

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|-------------|----------------------|---|
| Applicant: | LEGO Juris A/S | : |
| | | : |
| Serial No.: | 85/896559 | : |
| | | : |
| Mark: | Miscellaneous Design | : |
| | | : |
| Our Ref: | LEGJ 1302541 | : |

**DECLARATION IN SUPPORT OF ACQUIRED
DISTINCTIVENESS UNDER SECTION 2(f)**

1. I am an employee of LEGO Systems, Inc. ("LSI"), a related company of LEGO Juris A/S, the Applicant herein.
2. Both LSI and the Applicant are member companies of The LEGO Group, a group of companies which designs, manufactures and distributes LEGO brand construction toys, among other goods and services, in the United States and throughout the world. The Applicant is the designated trademark holding company within The LEGO Group. LSI is the distributor (and has been the distributor since at least as early as 1978) of LEGO construction toys in the United States, including the famous LEGO Minifigure with a yellow cylindrical head, which is the subject of this application. The mark, as shown in the amended drawing of this application, consists of a three-dimensional configuration of a cylindrical yellow head of a toy figure on top of a yellow cylindrical neck. The dots outlining the toy figure show the placement of the mark on the goods that are not part of the mark of this application. The yellow cylindrical head and neck and the dotted outline of the whole figure, plus the dotted outline of the small cylinder on top of the yellow head, show the overall appearance of the basic LEGO Minifigure.
3. The LEGO Minifigure is a small plastic figurine, a little over one and a half inches in height,

with the configuration shown in the application drawing. The LEGO Minifigure is usually sold as a component of LEGO construction toy sets. At any given time, the Minifigures are featured in dozens of sets sold in the U.S. The particular LEGO Minifigure or Minifigures in each construction toy set is adapted to match the subject matter theme of the particular set. In other words, the basic LEGO Minifigure is provided with appropriate hair (in the form of a snap-on plastic wig, affixed to the stud on the top of the yellow head) or head gear, likewise affixed to that stud, and painted-on clothing. In addition, the particular LEGO Minifigure is often provided with an appropriate accessory item to carry, such as a pirate figure would have a sword, a musician figure would have a guitar or a hockey player figure would hold a hockey stick. An additional adaptation for each figure is that the front of the yellow cylindrical head is painted with two eyes (sometimes with painted eye glasses or an eye patch), a mouth and sometimes facial hair, such as a mustache, beard or side burns.

4. In addition to being sold as components of LEGO construction toy sets, LEGO Minifigures are also sold separately from the sets, usually in a package containing multiple different Minifigures.
5. The LEGO Minifigure in the configuration in the mark of this application was first sold in 1978. Sales in commerce, that is, in the U.S., also began in 1978 and millions have been sold in the U.S. each year since 1978. Since that time, worldwide sales of LEGO Minifigures have exceeded four billion. Between 1978 and 2002, all LEGO Minifigures had a cylindrical head in the color yellow. In 2003, for certain limited types of LEGO Minifigures, the color of the head was changed to a more natural tan or brown. These colors are used only for LEGO Minifigures which portray, under license from the property owners, characters from sports or the entertainment world whom the public expects to see in their normal tan or brown skin

tone. A substantial majority of LEGO Minifigures produced from 2003 to the present continue to have yellow heads.

6. The approximate number of yellow head LEGO Minifigures sold in the United States from 1978 to the present (separately or in construction toy sets) exceeds 120 million. Total retail sales in the U.S., from 1978 to the present, of LEGO Minifigures sold separately with yellow heads and LEGO construction toy sets containing such Minifigures exceed 1 billion dollars.
7. Between 1978 and the present, LSI has spent, on advertising and promotion in the United States for LEGO toy sets containing such Minifigures and for such Minifigures sold separately, in excess of 200 million dollars, including, among other things, extensive advertising on television and print media. Examples are in Exhibit A.
8. Well over 3,000 specific, different LEGO Minifigures have been produced since 1978, the vast majority of which have yellow cylindrical heads. A sampling of Minifigures is shown in the photos attached as Exhibit B. Attached, as Exhibit C, are photos of packaging showing various LEGO Minifigures, mainly with yellow cylindrical heads, sold separately. Attached, as Exhibit D, is a sampling of photos of main panels of boxes of LEGO construction toy sets with artwork showing the yellow head Minifigures provided in the sets. The shop section of the main LEGO website shows photos of all LEGO products sold on the site, including many photos of LEGO construction toy sets with yellow head Minifigures. Examples are attached as Exhibit E. Similarly, third party online retailer sites show such photos. An example from Target.com is attached as Exhibit F.
9. Consumers understand that the hair and head gear on the Minifigure is removable. They snap off quite easily, so that consumers can see the whole cylindrical yellow head of the Minifigure. This also allows consumers to switch head gear from one Minifigure to another.

This feature is promoted, for example, in the promotional leaflet attached as Exhibit G.

LEGO has also authorized licensees to use the yellow head Minifigure with no wig or head gear (with the whole yellow head showing) in key rings (with built-in light) and in computer USB flash drives, and to use an image of that Minifigure on other goods, such as a notebook. An image of the yellow head alone also appears on licensed toy storage cases. Photos of these are attached as Exhibit H.

10. LEGO Minifigures enhance the play experience of LEGO construction toy sets. Children can move them in, out and around castles, airports, and other buildings made of LEGO bricks and have them drive or ride in vehicles made of LEGO bricks. The Minifigures stand in for the child and help the child imagine that he or she is actually participating in the world represented by the vehicles and structures made of LEGO bricks. This focuses purchasers' attention on the Minifigures and their characteristics, including the yellow cylindrical head. In addition, large numbers of children and adults collect LEGO Minifigures. LEGO Minifigures are so popular that there is an industry of producing products that facilitate collecting them, including a wide variety of books showing the Minifigures. Books include general encyclopedias and guides to the Minifigures and books on Minifigures with specific subject matter. Examples are attached as Exhibit I (showing the books offered for sale on the Amazon.com website). Also available are a wide variety of display cases for LEGO Minifigures, with multiple stands or cubby-like compartments for each figure. See Exhibit J.
11. The yellow head Minifigure also is prominently mentioned or displayed in many written descriptions of the history and popularity of LEGO toys, whether by LEGO itself on its website or by third parties. See some examples in Exhibit K. In addition, LEGO often uses images of Minifigures as symbols of LEGO services or to add visual interest on pages of its

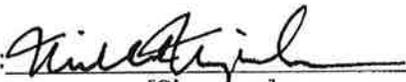
website. See an example in Exhibit L, a Minifigure with a megaphone announcing sales and deals. This reinforces the consumer identification of the Minifigure as a symbol of the company.

12. The familiarity of consumers with the yellow-headed Minifigure is reinforced by a wide variety of LEGO books, sticker books, video games and movies for children (shown often on television) featuring animated versions of these Minifigures as star characters. Examples of these are shown in Exhibit M. In addition, the Applicant has authorized licensees to produce various goods in the shape of the yellow Minifigure head, including salt and pepper shakers, a lunch bag and a toy storage case. See the photos in Exhibit N, showing those products. LEGO also sells a selection of yellow Minifigure heads separately through its LEGO.com website for use by hobbyists who wish to build custom Minifigures (see Exhibit O). Also, because of the popularity of the yellow head Minifigure, toy retailer ads often feature photos of the Minifigures or of LEGO construction toy sets with the Minifigures. An example is attached as Exhibit P (a cover of a Toys R Us weekly circular for the week of October 20, 2013).
13. The use of the mark of this application, that is, the yellow head Minifigure, has been substantially exclusive in The LEGO Group apart from uses by occasional small infringers, which The LEGO Group has policed or is policing. Except for these occasional small infringers, no other toy manufacturer uses a cylindrical yellow head on small plastic figurines sold in the U.S. as far as LSI is aware.
14. As a result of the extensive and continuous use and advertising of the mark of this application since 1978 in the United States, as summarized above, the undersigned believes that U.S. consumers recognize the mark as a trademark for products originating with, or sponsored by

The LEGO Group and associate the mark exclusively with LEGO.

