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POP MART (Singapore) Holding Pte. Ltd. and
Beijing POP MART Cultural & Creative Ltd

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

POP MART AMERICAS INC., POP MART
(SINGAPORE) HOLDING PTE. LTD. and BEIJING POP
MART CULTURAL & CREATIVE CO. LTD,

Plaintiffs

v.

ANGEL TOY STORE STORE, ANHUI BLISS
INTERNATIONAL TRADE CO.,LTD, AURORA
GALAXY (SHENZHEN) CULTURE AND MEDIA CO.,
LTD., BAODING STAR DREAM GARDEN TRADING
CO., LTD., BEIJING PDMTOY TRADING CO., LTD.,
CHANGSHA SPEED ZEBRA E-COMMERCE CO.,
LTD., CHANGZHOU CONTERCE GIFTS & CRAFTS
CO., LTD., CHONGQING KALEIDOSCOPE
TECHNOLOGY CO., LTD., COLORFUL JOY CASTLE
TOY STORE, CRAZE TOY STORE, DEQING
WINNERS XINXIN TRADING CO., LTD.,
DONGGUAN CHENMIAO ELECTRONICS CO., LTD.,
DONGGUAN DEVLIN CRAFTS CO., LTD.,
DONGGUAN HOMI E-COMMERCE CO., LTD.,

CIVIL ACTION NO.

**DECLARATION OF
LEI FIN AND ACCOMPANYING
EXHIBITS IN SUPPORT OF
PLAINTIFFS' EX PARTE
APPLICATION FOR: 1)
TEMPORARY RESTRAINING
ORDER; 2) AN ORDER
RESTRAINING DEFENDANTS'
MERCHANT STOREFRONTS
AND DEFENDANTS' ASSETS
WITH THE FINANCIAL
INSTITUTIONS; 3) AN ORDER TO
SHOW CAUSE WHY A
PRELIMINARY INJUNCTION
SHOULD NOT ISSUE; 4) ORDER
AUTHORIZING BIFURCATED
AND ALTERNATIVE SERVICE
AND 5) ORDER AUTHORIZING
EXPEDITED DISCOVERY**

FILED UNDER SEAL

DONGGUAN JIAEN TECHNOLOGY CO., LTD.,
DONGGUAN MOYU TOYS CO., LTD., DONGGUAN
WANGHONG TOYS & GIFTS CO., LTD.,
DONGGUAN WOODFIELD BABY PRODUCTS
COMPANY LIMITED, DONGHAI WISE CRYSTAL
JEWELRY CO., LTD., DONGYANG YOUGE TOY
FACTORY(INDIVIDUAL BUSINESS), EASYLIVE
COMMERCE (GUANGZHOU) CO., LTD., FUZHOU
GULOU DISTRICT LUQI ELECTRONIC PRODUCTS
FIRM, FUZHOU INTERNET STAR INFORMATION
TECHNOLOGY CO., LTD., GBIGL OFFICIAL STORE,
GUANGDONG CILY TECHNOLOGY CO., LTD.,
GUANGXI ORIENTAL BRIGHT TRADING CO.,
LTD., GUANGXI PEIROU TECHNOLOGY
INFORMATION CO., LTD., GUANGZHOU BAobao
MART TRENDY TOYS CULTURAL CREATIVITY
CO., LTD., GUANGZHOU CITY HUANGPU
DISTRICT TRANJIA TRADING FIRM (INDIVIDUAL
BUSINESS), GUANGZHOU HOUJIANGXI TRADING
CO., LTD., GUANGZHOU LABUBU CLOTHING
MANUFACTURING CO., LTD., GUANGZHOU
LABUBU TRADING CO., LTD., GUANGZHOU
XINCHAO TOYS CO., LTD., GUANGZHOU XINHUI
INTERNATIONAL TRADING CO., LTD.,
GUANGZHOU YINGSHUO TECHNOLOGY CO.,
LTD., GUANGZHOU YUDAREN CROSS BORDER
E-COMMERCE CO., LTD., HANGZHOU RUANLING
CULTURE COMMUNICATION CO., LTD.,
HANGZHOU YIQU UNICORN CULTURE AND
CREATIVITY CO., LTD, HEBEI XIONGAN
ZANGFENG TRADING CO., LTD., HEFEI
YISHUHUAKAI JEWELRY CO., LTD., HENAN
LESHUO CRAFTS CO., LTD., HENAN QUEEN CARD
INDUSTRIAL DEVELOPMENT CO., LTD., HENAN
SUPER QUEEN GARMENT CO., LTD., HENAN
YOKIDS GROUP, HIGH ENERGY SURPRISE BLIND
BOX STORE, HK WILLOW LIMITED, HUIZHOU
LINDA TOYS CO., LTD., JINHUA WANQUAN
DAILY CHEMICAL CO., LTD., JOYLIT
INTERNATIONAL LIMITED, JULI QICHUANG
TRADING (SHENZHEN) CO., LTD., KUMIKO-SHOP
STORE, KUMPA STORE, LABUBU SURPRISE
BLIND BOX STORE, LIANJIANG COUNTY
JINGJING BU JING E-COMMERCE STORE(
INDIVIDUAL BUSINESS), NANJING
TONGXINZHIRONG INTERNATIONAL TRADE CO.,

LTD., ORIENT (SHENZHEN) TRADE CO., LTD.,
PLUSH TOY (QINGDAO) CO., LTD., PUNING CITY
CHIWEI HANGXIANGBIAO TOY FIRM
(INDIVIDUAL BUSINESS), QINGDAO UE HOME
DESIGN & PRODUCTS CO., LTD., QUANZHOU
LUOGANG DISTRICT SHUANGYANG SCREWED
TONE DEPARTMENT STORE(INDIVIDUAL
BUSINESS), RONGCHENG COUNTY ZHONGZHUO
COMMERCIAL STORE, SHANDONG SHINEYOU
WOOD INDUSTRY CO., LTD., SHANGHAI BABAILI
INFORMATION TECHNOLOGY CO., LTD.,
SHANTOU CHAOYANG DISTRICT GUIYU
YASILIAN KNITTING UNDERWEAR FACTORY
(INDIVIDUAL BUSINESS), SHANTOU CHENGHAI
PAITE TOYS CO., LTD., SHANTOU YUEQILI
TECHNOLOGY CO., LTD., SHENZHEN BANCHONG
TECHNOLOGY CO., LTD., SHENZHEN BEISIKE
TECHNOLOGY CO., LTD., SHENZHEN BLIND
THINKING PAI TOYS CO., LTD., SHENZHEN
BLUETENCE INDUSTRIAL CO., LTD, SHENZHEN
BOUMATI TRADING CO., LTD., SHENZHEN
CHENGXINYUN TECHNOLOGY CO., LTD.,
SHENZHEN CHUANGZHISHENG TECHNOLOGY
CO., LTD., SHENZHEN CROSSING LIGHT BOAT
TECHNOLOGY CO., LTD., SHENZHEN
GUANCHENG TRADING CO., LTD., SHENZHEN
HENGGRUIHE CONSULTING SERVICE CO., LTD.,
SHENZHEN HONGYI NEW ENERGY
TECHNOLOGY CO., LTD, SHENZHEN IBRS
INDUSTRIES CO., LTD., SHENZHEN JIONGSHENG
INTERNATIONAL TRADE CO., LTD., SHENZHEN
JOYFUN TECHNOLOGY CO., LIMITED, SHENZHEN
LABUBU TOYS CO., LTD., SHENZHEN LABUBU
TRADING CO., LTD., SHENZHEN LABUBU
TRADING LIMITED COMPANY, SHENZHEN LANXI
TECHNOLOGY CO., LTD., SHENZHEN LONGGANG
DISTRICT YIPENGDA TRADING FIRM
(INDIVIDUAL BUSINESS), SHENZHEN MINGQUE
TIMES INTERNATIONAL TRADE CO., LTD.,
SHENZHEN MUMINGZHIYUE CULTURE CO., LTD.,
SHENZHEN NAUGHTY HILL TECHNOLOGY CO.,
LTD., SHENZHEN NEWSTAR ELECTRONIC
TECHNOLOGY CO., LTD., SHENZHEN PINSHENG
DISPLAY TECHNOLOGY CO., LTD., SHENZHEN
PINYU TECHNOLOGY CO., LTD., SHENZHEN
PROMOTION GIFTS TRADING CO., LTD.,

