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TWENTIETH CENTURY FOX
LICENSING & MERCHANDISING
A DIVISION OF FOX ENTERTAINMENT GROUP, INC.

Melissa Quinn
Director
Legal Affairs

TRADEMARK RELEASE NOTICE

July 30, 2014

Re: "THE SIMPSONS" – Merchandising License Agreement #33082

To Whom It May Concern:

This letter confirms that Effe 2 S.r.l. ("**Licensee**") is authorized, pursuant to an agreement dated as of July 15, 2014 between Licensee and Twentieth Century Fox Licensing & Merchandising, a division of Fox Entertainment Group, Inc. ("**Fox**"), to manufacture and import the "**Licensed Articles**" (identified below), using artwork embodying and derived from the television series entitled "THE SIMPSONS" (the "**Property**") in the "**Licensed Territory**" (identified below), for a term that will expire on December 31, 2016.

"Licensed Articles": printed (all over) key fob blanks

"Licensed Territory": Czech Republic, Slovakia, Poland, Malta, Slovenia, Hungary, Cyprus, Latvia, Lithuania, United Kingdom, Eire, Italy, Spain, Portugal, Germany, Austria, Finland, Norway, Denmark, Sweden, Belgium, Luxembourg, France, Switzerland, the Netherlands, Greece, Australia, New Zealand, Iceland, Albania and Russia.

Silca S.p.A. ("**Sub-Licensee**") is authorized, pursuant to an agreement dated as of July 15, 2014 between Sub-Licensee and Licensee, to manufacture and import the Licensed Articles using the Property in the Licensed Territory for a term that will expire on December 31, 2016.

Effe 2 S.r.l. and Silca S.p.A. are authorized to show this letter to anyone questioning the legitimacy of their usage of the Property for the Licensed Articles during the time frame referenced above.

Sincerely,

Melissa Quinn

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