15. All statements made herein of my own knowledge are true and all statements made on information and belief and are believed to be true. Further, these statements have been made with the knowledge that willful false statements or the like are punishable by fine or imprisonment or both under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the above-identified application or any registration resulting therefrom.

LEGO Systems, Inc.

By: 
[Signature]

Name: Michael Moynihan

Title: V.P. of Marketing

Dated: November 12, 2013



Exhibit A - Part 1
(screenshots of Minifigures
from television commercials)



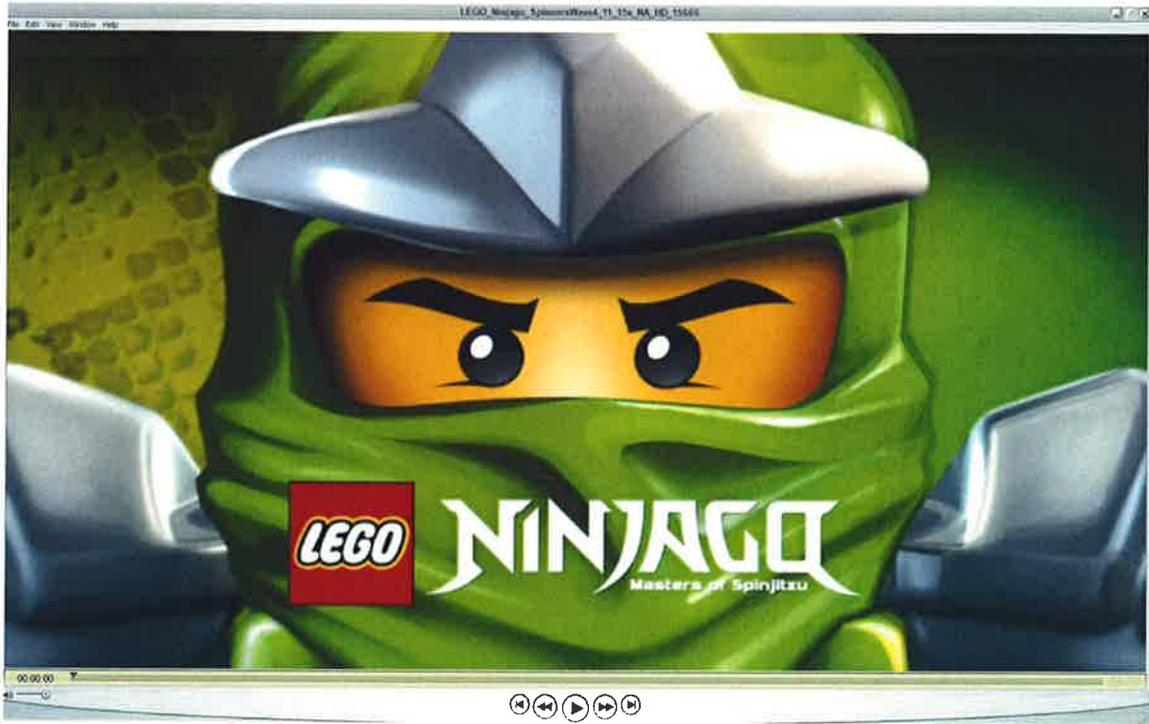


LEGO City port Scene - Deflecto TV Germany

Scene 1: 1122-Review and...
53 episodes

LEGO PLAYSET AND ACCESSORIES ARE NOT TO BE USED FOR SALE

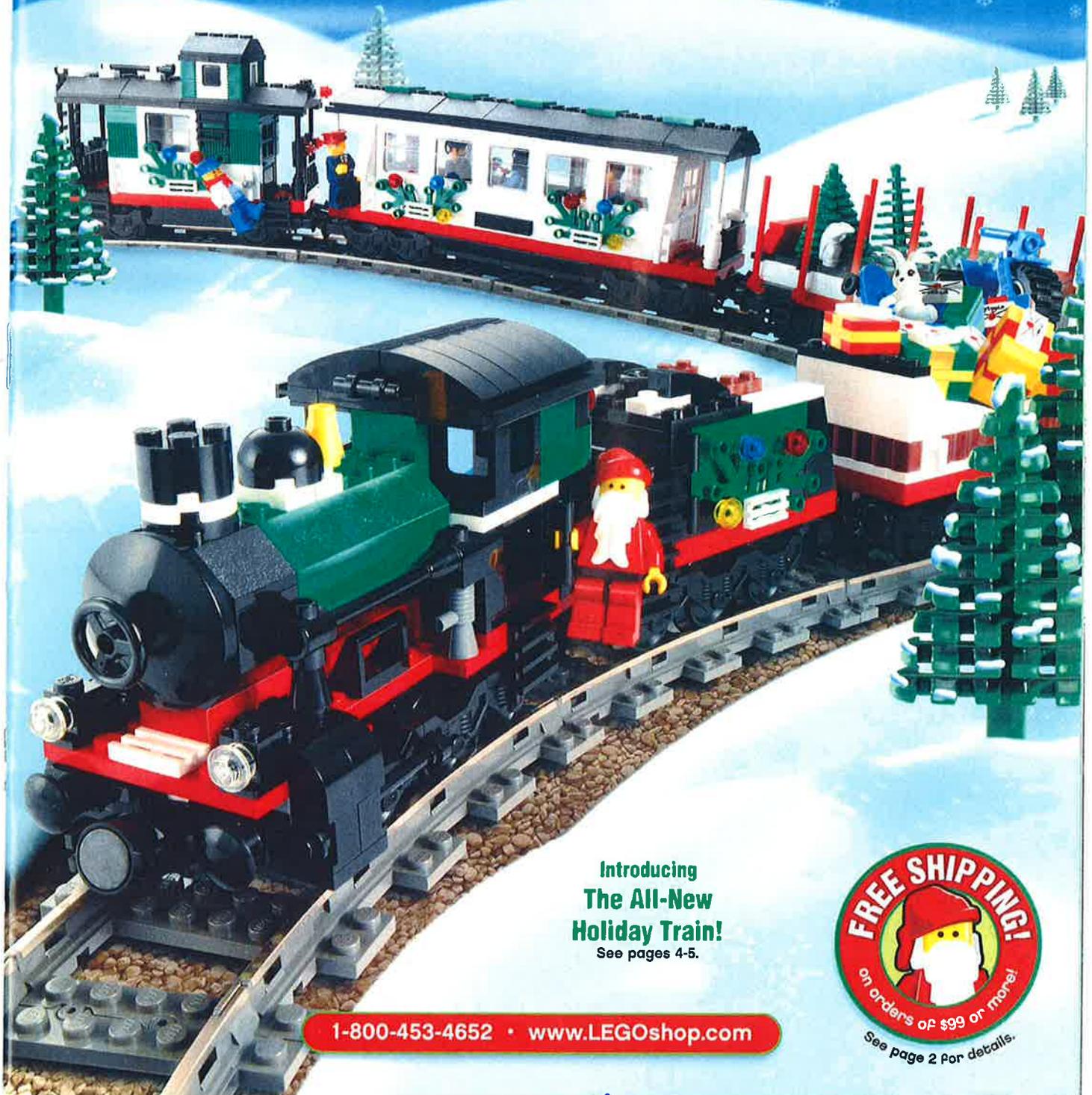
11:00





Holiday 2006

Here come the HOLIDAYS!