SHENZHEN QIANQU INDUSTRIAL CO., LTD.,
SHENZHEN QINZHIXIN TECHNOLOGY CO., LTD.,
SHENZHEN RABBIT CAT TECHNOLOGY CO., LTD.,
SHENZHEN RNLYEE FASHION GARMENT
CO.,LTD., SHENZHEN RUIKELAISI TECHNOLOGY
CO., LTD., SHENZHEN SHENMAN TECHNOLOGY
CO., LTD., SHENZHEN SHUOYANG CROSS-
BORDER E-COMMERCE CO., LTD., SHENZHEN
SKY LINK TECHNOLOGY CO., LTD., SHENZHEN
STONEWAY TECHNOLOGY CO., LTD., SHENZHEN
TUOYI ELECTRONIC COMMERCE CO., LTD.,
SHENZHEN WALKSTARS TECHNOLOGY CO.,
LTD., SHENZHEN WEISHICHANG TECHNOLOGY
CO., LTD., SHENZHEN XINGHAOSHENG
INTERNATIONAL TRADE CO., LTD., SHENZHEN
XINGQIONG KUANGXIANG TECHNOLOGY CO.,
LTD., SHENZHEN XINHONGHAI PACKAGING
MATERIALS CO., LTD., SHENZHEN XINHUIYI
TECHNOLOGY CO., LTD., SHENZHEN YANDA
TONGJI TRADING CO., LTD., SHENZHEN
YAOMIAOXIN TECHNOLOGY CO., LTD.,
SHENZHEN YIHONG BO ELECTRONIC
TECHNOLOGY CO.,LTD, SHENZHEN YIMEIJIA
IMPORT AND EXPORT TRADING CO., LTD.,
SHENZHEN YIXINWANG GIFT CO., LTD.,
SHENZHEN YOUNG PULE TECHNOLOGY CO., LTD.,
SHENZHEN YUANYING E-COMMERCE CO., LTD.,
SHENZHEN YUN QI TECHNOLOGY CO., LTD.,
SHENZHEN ZE QIAN E-COMMERCE CO., LTD.,
SHENZHEN ZIYAN FASHION TECHNOLOGY CO.,
LTD., SHOP1104271587 STORE, SHOP1104816419
STORE, SHOP1104933173 STORE, SUNNYPEAK
GLOBAL TRADING CO., LTD., SURPRISE CABIN
TOYS STORE, TAIWAN HEN WEI COMPANY,
TERRY TECHNOLOGIES(DALIAN)CO., LTD.,
THREE ANTS (HANGZHOU) SUPPLY CHAIN
MANAGEMENT CO., LTD., TIANZHOU TIMES
(HENAN) INTERNATIONAL TRADE CO., LTD.,
TINKER JUNCTION TOYS CO., LTD,
ULTRAECOMAT (QINGDAO) CO., LTD.,
WEIZHIFAN NETWORK TECHNOLOGY
(DONGGUAN) CO., LTD., WONDERVILLE
INTERNATIONAL SUPPLY CHAIN MANAGEMENT
(QINGDAO) CO., LTD., WUHAN BAIJIA SHIRUI
TRADING CO., LTD., WUHAN JIANTU E-
COMMERCE CO., LTD., WUXI CHAO XI CROSS-

BORDER E-COMMERCE CO., LTD., XIAMEN OFUN
TECHNOLOGY CO., LTD., XI'AN SIHANGDA
INTERNATIONAL TRADE CO., LTD., XINGGUI
(YIWU) TRADING CO., LTD., XINYU XUCAI
TRADING CO., LTD., YANGZHOU MAIYOUTU
CRAFTS CO., LTD., YIWU AILU CULTURE
CREATIVITY STUDIO, YIWU ALTA
INTERNATIONAL TRADE CO., LTD., YIWU
ANCHUANG TRADE CO., LTD., YIWU BAIGE
CRAFTS CO., LTD., YIWU BEIYU HOUSEHOLD
PRODUCTS CO., LTD., YIWU BILAN CRAFTS CO.,
LTD., YIWU CITY AMI TOYS CO., LTD., YIWU
DAIYINGSHI TRADING CO., LTD., YIWU DAYEZI
JEWELRY CO., LTD., YIWU ECHO TRADE CO.,
LTD., YIWU FANGE E-COMMERCE FIRM, YIWU
GENGRUI TRADING CO., LTD., YIWU HUAJING
TRADING CO., LTD., YIWU HUANJI E-COMMERCE
FIRM (INDIVIDUAL BUSINESS), YIWU JIMEN
TOYS CO., LTD., YIWU JINGQIU TOYS CO., LTD.,
YIWU KERUI CLOTHING CO., LTD., YIWU KUBEI
CULTURAL AND CREATIVE CO., LTD., YIWU
LAJIE E-COMMERCE FIRM(INDIVIDUAL
BUSINESS), YIWU LEYING BAGS CO., LTD., YIWU
LILANG CRAFTS CO., LTD., YIWU LUCKY STAR
CRAFTS CO., LTD., YIWU LUWEI TRADING FIRM,
YIWU LUXI TRADING CO., LTD., YIWU PIXEL
DAILY NECESSITIES CO., LTD., YIWU QINCHI
LUGGAGE CO., LTD., YIWU QINGXU COSMETICS
CO., LTD., YIWU QIXI TOYS CO., LTD., YIWU
RONGCAN CRAFTS CO., LTD., YIWU RONGJI
JEWELRY CO., LTD., YIWU RONGYUE TOYS CO.,
LTD., YIWU SILVER JEWELRY CO., LTD., YIWU
WANGZONE E-COMMERCE FIRM, YIWU XINGQI
IMPORT & EXPORT CO., LTD., YIWU XINGYI
IMPORT AND EXPORT CO., LTD., YIWU XIONGXI
E-COMMERCE FIRM (INDIVIDUAL BUSINESS),
YIWU YIMU TRADING CO., LTD., YIWU YIXUAN
TRADING CO., LTD., YIWU ZHAOKUO TRADING
CO., LTD, YIWU ZHENWAN E-COMMERCE CO.,
LTD., YULIN YUZHOU DISTRICT COLORFUL
CLOTHING STORE, ZHEJIANG MULTISTAY
INDUSTRY CO., LTD, ZHENGZHOU PLAYFUL
CULTURE AND CREATIVITY CO., LTD.,
ZHENGZHOU QIMENG WANQU CROSS BORDER
E-COMMERCE CO., LTD., ZHENGZHOU REFUSES
TO DEFINE CULTURAL CREATIVITY CO., LTD.,

ZHENGZHOU XUANLANG INTELLIGENT
TECHNOLOGY CO., LTD., ZHENGZHOU
YAOZHONG NETWORK TECHNOLOGY CO., LTD.,
ZHENGZHOU YUHONG GUOCHUANG TRADING
CO., LTD., ZHONGSHAN AUMETER TECHNOLOGY
CO., LTD. and ZIZAIXING (SHENZHEN)
TECHNOLOGY CO., LTD.,

Defendants

**CONFIDENTIAL/FILED UNDER SEAL
NOT TO BE OPENED EXCEPT BY ORDER OF THE COURT**

DECLARATION OF FEI LIN¹

I, Fei Lin, hereby declare as follows:

1. I am over eighteen (18) years of age. I have never been convicted of a felony or any criminal offense involving moral turpitude, and I am fully competent to testify to the matters stated herein. I have personal knowledge of every statement made in this Declaration and such statements are true and correct.
2. I am the Head of Overseas Legal of Beijing POP MART Cultural & Creative Co. Ltd., a limited company organized and existing under the laws of China. I make and submit this Declaration in connection with Plaintiffs' POP MART Americas Inc., POP MART (Singapore) Holding Pte. Ltd. and Beijing POP MART Cultural & Creative Co., Ltd. (hereinafter collectively referred to as "POP MART" or "Plaintiffs") *ex parte* application for:
 - 1) a temporary restraining order; 2) an order restraining Merchant Storefronts and Defendants' Assets with the Financial Institutions; 3) an order to show cause why a preliminary injunction should not issue; 4) an order authorizing bifurcated and alternative service; and 5) an order authorizing expedited discovery against the above-captioned Defendants in light of Defendants' intentional and willful counterfeiting and infringement of the LABUBU Marks (defined *infra*).
3. POP MART, founded in 2010, is a famous design and toy brand known worldwide for its collectible and imaginative toys.
4. POP MART works with artists and collaborates with major media companies (such as Disney) to produce high-quality and unique toys and figures, accessible to customers in novel

¹ Where a defined term is referenced herein but not defined, it should be understood as it is defined in the Glossary in Plaintiffs' Complaint or Application.

ways, such as in robotic vending machines, called “Roboshops,” as well as small cardboard packages with mystery collectibles, called “blind boxes” (“POP MART Products”).²

5. The POP MART Products are sold globally through Plaintiffs’ e-commerce website, www.popmart.com, through the POP MART app, in over 500 POP MART retail stores and more than 2,500 POP MART Roboshops, in over 30 countries and regions.³
6. In September 2023, POP MART opened a theme park called Pop Land in Beijing, China.⁴
7. One of POP MART’s most famous toys is the LABUBU, an elf-like character from POP MART’s collectible series, “THE MONSTERS,” created by illustrator Kasing Lung (“LABUBU Products”).⁵ LABUBU Products are described as “elvish” characters with “mischievous” looks.⁶
8. LABUBU Products come in a variety of shapes, sizes, colors and styles, such as keychains, plush dolls, and accessories. They typically retail for between \$14.99 - \$99.99. However, collectibles and other rare figures may be sold for more,⁷ such as the “Mega” LABUBU, which retails for \$959.90.⁸
9. Recently LABUBU Products have become viral, sending consumers in a frenzy to purchase them before they are sold out.⁹ There have been more than 2 million #LABUBU

² Mark Faithfull, *How Pop Mart Became China’s Latest Brand To Target U.S. Growth*, FORBES (Jun 05, 2024), <https://www.forbes.com/sites/markfaithfull/2024/06/05/how-pop-mart-became-chinas-latest-brand-to-target-us-growth/>.

