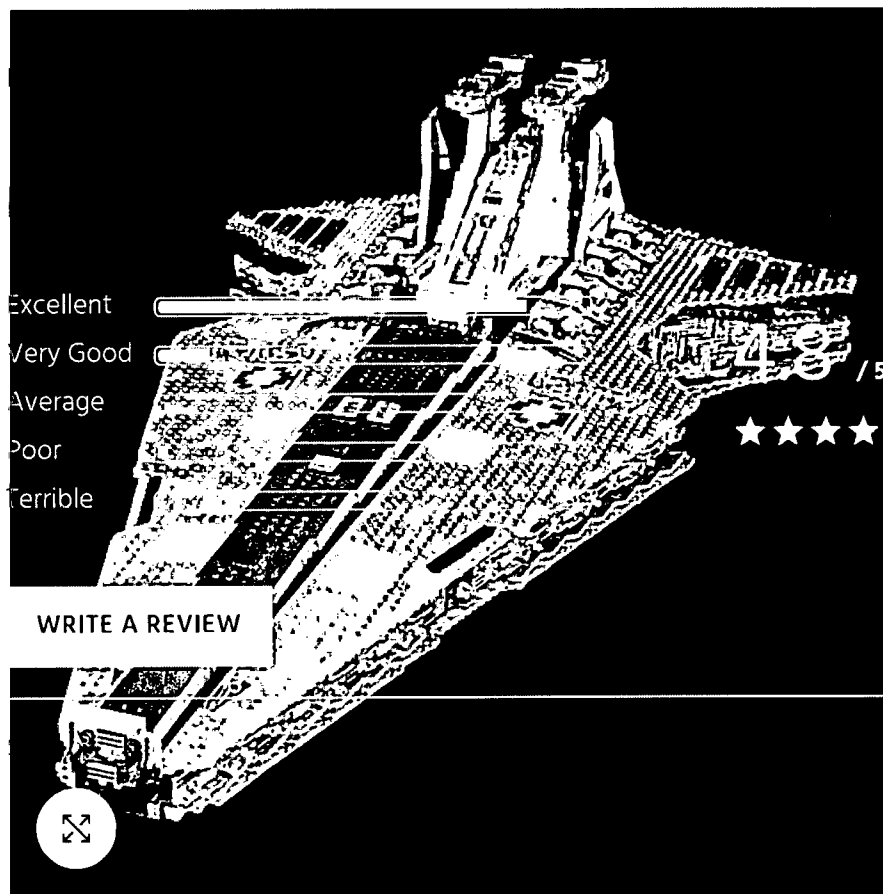


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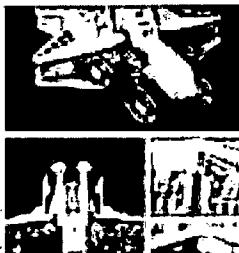
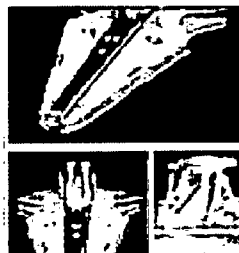
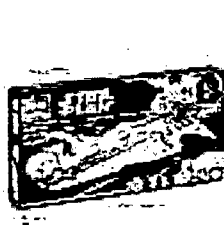
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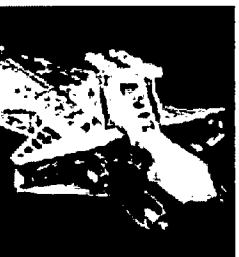
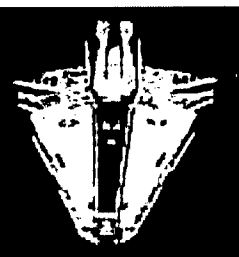
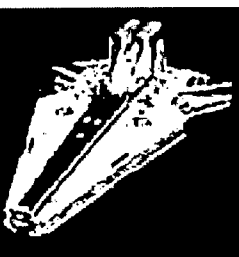
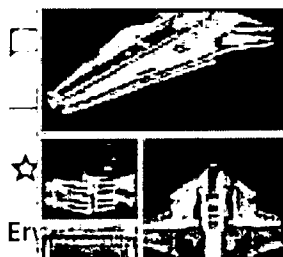
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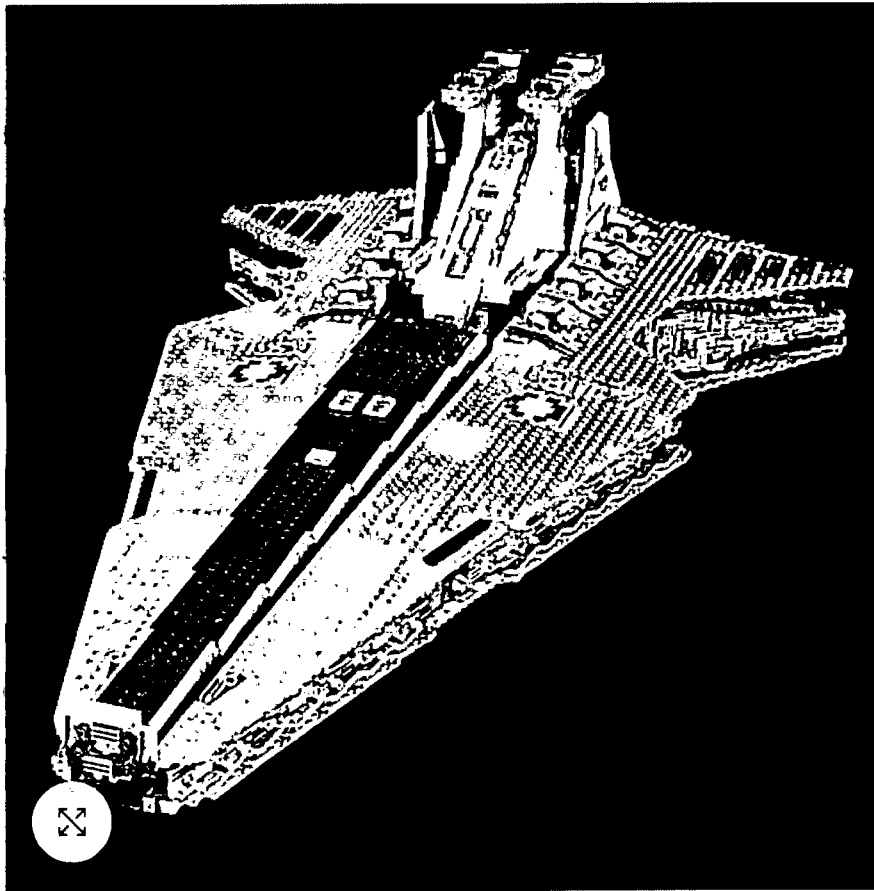
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

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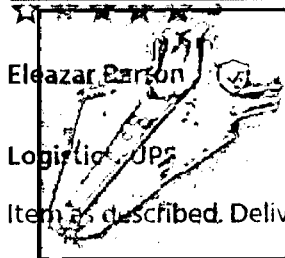


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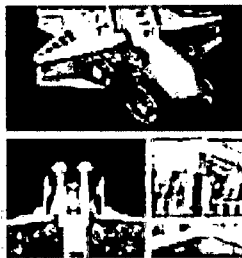
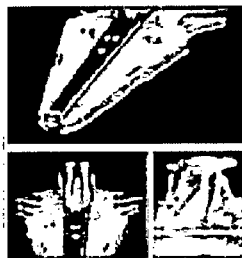
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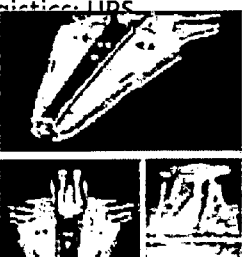
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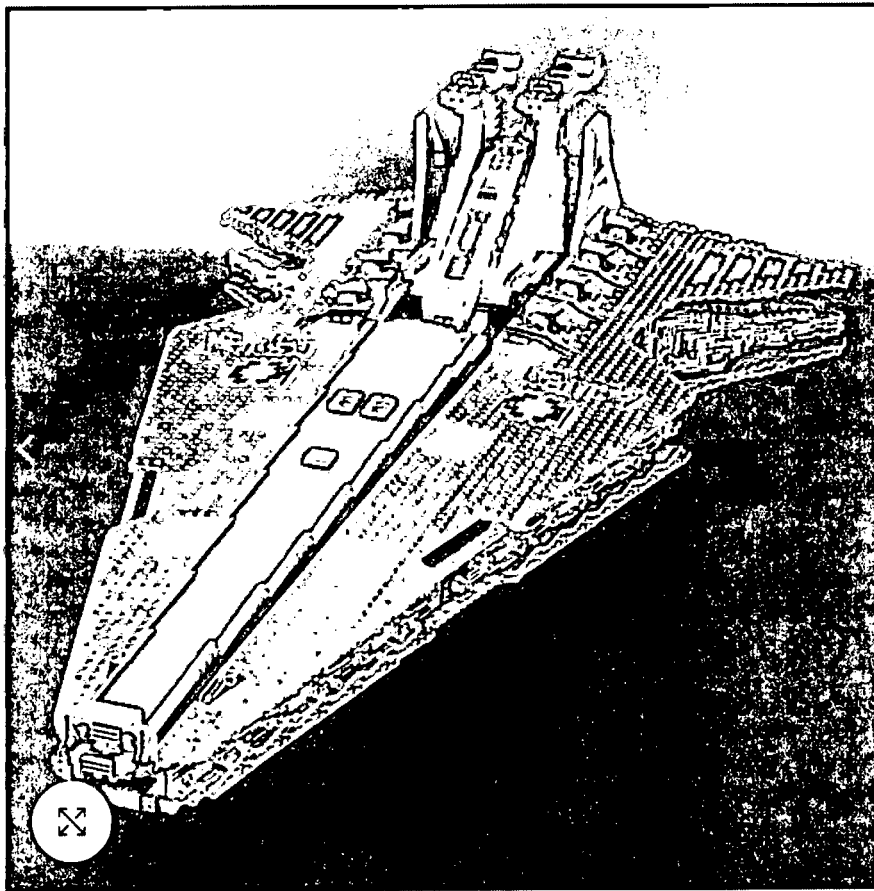
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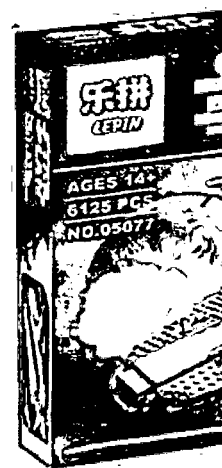
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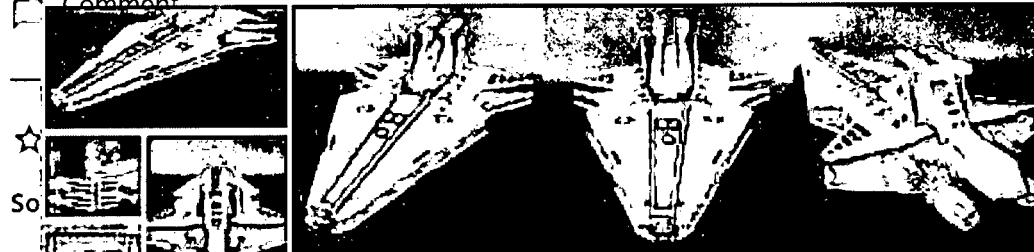
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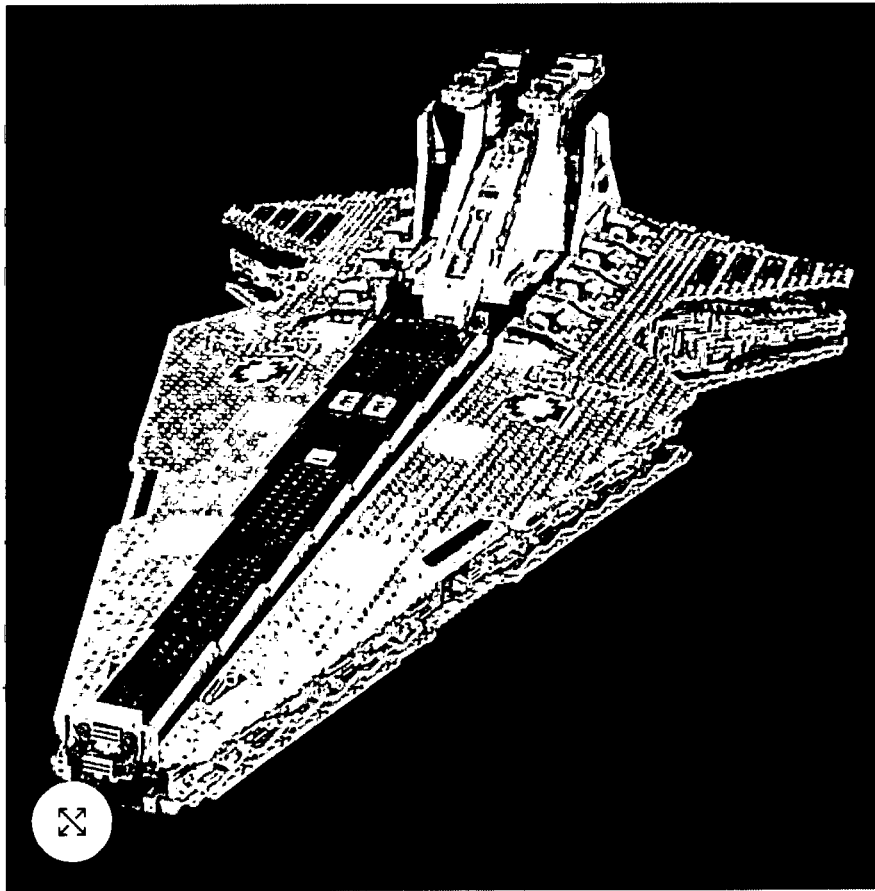
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15/09/2018



