

**UNITED STATES DISTRICT COURT
DISTRICT OF CONNECTICUT**

LEGO A/S, LEGO SYSTEMS, INC.,
and LEGO JURIS A/S

Plaintiffs,

v.

OYO TOYS, INC. and MARS 2000, INC.

Defendants.

:
: Civil Action No. _____
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:
: **JURY TRIAL DEMANDED**
:
: **OCTOBER 11, 2019**
:
:

COMPLAINT

Plaintiffs LEGO A/S (“LAS”), LEGO Systems, Inc. (“LSI”), and LEGO Juris A/S (“LJAS”) (collectively, “the LEGO Group”) file this Complaint against Defendants OYO Toys, Inc. (“OYO”) and Mars 2000, Inc. (“Mars”) (collectively, “Defendants”) and allege as follows:

THE PARTIES

1. Plaintiff LAS is a private company with a place of business located at Aastvej 1, Dk-7190, Billund, Denmark.
2. Plaintiff LSI is a Delaware corporation having its principal place of business at 555 Taylor Road, Enfield, CT 06082.
3. Plaintiff LJAS private company with a place of business located at Koldingvej 2, Dk-7190, Billund, Denmark.
4. Upon information and belief, Defendant OYO Toys, Inc. is a Delaware corporation with a principal place of business located at 108 Forest Avenue, Hudson,

103825708



Massachusetts and/or 1330 Beacon Street Ste. 243, Brookline, Massachusetts. Upon information and belief, OYO does business in the State of Connecticut.

5. Upon information and belief, Defendant Mars 2000, Inc. is a Rhode Island corporation with a principal place of business located at 40 Agnes Street, Providence, Rhode Island. Upon information and belief, Mars does business in the State of Connecticut.

JURISDICTION AND VENUE

6. This Court has jurisdiction over the subject matter of this Complaint pursuant to 28 U.S.C. §§ 1331, 1338(a) and (b), and 1367.

7. This Court has personal jurisdiction over Defendants by virtue of their transacting, doing, and soliciting business in this District, and committing acts of copyright and trademark infringement and causing injury in this District.

8. Venue is proper in this District, because the Court has personal jurisdiction over Defendants.

FACTS

9. The LEGO Group is a well-established industry innovator and leader in designing and manufacturing toys and play materials for children of all ages worldwide. The LEGO Group's toy building elements, figurines and toy sets established the construction toy category, are well-recognized around the world and have enjoyed tremendous commercial success and consistent popular acclaim. Constructive LEGO[®] play fosters positive, lifelong skills, such as creativity, imagination and creative problem solving, which are valuable to any child.

10. The LEGO Group is known for delivering the very best construction toy products and associated play experiences. In fact, the name "LEGO" is an abbreviation of the Danish words "leg godt" meaning "play well." The LEGO Group was founded in 1932 by Ole Kirk

Kristiansen, who started the company making wooden toys and selling them from his workshop in Billund, Denmark. The company has passed from parent to child with Thomas Kirk Kristiansen, great grandchild of the founder, representing the fourth generation of ownership and currently serving as Deputy Chairman of the Board of Directors. Ole Kristiansen's motto—"det bedste er ikke for godt" meaning "only the best is good enough"—helps explain why, according to a 2014 survey by the Reputation Institute, the LEGO Group is the number two most-admired brand in the United States and number nine globally. The phrase also explains why the LEGO Group's products have been named "Toy of the Century" by both *Fortune* magazine and the British Association of Toy Retailers. Over the years, the LEGO Group has amassed significant goodwill and a strong reputation for quality.

11. The LEGO Group's innovative and commercially successful products are the result of its long-time investment in research and development and commitment to cutting-edge toy designs. The LEGO Group's innovations and products have become so popular and well-recognized that they attract competitors who attempt to capitalize on the LEGO Group's success by copying its innovations and products and preying on the vulnerability of youthful consuming population, instead of developing their own product lines. Over the years, the LEGO Group has made substantial investments in design, research and development, licensing, and manufacturing in a wide variety of product lines, including those containing the Minifigure figurine construction toy products.

