

Dear Parents/Guardians:

Mattel, Inc. in El Segundo has a program in which local children and parents/guardians can help us evaluate the durability, ease of play, and enjoyment of our new toys. When new toys are ready for testing, parents of the appropriately aged children are contacted at home by phone or by e-mail and asked to bring their child and one of their child's friends (same gender, same age) to Mattel, Inc. at a specific time. Each session usually takes approximately 20 to 60 minutes. The children are shown new toys and their play activity is observed. We can then determine if changes are needed to simplify the operation and/or increase the enjoyment of the toy based on feedback from the children. In some instances we may also ask parents/guardians, either alone or with children, to participate in a focus group session.

After the session, each child is given a gift for helping in the development of our products. If you would like to sign up for this program, please fill out the information requested on the reverse side and return it to Mattel, Inc. at the address below. You may also leave the completed form in the Imagination Center in the tray for completed forms. All the information on the form must be completed in order to enroll in the program. So, please check it over carefully for completeness before sending it in.

When completed, please return this form to: Mattel, Inc.

Attn: Imagination Center 333 Continental Blvd.

M.S. M1-0200

El Segundo, CA 90245-5012

To fax this form back to us, please fax to the attention of the Imagination Center at this fax number: **(310) 252-3435**.

If you have any questions regarding this program, please feel free to call any of us at the phone numbers below, or send a message via e-mail to: **imagination.center@mattel.com** 

Sincerely,

Allison Glatstein (310) 252-3157 Supervisor

Marirose Manuel (310) 252-3871 Child Testing Researcher

Joanne Farnsworth (310) 252-2362 Project Manager

Tommy Intarattana (310) 252-4747 Imagination Center Recruiter Nicole Chin (310) 252-3811 Imagination Center Assistant Imagination Center Lobby (310) 252-3811

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## \*PLEASE PRINT CLEARLY AND COMPLETELY FOR YOUR APPLICATION TO BE PROCESSED\*

MATTEL

First time applicantOR U	Jpdating information (i.e. new phone, new child,)
PARENT'S/GUARDIAN'S NAME	
HOME ADDRESS	HOME # ( )
CITY	
YOUR OCCUPATION/EMPLOYER_	WORK # ( )
*[REQUIRED] E-MAIL ADDRESS	
SPOUSE/PARTNER'S OCCUPTATIO	N/EMPLOYER
EMERGENCY CONTACT (NAME & N	iumber)
HOW DID YOU HEAR ABOUT US? (If you were referred by a friend ma	ake sure to list their name so we can thank them.)
[OPTIONAL] Please list which smar	rtphone, tablet, or e-reader device(s) your family owns (if any):
	WHO ARE INTERESTED IN PARTICIPATING: (ages 0 to 13) TING OCCURS BETWEEN 1:00 PM AND 6:00 PM T/W/TH)
Child's first & last name	Gender M FBirthdate (MM/DD/YY)
Child's first & last name	Gender M FBirthdate (MM/DD/YY)
Child's first & last name	Gender M FBirthdate (MM/DD/YY)
Child's first & last name	Gender M FBirthdate (MM/DD/YY)
Child's first & last name	Gender M FBirthdate (MM/DD/YY)
Child's first & last name	Gender M FBirthdate (MM/DD/YY)

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- 1. <u>Our Participation in Sessions</u>. I, the undersigned, have voluntarily elected to participate, and to allow my child or children identified above (if any) (each, a "<u>Child</u>") to participate in one or more research and testing sessions (collectively, the "<u>Sessions</u>") of certain toys, games, and/or services selected by Mattel, Inc. and its subsidiaries ("<u>Mattel</u>"). I hereby grant Mattel permission to engage me and/or my Child in the Sessions and to video and/or audio record me and/or my Child during the Sessions. I understand that, during the Sessions, Mattel will observe my Child and/or myself interact with the toys, games, and/or services, and that Mattel will solicit ideas and opinions about such toys, games, and/or services for the purpose of evaluating and improving them.
- 2. <u>M attel 's O wn ership of M at e rials R e lat ed to Se ssions</u>. I understand that the information, recordings, and other materials associated with these Sessions will be owned exclusively by Mattel. As such, Mattel is free to use the information, recordings, and other materials associated with the Sessions, including, without limitation, any ideas and opinions expressed by my Child and/or myself, in any manner or form that Mattel may determine is appropriate or desirable, now and in the future.
- 3. <u>No Commercial Exploitation by Mattel</u>. Without prior written consent, Mattel will <u>not commercially exploit in a public manner</u> any recordings, images, or other visual or aural content that includes the voice, image, name, or other personally identifiable information of my Child or myself. Mattel may, however, without any additional consideration or payment, use the recordings, images, and other visual and aural content and other materials associated with these Sessions for Mattel's internal purposes including, without limitation, product development, product planning, meetings, and presentations.
- 4. We Will Not Record or Disclose. I understand that participating in the research and testing of Mattel's toys, games, and services is a privilege and that, in the process, I and my Child may be exposed before, during, and after the Sessions to highly sensitive, confidential, and proprietary information about Mattel's toys, games, and services ("Mattel's Confidential Information"). In light of this, I agree that I will not record or photograph, and I will not permit my Child to record or photograph, any part of the Sessions for any purpose. I also agree that after leaving the Sessions, I will not disclose, and I will use my best efforts to make sure my Child does not disclose, Mattel's Confidential Information to anyone else, including, without limitation, the specifics of the toys, games, or services that I or my Child was exposed to as part of the Sessions.
- 5. We Do Not Have Any Conflicts with Mattel. I acknowledge that neither I nor my spouse or domestic partner work for any of the following entities: (1) a toy designer, manufacturer, or distributor (other than Mattel); (2) an entertainment studio; or (3) an entity engaged in child or media research. I further acknowledge that my and my Child's participation in these sessions is not for any illicit purpose that may harm Mattel. I confirm that I'm the parent or legal guardian of my Child, and that I have the authority to enter into this agreement on behalf of myself and my Child.

Parent/Guardian Signature: _		Date:	
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