

## About Animaccord

Animaccord Ltd., a company established under the laws of the Republic of Cyprus under registration number HE244451, is the rightsholder of the copyrights of the coloured animated series “Masha and the Bear”, “Masha's Tales” and “Masha's Spooky Stories” and other projects related thereto (hereinafter the “**Masha and the Bear Series**”), including images of characters, graphic images, names, logos and other parts of the audiovisual animated works, protected by copyright and / or related rights (hereinafter collectively referred as the “**Copyrighted Works**”) as well as the legal owner of international trademark registrations No. 1346038, No. 1167882A, No. 1167286A, No. 1019146, No. 1184005A, No. 1182350A, EU trademark registrations No. 015549959, No. 011787348, No. 018702777 and others (hereinafter collectively referred as the “**Masha and the Bear Marks**”).

## About Masha and the Bear Series

The Masha and the Bear Series are loosely based on an oral children’s folk story originating in Russia. The show focuses on the adventures of a little girl named Masha and a fatherly bear that always keeps her safe from disasters. The Series Masha and the Bear have been translated into 42 languages and are broadcast almost everywhere in the world by media giants such as Netflix, Sony Pictures, Cartoon Network, HBO, Viacom, Univision, Rai, France TV, KIKA, SBT, and others.

The particular examples of Masha and the Bear Series are available via links <https://www.youtube.com/watch?v=1BmcE6OFRyE>, <https://www.youtube.com/watch?v=kEvA23H0k9U>.

## About Animaccord’s licensing

Animaccord grants its partners with licenses to use the Masha and the Bear Series, Copyrighted Works and the Masha and the Bear Marks to develop, produce, distribute, promote and sell the licensed products under the terms of merchandise license agreements.

Such is the recognition of the Masha and The Bear brand and its characters that a lot of international corporations have licensed the trademarks and copyrights of Masha and the Bear to commercialize their products, vast majority of which have had great sale success.

Genuine and authorized products bearing and reproducing the Masha and The Bear trademarks and copyrights are widely legitimately advertised, promoted, and distributed by and through Animaccord and its partners worldwide.

## About trademark and copyright infringements

Animaccord has expended substantial time, money, and other resources developing, advertising, and otherwise promoting the Masha and The Bear Marks and Copyrighted Works throughout the world. The Masha and The Bear Marks and Copyrighted Works are vital to Animaccord’s

business, as the trademarks and copyrights uphold the image and reputation of the company as offering products of outstanding quality, design, and performance. Animaccord suffers irreparable harm to its goodwill, as well as a direct monetary loss, any time third parties sell goods or services using identical or substantially similar designations.

Only products which have been produced by Animaccord's licensees or its designees and have been distributed through the authorized distribution channels can be lawfully sold. The sale of Masha and the Bear branded products which have not been officially produced and distributed through the authorized distribution channels, constitutes trademark infringement and is unlawful.

Shall you need any additional information please contact Animaccord Ltd. at [ipr@animaccord.com](mailto:ipr@animaccord.com).