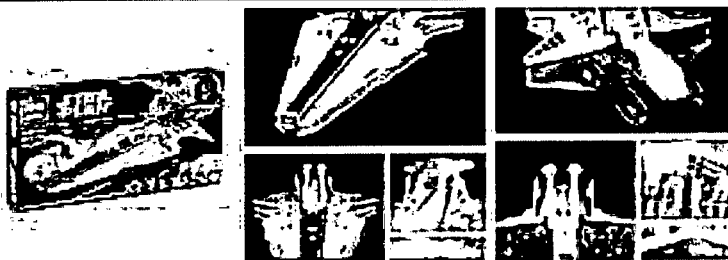
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09/09/2018

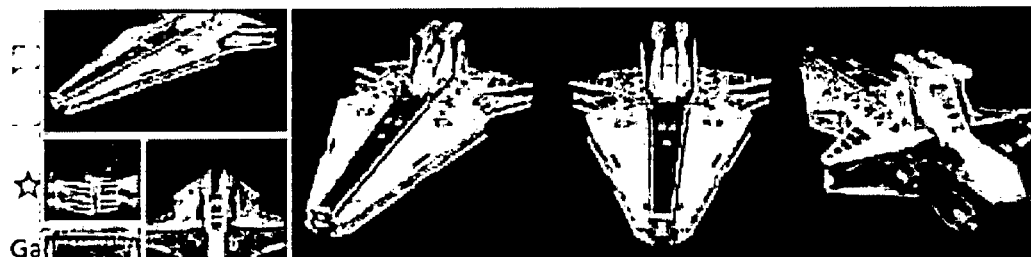
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08/09/2018

epin sucks
Logistic: DH
absolutely amazing pro
fast shipping! A*



communication with seller,



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05/09/2018



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☆☆☆☆☆ 5

27 Privacidade - Termos de Utilização

DOC. 28

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APPLY

After China, LEGO Gets UK to Cancel Trademark of Major Copy- cat Brand Lepin

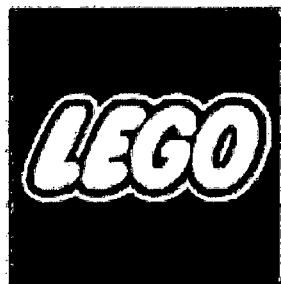


In the long and hard-fought war between The LEGO Group and various manufacturers producing copycat versions of their products, especially in China, one “brand name” stands out the most: Lepin. LEGO has focused its efforts on the Longjun Toys subsidiary, winning a significant copyright victory in Lepin’s home country, China. Now, the proceedings go international.

The next battlefield between The LEGO Group and Lepin is in the UK, where the latter had registered their trademark back in September 1, 2017. LEGO made its case to have the Lepin trademark invalidated with the UK Intellectual Property Office (UKIPO) just last month.

Ultimately the UKIPO sided with LEGO’s argument and issued a cancellation order for the Lepin trademark last week, March 19. In addition to the cancelled trademark, Longjun Toys is now mandated to pay The LEGO Group £3,100 in litigation costs. That makes it two LEGO markets where Lepin is humbled.

As part of their argument for the trademark cancellation, LEGO submitted as evidence side-by-side image comparisons of certain LEGO sets with their Lepin copies as taken from Amazon. The most Longjun Toys did to contest the proceedings was a counterargument that their 2017 trademark registration doesn’t noticeably hurt LEGO’s market.



In its conclusion the UKIPO agreed that the similarities between the LEGO and Lepin trademark logos are deliberately similar. Furthermore, the purposeful copying by Lepin is construed as piggybacking on LEGO’s own

product marketing. With their UK trademark cancelled, Longjun Toys might soon see its Lepin arm get crushed legally.

O/142/19

TRADE MARKS ACT 1994

IN THE MATTER OF REGISTRATION NO. 3236070 OWNED BY
SHANTOU CHENGAI DISTRICT LONGJUN TOYS FACTORY CO., LTD
FOR THE TRADE MARK



IN CLASS 28

AND

THE APPLICATION FOR A DECLARATION OF INVALIDITY THERETO
UNDER NUMBER 501966
BY LEGO JURIS A/S

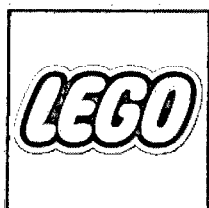
Background

1. On 8 June 2017, Shantou Chenghai District Longjun Toys Factory Co., Ltd (“the proprietor”) filed trade mark application number 3236070 for the mark



for *Toys; Building blocks [toys]; Dolls' houses; Dolls' rooms; Toy vehicles; Radio-controlled toy vehicles; Toy models; Jigsaw puzzles; Controllers for toys; Toy robots*, in class 28. The mark achieved registration on 1 September 2017.

2. On 6 February 2018, LEGO Juris A/S (“the applicant”) applied to have the registration declared invalid under section 47(2) of the Trade Marks Act 1994 (“the Act”), on the basis that it was registered contrary to sections 5(2)(b), 5(3) and 5(4)(a) of the Act. The grounds under sections 5(2)(b) and 5(3) are based upon the applicant’s earlier European Trade Mark 2829463:



3. This mark was filed on 28 August 2002, registered on 7 January 2004, and claims the colours red, white, black and yellow. The applicant relies upon “Games and playthings in class 28”, in relation to which it has made a statement of use. The applicant claims that there is a likelihood of confusion under both sections 5(2)(b) and 5(3), and that use of the later mark would give the proprietor an unfair advantage and cause detriment to the distinctive character and repute of the

applicant's mark. The applicant states that the later mark has been used for goods which are of poor quality.

4. Under section 5(4)(a) of the Act, the applicant relies upon its use of a sign corresponding to its registered mark, shown above, which it states was first used throughout the UK in 1973. The applicant states that the earlier right has been used in relation to "Toys (including building blocks, toy models, dolls houses, toy vehicles, radio controlled toy vehicles, jigsaw puzzles and controllers for toys and toy robots), video games, films, TV programmes, theme parks, clothing and accessories, books and other publications, stationery products, pictures, kitchenware, mobile phone and iPod covers, clocks and watches and educational services." The applicant claims that its valuable reputation and goodwill entitles it to prevent the use of the later mark under the law of passing off.

5. The proprietor filed a defence and counterstatement, denying all the grounds. The proprietor requests the applicant to prove that it has made genuine use of its earlier mark.

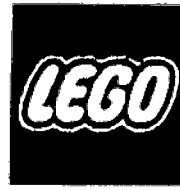
6. As the proprietor has played no further part in these proceedings, I reproduce below its counterstatement in full:


The Proprietor hereby gives the Counter-statement against Notice of Cancellation (No. CA000501966) of Shantou Chenghai District Longjun Toys Factory Co., Ltd:-

1: The Proprietor, Shantou Chenghai District Longjun Toys Factory Co., Ltd with address at No.4, National road on the east side, Zhulin Village, Lianshang Town, Chenghai District, Shantou, China, is a company organized under the laws of China.

2: "LEGO" is a known and recognised dictionary word in the English language means "A construction toy consisting of interlocking plastic building blocks", which originates from Danish leg godt "play well", from lege "to play".
[Oxford English Dictionary]

3: "LEPIN", on the other hand, is not a dictionary or recognised word and it has no meaning in the English language, it is a coined word created by the Proprietor himself. Actually, it is the transliteration of the two Chinese characters in the mark, "LE" means "happy; cheerful; laugh" and "PIN" means "spell; piece; risk" in English. It is submitted that LEPIN immediately strikes and conveys the impression to the average UK consumer generally, as a foreign word (e.g. Chinese) of unknown meaning, or a coined term. These facts distinguish it immediately from the "LEGO" mark.



4. Further, the Cancellation Applicant's trade mark  consists of the literal element "LEGO" in white with black and yellow outlines, the background of the design is red. Color, font and typeface are unique identifying qualities of the mark. It is clearly identified by consumers that the inherent distinctiveness is the color, customers will be attracted by its unique color combination at the very first sight and are likely to combine the color mark with its goods in some degree.
5. The Proprietor's mark contains two Chinese characters and the word "LEPIN" below. The Chinese characters dominates the main part of the mark, and the customers are likely to associate the mark and its goods with China or Chinese company. There are no fixed color features in Proprietor's mark. The Proprietor's mark is clearly identified by consumers that the inherent distinctiveness is the Chinese characters and Latin words "LEPIN". Thus, the visual appearance of the marks on the whole are noticeably different and unlikely to result in source confusion.
6. The prefix "LE-" is common in the English language. A brief review of the UKIPO database, reveals numerous marks containing this prefix in class 28, including Lēguino, LEEDA, Lepow, Leboo, Leven, LeTou, LEMUR, LEKI, LEXICON. Both "LEPIN" and "LEGO" is a single word with only four or five letters, the average customers pay equal attention to the whole wording. Although the goods toys are mainly aimed at children, those who purchase and recognize the mark are their parents, namely, adults. The average English speaking reader, and also the average UK consumer are unlikely to be confused by "PIN" and "GO" or caused to wonder whether one trademark is similar to the other. Therefore, the Proprietor's marks "LEPIN" is dissimilar with the Cancellation

Applicant's mark visually and aurally.