Introducing
The All-New
Holiday Train!
See pages 4-5.

1-800-453-4652 • www.LEGOshop.com



Exhibit A - Part 2
(covers of LEGO mail order catalogs)

LEGO

Holiday 2007



1-800-453-4652 • LEGOshop.com

LEGO

Holiday 2008

**FREE
SHIPPING**
on orders of
\$99 or more!

See page 2 for details.



1-800-453-4652 • LEGOshop.com

The LEGO logo is displayed in its characteristic white font with a black outline, set against a red rectangular background.

Holiday 2009



**FREE
Shipping**

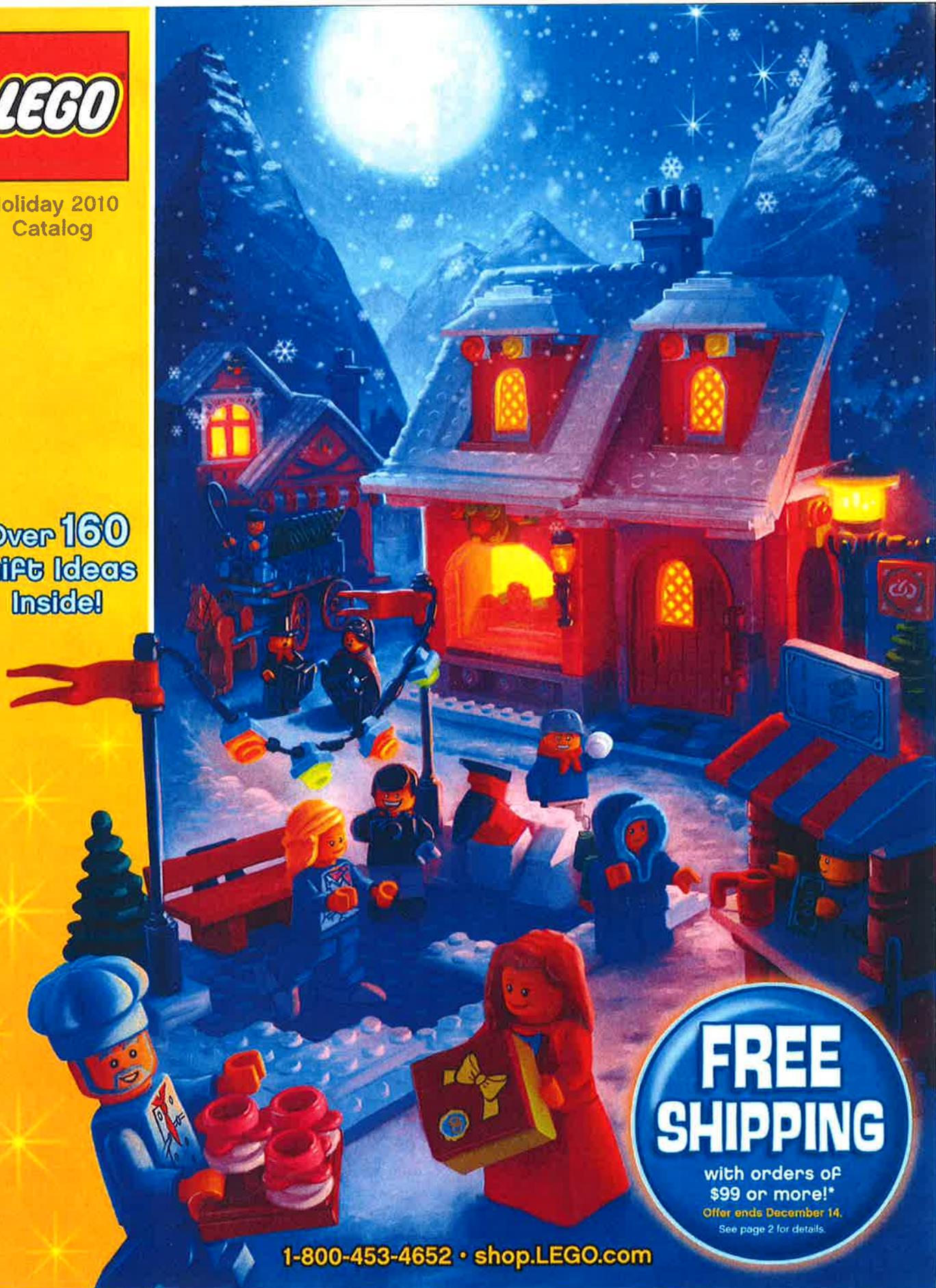
on orders of \$99 or more!
See page 2 for details.

1-800-453-4652 • shop.LEGO.com

The LEGO logo is displayed in its characteristic white font with a black outline, set against a red square background.

Holiday 2010
Catalog

Over 160
Gift Ideas
Inside!



**FREE
SHIPPING**

with orders of
\$99 or more!*

Offer ends December 14.
See page 2 for details.

1-800-453-4652 • shop.LEGO.com

LEGO

Holiday 2011
Catalog

The Ultimate
LEGO® Gift!



See page 38

NEW!
LEGO Exclusive



FREE SHIPPING
and Limited Edition
Holiday Set
with orders of \$99 or more!
See page 2 For details.

1-800-453-4652 • shop.LEGO.com



Holiday 2012
Catalog

Join the
LEGO® VIP
Program
and Earn
Rewards!
See page 2.

A HOLIDAY tradition is **BUILDING**



**FREE
SHIPPING**
with orders of
\$99 or more!*
See page 2 For details.

1-800-453-4652 • shop.LEGO.com

LEGO

Holiday 2013
Catalog

**FREE
SHIPPING**

EVERY DAY
on orders over \$75!
see page 2 for details

LEGO CREATOR



1-800-453-4652 • shop.LEGO.com



Ex. B



LEGO minifigures



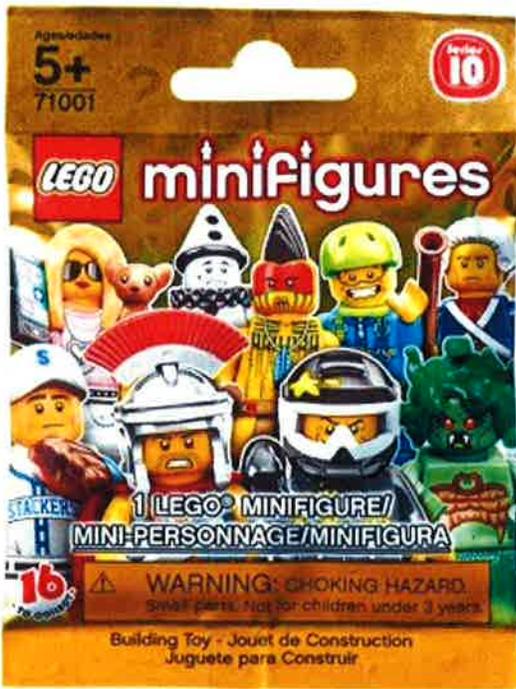
© 2013, the LEGO Group. The LEGO and LEGO minifigures logos are the trademarks and registered trademarks of the LEGO Group. © 2013 The LEGO Group. Published by DK Publishing under license from the LEGO Group.