³ *About POP MART*, POP MART, <https://www.popmart.com/us/brand-introduction> (last visited July 23, 2025).

⁴ *Id.*

⁵ Rebecca Rodriguez, *What is Labubu? Why is she so popular? We have answers.*, NBC NEWS (June 3, 2025), <https://www.nbcnews.com/select/shopping/what-is-a-labubu-rcna210622>.

⁶ *Id.*

⁷ Mary Whitfill Roeloffs, *This Labubu Just Sold For \$10,585: Here’s Why They Might Be Good Investments*, FORBES (June 24, 2025), <https://www.forbes.com/sites/maryroeloffs/2025/07/24/this-labubu-just-sold-for-10585-heres-why-they-might-be-good-investments/>.

⁸ MEGA LABUBU TEC 1000% All About Us, POP MART, <https://www.popmart.com/us/products/1011/mega-labubu-tec-1000-all-about-us> (July 23, 2025).

⁹ Juliana Kim, *‘Labubu’ is a plush toy that is causing a frenzy. Here’s its origin story*, NPR (June 18, 2025) <https://www.npr.org/2025/06/18/g-s1-72939/what-is-labubu-pop-mart-explained>.

posts on TikTok alone in the last two years¹⁰ and celebrities such as Rihanna, Cher and Kim Kardashian have posted images on Instagram featuring LABUBU Products.


10. LABUBU Products have also been featured in many news outlets throughout the United States and globally, such as *The New York Times*, *BBC*, *Vogue* and *Forbes*. True and correct copies of articles discussing the success of the LABUBU Products are attached hereto as **Exhibit A**.

11. Due to POP MART's success, in 2024, its revenue more than doubled to \$1.8 billion.¹¹

12. While POP MART has gained significant common law trademark and other rights in its LABUBU Products through use, advertising and promotion, POP MART also protected its valuable rights by filing for and/or obtaining federal trademark registrations.

13. For example, Plaintiff POP MART (Singapore) Holding Pte. Ltd. and Plaintiff Beijing POP MART Cultural & Creative Co., Ltd. are the owners of the following U.S. Trademark

Registration Nos.: 6,592,820 for “” for a variety of goods in Class

28; 7,839,156 for “” for a variety of goods in Class 28; and 7,839,144 for “LABUBU” for a variety of goods in Class 28; Plaintiff POP MART (Singapore) Holding Pte. Ltd. has also applied for the registration of U.S. Application No. 79/402,363 for “POP MART” for a variety of goods in Classes 14 and 25 (collectively, the “LABUBU Marks”). True and correct copies of the registrations and application for the LABUBU Marks are attached hereto as **Exhibit B** and incorporated herein by reference.

¹⁰ *Trend Discovery*, TIKTOK, <https://ads.tiktok.com/business/creativecenter/hashtag/LABUBU> (last visited July 24, 2025).

¹¹ Alisha Rahaman Sarkar, *Labubu doll maker says profits set to soar 350%*, INDEPENDENT (July 16, 2025), <https://www.independent.co.uk/asia/china/labubu-pop-mart-profit-demand-b2789814.html>.

14. The LABUBU Marks are currently in use in commerce in connection with the LABUBU Products. The LABUBU Marks were first used in commerce on or before the dates of first use as reflected in the registrations attached hereto as **Exhibit B**.
15. In addition, Plaintiff Beijing POP MART Cultural & Creative Co., Ltd. is also the owner of registered copyrights in and related to the LABUBU Products. For example, Plaintiff Beijing POP MART Cultural & Creative Co., Ltd. owns the U.S. Copyright Registrations listed in **Exhibit C** ("LABUBU Works"). True and correct copies of the U.S. copyright registrations for the LABUBU Works are included in **Exhibit C** and incorporated herein by reference.
16. The success of the LABUBU Products is due in part to Plaintiffs' marketing and promotional efforts. These efforts include advertising and promotion through social media, POP MART's website (available at www.popmart.com), print and internet-based advertising and placement of the LABUBU Products at Plaintiffs' numerous retail stores.
17. Plaintiffs' success is also due to their use of the highest quality materials and processes in making the LABUBU Products.
18. Additionally, Plaintiffs owe a substantial amount of the success of the LABUBU Products to their consumers and word-of-mouth buzz that its consumers have generated.
19. Plaintiffs' efforts, the quality of the LABUBU Products and the word-of-mouth buzz generated by their consumers have made the LABUBU Marks, LABUBU Works and LABUBU Products prominently placed in the minds of the public. Members of the public and retailers have become familiar with the LABUBU Marks, LABUBU Works and LABUBU Products and have come to associate them exclusively with POP MART. Plaintiffs have acquired a valuable reputation and goodwill among the public as a result of such associations.

20. Plaintiffs have gone to great lengths to protect their interests in the LABUBU Products, the LABUBU Marks and the LABUBU Works. No one other than Plaintiffs and their authorized licensee(s) and distributor(s) are authorized to manufacture, import, export, advertise, offer for sale or sell any goods utilizing the LABUBU Marks and/or LABUBU Works or use the LABUBU Marks and/or LABUBU Works in connection with goods or services or otherwise, without the express permission of POP MART.
21. Due to the success and reputation of Plaintiffs, their LABUBU Products, LABUBU Marks and LABUBU Works, Plaintiffs, their LABUBU Products, LABUBU Marks and LABUBU Works have become targets for unscrupulous individuals and entities that wish to capitalize on the goodwill and reputation that Plaintiffs have amassed in their LABUBU Products, the LABUBU Marks and LABUBU Works.
22. As part of these efforts, Plaintiffs authorized Epstein Drangel to investigate and research manufacturers and/or third-party merchants offering for sale and/or selling Counterfeit Products on online marketplace platforms, such as Alibaba and/or AliExpress, which allow manufacturers and third-party merchants, like Defendants, to advertise, distribute, offer for sale, sell and ship retail products, originating primarily from China, among other locations, directly to consumers worldwide and specifically to consumers residing in the U.S., including New York.
23. Through Epstein Drangel's investigative and enforcement efforts, Plaintiffs learned of Defendants' infringing and counterfeiting actions, which vary and include, but are not limited to, manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling Counterfeit Products to U.S. consumers, including those located in New York, through Defendants' User Accounts and Merchant Storefronts on Alibaba and/or AliExpress.

24. Through visual inspection of Defendants' Infringing Listings, we confirmed that each Defendant displays the LABUBU Marks and/or the LABUBU Works in the Infringing Listings without authorization, and that the products that each Defendant offers for sale using and featuring virtually identical copies of the LABUBU Marks and/or LABUBU Works are, in fact, Counterfeit Products.
25. We have confirmed that Defendants are not, and have never been, authorized by Plaintiffs or any of their authorized agents, authorized licensees or authorized distributors to use the LABUBU Marks and/or LABUBU Works, nor have we consented to Defendants' use of any identical or confusingly and/or substantially similar marks or artwork.
26. One of the principal reasons why POP MART instituted an active anti-counterfeiting program was to protect our consumers from purchasing counterfeit and/or infringing products that wrongly bear, utilize and/or are sold/offered for sale in connection with the LABUBU Marks and/or LABUBU Works, and/or goods or services otherwise advertised or marketed under the LABUBU Marks and/or LABUBU Works, which may be unsafe and/or of poor quality.
27. Defendants' intentional and deceitful misconduct has likely resulted in lost profits to Plaintiffs and has damaged the inherent value of the LABUBU Marks and LABUBU Works, impaired Plaintiffs' reputation for providing high-quality products and services and diluted POP MART's brands and the goodwill associated therewith, thereby negatively affecting POP MART's relationships with current customers (including both retail customers and end consumers) and their abilities to attract new customers.
28. We trained Epstein Drangel on how to identify infringing LABUBU Products. Epstein Drangel is available to identify additional differences between the Counterfeit Products and the authentic LABUBU Products upon request of the Court. POP MART keeps its

procedures to determine the authenticity of its LABUBU Products confidential to streamline and ensure accuracy of the identification process for POP MART and its anti-infringement team.

29. Neither I, nor anyone else at POP MART, to the best of my knowledge, have publicized this Application or Plaintiffs' intent to seek entry of a temporary restraining order against Defendants or any third party.

I declare under the penalty of perjury under the laws of the United States of America that to the best of my knowledge the foregoing is true and correct.

Executed on this 30th day of July 2025 in Beijing, China

By: Fei Lin
Fei Lin

EXHIBIT A

FASHION

And They Call It Plushie Love: Fashionable People on Their Labubu Obsession

BY LARA JOHNSON-WHEELER

May 31, 2025





All products featured on Vogue are independently selected by our editors. However, we may receive compensation from retailers and/or from purchases of products through these links.

Unless you exist in a blissfully offline experience, you'll have noticed Labubu hype is at unprecedented high. Even IRL, you can hardly move on the streets of major cities without being nudged by a handbag bedecked with the fang-toothed critters.

Personally, I love her. Yes, despite her gender-fluid appearance and indiscriminating appeal, Labubu is a girl. An elfin character first created by Hong Kong-born artist Kasing Lung, Labubu was conceived as part of a story series called *The Monsters* in 2015. Then, in 2019, Labubu evolved into the collectible toy market with a line of figurines that became available through a partnership with Chinese retailer Pop Mart. Later, they were developed into plush toys on keychains—perfect timing, to chime with the emerging trend of bag charms, trinkets, and toys in fashion; Pop Mart's first Labubu keyring series was called the “Exciting Macaron,” and dropped in October 2023.