7. The marks are therefore dissimilar, the use or registration of the Proprietor's mark will not cause any damage to the Cancellation Applicant.

8. Conclusively, The Proprietor denies all the allegations of the Cancellation Applicant in the Notice of Cancellation dated 14 February 2018.

9. By reason of the matters set forth herein and by virtue of the law and in the exercise of the Registrar's discretion, The Proprietor pray that these Cancellation Proceedings be refused and that the Proprietor's mark be valid, and that costs in favor of The Proprietor be ordered against the Cancellation Applicant.

7. The applicant filed evidence. It has been represented throughout the proceedings by Stephenson Harwood LLP. The proprietor is represented by Mr Ray Young (in as much as the only participation in the proceedings has been the filing of the defence). The matter came to be heard on 15 February 2019, by video conference. Mr Guy Hollingworth, of Counsel, instructed by Stephenson Harwood LLP, appeared for the applicant. The proprietor did not attend, did not send representation and did not file written submissions in lieu of attendance.

Evidence

8. The applicant has filed evidence from the following three people:

i) Marina Edwards, who is the Vice President and General Manager (UK and Ireland) at LEGO Company Ltd, which is part of the LEGO Group of Companies. I will refer to her evidence as being about the applicant, for convenience. Her first witness statement is dated 25 June 2018. Her second, dated 6 July 2018, was filed in response to the registry's refusal to grant confidentiality in respect of some of the

content in her first witness statement, content which the applicant subsequently withdrew.

ii) Peter Taylor, who is a solicitor with the conduct of these proceedings on behalf of the applicant (and a consultant for Stephenson Harwood LLP). His witness statement is dated 20 June 2018.

iii) Peter Kjaer, who is Vice President and Deputy General Counsel at LEGO System A/S, part of the Lego Group. As before, I will refer to his evidence as being about the applicant.

Ms Edwards' evidence

9. I set out here some of the headlines from Ms Edwards' evidence. When I refer to LEGO, it is to the earlier mark.

- The applicant's UK and Ireland advertising spend for the mark during 2013-14 was more than £150 million, in France more than £120 million, in Germany more than £250 million and throughout the EU more than £1,000 million.
- Between 2013-16, the applicant received more than £75 million in royalties from the sale of LEGO-branded video games in the UK. More than 25 million LEGO video games were sold in the UK between 2015 to 2017.
- Between 2015-17, the applicant received more than £8 million in royalties from UK sales of LEGO clothing and accessories, books and publications, stationery, pictures, kitchenware, mobile phone and iPod covers, clocks and watches.
- The mark has been used in its registered form since 1998, and is substantially unchanged since 1973. It is used in its registered form on all the applicant's product packaging, advertising, websites, social media, signage and stationery throughout the EU.
- 78% of UK children owned LEGO goods in 2017.
- In January 2000, LEGO (i.e. the goods sold under the LEGO mark) was named Toy of the Century by the British Association of Toy Retailers.

- Between 2013 and 2017, turnover in relation to LEGO toys in the UK and Ireland came to £1,265 million.
- There have been over 600 LEGO sets under the 'Star Wars' theme, since 1999. The Bionicle theme was released in 2001, consisting of buildable action figures. Pictures of the packaging for these are shown, with the mark in the top left-hand corner.
- The applicant has fourteen stores in the UK, all prominently displaying the LEGO mark. The goods are also sold via the applicant's online store, and in a wide range of other retailers. An average of 9 million UK consumers have visited the LEGO website annually in the last five years.
- The applicant's theme park, LEGOLAND Windsor, had 2.138 million visitors in 2016, making it the most visited UK theme park. Exhibit ME13 shows that the LEGO mark is used in conjunction with the name of the theme park.
- Over 67 video games have been released since 1995 based on the LEGO mark. The packaging always bears the mark. There is also a LEGO movie franchise. The 2014 movie generated £42 million in revenue in the UK and £90 million in the EU. The 2017 LEGO Batman movie generated £25 million in the UK and £48 million in the EU.

10. In relation to specific types of toys, other than building bricks and construction sets, I note the following from a catalogue¹ dated from January to June 2017, which is within the relevant period for the purpose of proof of use:

- Page 8: dolls' houses and toy vehicles
- Page 15: action figures

Peter Taylor's evidence

11. Mr Taylor states that he has advised the applicant on intellectual property since about 1985. He has direct knowledge of the steps the applicant has taken to protect and enforce its mark. Mr Taylor states that the purpose of his evidence is to show how the LEPIN logo has been used in the UK; the action which the applicant has

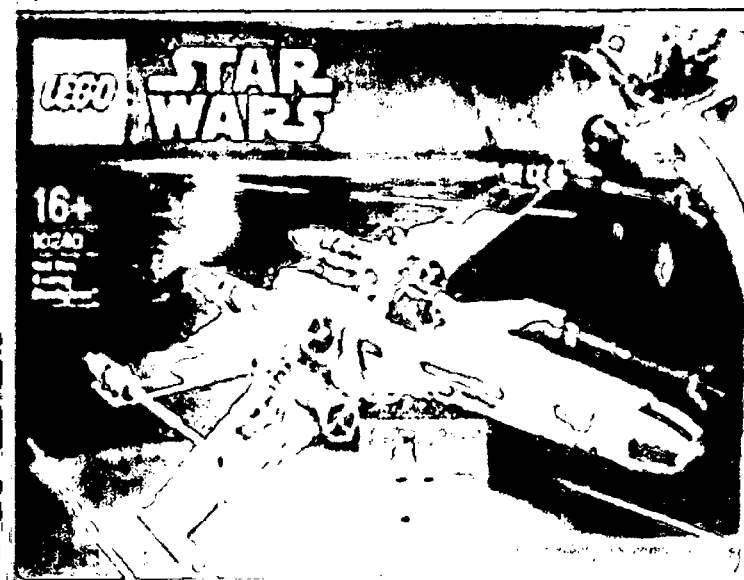
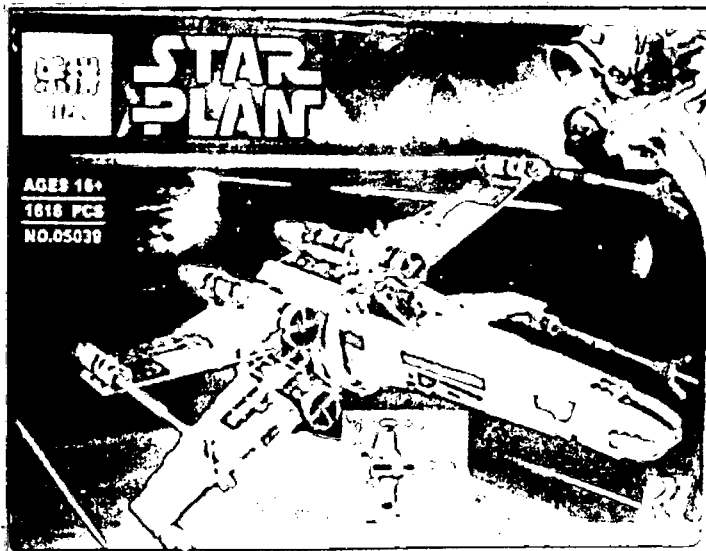
¹ Exhibit ME8.

taken against a UK-based seller of LEPIN products; how the LEGO mark, even without the word LEGO, is distinctive of the applicant in the UK; and what it has done to protect its mark in the UK. The following is a summary of what I consider to be relevant, or which provides context, to the issues to be decided in these proceedings.

12. Mr Taylor provides prints of the proprietor's goods on sale on Amazon.co.uk (as at 18 January 2018); for example:



In April 2018, Mr Taylor made test purchases of the proprietor's goods from a UK seller. He provides photographs of two of the boxes, together with photographs of the corresponding LEGO sets:



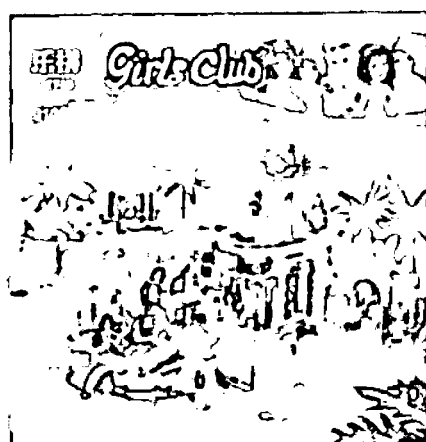
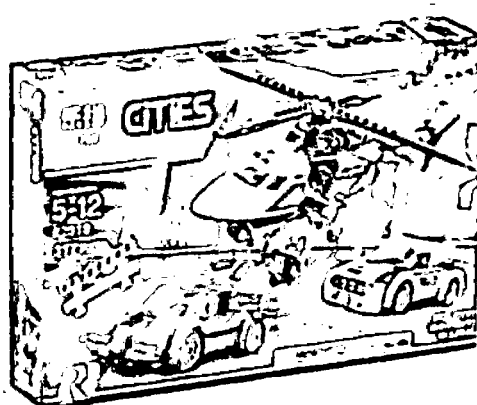
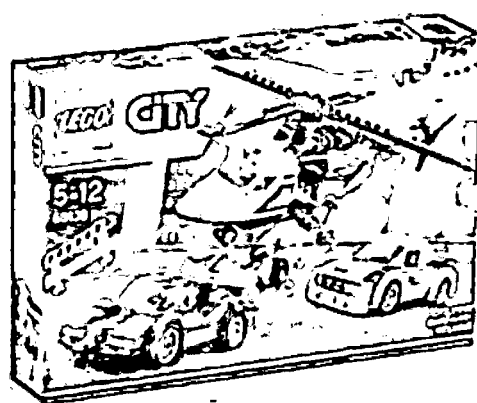
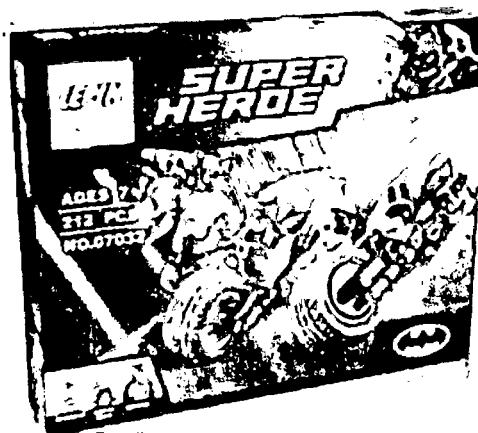
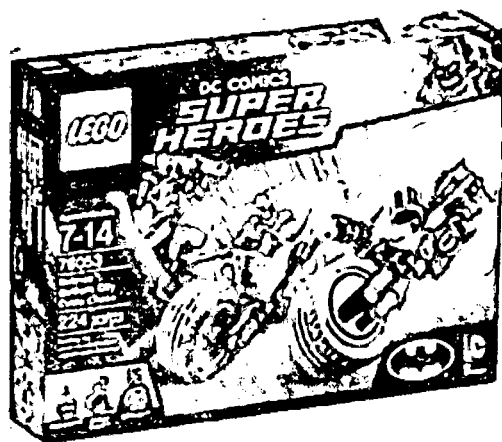


13. Mr Taylor states that the building instructions in the proprietor's goods were almost identical copies of the building instructions for the corresponding LEGO sets.

