

Exhibit 3

**Trademarks and Copyright Guidelines**

These are guidelines for the use of the LEGO, MINDSTORMS, *FIRST*®LEGO® League and *FIRST* trademarks (hereafter the "trademarks") by the Operational Partner on marketing material and business papers. LEGO is entitled to forward additional requirements regarding the Operational Partner's use of the Trademarks, and to change the guidelines as provided in this document by given providing a written notice to the Operational Partner.

The trademarks must always be written in capital letters and always be followed by a noun (e.g. "LEGO robots"). The trademarks should never be joined to other words by a hyphen, never be divided and never be used with a "s" like LEGOs or in the possessive form (i.e. LEGO's).

1. The *FIRST* time the trademarks appear in a headline and in copy on a page, they should be accompanied by the ® symbol as indicated above unless they are part of a reference to a company name (e.g. LEGO System A/S, The LEGO Group).
2. The Operational Partners' own name/trademark must be significantly separated from the trademarks of *FIRST* and the LEGO Group.
3. The Operational Partners' address must appear in close proximity to the Partner's own name.
4. The logo marks must always appear in their original colours and may not be used to replace the wordmarks in ordinary text.
5. Please do not set any of the trademarks in a special typeface or lettering so that the word takes on the appearance of a new logo or design (e.g. LEGO® robots, NOT *LEGO*® robots (italics)).
6. The Trademarks must not be used in connection to other commercial trademarks or brands, unless otherwise is agreed in the Agreement or in writing between the Parties.
7. The Trademarks must not be used in situations, any materials or places that are not suited for children. Any use of the Trademarks shall happen in a child-friendly environment and a child-friendly context.

The following legal lines must appear in close proximity to the trademarks of *FIRST* and the LEGO Group;

"LEGO, the LEGO logo and [MINDSTORMS / WeDo] are trademarks of the LEGO Group. *FIRST* is a registered trademark of the Foundation for Inspiration and Recognition of Science and Technology. *FIRST* LEGO League [/ *FIRST* LEGO League Explore / Discover] and FLL [/ FLL Explore / Discover] are jointly held trademarks of *FIRST* and The LEGO Group."

The following license line must appear at least once;

"The *FIRST* LEGO League [*FIRST* LEGO League Explore / Discover] Program in [Territory] is organized by [*name of the Operational Partner*] under license from *FIRST* and the LEGO Group."

A copyright line shall always be applied to advertising material, etc., where trademarks, products, designs or other trade dress of *FIRST* and/or the LEGO Group are used (i.e. "©202x The LEGO Group"). The copyright line is always in English.

Material written or provided by LEGO is considered copyrighted. Use of the material is expected to be accompanied by the proper designation, such as:

Copyright [year]. All rights reserved. LEGO System A/S.

For questions regarding the above or information on obtaining approval for use of the trademarks and/or logos, please contact the Legal department of the LEGO Group, Aastvej 1, DK-7190 Billund, phone +45 7950 6070.