A WORLD OF IDEAS.
SEE ALL THERE IS TO KNOW



LEGO 5002483

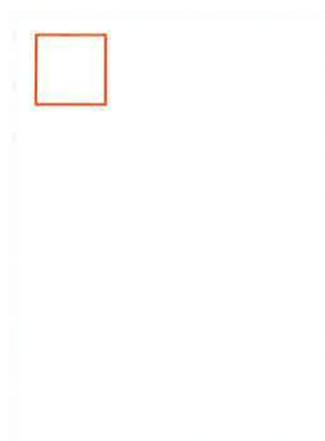


Ex. C

Try Prime Your Amazon.com Today's Deals Gift Cards Sell Help

Close

LEGO Police Minifigure Collection 7279



• 57 pieces total
69 new from \$3.00 **3 collectible** from \$7.95

\$11.99 & FREE Shipping on orders over \$35 [Details](#)

72 used & new from \$3.00

Have one to sell?

Roll over image to zoom in
[Share your own customer images](#)



Holiday Toy List Daily Deals

Starting at 7 a.m. PT every day, find Lightning Deals on the coolest toys, video games, books, music, and movies for kids. Explore the [Holiday Toy List](#) for hundreds of this year's top picks and get the right gifts in just a few clicks. [See more](#)

Frequently Bought Together



Price for all three: \$30.94

[Show availability and shipping details](#)

- This item:** LEGO Police Minifigure Collection 7279 **\$8.04**
- LEGO City Police Patrol Car 4436 **\$8.55**
- LEGO City Police Helicopter 7741 **\$14.35**

Customers Who Bought This Item Also Bought

Sign In | My Account | Easy Reorder | Wishlists

\$0.00

Contact Us: 1.800.342.7377 | Help | Mobile Apps



DIAPERING FEEDING BATH & BABY CARE CLOTHING GEAR NURSERY TOYS SALE BABY REGISTRY HOLIDAY & GIFTS

HALLOWEEN starts here >

Home > Toys > LEGO Bricks, Blocks & Building



Roll over image to magnify



Product Information

DESCRIPTION

Gift Wrap Available

LEGO Bricks & More LEGO Monster Trucks Buckle up for a Monster Truck showdown when the red Texas Monster Truck is pitted against the blue Police Monster Truck in the world championship! Race up the flaming ramp and jump over the yellow car to win the trophy! If the trucks break down, the mechanic is ready to fix them with his wrench and repair truck! This colorful LEGO set of 197 elements provides hours of fast-paced building fun! Includes 3 building cards, a cool poster and a parental leaflet with inspirational ideas for even more creativity. Includes 3 minifigures: Texas Monster Truck racer, police Monster Truck racer and a mechanic. Product Features Includes 3 minifigures: Texas Monster Truck racer, police Monster Truck racer and a mechanic. Features ramp with flames, yellow car obstacle, finish line and a trophy on a stand. Vehicles include red Texas Monster Truck, blue police Monster Truck and a mechanic's truck. Repair truck features moveable crane with hook. Includes easy-to-follow building cards and poster. Race to the finish line and win the trophy! Makes a great gift! Download additional building instructions at LEGO.com/Creative! Monster Trucks measure over 3" (7cm) high, 3" (9cm) long, and 2" (6cm) wide. Repair truck measures over 1" (4cm) high, 3" (7cm) long, and 2" (6cm) wide. Product Measures: 2.83" x 10.31" x 7.52". Recommended Ages: 4-7 years

LEGO Bricks & More Monster Trucks 10655

20 reviews

SHARE

List Price: \$19.99

\$19.29

1



Monster Trucks 10655

\$19.29

~~\$19.99~~

1

Tell us your ship-to-zip to see delivery times

2

Total: \$19.29 Quantity: 1

Frequently Bought Together



+



+



Current Item: LEGO Bricks & More Monster Trucks 10655 - \$19.29

LEGO Bricks & More My First LEGO Fire Station 10661 - \$9.49

LEGO Bricks & More Blue Suitcase 10659 - \$22.29

3 of 3 Items Selected

Total Price \$51.07

Customers Who Bought This Item Also Bought



Fat Brain Toy Co Fat Brain Toy Co Brain

Ex. D



Ages/edades

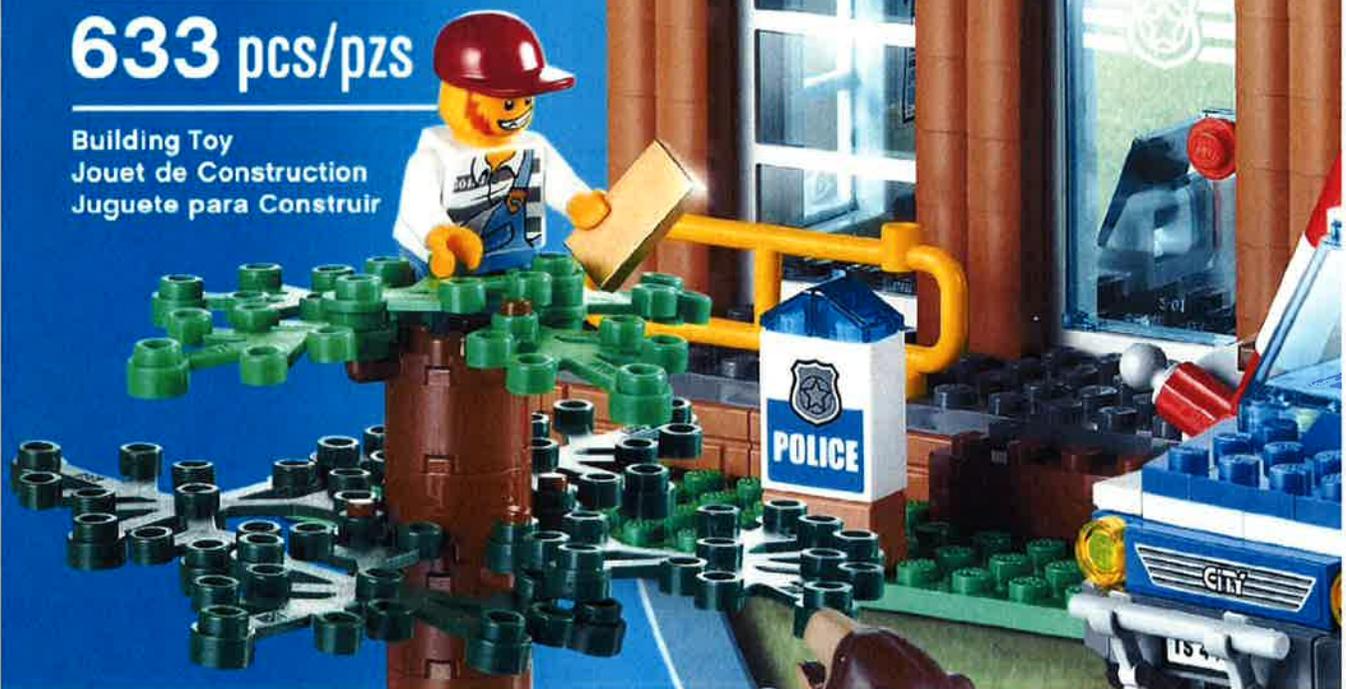
6-12

4440

**Forest Police
Station**

633 pcs/pzs

Building Toy
Jouet de Construction
Juguete para Construir











LEGO Space CLS-89 Eradicator Mech Play Set

Buy from Walmart

Shipping & Pickup

Online

\$28.79

Low

In stock for:

Quantity

1

Add to Cart

• **Free shipping on orders over \$50** When will it arrive?