Inspired by Nordic folklore, the pastel shades of Labubu's fluffy body and the gently devilish facial expressions that differ with each iteration of the character are the perfect blend of cute and ugly. She's the latest in a long line of iconic characters that have emerged from Asia; Hello Kitty, Sonny Angel, and Gudetama are her foresisters. Pop Mart's Cry Baby series seems to be following fast in her footsteps. Labubu has been spotted on Rihanna, Dua Lipa, and perhaps most notably, Lisa from Blackpink, who spoke to *Vanity Fair* about her obsession—certainly, one of the sparks that lit the match for Labubu's now-worldwide domination.

But, as with anything that becomes too beloved, too hyped, too memed, the backlash has begun. In the UK, Pop Mart was forced to pull Labubu from stores after an altercation in a queue occurred in May 2025. Overzealous resellers, it seems, resorted to violence to get their hands on the coveted critters. Fans remain furious with the pause. Labubu is, after all, the number one piece to collect on resale platform StockX.

mimetic desire they create feeds into the capitalist whirl of consumer culture! This type of collecting is a silly, frivolous pastime! As British *Vogue*'s Daniel Rodgers writes: "The Labubu is just another colorful flash on the internet's radar: Something we consume for a few months until the next trend arrives, kicking off a fresh cycle of thinkpieces."

Nevertheless: For those who love them—devotees are all around the world—Labubu is more than a keychain. Labubu equates to a lifestyle. For me, they're a visual evolution of Maurice Sendak's *Where The Wild Things Are*, one of my favorite books as a child, and a reminder of a simpler time. One of the ways Pop Mart has built intrigue into their model is by releasing Labubus in blind boxes. Buyers don't know which iteration of Labubu is hidden inside. Videos of unboxings proliferate on TikTok. When I tried one for myself, I understood the thrill and the delight of meeting your very own cute character. I'm still only the proud owner of one Labubu, but I'm enthralled by the superfans who've made it their mission to collect more.

Now, in the light of such backlash, a series of Labubu lovers chat to *Vogue*, explaining their emotional connection to the plushie—with proud pictures of the character that sprung to meet them from the insides of their own blind boxes.

Freddie Powell, gallerist at Ginny on Frederick

Photography by Lewis Teague Wright

I quit vaping, thank god, and picked up a tiny Pop Mart addiction instead. I'm still unsure what is healthier, cheaper, or less embarrassing. [My] hoarding started when I was in Seoul organising a Ginny on Frederick exhibition, *The Vampire Problem?*, last

over.

Ruby Redstone, writer and fashion historian

golden age of Ugly Dolls, Tokidoki, and the temple that was Kidrobot. As I careened towards teenhood, the toys I collected mirrored a bit of the turmoil I felt inside, equal parts cute and horrifying, covetable, and lonely. Little devils whose predicaments I understood innately, born from the random fate of a blind box into my hands. Who could be more representative of the duality of the modern age than Labubu: A girl—yes, a *girl*—with a burgeoning online presence and a penchant for mischief?

I love the phenomenon of adults attaching toys to their bags—I would never be one to gripe about this, even when it looks decidedly unchic. It's adorable! We're all out here on the subway with our little comfort stuffed animals clipped proudly to our purse for the world to see, for us to adore when we're having a low moment.

As a fashion historian, I'm never a fan of broad, reductive sentiments like, “when the market goes down, hemlines go up,” but it does seem very apparent that the deeper the world falls into political chaos, the greater the cultural appetite becomes for cute little tchotchkes. Just the other day, I came to the end of a really tough week and thought, “F*ck it, I'm going to Popmart.” There's plenty of discourse about dopamine and depression in our society, but at the end of the day, there are much worse things one could do than go out and buy a little monster keychain. In fact, I'd argue it's a net positive activity. Toy collecting was my introduction to artists like Takashi Murakami, Yoshitomo Nara, and Andre Saraiva. Trinkets can become a democratising force in bringing art into the homes of those who might not otherwise be able to participate in the art market or have hands-on, intimate experiences with unique works of art.

I love Labubu and all her compatriots because I have little kids. A toy on your bag is built-in entertainment! I'll be honest and say that I don't let them play with my most beloved Labubu, lest they get ketchup on her or something. I think it serves as a nice reminder to my little girls that they don't need to give up their stuffed animals when they grow up. If they love something and it captures their imagination, I'd like them to hold onto it forever. I did!

Photography by Alex Kessler

There's something exquisitely derailing about spiraling into a plush-toy addiction while emotionally regressing at your mother's house in Chiang Mai—jet-lagged across three time zones, spiritually bankrupt, and one herbal compress away from a full breakdown. Then I met Labubu. Something in my chest snapped—and then instantly healed. One blind box in and I was no longer a man. I was mother, cradling a deranged little goblin with the reverence of a Victorian widow at a séance. The high of cracking that foil seal? Pure serotonin roulette. A friend said it's like gambling, but worse—this is gambling with lore. I'm leaving Thailand not with peace or clarity, but with eight Labubus—and CryBabys—for myself, and seven more for desperate friends and fashion editors back in London. Is it dangerous? Probably. Does it feel good? Let's just say I haven't been this spiritually ejaculated since microdosing at the Dover Street Market sale.

Song-I Saba, fashion copywriter

Photography by Song-I Saba

Blind boxes are the perfect present for an indecisive and emotionally arrested generation. My boyfriend got me the Labubu from a reseller in Warsaw, Poland, and my friend Jonny gifted me this Twinkle Twinkle for my 33rd birthday. They act as sentimental souvenirs now. When futures are uncertain, we gamble on cuteness—Labubu is the collectible coin toss of late capitalism.

whole Popmart/The Monsters universe until I started researching for a story at the end of last year. I spoke to early industry adopters like Bryanboy and Harry Lambert, and realized how relatively easy it was to source them here in London back then, before everyone jumped on it. So I quickly started a collection. I began with the plushes. I got the normal and secret ones, and then I started to collect regional exclusives like the Thai one and the Singapore one, which many refer to as the Merbubu. Just this week, I was able to get hold of what I call a Duckbubu, the latest plush that's only available in China via Popmart point redemption.

I also collect Labubu figurines. I began with the Labubu Sketch 400 per cent, and later, a friend of mine in Hong Kong helped me get a ComplexCon exclusive model. Earlier this year, I was also lucky enough to meet the creator of Labubu Kasing Lung at Dover Street Market, where he signed me a plush and a DSM exclusive black and pink figurine during the meet and greet. To me, Labubu represents the perfect combination of cuteness, mischievousness, and consumerism with the right amount of exclusivity—something a good old fashionholic like me can easily respond to.

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Lara Johnson-Wheeler writes about fashion, food, beauty, art, travel, and culture. She works in editorial and commercial media and has contributed to *Vogue* UK and US, *Elle*, *Dazed*, and *AnOther* as well as independent titles including *Buffalo Zine*, *More or Less*, and *Twin*. Formerly an editor at SHOWstudio, she has experience ... [Read More](#)



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EDITORS' PICK

Forbes Daily: Labubu Phenomenon Makes A Killing For China Toy Company

Today's Forbes Daily newsletter covers a new Labubu collaboration, Meta on trial, crypto bills and broadcasting funding cuts move forward, Trump floats Coca-Cola change and more.

By [Danielle Chemtob](#), Forbes Staff and [Forbes Daily](#), Forbes Staff.

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Move over, stocks and bonds. Your next best investment might just be a plush doll with sharp teeth.

Labubus, **viral toys from Chinese company Pop Mart** that typically sell in mystery boxes for \$20 to \$30, [have been resold online for thousands of dollars](#), and a limited edition doll made in collaboration with shoe brand Vans could be the latest rendition to reach the five-figure mark. Labubus seem to be following in the footsteps of famous collectibles like Ty Beanie Babies and Cabbage Patch dolls, but one expert appraiser told *Forbes* she thinks the trend is here to stay.

Whether that's true or not, Pop Mart is making a killing. The company expects a 350% year-over-year profit increase in the first half of 2025, while its founder Wang Ning joined the ranks of China's top 10 richest for the first time in June.