Peter Kjaer's evidence

14. Again, I refer here only to evidence which I consider to be relevant to the issues to be decided in these proceedings.

15. Similar examples to those shown above are referred to by Mr Kjaer in his witness statement:



16. Mr Kjaer's evidence shows that the LEGO mark is largely unchanged since its 1973 form, including its arrangement of colours. He points out that the proprietor uses its mark in the same colour combination as the LEGO mark, with a very similar shade of red. In answer to the proprietor's statement that "LEGO" is a known and recognised dictionary word in the English language means [*sic*] "A construction toy consisting of interlocking plastic building blocks" which originates from Danish *leg godt* "play well", from *lege* "to play". [*Oxford English Dictionary*]², Mr Kjaer exhibits a copy of an extract from the Oxford English Dictionary (the edition is not specified) showing the entry for "Lego" and that the publishers of the dictionary have recorded 'Lego' as a trademark:

Lego noun trademark a toy consisting of interlocking plastic building blocks.
ORIGIN from Danish *leg godt* 'play well'.

17. Mr Kjaer states that the applicant's Consumer Service Department, which is based in the UK but covers the EU, has received a large number of complaints from the public about the proprietor's LEPIN products. Exhibit PTK3 comprises a schedule of such complaints. As the present proceedings concern matters from the UK public's perspective (whether a likelihood of confusion, a link/damage and/or misrepresentation), the entries from EU countries other than the UK do not have a bearing on the assessment I must make. There are a number of UK entries, but not all of them show unequivocally that confusion has arisen because of the trade marks. It is not clear whether the packaging has also played a part, or the instruction booklet, for example. Some of the comments do not demonstrate confusion but demonstrate some other kind of comparison being made by consumers. I acknowledge that comments such as these may be relevant to the ground of invalidation under section 5(3) of the Act. The UK comments that I consider to be relevant are as follows (reproduced verbatim):

- May 2016: "Hi recently seen on other selling sites sets looks very much like Lego but called lepin can you please tell me is this Lego made for another country?"

² Exhibit PTK2

- June 2016: Hello there, I was just having a look around google and I noticed a photo of what I thought was a Lego Set but when I looked closely I see this was a copy of a Lego Set by "Lepin" (I am guessing Lego is familiar with this and knows about this company). I then noticed many more sets made by this company with what looks like the exact photo of what is on the front of the Lego Boxes. I just want to know if this company will be challenged at all, as I am collector and seller of new Lego Parts and I know that when I purchase official Lego this is quality assured, but from what I see Lepin could undermine this and flood the market with cheap copy's. Looking forward to hearing from yourself. Kind regards"
- July 2016: "Hi I don't have a problem with the product you sell but I recently bought the new Lego millennium falcon 75105 from Amazon. I received my parcel 2 weeks later and it was not Lego at all. It had your logo but where it should say Star Wars it say STAR WNRS ha!! I thought I would inform you of this, I would want to know if someone was selling products with my logo on pretending it's Lego. If you would like more details on the purchase please just ask. Thanks."
- May 2017: "Hi, I saw and advert floating around Facebook this morning for something very similar to Lego right down to the red boxed logo. I'll copy in the link to the site, I never got anything flagged up from it, but please do whatever checks you need to first to ensure you're happy it's safe. The brand seems to "Lepin" now it could simply be that this is Lego for another market I genuinely don't know. They seem to carry lots of individual characters aswell as full build sets."
- June 2017: "Hi I find a website to buy LEGO cheaper than normal but I am not sure if it is legal. This is the site: <https://blockkings.com/>. Any help?" A follow-up comment from the applicant's Customer Advisor was "Customer replied, asking if we really do not care, or believe that it is okay that the website previously sent, blockkings.com, which is a LEPIN distributor website also stating that their products are not genuine LEGO in some instances. Going to

apologize for the confusion, reiterate that we do not approve of LEPIN, explain briefly that there's a lawsuit underway, and will thank him for being a loyal LEGO fan."

- July 2017: "Hello LEGO, I'm writing to you to ask what is being done about LEPIN. This knock off LEGO is making me furious. I'll tell you why. I believe in Lego, and what it represents, it's values and enjoyment. My parents bought Lego for me, my grandparents bought Lego for me, I inherited the bulk of my 'big Lego box' from family friends and when I have children I will be buying them Lego. I am a huge fan of Lego and I build sets regularly. Lego encapsulates my childhood and partially defines who I am as a person, my interests and as a teacher I use it in class daily. Lego is in my blood. It pains me to see all this fake knock off lego that has infiltrated the market around the globe. You tubers actively review lepin sets and how they compare to Lego versions. I'm sure Lego absolutely know about this, but it boils my blood to see reviewers promoting, directly or indirectly illegal knock off lego. The Lego I know and the Lego we all enjoy is being corrupted by lepin. What is the Lego group doing about this?..."

18. Mr Kjaer refers to reviews of the proprietor's goods which are unfavourable as regards quality, such as Exhibit PTK5, which comprises an article published on Brickset.com on 30 July 2017. This is described as an independent company which provides information about the applicant's products. The reviewer makes negative comments about some of the LEPIN parts being grubby because of grease in the injection moulds, together with other faults caused by poor injection moulding. The author says that such flaws are relatively unheard of with LEGO products, and that the proprietor's after-sales care is non-existent.

Decision

Section 5(2)(b) of the Act

19. Section 5(2)(b) of the Act states:

“(2) A trade mark shall not be registered if because –

(a) ...

(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected,

there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark.”

20. Section 47 of the Act states:

“(1) The registration of a trade mark may be declared invalid on the ground that the trade mark was registered in breach of section 3 or any of the provisions referred to in that section (absolute grounds for refusal of registration).

Where the trade mark was registered in breach of subsection (1)(b), (c) or (d) of that section, it shall not be declared invalid if, in consequence of the use which has been made of it, it has after registration acquired a distinctive character in relation to the goods or services for which it is registered.

(2) The registration of a trade mark may be declared invalid on the ground-

(a) that there is an earlier trade mark in relation to which the conditions set out in section 5(1), (2) or (3) obtain, or

(b) that there is an earlier right in relation to which the condition set out in section 5(4) is satisfied,

unless the proprietor of that earlier trade mark or other earlier right has consented to the registration.

(2A) But the registration of a trade mark may not be declared invalid on the ground that there is an earlier trade mark unless –

- (a) the registration procedure for the earlier trade mark was completed within the period of five years ending with the date of the application for the declaration,
- (b) the registration procedure for the earlier trade mark was not completed before that date, or
- (c) the use conditions are met.

(2B) The use conditions are met if –

- (a) within the period of five years ending with the date of the application for the declaration the earlier trade mark has been put to genuine use in the United Kingdom by the proprietor or with his consent in relation to the goods or services for which it is registered, or
- (b) it has not been so used, but there are proper reasons for non-use.

(2C) For these purposes –

- (a) use of a trade mark includes use in a form differing in elements which do not alter the distinctive character of the mark in the form in which it was registered, and
- (b) use in the United Kingdom includes affixing the trade mark to goods or to the packaging of goods in the United Kingdom solely for export purposes.

(2D) In relation to a European Union trade mark or international trade mark (EC), any reference in subsection (2B) or (2C) to the United Kingdom shall be construed as a reference to the European Union.

(2E) Where an earlier trade mark satisfies the use conditions in respect of some only of the goods or services for which it is registered, it shall be treated

for the purposes of this section as if it were registered only in respect of those goods or services.

(2F) Subsection (2A) does not apply where the earlier trade mark is a trade mark within section 6(1)(c)

(3) An application for a declaration of invalidity may be made by any person, and may be made either to the registrar or to the court, except that-

(a) if proceedings concerning the trade mark in question are pending in the court, the application must be made to the court; and

(b) if in any other case the application is made to the registrar, he may at any stage of the proceedings refer the application to the court.

(4) In the case of bad faith in the registration of a trade mark, the registrar himself may apply to the court for a declaration of the invalidity of the registration.

(5) Where the grounds of invalidity exists in respect of only some of the goods or services for which the trade mark is registered, the trade mark shall be declared invalid as regards those goods or services only.

(6) Where the registration of a trade mark is declared invalid to any extent, the registration shall to that extent be deemed never to have been made.

Provided that this shall not affect transactions past and closed."

21. The relevant period for proving use of the earlier mark is 7 February 2013 to 6 February 2018 (the five years ending on the date of the application for a declaration of invalidity). In *Walton International Ltd & Anor v Verweij Fashion BV* [2018] EWHC 1608 (Ch) (28 June 2018), Arnold J. summarised the case law on genuine use of trade marks:

“114. The CJEU has considered what amounts to “genuine use” of a trade mark in a series of cases: Case C-40/01 *Ansul BV v Ajax Brandbeveiliging BV* [2003] ECR I-2439, *La Mer* (cited above), Case C-416/04 *P Sunrider Corp v Office for Harmonisation in the Internal Market (Trade Marks and Designs)* [2006] ECR I-4237, Case C-442/07 *Verein Radetsky-Order v Bundervsvereinigung Kamaradschaft ‘Feldmarschall Radetsky’* [2008] ECR I-9223, Case C-495/07 *Silberquelle GmbH v Maselli-Strickmode GmbH* [2009] ECR I-2759, Case C-149/11 *Leno Marken BV v Hagelkruis Beheer BV* [EU:C:2012:816], [2013] ETMR 16, Case C-609/11 *P Centrotherm Systemtechnik GmbH v Centrotherm Clean Solutions GmbH & Co KG* [EU:C:2013:592], [2014] ETMR, Case C-141/13 *P Reber Holding & Co KG v Office for Harmonisation in the Internal Market (Trade Marks and Designs)* [EU:C:2014:2089] and Case C-689/15 *W.F. Gözze Frottierweberei GmbH v Verein Bremer Baumwollbörse* [EU:C:2017:434], [2017] Bus LR 1795.

115. The principles established by these cases may be summarised as follows:

(1) Genuine use means actual use of the trade mark by the proprietor or by a third party with authority to use the mark: *Ansul* at [35] and [37].

(2) The use must be more than merely token, that is to say, serving solely to preserve the rights conferred by the registration of the mark: *Ansul* at [36]; *Sunrider* at [70]; *Verein* at [13]; *Leno* at [29]; *Centrotherm* at [71]; *Reber* at [29].

(3) The use must be consistent with the essential function of a trade mark, which is to guarantee the identity of the origin of the goods or services to the consumer or end user by enabling him to distinguish the goods or services from others which have another origin: *Ansul* at [36]; *Sunrider* at [70]; *Verein* at [13]; *Silberquelle* at [17]; *Leno* at [29]; *Centrotherm* at [71]. Accordingly, affixing of a trade mark on goods as a label of quality is not genuine use unless it guarantees, additionally and simultaneously, to consumers that those goods come from a single undertaking under the control of which the goods

are manufactured and which is responsible for their quality: Gözze at [43]-[51].