• **Free pickup** from a store or FedEx Office®

Add to my: [Wish List](#) | [Registry](#)

- as soon as 10/28 with [site to store](#) [Check More Stores](#)

Also in stores

Limited stock in your local [North Bergen](#) store.

Find in another store

Show this number **0067341919171** to a Walmart associate to find this item in your store.

Product availability, styles, promotions and prices may vary between stores and online.

Item Description

Get back into battle with the bugs with the split-function CLS-89 Eradicator Mech with rapid-fire missiles! Help orange team leader Jack Fireblade and his robot sidekick raise the mech's powerful arms, load the rapid-fire flick missiles and aim the laser cannon to stop the alien abductoids! When the battle heats up, activate the Eradicator Mech's split function, lower the wings and take flight in the super-agile galaxy jet with hidden bay door and deployable bomb. Stop the bugs from trapping the Galaxy Squad in cocoon prisons! Includes two minifigures with weapons: orange team leader Jack Fireblade and his robot sidekick.

LEGO Space CLS-89 Eradicator Mech Play Set:

- Activate the split function to fight back with 2 fierce fighting machines
- Launch the rapid-fire flick missiles and spin up the laser cannon
- Don't get trapped in the alien cocoons
- Splits into a mech exosuit and a galaxy jet
- Other vehicles include a flying alien abductoid and a crawling alien abductoid
- Galaxy jet features lowering wings, opening cockpit with space for a minifigure and a hidden bay door with deployable bomb
- Poseable alien abductoids feature cocoons with space for a minifigure
- Features poseable limbs, rapid-fire flick missiles and a laser cannon
- Includes 2 minifigures with weapons: orange team leader Jack Fireblade and his robot sidekick
- Weapons include 2 blasters and a sonic cannon
- Measures: 6"L (16cm) x 5"W (15cm) x over 8"H (22cm)
- Mech exosuit measures: 4"L (11cm) x 5"W (15cm) x over 7"H (19cm)
- Galaxy jet measures: 4"L (11cm) x 5"W (15cm) x over 1"H (5cm)
- Flying alien abductoid measures: 4"L (11cm) x 3"W (10cm) x over 1"H (5cm)
- Crawling alien abductoid measures: 4"L (12cm) x 3"W (10cm) x over 1"H (3cm)
- Number of pieces: 440
- Model# 70707

Specifications

Top of Page

| | |
|--------------------------------|----------------------------|
| Age: | 8 - 11 Years |
| Age End: | 14 Years |
| Age Start: | 8 Years |
| Battery Type: | Does Not Contain a Battery |
| Multi Pack Indicator: | No |
| Model No.: | 70707 |
| Shipping Weight (in pounds): | 1.4 |
| Product in Inches (L x W x H): | 15.04 x 10.31 x 2.22 |
| Walmart No.: | 551273425 |

Pricing Policy

About Our Prices

We strive to provide you with the lowest prices possible on Walmart.com as well as in our stores. However, sometimes a price online does not match the price in a store. Walmart.com's prices may be either higher or lower than local store prices. Prices may also vary between stores. Our local stores do not honor Walmart.com pricing or competitor advertisements from outside of a store's local trade territory.



Roll Over to Zoom

[View Larger](#)



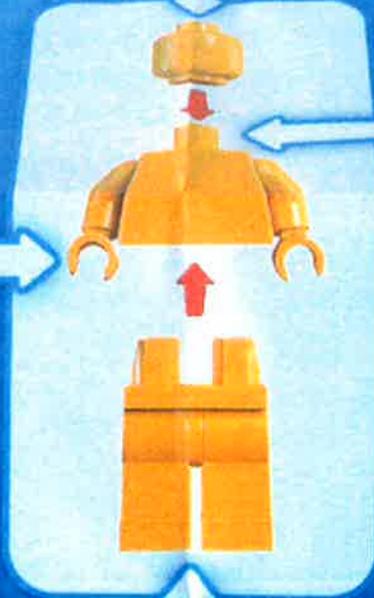
Ex. E





Ex. F

LEGO minifigures



Please keep the LEGO address for future reference.
 LEGO Adresse bitte aufbewahren (Postaufbewahrung)
 Veuillez conserver l'adresse LEGO en cas de besoin.
 Conservare l'indirizzo LEGO per eventuali corrispondenze.
 Bewaar het LEGO adres voor evt. later gebruik.
 Guarde la dirección LEGO para posterior consulta.
 GEM! LEGO-achsen til evt. senere brug.

Beijns LEGO ooste maadollista jhnydenistia vieren.
 Daxia adressen til LEGO for evt. senere anvendelse.
 Guarde a morada da LEGO para qualquer correspondência.
 Przechowuj o zachowanie na przyszłość adres LEGO.
 Bewaar het adres van LEGO voor eventueel gebruik.
 Guarde o endereço da LEGO para posterior consulta.

White Fang

EX. 6

minifigures Series 2 promotional leaflet

Try Prime Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department

Search Go

Hello, Sign in Your Account

Try Prime

0 Cart

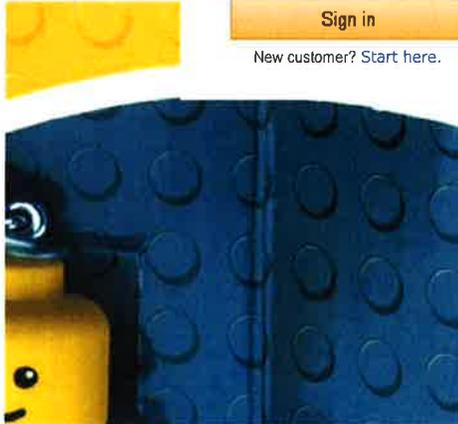
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Toys & Games Best Sellers New Releases Preschool Toys Boys' Toys Girls' Toys G

Toys Outlet Kids' Birthdays



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Share

Quantity: 1

Yes, I want FREE Two-Day Shipping with Amazon Prime

or Sign in to turn on 1-Click ordering.

More Buying Choices

KOGANTI LLC \$11.50 & FREE Shipping on orders over \$35 Details

Find-me-a-gift UK \$4.77 + \$5.95 shipping

Gingergoddess \$5.75 + \$4.99 shipping

11 new from \$4.77

Have one to sell?