FIRST UP



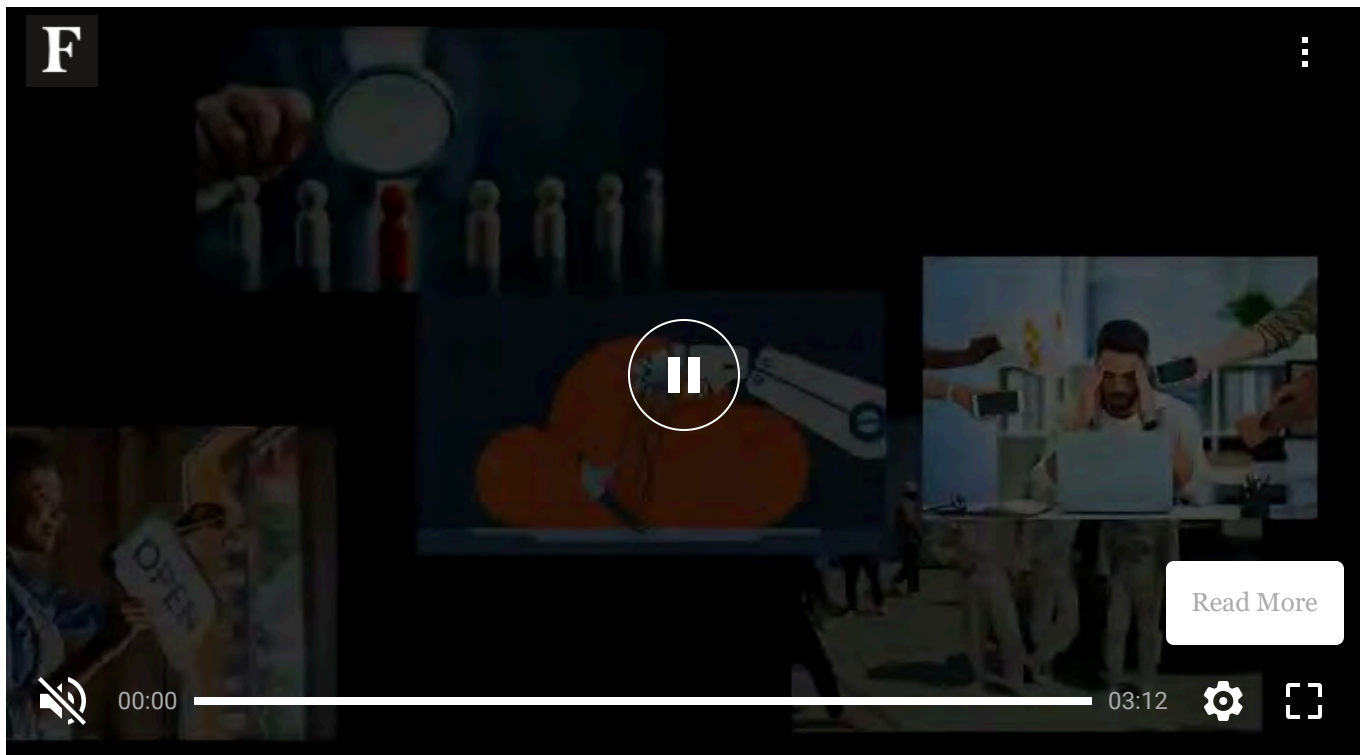
Mark Zuckerberg

PHOTO BY BRENDAN SMIALOWSKI/AFP VIA GETTY IMAGES

Meta CEO Mark Zuckerberg and other billionaire leaders tied to the social media platform [went on trial Wednesday](#) in an **\$8 billion case over whether the heads of the company knowingly violated** a privacy agreement. Plaintiffs allege Facebook—which later rebranded to Meta—allowed third-party apps to collect users’ data about their friends in defiance of a direct FTC order. The issue came to light in the Cambridge Analytica scandal, in which millions of users’ Facebook data was harvested through a third-party app, and that data was allegedly used to influence major political events.

Several [cryptocurrencies and related stocks surged](#) amid regulatory optimism Wednesday, as President Donald Trump said most Republicans who defected on advancing pro-crypto legislation would now support the bills. That eventually happened Wednesday night, as the **House advanced the bills after a number of conservative lawmakers dropped their opposition**. Trump, whose businesses have become more involved with crypto, has pushed the legislation in recent weeks.

This is a published version of the Forbes Daily newsletter, you can sign-up to get Forbes Daily in your inbox [here](#).



BUSINESS + FINANCE



PHOTO ILLUSTRATION BY JUSTIN SULLIVAN/GETTY IMAGES

President Donald Trump on Wednesday claimed that [Coca-Cola will switch its formulation in the U.S. to use cane sugar](#) instead of high-fructose corn syrup, though

the company did not explicitly confirm the change. The Corn Refiners Association, a trade body representing corn refiners in the country, **pushed back against any change to Coke’s formulation**, saying the move would cost thousands of jobs and “boost imports of foreign sugar.”

In spite of the uncertainty caused by Trump’s tariffs, [small business earnings are up 75%](#) since January, a new report shows. That’s a sign that **conditions are not yet worsening**, though monthly earnings remain significantly lower than the levels seen in the past two years.

TECH + INNOVATION



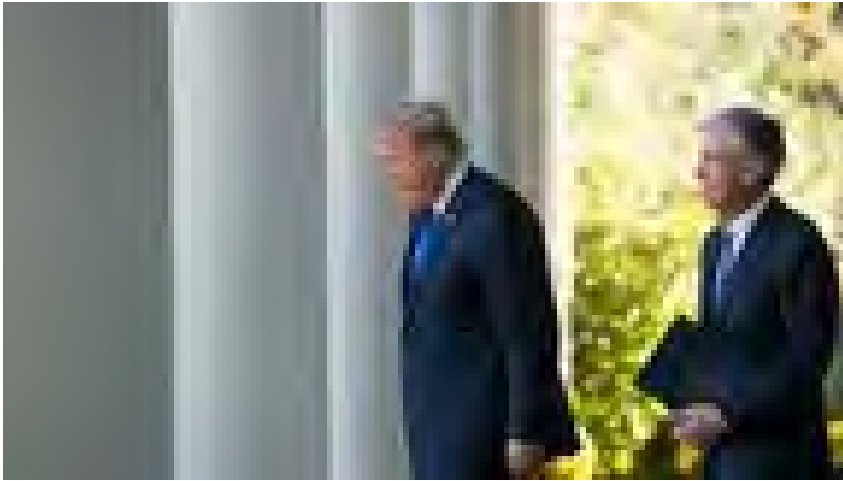
Industrial battery units storing electricity in the desert.
GETTY IMAGES

As it **spends billions to produce electric vehicle batteries**, [General Motors is partnering with Redwood Materials](#) to use some of its cells for stationary energy storage systems for the power grid as well as AI data centers. GM is one of the fastest-growing sellers of electric vehicles in the U.S., but as the outlook worsens for EV sales, finding additional uses for battery cells beyond EVs would help the automaker maximize its investment in R&D and production of that technology.

Hope Hydration, founded by Forbes Under 30 alum Jorge Richardson, is using [advertising to fund free drinking water](#), setting up stations at events like Formula 1 races and SXSW that show ad campaigns to users as they refill their water bottles. Including its latest round closed this week, the **company is armed with \$26**

million in total funding, which it hopes to use in part to expand to communities in need, like Flint, Michigan.

MONEY + POLITICS



President Donald Trump with Federal Reserve Chair Jerome Powell in 2017.
PHOTO BY DREW ANGERER/GETTY IMAGES

President Donald Trump has **tested the Federal Reserve’s historic independence**, but he [denied that he plans to fire chairman Jerome Powell](#) Wednesday, despite reportedly discussing his removal with congressional Republicans a day earlier. Trump first appointed Powell in 2017, but he has recently criticized him over the central bank’s decisions not to lower interest rates, and Treasury Secretary Scott Bessent said a “formal process” to find a successor for Powell, whose term ends in May 2026, is underway.

The Senate voted to approve a White House request to [cancel \\$9 billion in previously approved funding](#) for foreign aid and public broadcasting early on Thursday. **If the legislation passes the House before Friday’s deadline**, it would claw back \$1.1 billion in funding from the Corporation for Public Broadcasting—which helps fund PBS and NPR—and about \$8 billion from aid programs like USAID.

Federal prosecutor Maurene Comey, the daughter of former FBI Director James Comey, was [fired from her post at the U.S. Attorney’s Office](#) for the Southern District of New York on Wednesday. Comey was the lead prosecutor in the **high-profile cases against Jeffrey Epstein and his associate, Ghislaine Maxwell**, as well as rapper Sean “Diddy” Combs. The reason behind Comey’s firing was not

immediately clear, according to Politico, though President Trump also fired her father from his position at the FBI in 2017.

DAILY COVER STORY

You're Not Imagining It: AI Is Already Taking Tech Jobs



MOOR STUDIOS

Amid the rise of generative AI, **many have feared it could replace human workers**, and the tech industry is especially vulnerable. Now, CEOs are starting to admit it.

Already, younger and more inexperienced programmers are seeing a drop in employment rate; the total number of employed entry-level developers from ages 18 to 25 has dropped “slightly” since 2022, after the launch of ChatGPT, said Ruyu Chen, a postdoctoral fellow at the Digital Economy Lab of Stanford’s Institute for Human-Centered AI.

Chen and her colleagues studied large-scale payroll data in the U.S. to examine generative AI’s impact on the workforce. It’s a small decline, but a significant

development in the field of engineering in the tech industry, an **occupation that has seemed synonymous with wealth and exorbitant salaries** for more than a quarter century.

Suddenly, after years of rhetoric about how AI will augment workers, rather than replace them, many tech **CEOs have stopped mincing words**. Anthropic CEO Dario Amodei has said AI could wipe out half of all entry-level white-collar jobs and spike unemployment up to 20% within the next five years.

WHY IT MATTERS Tech companies have started cutting jobs or freezing hiring explicitly due to AI and automation. At stalwart IBM, hundreds of human resources employees were replaced by AI in May, part of broader job cuts that terminated 8,000 employees. Also in May, Luis von Ahn, CEO of the language learning app Duolingo, said the company would stop using contractors for work that could be done by AI.