(4) Use of the mark must relate to goods or services which are already marketed or which are about to be marketed and for which preparations to secure customers are under way, particularly in the form of advertising campaigns: Ansul at [37]. Internal use by the proprietor does not suffice: Ansul at [37]; Verein at [14] and [22]. Nor does the distribution of promotional items as a reward for the purchase of other goods and to encourage the sale of the latter: Silberquelle at [20]-[21]. But use by a non-profit making association can constitute genuine use: Verein at [16]-[23].

(5) The use must be by way of real commercial exploitation of the mark on the market for the relevant goods or services, that is to say, use in accordance with the commercial *raison d'être* of the mark, which is to create or preserve an outlet for the goods or services that bear the mark: Ansul at [37]-[38]; Verein at [14]; Silberquelle at [18]; Centrotherm at [71]; Reber at [29].

(6) All the relevant facts and circumstances must be taken into account in determining whether there is real commercial exploitation of the mark, including: (a) whether such use is viewed as warranted in the economic sector concerned to maintain or create a share in the market for the goods and services in question; (b) the nature of the goods or services; (c) the characteristics of the market concerned; (d) the scale and frequency of use of the mark; (e) whether the mark is used for the purpose of marketing all the goods and services covered by the mark or just some of them; (f) the evidence that the proprietor is able to provide; and (g) the territorial extent of the use: Ansul at [38] and [39]; La Mer at [22]-[23]; Sunrider at [70]-[71], [76]; Leno at [29]-[30], [56]; Centrotherm at [72]-[76]; Reber at [29], [32]-[34].

(7) Use of the mark need not always be quantitatively significant for it to be deemed genuine. Even minimal use may qualify as genuine use if it is deemed to be justified in the economic sector concerned for the purpose of creating or preserving market share for the relevant goods or services. For

example, use of the mark by a single client which imports the relevant goods can be sufficient to demonstrate that such use is genuine, if it appears that the import operation has a genuine commercial justification for the proprietor. Thus there is no de minimis rule: *Ansul* at [39]; *La Mer* at [21], [24] and [25]; *Sunrider* at [72] and [76]-[77]; *Leno* at [55].

(8) It is not the case that every proven commercial use of the mark may automatically be deemed to constitute genuine use: *Reber* at [32].”

22. The onus is on the opponent, as the proprietor of the earlier marks, to show use because Section 100 of the Act states:

“If in any civil proceedings under this Act a question arises as to the use to which a registered trade mark has been put, it is for the proprietor to show what use has been made of it.”

23. The turnover figures are of considerable magnitude. It is abundantly clear from the evidence (and it is a notorious fact) that the earlier mark has been used during the relevant period in relation to toy building bricks and toy construction sets. The evidence also shows use on dolls’ houses, action figures and toy vehicles within the relevant period. I consider that a fair specification³ bearing in mind the scale and breadth of the applicant’s use of its mark is the specification relied upon: “Games and playthings in class 28.”

24. The following principles are gleaned from the decisions of the Court of Justice of the European Union (“CJEU”) in *Sabel BV v Puma AG*, Case C-251/95, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc*, Case C-39/97, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* Case C-342/97, *Marca Mode CV v Adidas AG & Adidas Benelux BV*, Case C-425/98, *Matratzen Concord GmbH v OHIM*, Case C-3/03, *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH*, Case C-120/04, *Shaker di L. Laudato & C. Sas v OHIM*, Case C-334/05P and *Bimbo SA v OHIM*, Case C-591/12P.

³ *Property Renaissance Ltd (t/a Titanic Spa) v Stanley Dock Hotel Ltd (t/a Titanic Hotel Liverpool) & Ors* [2016] EWHC 3103 (Ch).

The principles

(a) The likelihood of confusion must be appreciated globally, taking account of all relevant factors;

(b) the matter must be judged through the eyes of the average consumer of the goods or services in question, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind, and whose attention varies according to the category of goods or services in question;

(c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details;

(d) the visual, aural and conceptual similarities of the marks must normally be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components, but it is only when all other components of a complex mark are negligible that it is permissible to make the comparison solely on the basis of the dominant elements;

(e) nevertheless, the overall impression conveyed to the public by a composite trade mark may be dominated by one or more of its components;

(f) however, it is also possible that in a particular case an element corresponding to an earlier trade mark may retain an independent distinctive role in a composite mark, without necessarily constituting a dominant element of that mark;

(g) a lesser degree of similarity between the goods or services may be offset by a great degree of similarity between the marks, and vice versa;

(h) there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either per se or because of the use that has been made of it;

(i) mere association, in the strict sense that the later mark brings the earlier mark to mind, is not sufficient;

(j) the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense;

(k) if the association between the marks creates a risk that the public might believe that the respective goods or services come from the same or economically-linked undertakings, there is a likelihood of confusion.

Comparison of goods

25. The competing goods are shown in this table:

Applicant's mark	Proprietor's mark
<i>Games and playthings in class 28.</i>	<i>Toys; Building blocks [toys]; Dolls' houses; Dolls' rooms; Toy vehicles; Radio-controlled toy vehicles; Toy models; Jigsaw puzzles; Controllers for toys; Toy robots.</i>

26. The law requires that goods be considered identical where one party's description of its goods encompasses the specific goods covered by the other party's description (and vice versa): see *Gérard Meric v OHIM*, Case T-33/05, General Court ("GC"). The goods in the proprietor's specification are identical to those of the applicant because the applicant's description of its goods encompasses those of the proprietor. Further, the proprietor has not denied identity, or made any comment at all in its counterstatement about similarity of the goods.

Average consumer and the purchasing process

27. The average consumer is deemed to be reasonably well informed and reasonably observant and circumspect. For the purpose of assessing the likelihood of confusion, it must be borne in mind that the average consumer's level of attention is likely to vary according to the category of goods or services in question: *Lloyd Schuhfabrik Meyer*, Case C-342/97.

28. In *Hearst Holdings Inc, Fleischer Studios Inc v A.V.E.L.A. Inc, Poeticgem Limited, The Partnership (Trading) Limited, U Wear Limited, J Fox Limited*, [2014] EWHC 439 (Ch), Birss J. described the average consumer in these terms:

“60. The trade mark questions have to be approached from the point of view of the presumed expectations of the average consumer who is reasonably well informed and reasonably circumspect. The parties were agreed that the relevant person is a legal construct and that the test is to be applied objectively by the court from the point of view of that constructed person. The words “average” denotes that the person is typical. The term “average” does not denote some form of numerical mean, mode or median.”

29. The parties' goods are aimed at children (on a notional basis, notwithstanding the applicant's evidence that adults also build its construction sets for their own enjoyment). In the main, given the age group that plays with toys, it is likely to be adults who make the purchase, perhaps with children pointing out their particular choice. The purchase will be predominantly visual (from a shelf, catalogue or website) and an average degree of attention will be paid, or less if the toy is of low cost.

Comparison of marks

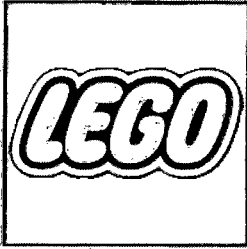

30. It is clear from *Sabel BV v. Puma AG* (particularly paragraph 23) that the average consumer normally perceives a mark as a whole and does not analyse its various details. The same case also explains that the visual, aural and conceptual

similarities of the marks must be assessed by reference to the overall impressions created by the marks, bearing in mind their distinctive and dominant components.

31. The CJEU stated at paragraph 34 of its judgment in Case C-591/12P, *Bimbo SA v OHIM*, that:

“.....it is necessary to ascertain, in each individual case, the overall impression made on the target public by the sign for which registration is sought, by means of, inter alia, an analysis of the components of a sign and of their relative weight in the perception of the target public, and then, in the light of that overall impression and all factors relevant to the circumstances of the case, to assess the likelihood of confusion.”

31. It is necessary to take into account the distinctive and dominant components of the marks and to give due weight to any other features which are not negligible and therefore contribute to the overall impressions created by the marks. The marks to be compared are:

Earlier mark	Later mark
	

32. The overall impression of the earlier mark is dominated by the word LEGO. Although the Chinese⁴ characters in the later mark are larger than the word LEPIN, the majority of UK average consumers will not be able to read the characters and will focus on LEPIN. For this reason, I consider that neither element dominates the other and that they contribute equally to the overall impression of the later mark.

⁴ Both parties have said that the characters are Chinese.

33. There is no colour claim in relation to the later mark. The applicant claims the colours red, white, black and yellow which means that the colours are a feature of its mark. I will say more about colour later in this decision but for now will note the visual arrangement of the colours in the earlier mark. The earlier mark comprises the word LEGO presented in the middle of a red square background. The letters are white, in upper case, slanting forwards, outlined firstly in black and then in yellow. The later mark also comprises a square background with white letters, in upper case, also slanting forward, outlined in black and then in a lighter shade. The word LEPIN is one letter longer than LEGO, and both words begin with LE. The later mark also contains Chinese characters, which have no counterpart in the earlier mark. Overall, there is a low degree of visual similarity between the marks.

34. The only element of the later mark which is likely to be pronounced by the average UK consumer is LEPIN. Although the first syllable is the same (LE), the second syllables are completely different in sound (GO and PIN). There is a low to medium degree of aural similarity between the marks.

35. Neither mark means anything in English. I will address the proprietor's dictionary point below. As neither mark has a meaning for the average UK consumer, they are conceptually neutral.

Distinctive character of the earlier mark

36. In *Lloyd Schuhfabrik Meyer & Co. GmbH v Klijsen Handel BV*⁵ the CJEU stated that:

“22. In determining the distinctive character of a mark and, accordingly, in assessing whether it is highly distinctive, the national court must make an overall assessment of the greater or lesser capacity of the mark to identify the goods or services for which it has been registered as coming from a particular undertaking, and thus to distinguish those goods or services from those of other undertakings (see, to that effect, judgment of 4 May 1999 in Joined

⁵ Case C-342/97

Cases C-108/97 and C-109/97 *Windsurfing Chiemsee v Huber and Attenberger* [1999] ECR I-0000, paragraph 49).

23. In making that assessment, account should be taken, in particular, of the inherent characteristics of the mark, including the fact that it does or does not contain an element descriptive of the goods or services for which it has been registered; the market share held by the mark; how intensive, geographically widespread and long-standing use of the mark has been; the amount invested by the undertaking in promoting the mark; the proportion of the relevant section of the public which, because of the mark, identifies the goods or services as originating from a particular undertaking; and statements from chambers of commerce and industry or other trade and professional associations (see *Windsurfing Chiemsee*, paragraph 51)."

37. The proprietor's claim that Lego is a known and recognised dictionary word in the English language which 'means' a construction toy is misguided. As the applicant's evidence shows, it is recorded in the Oxford English Dictionary as a trade mark. It does not 'mean' anything in the sense that words have definitions. Presumably, 'Lego' has made it into the dictionary because it is a famous trade mark. As LEGO is an invented word (from the Danish words *leg godt*, to play well), in the UK it has a high level of distinctive character inherently, or *per se*. In terms of the colour claim, the specific colours are an added factor contributing to the mark's inherent distinctiveness.