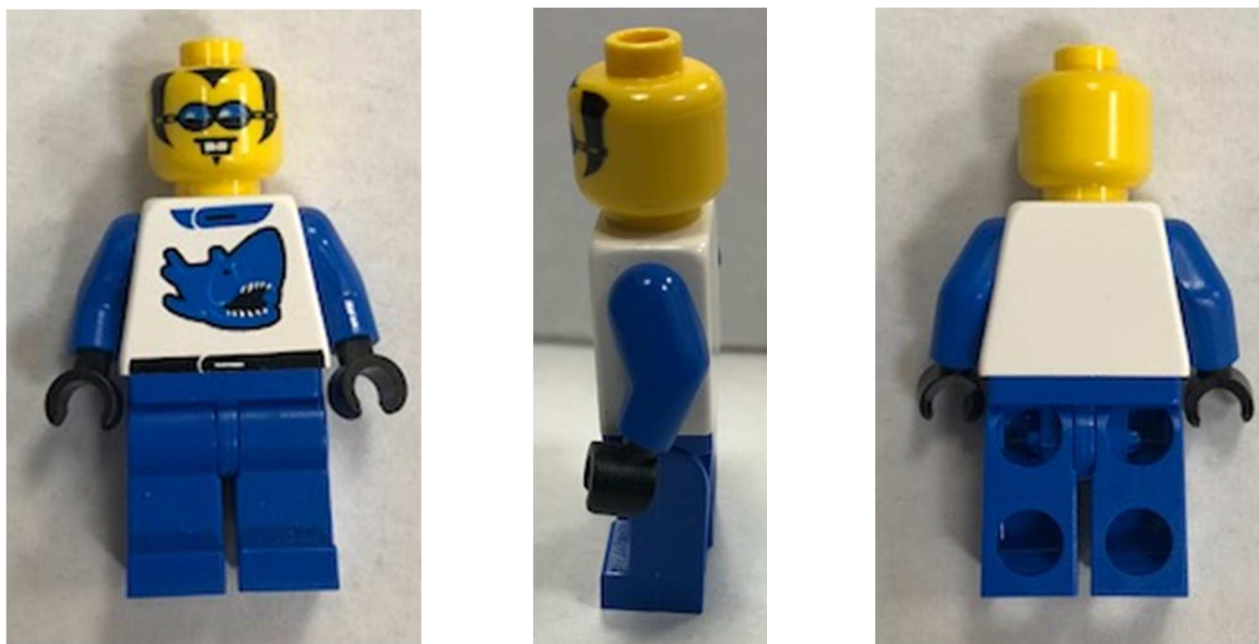


Representative LEGO® product lines

12. As described in further detail below, Defendants are infringing the LEGO Group’s intellectual property rights with all products featuring figurines that are confusingly, strikingly and substantially similar to the overall look and feel of the LEGO® Minifigure figurine.

THE LEGO GROUP’S INTELLECTUAL PROPERTY RIGHTS IN THE MINIFIGURE FIGURINE

13. In 1978, the LEGO® brand introduced its Minifigure figurine. For more than 40 years, the Minifigure figurine has been sold worldwide in numerous varieties of LEGO® brand toy sets, as well as individually, becoming one of the most iconic toys for the LEGO Group. Over 120 million Minifigure figurines have been sold in the United States since 1978.



A Representative LEGO® Minifigure figurine

14. LAS owns numerous copyrights registered with the United States Copyright Office, including Registration Number VA0000655104 and Registration Number VA0000655230 (the “Minifigure Copyrights”), protecting the 3D sculpture and derivative works of the Minifigure figurine. The registrations and copies of the deposit material are attached as Exhibits A and B.

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