Still, while the technology is beginning to take a toll on developers in the tech industry, it's actually created **more demand for engineers outside of tech**, said Chen, because other sectors are adopting AI tools for the first time.

MORE [A Growing Side Hustle For American College Grads: Fixing AI's Wrong Answers](#)

FACTS + COMMENTS

The IRS Direct File program, which allows eligible taxpayers to [file taxes directly with the IRS online for free](#), has come under fire from Republicans in Congress. And while the One Big Beautiful Bill Act didn't eliminate Direct File, it's likely on the way out:

90%: The share of respondents to a survey who ranked their experience with Direct File as “Excellent” or “Above Average”

\$90 million: The amount taxpayers filed to obtain in refunds in Direct File’s pilot program in 2024, saving an estimated \$5.6 million in filing costs

\$15 million: The amount of money earmarked in the spending bill for a task force to review the cost and public opinions on public-private partnerships for free tax filing versus government-run programs

STRATEGY + SUCCESS

As the modern workplace often calls on workers to be “always on,” a [brief digital detox can help you restore energy](#), focus and work-life balance. Designate your bedroom a device-free zone, turn off non-essential notifications, and create specific times for checking email and social media. When the week is over, **don’t just go back to old habits:** Try and create a more intentional relationship with your devices.

VIDEO

How Trump’s Big Beautiful Bill Will Change Student Loans



QUIZ

Generations often poke fun at each other for certain quirks, like the “millennial pause.” **What are some on TikTok mocking Gen Z for doing?**

- A. Staring blankly before responding
- B. Fake laughing
- C. Using the word “like” too much
- D. Not texting people back

[Check your answer.](#)

Thanks for reading! This edition of Forbes Daily was edited by Sarah Whitmire and Chris Dobstaff.

We've updated this newsletter edition to correct background for Bedrock's founders.

Got a tip? Share confidential information with Forbes.

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Call It the Labubu Effect: Cute Sidekicks Rule Multiplexes This Summer

In hit after hit, adorable monsters — as chaotic and cuddly as the popular accessory — have fulfilled moviegoers' need for escapism.



Listen to this article · 5:41 min [Learn more](#)

By Esther Zuckerman

July 22, 2025

This summer has been invaded by a group of adorable furry monsters with sharp teeth. They are known as Labubus, and they are everywhere.

The trendy key-ring dolls, from the Chinese purveyor Pop Mart, have received endorsements from Rihanna and Cher, and are omnipresent on social media. In a way, they've also infused the movies.

Not literally, of course, though I wouldn't put it past some executive to be developing a Labubu franchise right now. No, it's more that the spirit of Labubus is everywhere onscreen. The blockbuster business has been overtaken by cuteness — sometimes ugly, chaotic cuteness in the style of the Labubu craze, but cuteness nonetheless.

Nearly every major movie released since May features a cute sidekick, there to make audiences coo with delight. The season opened with Disney's live-action remake of "Lilo & Stitch," featuring the charmingly manic blue alien, Stitch. It became a box office success in part because of fans' enduring love for the extraterrestrial with a penchant for causing a ruckus. You could say Stitch is the original Labubu. They do look an awful lot alike.

“Lilo & Stitch,” starring Maia Kealoha, was a box office success in part because of the appeal of Stitch, the lovable blue alien. Disney

In June, another remake was buoyed by a CGI cutie: Toothless, the title star of “How to Train Your Dragon,” whose oversized eyes and pointy (retractable) chompers have a Labubu-esque quality. Also like Stitch, Toothless looks wild but, at times, acts as a pet, be that a cat or a dog depending on the moment in the story.

Speaking of dogs: Superman now has one in James Gunn’s adaptation of the Man of Steel. Krypto, based on Gunn’s own pup, Ozu, is arguably the most traditionally cute of the bunch — after all, he looks like a regular scruffy dog, just one in a cape — but he’s also a menace who bites feet and thinks any flying gadget is a toy.

The summer’s other big superhero flick also has a winsome little buddy: H.E.R.B.I.E., the robot for the title crew in “The Fantastic 4: First Steps.” He’s made of metal but has been designed for maximum awes, with a sweetly chirping voice and spinning reels for peepers.

There’s more: In Pixar’s “Elio” a human boy befriends a sluglike alien named Glordon, who is sweetly naïve despite descending from a race of warlords intent on conquering the galaxy. And “Jurassic World Rebirth” introduced Dolores, an Aquilops, who unlike the T. rex, enjoys candy and human companionship.

The alien Glordon in “Elio” charmed despite descending from a race of warlords.

Disney/Pixar

What is with this inundation? Of course, cuteness is a solid marketing tactic. One reason Stitch, who debuted in the 2002 animated version, has become such a beloved character in the Disney stable is the volume of merchandise featuring him. (“He is one of those special characters who is simply fun to bring to life through products,” a consumer products executive at Disney told *The New York Times*.) The same could be said for Toothless, who even has a Labubu crossover toy. For what it’s worth, Pop Mart is also in the Stitch business.

Meanwhile, the Labubu fad has started to merge with movie marketing. Celebrities are now being asked to interact with the toys during their press tours. The stars of both “F1” and “I Know What You Did Last Summer” — two films in which adorable characters would be extremely out of place — have been subjected to this. Javier Bardem holding up a Labubu and gleefully declaring, “I got Baba,” made me smile, even if the interaction felt like a forced viral moment.

Sure, all this cuteness is in many ways a crass ploy for moviegoers’ dollars. But it works for a reason. There is a comfort in the twee, especially when it is a little bit askew or offbeat.

These characters allow us to turn off our brains and simply exist in their charming, oddball worlds. When every piece of news that hits our phones is largely depressing, it’s a relief to spend a couple of hours gallivanting with Toothless or playing hypothetical fetch with Krypto. Their brand of chaos is the fun kind, not the nightmarish type.

In “Jurassic World Rebirth,” Dolores, an Aquilops, likes candy and people. Universal Pictures and Amblin Entertainment

Of course, not every summer movie creatures can work this kind of magic. The “Jurassic World” social media team tried to turn Dolores into a phenomenon, with early X posts like one captioned, “Protect Dolores at all costs!” The comments included questions about who Dolores was, and the mini-dino didn’t get any more popular after the movie was released, possibly because she didn’t have a very distinctive personality.

But when the characters are successful, they allow even adult viewers to regress into a childlike state of wonder, which partly explains why most of these movies have taken in huge amounts of money.

The notion that these things have traits that society has deemed unlovable — Glordon’s buggy form, for instance — makes them all the more lovable. It also may be why Labubus have become the accessory du jour. Their faces look as if they are about to create havoc, but their bodies are snuggable. They are like your own personal Stitch: There by your side to make you giggle with the spicy-sweet personality you project onto them.

Isn’t that the fantasy all these movies sell? It sure would be fun to have your own little impish companion around at all times.

Adorable or just weird? How Labubu dolls conquered the world

19 June 2025

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Fan Wang
BBC News

Adam Hancock
Business reporter, BBC News

Reporting from Singapore Reporting from Singapore



Xia Yu/VCG via Getty Images

Whether you reckon they are cute, ugly or just plain weird, chances are you have heard of the furry dolls that have become a global sensation - Labubu.

Born a monster, the elf-like creature from Chinese toy maker Pop Mart is now a viral purchase. And it has no dearth of celebrity advocates: Rihanna, Dua Lipa, Kim Kardashian and Blackpink's Lisa. Ordinary folk are just as obsessed - from Shanghai to London, the long queues to snap up the doll have made headlines, sometimes descending into fights even.

"You get such a sense of achievement when you are able to get it among such fierce competition," says avowed fan Fiona Zhang.

The world's fascination with Labubu has almost tripled Pop Mart's profits in the past year - and, according to some, even energised Chinese soft power, which has been bruised by the pandemic and a strained relationship with the West.

So, how did we get here?

What exactly is Labubu?

It's a question that still bothers many - and even those who know the answer are not entirely sure they can explain the craze.

Labubu is both a fictional character and a brand. The word itself doesn't mean anything. It's the name of a character in "The Monsters" toy series created by Hong Kong-born artist Kasing Lung.

The vinyl faces are attached to plush bodies, and come with a signature look - pointy ears, big eyes and a mischievous grin showing exactly nine teeth. A curious yet divided internet can't seem to decide if they are adorable or bizarre.



The Labubu universe includes other characters that have inspired their own dolls

According to its retailer's official website, Labubu is "kind-hearted and always wants to help, but often accidentally achieves the opposite".

The Labubu dolls have appeared in several series of "The Monsters", such as "Big into Energy", "Have a Seat", "Exciting Macaron" and "Fall in Wild".

The Labubu brand also has other characters from its universe, which have inspired their own popular dolls - such as the tribe's leader Zimomo, her boyfriend Tycoco and her friend Mokoko.

To the untrained eye, some of these dolls are hard to distinguish from one another. The connoisseurs would know but Labubu's fame has certainly rubbed off, with other specimens in the family also flying off the shelves.

Who sells Labubu?

A major part of Pop Mart's sales were so-called blind boxes - where customers only found out what they had bought when they opened the package - for some years when they tied up with Kasing Lung for the rights to Labubu.