38. One of the principles which must be taken into account in deciding whether there is a likelihood of confusion is that there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either *per se* or because of the use that has been made of it. Distinctive character is a measure of how strongly the mark identifies the goods of the applicant. The applicant's evidence shows that it sells vast quantities of its goods every year in the UK (and in the EU). Even though the turnover figure is a combined figure for the UK and Ireland, it came to £1,265 million between 2013 and 2017. By any stretch of the imagination, even if the UK only accounted for half of that (which seems unlikely, given relative population figures), that is an enormous figure for the goods in question. The applicant's mark

has been used in its registered form since 1998, a form which is largely unchanged since 1973, in the same colours, in the same arrangement. The colour arrangement has been recognised by the proprietor, at least in relation to inherent distinctiveness, because it states in its counterstatement:

“Color, font and typeface are unique identifying qualities of the mark. It is clearly identified by consumers that the inherent distinctiveness is the color, customers will be attracted by its unique color combination at the very first sight and are likely to combine the color mark with its goods in some degree.”

39. I find that, at least in relation to construction toys, the earlier mark is about as distinctive as it is possible to be by virtue of its use. The arrangement of the colours, which has been unchanged since 1973, is a contributing factor to the mark’s inherent and enhanced level of distinctiveness.

Likelihood of confusion

40. Deciding whether there is a likelihood of confusion is not scientific; it is a matter of considering all the factors, weighing them and looking at their combined effect, in accordance with the authorities set out earlier in this decision. One of those principles states that a lesser degree of similarity between goods and services may be offset by a greater degree of similarity between the trade marks, and vice versa. The parties’ goods are identical.

41. I note that the counterstatement refers to the contested mark not having any “fixed color features”. Put more correctly, the contested mark notionally covers use in any colour because it is registered in monochrome. The applicant’s evidence shows the proprietor’s mark in use in colour and, importantly, shows it in use in exactly the same arrangement of colours as the earlier mark: a bright red background square, with white forward-slanting upper-case letters which are firstly outlined in black and then in yellow:



42. Tribunal Practice Notice ("TPN") 1/2014 is relevant because it concerns the applicability of the CJEU's judgment in *Specsavers International Healthcare and Others v Asda Stores Limited*, Case C-252/12 to cases before the Registrar under sections 5(2)(b) and 5(3) of the Act, with respect to colour:

"1. The judgement of the Court of Justice of the European Union ("CJEU") in Case C-252/12, *Specsavers International Healthcare Limited and Others v Asda Stores Limited* indicates that:

"Article 9(1)(b) and (c) of Regulation No 207/2009 must be interpreted as meaning that where a Community trade mark is not registered in colour, but the proprietor has used it extensively in a particular colour or combination of colours with the result that it has become associated in the mind of a significant portion of the public with that colour or combination of colours, the colour or colours which a third party uses in order to represent a sign alleged to infringe that trade mark are relevant in the global assessment of the likelihood of confusion or unfair advantage under that provision.

Article 9(1)(b) and (c) of Regulation No 207/2009 must be interpreted as meaning that the fact that the third party making use of a sign which allegedly infringes the registered trade mark is itself associated, in the mind of a significant portion of the public, with the colour or particular combination of colours which it uses for the representation of that sign is relevant to the global assessment of the likelihood of confusion and unfair advantage for the purposes of that provision."

2. The judgment concerns Community trade marks and proceedings under Community Trade Mark Regulation 207/2009. However, it is applicable, by analogy, to the interpretation of the corresponding provisions of the Trade Mark Directive, and therefore to the interpretation of national law implementing those provisions.

3. The CJEU judgment relates to the relevance of colour to a mark registered in black and white but used extensively in a particular colour or colours. It confirms that such use of colour may be taken into account as a relevant factor when considering the likelihood of confusion, detriment or unfair advantage being taken of the registered black and white mark.

4. The judgment also confirms that the established use of a later mark in a particular colour or colours may also be taken into account when assessing such matters in the context of infringement.

5. These findings may be applicable, by analogy, to opposition and cancellation proceedings before the Office based on grounds under s.5(2) and/or 5(3) of the Trade Marks Act 1994.

6. Unlike in infringement proceedings, the Registrar is required to consider the likelihood of confusion "in all the circumstances in which the mark applied for might be used if it were to be registered". See Case C-533/06, O2 Holdings v Hutchison 3G UK at paragraph 66. Consequently, where the earlier mark is registered in colour, or colour is established as forming part of the distinctive character of the **earlier** mark (even though it is registered in black and white), the **potential** or actual use of the later mark in the same colour(s) will be considered to be a relevant factor.

7. The colour(s) in which the later mark has or could be used will also be considered to be a relevant factor when assessing whether a later mark takes unfair advantage of an earlier mark of repute.

8. Because the Registrar's enquiry covers all normal and fair future potential uses of the later mark the Registrar takes the position that evidence of the existing use of the later mark in different colour(s) to those in which the earlier mark has been registered, or used, is not a relevant factor when assessing the likelihood of confusion.

9. In the Registrar's view, the CJEU's judgment does NOT mean that colour should be taken into account where the **earlier** mark has been registered in black and white but either i) has not been used or ii) has been used in colour(s), but the extent and consistency of such use is not such that the colour(s) formed part of the distinctive character of the earlier mark at the relevant date. In these circumstances, colour will be regarded as irrelevant. Only the marks on the register, or proposed to be added to the register, will be compared."

43. In the present proceedings, the earlier mark is registered in colour and is used in the colours in which it is registered. The particular arrangement of colours has been used by the applicant since 1973 and the distinctiveness of the earlier mark has been shown in evidence to have been enhanced through use to the highest level. Thus, the particular colours in the earlier mark have been established as forming part of the earlier mark's distinctive character.

44. It is, therefore, relevant to the consideration as to whether there exists a likelihood of confusion that the later mark has been used in the same colours as the earlier mark and in the same arrangement, for identical goods. I note that this fact led to confusion on the part of at least one UK customer, in July 2016, who said "It had your logo but where it should say Star Wars it say STAR WNRS ha!!" In fact, the set referred to (which I have shown an image of paragraph 12 of this decision) did not have the LEGO mark: it had a version of the contested mark in which LEPIN was larger than the Chinese characters, and above them. In the previous month, a customer noticed what he thought was a Lego set but when he looked 'closely', he realised it was by 'Lepin'.

45. Although the proprietor points out that its mark does not have any 'fixed color features', the *Specsavers* judgment shows that it is appropriate to consider potential or actual use of the later mark in the same colours where colour is established as forming part of the distinctive character of the earlier mark, as is the case in the present proceedings. Although the proprietor's registration covers, notionally, use in all colours, the use which the proprietor actually makes of its mark is 'paradigm' notional use. Mr Hollingworth set out some of the authorities which explain this point of law, in his skeleton argument:

"Premier Brands UK Ltd v Typhoon Europe Ltd [2000] FSR 767 at p. 779 (Neuberger J)

In my judgment, in the absence of argument or evidence to the contrary, the way in which the proprietor actually uses the mark can be said, at the very least *prima facie*, to be the paradigm case of its use in a normal and fair manner.

Open Country Trade Mark [2000] RPC 477 at p. 482 (Aldous LJ)

. . . no court would be astute to believe that the way that an applicant has used his trade mark was not a normal and fair way to use it, unless the applicant submitted that it was not. It does not follow that the way that the applicant has used his trade mark is the only normal and fair manner. However in many cases actual use by an applicant can be used to make the comparison.

18. Paragraph 11-088 of Kerly similarly observes:

If in fact it is known what use an applicant intends to make of their mark, then consideration of that use cannot be excluded. Evidence that an intended use is particularly likely to be confusing is helpful to an opponent, to prevent such use being dismissed as unfair or fanciful."

46. Therefore, in considering the likelihood of confusion, it is appropriate to take into account not only the colour claim and the part which the colours play in the distinctiveness of the earlier mark but also the fact that the proprietor's mark is used in the same colours. The same colours are arranged in the same way in the later mark as in the earlier mark, and the letters themselves are in white, in upper case, slanting forwards in both marks. These similarities form part of the global assessment.

47. In Case T-398/16, *Starbucks Corp v EUIPO*⁶, the GC considered the application shown below for 'services for providing drinks':



The earlier mark which formed the basis of the opposition under the Article 8(1)(b) of the EU Trade Mark Regulations⁷, equivalent to section 5(2)(b) of the UK Act, was:



This earlier mark is registered for 'café, cafeteria, snack bar, coffee bar and coffee house' services, which were found to be identical to the services of the application. The Court reviewed the similar structure of the marks and stated:

"52 Secondly, the similarity linked to the general appearance of the signs at issue is strengthened, first, by the use of the same colours, black and white, which highlight the central element, the band which surrounds it and the elements reproduced in that band, and, secondly, by the use of the same font for the word elements 'starbucks coffee' and 'coffee rocks'. That equivalence, which is also shown by the positioning of the various abovementioned

⁶ European Union Intellectual Property Office

⁷ European Parliament and Council Regulation No 207/2009, now No 2017/1001.

elements, contributes towards giving the impression that the marks at issue are based on the same structure.

53 Furthermore, as the applicant observes, the trade mark application seeks protection in respect of a composite figurative sign which does not refer to any colour in particular. That sign's user could therefore, as EUIPO acknowledged at the hearing, use it in the colour of its choice, including in the black, green and white shades of the earlier EU trade marks No 5671938 and No 689786 and the earlier United Kingdom trade mark. The protection of a trade mark which does not refer to any colour in particular is extended to all colour combinations as from the time when the mark is registered (see, to that effect, judgment of 18 June 2009, *LIBRO v OHIM — Causley (LiBRO)*, T-418/07, not published, EU:T:2009:208, paragraph 65)."

48. As I have already mentioned, the proprietor's mark not only notionally covers all colours, but is actually used in the same colours as the applicant's mark in a highly similar structural way. This includes the curved, coloured outline to the letters in each mark.

49. Bearing in mind the identical goods in play, the no more than average level of attention during the purchasing process, the huge level of distinctiveness of the earlier mark and the strong structural similarities between the marks in terms of colour, I find that there is a likelihood of confusion between the marks. It is the case that sometimes the eye has a tendency to see what it expects to see⁸ when a mark is extremely well known, leading to the assumption that the word in the contested mark is LEGO. In this scenario, there would be indirect confusion i.e. the average consumer notices the Chinese characters so knows that the marks are not the same, but assumes that the later mark is a variation on the earlier mark, such as a Chinese sub-brand or a co-brand. An alternative form of indirect confusion is also likely in that the perception will be that the goods are, in some way, a 'Chinese' version of the applicant's goods because of the highly similar colour structure on identical goods⁹,

⁸ See, for example, *Aveda Corporation v Dabur India Limited* [2013] EWHC 589 (Ch).

⁹ There is some evidence of this in the customer feedback evidence.

with both words beginning with LE and the additional Chinese characters, even though it is recognised that the words are different.

50. The ground of invalidation succeeds under section 5(2)(b) of the Act.

Section 5(3) of the Act

51. Section 5(3) states:

“(3) A trade mark which-

(a) is identical with or similar to an earlier trade mark, shall not be registered if, or to the extent that, the earlier trade mark has a reputation in the United Kingdom (or, in the case of a Community trade mark or international trade mark (EC), in the European Community) and the use of the later mark without due cause would take unfair advantage of, or be detrimental to, the distinctive character or the repute of the earlier trade mark.”