Colors will vary 11 new from \$4.77



Save on LEGO City Check out the new LEGO City sets and accessories. Learn more

Frequently Bought Together



Price for all three: \$30.44

Show availability and shipping details

- Checked items: LEGO Key Light by Santoki \$10.99, LEGO Darth Vader Key Light by Santoki \$9.80, LEGO Stormtrooper Key Light \$9.65

Customers Who Bought This Item Also Bought

Page 1 of 4



LEGO Spaceman Key Light by Santoki \$10.76



Play Visions Lego Ninjago Key Light (5) \$10.98



LEGO Darth Vader Key Light by Santoki (12) \$9.80



LEGO Stormtrooper Key Light (12) \$9.65

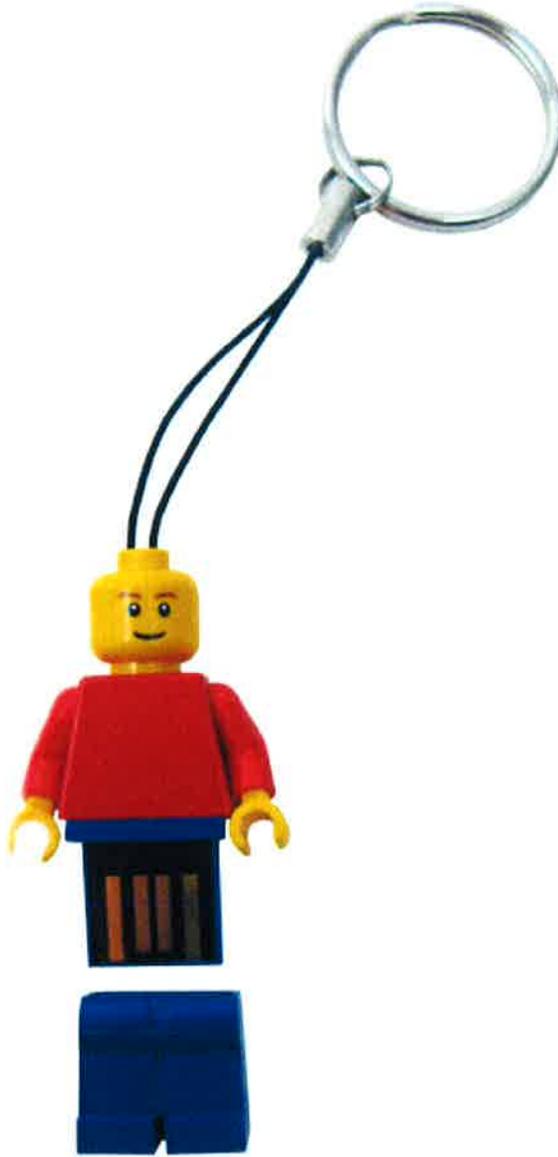


LEGO Yoda Key Light by Santoki (7) \$9.55

WARNING: CHOKING HAZARD -- Small parts. Not for children under 3 yrs.

Product Details

EX-3-H







Toy storage case

Try Prime Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search minifigures Go Hello, Sign in Your Account Try Prime 0 Cart Wish List

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Sell Your Books Best Books of the Month



Standing Small: A Celebration of 30 Years of the LEGO Minifigure Hardcover – September 1, 2011

Be the first to review this item

Hardcover

7 Used from \$28.94
2 New from \$29.99

Like New - Qualify for FREE Super Saver Shipping!

Share

9 used & new from \$28.94

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www.shoptrue.com/Toys
Save on Lego Figures! Large Selection, Low Prices

• [The MinifiguresOutlet](#)

lego.seesimilar.com/
Wow, I Cant Believe I Ever Shopped for Minifigures Elsewhere" CJ

• [Toys sale](#)

www.sales-toys.com/Toys
Now up to 70% off Compare prices and save up to 70%

See a problem with these advertisements? [Let us know](#)

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The LEGO Book
> Daniel Lipkowitz
(142)
Hardcover
\$17.78



LEGO Minifigure Year by Year: A Visual ...
Gregory Farshtey
(7)
Hardcover
\$27.32



LEGO Harry Potter: Building the Magical ...
> Elizabeth Dowsett
(46)
Hardcover
\$15.98



LEGO Minifigures: Character ...
> Daniel Lipkowitz
(33)
Hardcover
\$14.18



The LEGO Adventure Book, Vol. 2: Spaceships, Pirates, ...
Megan H. Rothrock
Hardcover
\$14.97

Product Details

Hardcover: 96 pages
Publisher: Dorling Kindersley Publishers Ltd (September 1, 2011)
Language: English
ISBN-10: 1405345640
ISBN-13: 978-1405345644
Product Dimensions: 10.6 x 9 x 0.3 inches
Shipping Weight: 1.3 pounds
Average Customer Review: [Be the first to review this item](#)

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Ex. I

[Try Prime](#)

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Go

Hello, Sign in Your Account

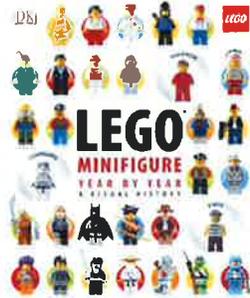
Try Prime

0

Cart

Wish List

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LEGO Minifigure Year by Year: A Visual History

Hardcover – September 16, 2013
by Gregory Farshtey (Author) , Daniel Lipkowitz (Author)
7 customer reviews

See all 3 formats and editions

Hardcover
\$27.32

8 Used from \$27.79
27 New from \$19.98

Includes 3 iconic minifigures!

LEGO® *Minifigure Year by Year: A Visual History* shows the evolution of this classic toy for the first time ever, with exquisite photography and fascinating facts about each and every minifigure included.

[Read more](#)

Share

Buy New **\$27.32**

Qty: 1 List Price: \$40.00
Save: \$12.68 (32%)

FREE Shipping on orders over \$35.

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Yes, I want FREE Two-Day Shipping with Amazon Prime

[Sign in to turn on 1-click ordering](#)

Want it tomorrow, Oct. 23? Order within 7 hrs 31 mins and choose **One-Day Shipping** at checkout. [Details](#)



See all 4 images

Frequently Bought Together



Price for all three: **\$60.07**

Some of these items ship sooner than the others. [Show details](#)

- This item: LEGO Minifigure Year by Year: A Visual History by Gregory Farshtey
Hardcover **\$27.32**
- LEGO Play Book by Daniel Lipkowitz Hardcover **\$17.78**
- The LEGO Adventure Book, Vol. 2: Spaceships, Pirates, Dragons & More! by Megan H. Rothrock Hardcover **\$14.97**

Trade in your item

Trade in

Get a **\$6.98**

Gift Card.

[Learn More](#)

Have one to sell?

[Sell on Amazon](#)

Customers Who Bought This Item Also Bought



LEGO Minifigures: Character ...
by Daniel Lipkowitz (33)
Hardcover **\$14.18**



LEGO Play Book
by Daniel Lipkowitz (6)
Hardcover **\$17.78**



The LEGO Adventure Book, Vol. 2: Spaceships, Pirates, ...
by Megan H. Rothrock
Hardcover **\$14.97**



Beautiful LEGO
by Mike Doyle (7)
Paperback **\$21.41**



Extreme Bricks: Spectacular, Record-Breaking, and ...
by Sarah Herman
Hardcover **\$14.97**

Product Details

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ISBN-13: 978-1465401724
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(7)

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Product Features

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LEGO 71001 Minifigures Series 10

\$6.00

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(12)

Manufacturer recommended age: 5 - 12 Years



LEGO Large MiniFigure Display Case with MiniFigure - Red

\$24.99

In stock. Usually ships within 4 to 5 days.