That was 2019, nearly a decade after entrepreneur Wang Ning opened Pop Mart as a variety store, similar to a pound shop, in Beijing. When the blind boxes became a success, Pop Mart launched the first series in 2016, selling Molly dolls - child-like figurines created by Hong Kong artist Kenny Wong.



Pop Mart first opened as a variety store in Beijing in 2010

But it was the Labubu sales that fuelled Pop Mart's growth and in December 2020, it began selling shares on the Hong Kong Stock Exchange. Those shares have soared by more than 500% in the last year.

Pop Mart itself has now become a major retailer. It operates more than 2,000 vending machines, or "roboshops", around the world. And you can now buy Labubu dolls in stores, physical or virtual, in more than 30 countries, from the US and UK to Australia and Singapore, although many of them have recently paused sales due to overwhelming demand. Sales from outside mainland China contributed to nearly 40% of its total revenue in 2024.

In a sign of just how popular Labubus have become, Chinese customs officials said this week that they had seized more than 70,000 fake dolls in recent days.

The demand did not rise overnight though. It actually took a few years for the elfin monsters to break into the mainstream.

How did Labubu go global?

Before the world discovered Labubu, their fame was limited to China. They started to become a hit just as the country emerged from the pandemic in late 2022, according to

Ashley Dudarenok, founder of China-focused research firm ChoZan.

"Post-pandemic, a lot of people in China felt that they wanted to emotionally escape... and Labubu was a very charming but chaotic character," she says. "It embodied that anti-perfectionism."

The Chinese internet, which is huge and competitive, produces plenty of viral trends that don't go global. But this one did and its popularity quickly spread to neighbouring South East Asia.

Fiona, who lives in Canada, says she first heard about Labubu from Filipino friends in 2023. That's when she started buying them - she says she finds them cute, but their increasing popularity is a major draw: "The more popular it gets the more I want it."

"My husband doesn't understand why me, someone in their 30s, would be so fixated on something like this, like caring about which colour to get."



Labubu pendants are the most coveted

It helps that it's also affordable, she adds. Although surging demand has pushed up prices on the second-hand market, Fiona says the original price, which ranged from 25 Canadian dollars (\$18; £14) to 70 Canadian dollars for most Labubu dolls, was "acceptable" to most people she knows.

"That's pretty much how much a bag accessory would cost anyway these days, most people would be able to afford it," she says.

Labubu's popularity soared in April 2024, when Thai-born K-pop superstar Lisa began posting photos on Instagram with various Labubu dolls. And then, other global celebrities turned the dolls into an international phenomenon this year.

Singer Rihanna was photographed with a Labubu toy clipped to her Louis Vuitton bag in February. Influencer Kim Kardashian shared her collection of 10 Labubu dolls with her Instagram following in April. And in May, former England football captain Sir

David Beckham also took to Instagram with a photo of a Labubu, given to him by his daughter.

Now the dolls feel ubiquitous, regularly spotted not just online but also on friends, colleagues or passers-by.

What's behind the Labubu obsession?

Put simply, we don't know. Like most viral trends, Labubu's appeal is hard to explain - the result of timing, taste and the randomness that is the internet.

Beijing is certainly happy with the outcome. State news agency Xinhua says Labubu "shows the appeal of Chinese creativity, quality and culture in a language the world can understand", while giving everyone the chance to see "cool China".

Xinhua has other examples that show "Chinese cultural IP is going global": the video game Black Myth: Wukong and the hit animated film Nezha.



A Pop Mart store in Shanghai

Some analysts seem surprised that Chinese companies - from EV makers and AI developers to retailers - are so successful despite Western unease over Beijing's ambitions.

"BYD, DeepSeek, all of these companies have one very interesting thing in common, including Labubu," Chris Pereira, founder and chief executive of consultancy firm iMpact, told BBC News.

"They're so good that no one cares they're from China. You can't ignore them."

Meanwhile, Labubu continue to rack up social media followers with millions watching new owners unbox their prized purchase. One of the most popular videos, posted in December, shows curious US airport security staff huddling around a traveller's unopened Labubu box to figure out which doll is inside.

That element of surprise is a big part of the appeal, says Desmond Tan, a longtime collector, as he walks around a Pop Mart store in Singapore vigorously shaking blind boxes before deciding which one to buy. This is a common sight in Pop Mart.

Desmond collects "chaser" characters, special editions from Pop Mart's various toy series, which include Labubu. On average, Desmond says, he finds a chaser in one out of every 10 boxes he buys. It's a good strike rate, he claims, compared to the typical odds: one in 100.

"Being able to get the chaser from shaking the box, learning how to feel the difference....," is deeply satisfying for him.

"If I can get it in just one or two tries, I'm very happy!"

More on this story

Human-sized Labubu doll sells for more than \$150,000
Found on celebrity bags and in viral videos: The toy fashionistas are loving

Popular culture China Toys Celebrity Fashion

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EXHIBIT B

United States of America

United States Patent and Trademark Office

POP MART

Reg. No. 6,592,820

Registered Dec. 21, 2021

Int. Cl.: 28

Trademark

Principal Register

BEIJING POP MART CULTURAL CREATIVE CO.,LTD. (CHINA limited company (ltd.))

Rm.3606, 36th Fl., Block A,101,Fl. 4-33

Bldg. 13, Zone 4, Wangjing Dongyuan

Beijing, CHINA N/A

CLASS 28: Board games; Body-building apparatus; Chess games; Dolls; Dolls' clothes; Exercise equipment, namely, exercise bands; Playing cards; Protective padding for skateboarding; Skateboards; Toy figures

OWNER OF CHINA , REG. NO. 27134252, DATED 02-21-2019, EXPIRES 02-20-2029

The mark consists of the stylized wording "POP MART" with a shaded rectangle.

SER. NO. 88-903,522, FILED 05-06-2020



Donna H. Hufsch

Performing the Functions and Duties of the
Under Secretary of Commerce for Intellectual Property and
Director of the United States Patent and Trademark Office



United States of America

United States Patent and Trademark Office



Reg. No. 7,839,156

Registered Jun. 24, 2025

Int. Cl.: 28

Trademark

Principal Register

POP MART (SINGAPORE) HOLDING PTE. LTD. (SINGAPORE PRIVATE LIMITED COMPANY)
10 ANSON ROAD,
#15-05 INTERNATIONAL PLAZA SINGAPORE 079903
SINGAPORE

CLASS 28: Desktop toy sports games; amusement machines, automatic and coin-operated; toys, namely construction toys, toy vehicles, plastic character toys, rubber character toys, plush toys, dolls' houses and action figures; toy figures; dolls; dolls' clothes; toys in the form of jigsaw puzzles; toy building blocks; playing cards; board games; balls for games; body-building apparatus; archery implements; machines for physical exercises; Play swimming pools; Protective paddings for skateboarding and snowboarding; scratch cards for playing lottery games

The mark consists of the wording "THE MONSTERS" underneath a stylized silhouette of an elf lying down on the word "MONSTERS".

OWNER OF INTERNATIONAL REGISTRATION 1822633 DATED 09-17-2024,
EXPIRES 09-17-2034

SER. NO. 79-409,815, FILED 09-17-2024

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



United States of America
United States Patent and Trademark Office

LABUBU

Reg. No. 7,839,144

Registered Jun. 24, 2025

Int. Cl.: 28

Trademark

Principal Register

POP MART (SINGAPORE) HOLDING PTE. LTD. (SINGAPORE PRIVATE LIMITED COMPANY)
10 ANSON ROAD,
#15-05 INTERNATIONAL PLAZA SINGAPORE 079903
SINGAPORE

CLASS 28: Desktop toy sports games; amusement machines, automatic and coin-operated; toys, namely, construction toys, toy vehicles, plastic character toys, rubber character toys, plush toys, dolls' houses and action figures; toy figures; dolls; toys in the form of jigsaw puzzles; Toy building blocks; playing cards; board games; balls for games; archery implements; machines for physical exercises; Play swimming pools; Protective paddings for skateboarding and snowboarding; scratch cards for playing lottery games; dolls' clothes; body-building apparatus

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF INTERNATIONAL REGISTRATION 1819536 DATED 09-17-2024, EXPIRES 09-17-2034

The wording "LABUBU" has no meaning in a foreign language.

SER. NO. 79-408,374, FILED 09-17-2024

Coke Morgan Smead

Acting Director of the United States Patent and Trademark Office



REQUEST FOR EXTENSION OF PROTECTION

SERIAL NUMBER: 79402363

FILING DATE: 06/04/2024

The table below presents the data as entered.