52. The relevant case law can be found in the following judgments of the CJEU: Case C-375/97, *General Motors*, [1999] ETMR 950, Case 252/07, *Intel*, [2009] ETMR 13, Case C-408/01, *Adidas-Salomon*, [2004] ETMR 10 and Case C-487/07, *L’Oreal v Bellure* [2009] ETMR 55 and Case C-323/09, *Marks and Spencer v Interflora*. The law appears to be as follows.

a) The reputation of a trade mark must be established in relation to the relevant section of the public as regards the goods or services for which the mark is registered; *General Motors*, paragraph 24.

(b) The trade mark for which protection is sought must be known by a significant part of that relevant public; *General Motors*, paragraph 26.

(c) It is necessary for the public when confronted with the later mark to make a link with the earlier reputed mark, which is the case where the public calls

the earlier mark to mind; *Adidas Saloman*, paragraph 29 and *Intel*, paragraph 63.

(d) Whether such a link exists must be assessed globally taking account of all relevant factors, including the degree of similarity between the respective marks and between the goods/services, the extent of the overlap between the relevant consumers for those goods/services, and the strength of the earlier mark's reputation and distinctiveness; *Intel*, paragraph 42.

(e) Where a link is established, the owner of the earlier mark must also establish the existence of one or more of the types of injury set out in the section, or there is a serious likelihood that such an injury will occur in the future; *Intel*, paragraph 68; whether this is the case must also be assessed globally, taking account of all relevant factors; *Intel*, paragraph 79.

(f) Detriment to the distinctive character of the earlier mark occurs when the mark's ability to identify the goods/services for which it is registered is weakened as a result of the use of the later mark, and requires evidence of a change in the economic behaviour of the average consumer of the goods/services for which the earlier mark is registered, or a serious risk that this will happen in future; *Intel*, paragraphs 76 and 77.

(g) The more unique the earlier mark appears, the greater the likelihood that the use of a later identical or similar mark will be detrimental to its distinctive character; *Intel*, paragraph 74.

(h) Detriment to the reputation of the earlier mark is caused when goods or services for which the later mark is used may be perceived by the public in such a way that the power of attraction of the earlier mark is reduced, and occurs particularly where the goods or services offered under the later mark have a characteristic or quality which is liable to have a negative impact on the earlier mark; *L'Oreal v Bellure NV*, paragraph 40.

(i) The advantage arising from the use by a third party of a sign similar to a mark with a reputation is an unfair advantage where it seeks to ride on the coat-tails of the senior mark in order to benefit from the power of attraction, the reputation and the prestige of that mark and to exploit, without paying any financial compensation, the marketing effort expended by the proprietor of the mark in order to create and maintain the mark's image. This covers, in particular, cases where, by reason of a transfer of the image of the mark or of the characteristics which it projects to the goods identified by the identical or similar sign, there is clear exploitation on the coat-tails of the mark with a reputation (*Marks and Spencer v Interflora*, paragraph 74 and the court's answer to question 1 in *L'Oreal v Bellure*).

53. The conditions of section 5(3) are cumulative. Firstly, the applicant must show that its mark is similar to the proprietor's mark. Secondly, that the earlier mark has achieved a level of knowledge/reputation amongst a significant part of the public. Thirdly, it must be established that the level of reputation and the similarities between the marks will cause the public to make a link between them, in the sense of the earlier mark being brought to mind by the later mark. Fourthly, assuming that the first three conditions have been met, section 5(3) requires that one or more of the three types of damage claimed will occur. It is unnecessary for the purposes of section 5(3) that the goods be similar, although the relative distance between them is one of the factors which must be assessed in deciding whether the public will make a link between the marks.

54. As to reputation of the earlier mark, it follows from my earlier findings that the earlier mark satisfies the requirement of a reputation in relation to games and playthings, especially so in relation to construction toys for which the earlier mark has an enormous level of reputation in the UK, which is enough for a substantial reputation in the EU¹⁰, as the earlier mark is an EUTM. The evidence shows, in any case, that the earlier mark has a substantial reputation across the EU, but it is not necessary for present purposes to summarise the EU-wide evidence in view of the enormous UK reputation.

¹⁰ *PAGO International GmbH v Tirolmilch registrierte Genossenschaft mbH*, case C-301/07.

55. In relation to the requirement of similarity between the marks, I note from the *Specsavers* judgment and the TPN that the colours in which a later mark has been used is relevant to the consideration of whether that mark takes unfair advantage of an earlier mark of repute which is known for those colours to a significant part of the relevant public. Taking into account the strength of the reputation and distinctiveness associated with the earlier mark and the identical or almost identical use of colour, together with the (relatively) limited degree of similarity between the marks (considered as wholes) in relation to identical goods, the earlier mark will be called to mind. I find that the necessary 'link' is established.

56. The next step in the enquiry is to assess whether any of the three pleaded types of damage will arise. The opponent claims that the applicant's mark takes unfair advantage of, or is detrimental to, the distinctive character or the repute of the earlier trade mark. Detriment to the distinctive character or repute is damage done to the earlier mark which means that the relevant public is less likely to buy the goods or services of the earlier mark (because its distinctive character is eroded or its reputation is degraded).

57. Unfair advantage is different. It has no effect on the consumers of the earlier mark's goods and services. Instead, the taking of unfair advantage of the distinctive character or reputation of an earlier mark means that consumers are more likely to buy the goods and services of the later mark than they would otherwise have been if they had not been reminded of the earlier mark. Essentially, the later mark will get a marketing or commercial 'leg-up' because the link with the earlier, reputed, mark means that the owner of the later mark does not have to put as much effort into making the later mark known because it already feels familiar or sends a message to consumers as to what they can expect. I have already found that there is a likelihood of confusion between the marks, which means that there is automatic unfair advantage: the proprietor is gaining custom because of the confusion.

58. However, in case I am wrong about there being a likelihood of confusion, I will go on to assess the potential types of damage on the assumption that there is no likelihood of confusion, beginning with the unfair advantage claim.

59. In *Jack Wills Limited v House of Fraser (Stores) Limited* [2014] EWHC 110 (Ch), Arnold J. said:

“80. The arguments in the present case give rise to two questions with regard to taking unfair advantage. The first concerns the relevance of the defendant's intention. It is clear both from the wording of Article 5(2) of the Directive and Article 9(1)(c) of the Regulation and from the case law of the Court of Justice interpreting these provisions that this aspect of the legislation is directed at a particular form of unfair competition. It is also clear from the case law both of the Court of Justice and of the Court of Appeal that the defendant's conduct is most likely to be regarded as unfair where he intends to benefit from the reputation and goodwill of the trade mark. In my judgment, however, there is nothing in the case law to preclude the court from concluding in an appropriate case that the use of a sign the objective effect of which is to enable the defendant to benefit from the reputation and goodwill of the trade mark amounts to unfair advantage even if it is not proved that the defendant subjectively intended to exploit that reputation and goodwill.”

60. The proprietor has been entirely silent about its intentions, which means that I can infer what its intentions were based on surrounding circumstances. The evidence which the applicant has provided showing how the proprietor's mark is used leaves me in no doubt that the proprietor did subjectively intend to exploit the applicant's reputation in the earlier mark. The highly similar arrangement of colours in the mark as used, together with its positioning on the packaging and the almost identical pictures of the goods (and references such as STAR WNRS, in identical fonts), are surrounding circumstances to be taken into account. These factors point strongly towards the conclusion that the proprietor intended not only to go head to head with the applicant on the market, but also intended to benefit from the power of attraction, the reputation and the prestige of the earlier mark and to exploit, without paying any financial compensation, the marketing effort expended by the applicant. The proprietor would find it easier to sell its goods (and has found it easier, as borne out by the customer comments in the evidence) because of the familiarity brought about by the enormous reputation of the applicant's mark in relation to identical goods. That enormous reputation has been the result of many years of effort by the

applicant in building its reputation for a quality and innovative product, enjoying a consistently high level of turnover and spending a consistently high amount on advertising. The proprietor has benefitted from this in a clear case of free-riding.

61. The claim to unfair advantage succeeds.

62. It is only necessary that one of the heads of damages succeeds. However, I will briefly mention the other two types of damage: detriment to distinctive character, and detriment to reputation of the earlier mark. Detriment to distinctive character, also known as 'dilution', was described by the CJEU in *L'Oréal v Bellure*:

"39. As regards detriment to the distinctive character of the mark, also referred to as 'dilution', 'whittling away' or 'blurring', such detriment is caused when that mark's ability to identify the goods or services for which it is registered is weakened, since use of an identical or similar sign by a third party leads to dispersion of the identity and hold upon the public mind of the earlier mark. That is particularly the case when the mark, which at one time aroused immediate association with the goods or services for which it is registered, is no longer capable of doing so (see, to that effect, *Intel Corporation*, paragraph 29)."

63. As set out above, one of the applicant's customers commented "I am a collector and seller of new Lego Parts and I know that when I purchase official Lego this is quality assured, but from what I see Lepin could undermine this and flood the market with cheap copy's [sic]". This seems to me to be evidence of dilution or whittling away of the earlier mark's ability to identify the goods of the registered mark, as the earlier mark will stand out less from the crowd. There is also customer evidence that loyal fans of the applicant's goods identified by its earlier mark have become annoyed (in one case, incensed) at the perception that the applicant is not doing 'enough' to combat what they see as an undermining of the LEGO brand. That perception could also lead to dispersion of the identity and hold upon the public mind of the earlier mark.

64. Even without this customer evidence, the earlier mark is unique and, as the CJEU stated in *Intel*, the more unique a mark is, the greater the likelihood that the use of a later identical or similar mark will be detrimental to its distinctive character. The surrounding circumstances shown in the evidence include the near-identical packaging being used on identical goods and I have already made findings about the similarities in the colour arrangements in both marks. I find that the earlier mark's ability to arouse immediate association with the goods will be damaged and that the claim to detriment to distinctive character succeeds.

65. The CJEU described detriment to repute in the following way in *L'Oréal v Bellure*:

"40. As regards detriment to the repute of the mark, also referred to as 'tarnishment' or 'degradation', such detriment is caused when the goods or services for which the identical or similar sign is used by the third party may be perceived by the public in such a way that the trade mark's power of attraction is reduced. The likelihood of such detriment may arise in particular from the fact that the goods or services offered by the third party possess a characteristic or a quality which is liable to have a negative impact on the image of the mark."

66. Although Mr Hollingworth submitted that 'tarnishment' is commonly encountered in the context of goods or services carrying (in some way) negative associations, he also contended that the evidence shows that the proprietor has been using its mark in respect of goods of a poor or lower quality than those of the applicant and that the ground should succeed on this basis. Mr Hollingworth referred me to the decision of Ms Anna Carboni, sitting as the Appointed Person in *Unite the Union* [2014] RPC 14:

"I do not exclude the possibility that, where an established trading entity applies to register a mark that it has already been using for the goods or services to be covered by the mark, in such a way that the mark and thus the trader have already acquired some associated negative reputation, perhaps for poor quality goods or services, this fact might be taken into account as relevant "context" in assessing the risk of detriment to repute of an earlier trade mark... But I would hesitate to decide an opposition on that basis

without having had confirmation from a higher tribunal that it would be correct to take such matters into account.”