More Buying Choices \$24.99 new (3 offers)

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Manufacturer recommended age: 4 - 10 Years
(1)

Product Features
... bricks in this deluxe storage case shaped like a giant red LEGO ...
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Product Features
Every *minifigure* comes with accessories and *display plate*
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LEGO Small MiniFigure Display Case with MiniFigure - Black

\$14.99
In stock. Usually ships within 4 to 5 days.
More Buying Choices
\$14.99 new (3 offers)
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Lego Series 10 Warrior Woman Mini Figure

\$4.06
Only 3 left in stock - order soon.
More Buying Choices
\$0.01 new (36 offers)
(4)

Product Features
Every *minifigure* comes with accessories and *display plate!*
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LEGO Ultimate Building Set - 405 Pieces (6166)

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FREE Shipping on orders over \$35
More Buying Choices
\$24.49 new (126 offers)

Manufacturer recommended age: 4 - 12 Years
(654)

Product Features
... plate, *minifigure*, windows ... lid lets builders *display* their models ...
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(62)
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LEGO Minifigures Series 9 71000

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More Buying Choices
\$0.01 new (24 offers)
Manufacturer recommended age: 5 - 12 Years
(14)

Product Features
Every *minifigure* comes with accessories and *display plate*.
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IRIS LEGO 6-Case Workstation and Storage Unit with 2 Base Plates

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FREE Shipping
More Buying Choices
\$56.87 new (10 offers)
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(179)

Product Features
... project cases serve as ... storage and *display* unit all in one ...
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Product Features
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Product Features
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Product Features
Push Bulton Release to Open *Display Case*
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Lego Large Minifigure Display Case Assorted Colors

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(1)

Product Features

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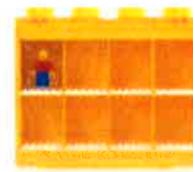
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Product Features

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LEGO Minifigure Display Case Large Red

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LEGO 8683 Minifigures Series 1 (One Random Minifigure)

\$6.98

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More Buying Choices

\$4.99 new (8 offers)

(33)

Product Features

Lego *Minifigures* Series 1 Brand New Sealed Mystery Bag

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Lego Series 10 Decorator Mini Figure

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Product Features

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How to Make Custom Mini Figures

By Dan Chruscinski, eHow Contributor

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The miniature LEGO characters with yellow heads are known as mini figures. The figures can be customized with paint and modeling clay to create characters from your favorite cartoon or LEGO versions of you and your friends. Before making your custom figure, you will first need to create a design to work from. This design will give you the blueprint for turning any extra mini figure you have into an entirely custom figure. These figures can then be attached to any other LEGO creations you have made from the building bricks.



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Things You'll Need

Colored pencils

White modeling clay

Old mini figure

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Instructions Design

- 1 Print out images of the character you want to use as the basis for your custom mini figure. Use several images of the character in one particular costume, such as Spider-Man's black costume or Mario in his red overalls.
- 2 Write a list of the main colors and characteristics of the character. For example, Mario wears red and blue and he has a hat and mustache.

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Published : 09 January 2012, 11:18 CET

Author : [Tine Froberg Mortensen](#)Contact : [Tine Froberg Mortensen](#)

Timeline 1970 - 1979



1979

Kjeld Kirk Kristiansen is appointed President and Chief Executive Officer of INTERLEGO A/S.

The DUPLO rabbit logo is registered as a trademark.

LEGO Singapore is established.

Godtfred Kirk Kristiansen is appointed Knight of the Order of Dannebrog.

Selected Product News 1979

LEGOLAND Space

FABULAND

SCALA

DUPLO "house box"

1978

"System within a System" – Kjeld Kirk Kristiansen's development model splits production into product ranges and lines.

The DUPLO Rabbit Logo appears.

The first LEGO Road Show takes place in Dayton, Ohio. Later, this becomes the LEGO World Shows.

LEGO Japan (Nihon LEGO K.K.) is established.

The first telefax is purchased (DKK 68,000).

Selected Product News 1978

LEGOLAND mini figures with movable arms and legs

Base plates with road markings

USS Constellation

The Castle

1977

Kjeld Kirk Kristiansen, the third generation, joins the LEGO Group management.

LEGO Australia is established.

DUPLO Factory in Billund is now an independent unit in the LEGO Group.

Selected Product News 1977

LEGO TECHNIC

DUPLO doors, windows and "symbol" figures without arms and legs

1976

LEGOLAND Sieksdorf is closed.

Sculpturer Robert Jacobsen's "LEGO" is revealed in Billund.

Minitalia, that launched in Italy in 1971, is removed from the product line.

Selected Product News 1976

LEGO VILLE

Harley Davidson motorcycle

1975

LEGO USA moves from Brookfield to Enfield, Connecticut.

Procurement in the US is established.

The LEGO Group has 2,500 employees.

LEGO Portugal is established.

English becomes the official corporate language.

Selected Product News 1975

The Expert Series

Moon Landing

Engine with Firemen (the fore runner of the Minifigure, that launches in 1978)

1974

LEGO Spain is established.

LEGO Overseas A/S is established.

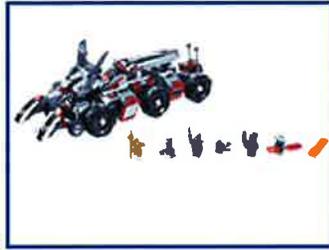
LEGO Futura ApS is established.

The Mount Rushmore replica is created in the LEGOLAND Park.

The LEGOLAND park in Billund receives visitor no. 5 million.



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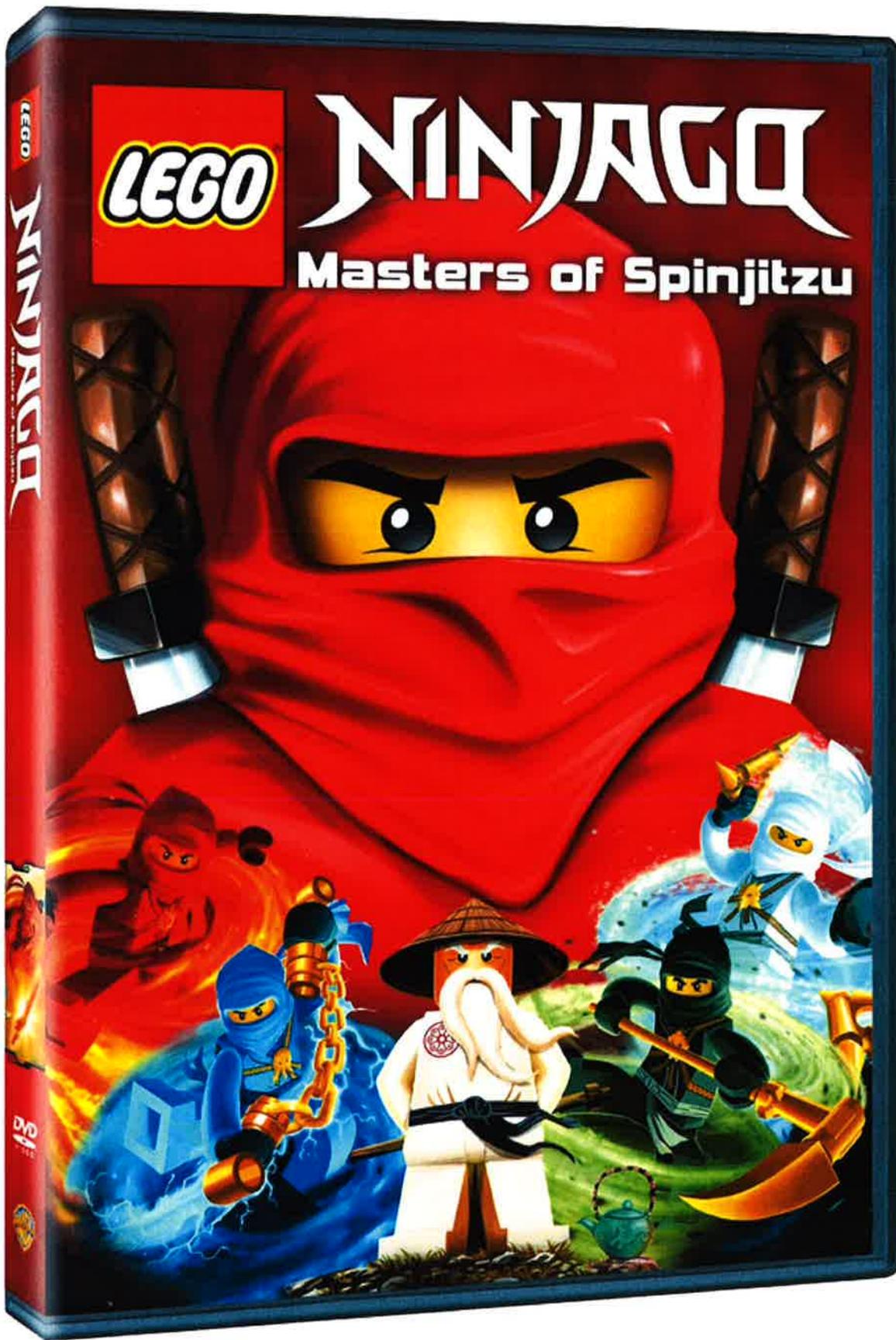