67. Mr Hollingworth submitted that whilst Ms Carboni said that she would hesitate to decide an opposition on that basis without having had confirmation from a higher tribunal that it would be correct to take such matters into account, he considered that the present case is much clearer.

68. In *Champagne Louis Roederer v J Garcia Carrion S.A. and Others* [2015] EWHC 2760 (Ch), the earlier mark, CRISTAL, was known as an exclusive and very expensive champagne, whilst the later mark, CRISTALINO, was used in relation to Spanish cava, a much more inexpensive drink. Amongst the claims made was one of detriment to repute, or tarnishment, based upon the fact that the defendant’s cava was cheaper. There was no evidence that the cava was good or bad *per se*. Mrs Justice Rose said:

“The case law on this type of injury is less well developed than the other two types. It appears to me that it would be a step forward in the law to find that tarnishment is made out merely by using a sign on a product which is cheaper and more ordinary than the product to which the mark is attached. I do not need to take any such step in order to decide this case and I therefore make no finding on the issue of tarnishment.”

69. I recognise that the applicant’s claim in the present proceedings is based on evidence that the proprietor’s goods are of lower quality than its own, which is a different issue to that in *CRISTALINO*. However, as I do not need to decide the point because I have found, in addition to the section 5(2)(b), that the section 5(3) ground succeeds under unfair advantage and detriment to distinctive character, I will make no finding here, particularly following the observations of the Appointed Person and Rose J.

70. The ground succeeds under section 5(3) of the Act.

Section 5(4)(a)

71. Section 5(4)(a) states:

“A trade mark shall not be registered if, or to the extent that, its use in the United Kingdom is liable to be prevented –

(a) by virtue of any rule of law (in particular, the law of passing off) protecting an unregistered trade mark or other sign used in the course of trade, or

(b)...

A person thus entitled to prevent the use of a trade mark is referred to in this Act as the proprietor of “an earlier right” in relation to the trade mark.”

72. In *Discount Outlet v Feel Good UK*, [2017] EWHC 1400 IPEC, Her Honour Judge Melissa Clarke, sitting as a deputy Judge of the High Court conveniently summarised the essential requirements of the law of passing off as follows:

“55. The elements necessary to reach a finding of passing off are the ‘classical trinity’ of that tort as described by Lord Oliver in the *Jif Lemon* case (*Reckitt & Colman Product v Borden* [1990] 1 WLR 491 HL, [1990] RPC 341, HL), namely goodwill or reputation; misrepresentation leading to deception or a likelihood of deception; and damage resulting from the misrepresentation. The burden is on the Claimants to satisfy me of all three limbs.

56 In relation to deception, the court must assess whether “a substantial number” of the Claimants’ customers or potential customers are deceived, but it is not necessary to show that all or even most of them are deceived (per *Interflora Inc v Marks and Spencer Plc* [2012] EWCA Civ 1501, [2013] FSR 21).”

73. Halsbury's Laws of England Vol. 97A (2012 reissue) provides further guidance with regard to establishing the likelihood of deception. In paragraph 309 it is noted (with footnotes omitted) that:

"To establish a likelihood of deception or confusion in an action for passing off where there has been no direct misrepresentation generally requires the presence of two factual elements:

(1) that a name, mark or other distinctive feature used by the plaintiff has acquired a reputation among a relevant class of persons; and

(2) that members of that class will mistakenly infer from the defendant's use of a name, mark or other feature which is the same or sufficiently similar that the defendant's goods or business are from the same source or are connected.

While it is helpful to think of these two factual elements as successive hurdles which the plaintiff must surmount, consideration of these two aspects cannot be completely separated from each other, as whether deception or confusion is likely is ultimately a single question of fact.

In arriving at the conclusion of fact as to whether deception or confusion is likely, the court will have regard to:

(a) the nature and extent of the reputation relied upon;

(b) the closeness or otherwise of the respective fields of activity in which the plaintiff and the defendant carry on business;

(c) the similarity of the mark, name etc. used by the defendant to that of the plaintiff;

(d) the manner in which the defendant makes use of the name, mark etc. complained of and collateral factors; and

(e) the manner in which the particular trade is carried on, the class of persons who it is alleged is likely to be deceived and all other surrounding circumstances.”

In assessing whether confusion or deception is likely, the court attaches importance to the question whether the defendant can be shown to have acted with a fraudulent intent, although a fraudulent intent is not a necessary part of the cause of action.”

74. As the proprietor has been completely silent about its use, I will start from the premise that the relevant date is the date on which the contested application was filed, 8 June 2017. In any event, even if I were to take into account the applicant’s statements about the proprietor’s use, it would not affect the outcome because the applicant’s use dates from 1973; there is nothing to suggest that the proprietor’s use goes back anywhere near this far. The applicant clearly has a very substantial level of goodwill in relation to its earlier mark for construction toys, which represents its best case because these are identical goods to those of the proprietor’s registration. It is unnecessary to make findings of goodwill about the other goods and services relied upon under this ground.

75. The proprietor has said nothing about the adoption of its mark. It has also not responded to the applicant’s evidence which shows that the proprietor’s packaging carries the same pictures and get-up as the applicant’s comparable goods. It is not necessary for a finding of passing off that there was an intention to deceive. However, these surrounding circumstances to the proprietor’s actual use of its mark, in the same colour arrangement as the applicant’s mark, appear to me to point strongly to an intention to benefit from the applicant’s vast amount of goodwill. The House of Lords stated in *Office Cleaning Services v. Westminster Office Cleaning* (1964) 63 RPC 39 that:

“Confusion innocently caused will yet be restrained. But if the intention to deceive is found, it will be readily inferred that deception will result. Who knows better than the trader the mysteries of his trade?” (at p. 42 per Lord Simonds).

In *Specsavers v Asda* [2012] EWCA Civ 24, Kitchen LJ cited *Slazenger & Sons v Feltham & Co* (1889) 6 R.P.C. (Lindley J):

“It has long been established that if it is shown that a defendant has deliberately sought to take the benefit of a claimant’s goodwill for himself the court will not “be astute to say that he cannot succeed in doing that which he is straining every nerve to do.”

76. The proprietor’s use of its mark, which is paradigm notional use, is in the same colours and the same structural colour arrangement as the earlier mark, incorporating a relatively short word which also begins with LE, on identical goods.

77. In *Neutrogena Corporation and Another v Golden Limited and Another* [1996] RPC 473, Morritt LJ stated that:

“There is no dispute as to what the correct legal principle is. As stated by Lord Oliver of Aylmerton in *Reckitt & Colman Products Ltd. v. Borden Inc.* [1990] R.P.C. 341 at page 407 the question on the issue of deception or confusion is

“is it, on a balance of probabilities, likely that, if the appellants are not restrained as they have been, a substantial number of members of the public will be misled into purchasing the defendants’ [product] in the belief that it is the respondents’[product].”

78. I find that that at the relevant date the applicant was entitled to have prevented the use of the later mark under the law of passing off because such use would have been damaging to the applicant’s goodwill. Damage could arise in a number of ways; such as, confusion by purchasers confronted by both parties’ goods in a purchasing process entailing no more than an average level of attention, leading to diversion of trade; a belief by the public that the goods or services offered by the applicant were supplied by or under licence from the opponent; damage caused by inferior quality goods; or other types of damage, as articulated by Warrington LJ in *Ewing v Buttercup Margarine Company, Limited*, [1917] 2 Ch. 1 (COA):

“To induce the belief that my business is a branch of another man's business may do that other man damage in various ways. The quality of goods I sell, the kind of business I do, the credit or otherwise which I enjoy are all things which may injure the other man who is assumed wrongly to be associated with me.”

79. The ground under section 5(4)(a) of the Act succeeds.

Overall outcome

80. The application for a declaration of invalidity succeeds in full. Under section 47(6) of the Act, the registration is deemed never to have been made.

Costs

81. The applicant has been successful and is entitled to a contribution towards its costs. Mr Hollingworth said that the applicant was content for the award to be based on the scale¹¹, but that the award should be towards the top of the scale. The reason for this was that the proprietor put the applicant to proof of use of its mark. As it happens, the applicant originally relied upon a much wider range of goods and services covered by its earlier mark, but restricted the scope of its action to a reliance on games and playthings at the point when it filed its evidence. In a letter from the applicant which accompanied its evidence, dated 26 June 2018, the applicant said that it wished to reduce the width of the goods and services relied upon to reduce the volume of evidence required, which would reduce costs. At no point did the proprietor withdraw its request for proof of use or make any admissions regarding the level of reputation of the earlier mark. I consider this to have been unreasonable in view of the enormous fame of the applicant's mark, at least in relation to construction toys, which is a notorious fact and, at the very least, a fact easily discovered with basic research. Some of the applicant's evidence went to the actions it has taken elsewhere against the proprietor. These reflect the applicant's

¹¹ Published in Tribunal Practice Notice 2/2016.

own view of whether the marks are confusing, which cannot have a bearing on my decision. Taking everything into account, I award costs to the applicant as follows:

Official fee for the application	£200
Filing the application and considering the counterstatement	£400
Filing evidence	£1700
Preparation for and attendance at a hearing	£800
Total	£3100

82. I order Shantou Chenghai District Longjun Toys Factory Co., Ltd to pay to LEGO Juris A/S the sum of **£3100**. This sum is to be paid within 14 days of the expiry of the appeal period or within 14 days of the final determination of this case if any appeal against this decision is unsuccessful.

19th March 2019

J Pike

Judi Pike
For the Registrar,
the Comptroller-General

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'Fake Lego gang' dismantled in \$30m Chinese raid

🕒 27 April 2019



GETTY IMAGES

Police in China have uncovered a gang accused of manufacturing and selling \$30m (£23m) worth of counterfeit Lego.

Officers raided a Chinese toymaker which was allegedly manufacturing fake Lego products in the southern city of Shenzhen, arresting four people, reports quoting police said.

The toys - including an imitation Star Wars set - were copied from Lego blueprints, a police statement said.

More than 630,000 finished products were seized, the statement added.

"In October 2018, the Shanghai police found that Lepin building blocks available on the market were extremely similar to that of Lego," police said.

"Across more than 10 assembly lines, over 90 moulds had been produced... [police seized] some 630,000 completed pieces worth more than 200 million yuan (\$30m)."

- [US to review China intellectual property policies](#)
- [How a Chinese firm fell victim to intellectual property theft](#)
- ['Everything awesome' at Lego as it grows again](#)

Images posted by Chinese authorities following the raid showed products that appeared to be almost identical to those produced by the Danish toy giant.

Along with the apparent Star Wars imitation, products were released in conjunction with the new "Lego Movie 2" and sold under the name "The Lepin Bricks 2", police said.

The fakes were reportedly being sold at a fraction of the price, with a small city-themed Lepin set on the market for \$3 a box, whereas similar Lego sets start at \$15.

The police investigation is ongoing.

Robin Smith, vice president and general counsel for Lego China and Asia Pacific, told the official Xinhua news agency that the safety of the products could also be of concern.

The raid comes as China seeks to strengthen intellectual property rights, with the number of trials hitting a record high last year.

Meanwhile, Lego last year celebrated a return to growth following a first fall in sales and profits for 13 years in 2017.

The company's bricks - it sells 75 billion annually in over 140 countries - and kits are manufactured in five countries - Mexico, China, the Czech Republic, Hungary and Denmark.

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