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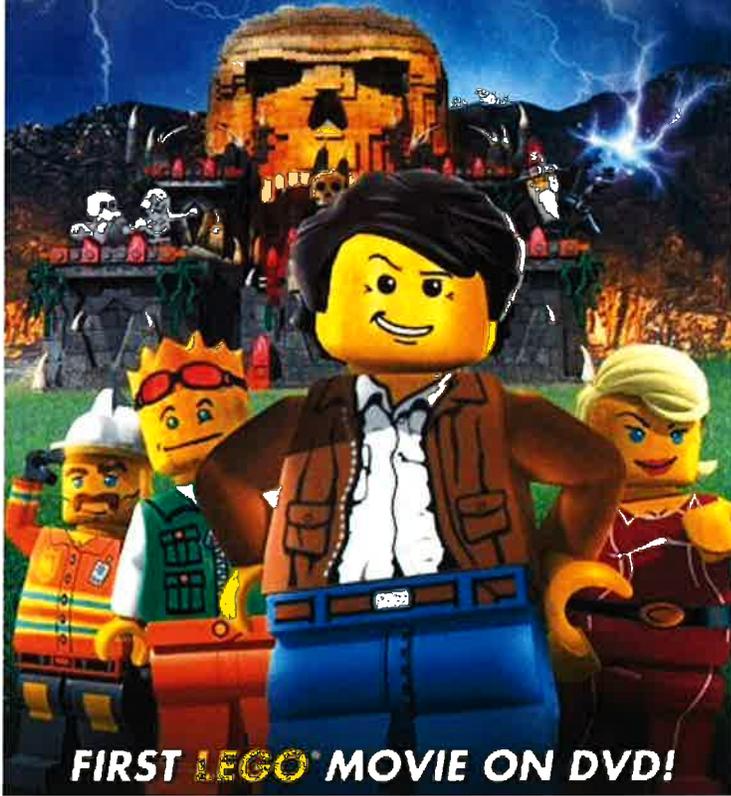


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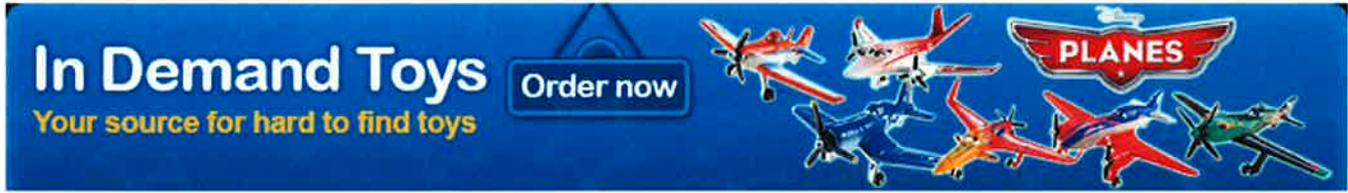
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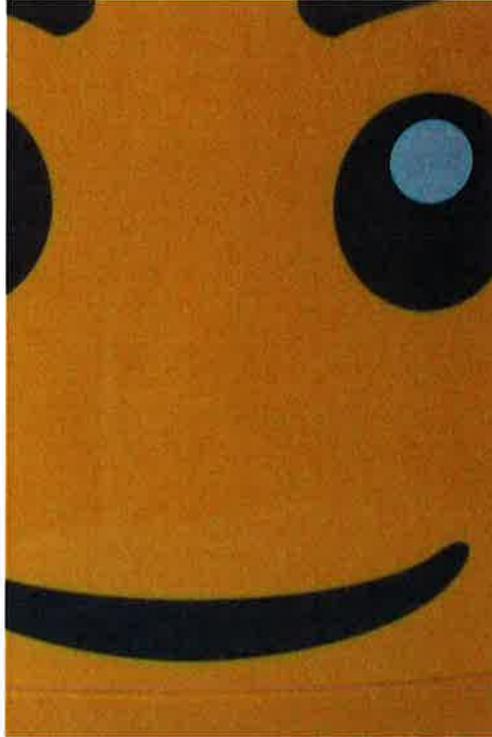
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- Animal And Accessori
- Beams
- Beams W/ Ball And B
- Beams, Special
- Bricks
- Bricks, Bows

[all](#) [clear](#)

Color Family ?

- Black
- Blue
- Green
- Grey
- Orange-Brown
- Purple
- Red

[all](#) [clear](#)

Start Search

Advanced Search

Brick Name ▶

Element ID ▶

Design ID ▶

Exact Color ? ▶

Select Color ▶

[Search Help](#)

WARNING: Choking Hazard
Small parts. Not for children under 3 years

Combined search result

13 brick(s) Bricks Per Page 10

| Brick Name | Price | |
|---|----------|------------------------------|
|  Mini Head "No. 889" | 0.25 USD | Add to Bag ▶ |
|  Mini Head "No. 914" | 0.25 USD | Add to Bag ▶ |
|  Mini Head No 677 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No 891 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No. 282 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No. 314 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No. 325 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No. 388 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No. 389 | 0.25 USD | Add to Bag ▶ |
|  Mini Head No. 411 | 0.25 USD | Add to Bag ▶ |

Page 1 of 2 ▶▶▶

Ex. 0



Simply add your individual bricks to your Pick A Brick Bag. Once you have chosen your individual minifigures click 'Go to Shopping Cart' to continue your LEGO online shopping trip and complete

Brick Search

[View All Bricks](#)

Category

- Accessories
- Animal And Accessori
- Beams
- Beams W/ Ball And B
- Beams, Special
- Bricks
- Bricks, Bows

[all clear](#)

Color Family ?

- Black
- Blue
- Green
- Grey
- Orange-Brown
- Purple
- Red

[all clear](#)

Start Search

Advanced Search

Brick Name

Element ID

Design ID

Exact Color ?

Select Color

[Search Help](#)

WARNING: Choking Hazard
Small parts. Not for children under 3 years

Combined search result

13 brick(s) Bricks Per Page 10

| Brick Name | Price | |
|---|----------|---|
|  Mini Head No. 646 | 0.25 USD | Add to Bag <input type="button" value="▶"/> |
|  Mini Head No. 892 | 0.25 USD | Add to Bag <input type="button" value="▶"/> |
|  Mini Head No. 893 | 0.25 USD | Add to Bag <input type="button" value="▶"/> |

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