Input Field	Entered
MARK SECTION	
IMAGE	https://tmng-cms.uspto.gov/trademark/cms/rest/case/79402363/tmdocument/79402363APP282310001.JPG
COLLECTIVE, CERTIFICATE OR GUARANTEE MARK	NO
MARK IN STANDARD CHARACTERS	NO
MARK IN COLOR	NO
THREE DIMENSIONAL MARK	NO
SOUND MARK	NO
THE WORDS CONTAINED IN THE MARK HAVE NO MEANING (AND THEREFORE CANNOT BE TRANSLATED)	YES
TM IMAGE: COLOR	Grey Scale
IMAGE FILE NAME	https://tmng-cms.uspto.gov/trademark/cms/rest/case/79402363/tmdocument/79402363APP282310001.JPG
TYPE (IMAGE TYPE)	JPG
TEXTUAL ELEMENTS OF MARK	POP MART
HOLDER DETAILS	
CLIENT IDENTIFIER	1659878
NOTIFICATION LANGUAGE	ENGLISH
NAME	POP MART (SINGAPORE) HOLDING PTE. LTD.
ADDRESS	10 ANSON ROAD, #15-05 INTERNATIONAL PLAZA SINGAPORE 079903
COUNTRY	Singapore
ENTITLEMENT NATIONALITY OF APPLICANT/TRANSFEREE/HOLDER	Singapore
LEGAL NATURE	Private Limited Company
LEGAL NATURE: PLACE INCORPORATED	SINGAPORE
CORRESPONDENCE INDICATOR	YES
BASIC GOODS AND SERVICES	
VERSION OF NICE CLASSIFICATION USED	12-2024
NICE CLASSIFICATION	09 Computer peripheral devices; computer game software, downloadable; downloadable mobile

GOODS AND SERVICES	applications; cell phone straps; cell phone cases; digital photo frames; headsets; cameras [photography]; eyeglasses; eyeglass cords; chargers for electric batteries; battery chargers for mobile phones; battery chargers; animated cartoons; decorative magnets.
NICE CLASSIFICATION	14
GOODS AND SERVICES	Precious metals, unwrought or semi-wrought; boxes of precious metal; badges of precious metal; statues of precious metal and their alloys; works of art of precious metal; medals; key chains [split rings with trinket or decorative fob]; jewellery charms; jewellery; wristwatches.
NICE CLASSIFICATION	16
GOODS AND SERVICES	Paper; handkerchiefs of paper; figurines [statuettes] of papier mache; stickers [stationery]; periodicals; printed publications; lithographic works of art; apparatus for mounting photographs; postage stamps; canvas for painting; bags [envelopes, pouches] of paper or plastics, for packaging; packing [cushioning, stuffing] materials of paper or cardboard; carrier bags of paper or plastic; boxes of paper or cardboard; stationery; passport covers; passport holders; stamps [seals]; drawing materials; teaching materials [except apparatus]; moulds for modelling clays [artists' materials].
NICE CLASSIFICATION	20
GOODS AND SERVICES	Office furniture; showcases [furniture]; display cases; chests for toys; split rings, not of metal, for keys; picture frames; wheat straw, unworked or semi-worked, for plaiting; works of art of bamboo; figurines of wood, wax, plaster or plastic; statuettes of wood, wax, plaster or plastic; works of art of wood, wax, plaster or plastic; figurines of resin; statuettes of resin; horn, unworked or semi-worked; animal teeth; shells, unworked or semi-worked; identity plates, not of metal; decorations of plastic for foodstuffs; nesting boxes for household pets; funerary urns; furniture fittings, not of metal; pillows.
NICE CLASSIFICATION	21
GOODS AND SERVICES	Utensils for household purposes; kitchen utensils; beverage glassware; glassware for household purposes; glass pots; glass plates; crockery for kitchen use; ceramics for household purposes; works of art of porcelain, ceramic, earthenware, terra-cotta or glass; drinking vessels; valet trays [receptacles for small objects] for household purposes; censers; combs; brushes; material for brush-making; toothbrushes; floss for dental purposes; cosmetic utensils; thermally insulated containers for food; cleaning instruments, hand-operated; crystal [glassware]; cages for household pets; indoor terrariums [vivariums]; plug-in diffusers for mosquito repellents; ultrasonic mosquito repellers.
NICE CLASSIFICATION	25
GOODS AND SERVICES	Clothing; footwear; hats; hosiery; gloves [clothing]; scarfs; trouser straps; wedding dresses; sleep masks.
BASE REGISTRATION DETAILS	
BASE APPLICATION NUMBER	40202319688U
BASE APPLICATION DATE	09/04/2023
REPRESENTATIVE DETAILS	
CLIENT IDENTIFIER	1659879
NAME	TEE IP PTE. LTD.
ADDRESS	2 SHENTON WAY, #15-04 SGX CENTRE I SINGAPORE 068804
COUNTRY	Singapore
INTENT TO USE GROUP	
CONTRACTING PARTY CODE	United States of America
DESIGNATIONS	

DESIGNATIONS UNDER THE PROTOCOL United States of America

INTERNATIONAL REGISTRATION DETAILS

INTERNATIONAL REGISTRATION NUMBER	1804852
INTERNATIONAL REGISTRATION DATE OF MARK	06/04/2024
INTERNATIONAL REGISTRATION EXPIRY DATE	06/04/2034
EFFECTIVE DATE OF MODIFICATION	06/04/2024
NOTIFICATION DATE	08/15/2024
DATE OF RECORDAL IN INTERNATIONAL REGISTER	08/01/2024
IB DOCUMENT ID	1859853101
OFFICE OF ORIGIN CODE	Singapore
OFFICE REFERENCE	79402363
TRANSACTION TYPE VALUES	Initial Designation
ORIGINAL LANGUAGE	ENGLISH
INSTRUMENT UNDER WHICH CONTRACTING PARTY IS DESIGNATED	Protocol
DURATION OF MARK (YEARS)	10

POP MART

EXHIBIT C

Copyright Registration No.	Registration Date	Title	Applicant / Owner
VA 2-448-371	6/8/2025	THE MONSTERS Big into Energy Series-Vinyl Plush Pendant Blind Box- LOVE	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-448-156	6/6/2025	THE MONSTERS COCA-COLA SERIES-Vinyl Face Blind Box- SURPRISE SHAKE	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-448-155	6/6/2025	THE MONSTERS - ANGEL IN CLOUDS Vinyl Face Doll	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-079	7/9/2025	The Monsters Lazy Yoga Series-Zone Out	Beijing POP Mart Cultural & Creative Co. Ltd.

VA 2-452-110	7/9/2025	The Monsters Lazy Yoga Series-Ab Roller	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-102	7/9/2025	The Monsters Lazy Yoga Series-Confident	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-099	7/9/2025	The Monsters Lazy Yoga Series-Show Off	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-107	7/9/2025	The Monsters Lazy Yoga Series-Stretch Out	Beijing POP Mart Cultural & Creative Co. Ltd.

VA 2-452-111	7/9/2025	The Monsters Lazy Yoga Series-Sweating	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-117	7/9/2025	The Monsters Lazy Yoga Series-Sleeping	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-115	7/9/2025	The Monsters Lazy Yoga Series-Little Bird	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-114	7/9/2025	The Monsters Lazy Yoga Series-Americanano	Beijing POP Mart Cultural & Creative Co. Ltd.

VA 2-452-112	7/9/2025	The Monsters Lazy Yoga Series-Lay Down	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-118	7/9/2025	The Monsters Lazy Yoga Series-Yoga Coach	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-119	7/9/2025	THE MONSTERS Big into Energy Series-Boxes	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-126	7/9/2025	THE MONSTERS Big into Energy Series-Packing Bags	Beijing POP Mart Cultural & Creative Co. Ltd.

VA 2-452-124	7/9/2025	THE MONSTERS - Exciting Macaron - Boxes	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-452-141	7/9/2025	THE MONSTERS - Exciting Macaron - Packing Bags	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-451-849	2/26/2025	LABUBU Timber Workshop Series-Playing on the Swing Plush Pendant Blind Box	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-451-895	2/26/2025	THE MONSTERS - Exciting Macaron Vinyl Face Blind Box- Chestnut Cocoa	Beijing POP Mart Cultural & Creative Co. Ltd.

VA 2-451-935	2/26/2025	THE MONSTERS - Have a Seat Vinyl Plush Blind Box-DUODUO	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-451-927	2/26/2025	THE MONSTERS - Have a Seat Vinyl Plush Blind Box-HEHE	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-451-839	2/26/2025	THE MONSTERS Classic Series-LABUBU Figure (Brown)	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-451-857	2/26/2025	THE MONSTERS - Have a Seat Vinyl Plush Blind Box-ZIZI	Beijing POP Mart Cultural & Creative Co. Ltd.

VA 2-424-793	12/6/2024	Have a Seat Bag	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-450-708	12/3/2024	FALL INOT SPRING - Vinyl Plush Doll	Beijing POP Mart Cultural & Creative Co. Ltd.
VA 2-424-972	12/9/2024	Have a Seat Box	Beijing POP Mart Cultural & Creative Co. Ltd.

Registration #: VA0002448371
Service Request #: 1-14934976071

Mail Certificate

Pop Mart Americas Inc
Fei Lin
101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Priority: Special Handling

Application Date: June 06, 2025

Correspondent

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
Email: overseas-legal@popmart.com
Telephone: (747)361-3192
Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Registration Number

VA 2-448-371

Effective Date of Registration:

June 08, 2025

Registration Decision Date:

June 10, 2025

Title

Title of Work: THE MONSTERS Big into Energy Series-Vinyl Plush Pendant Blind Box-LOVE

Completion/Publication

Year of Completion: 2025
Date of 1st Publication: April 25, 2025
Nation of 1st Publication: China

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd.
Author Created: sculpture
Work made for hire: Yes
Domiciled in: China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
Email: overseas-legal@popmart.com
Telephone: (747)361-3192
Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: June 06, 2025

Correspondence: Yes
Copyright Office notes: Basis for Registration: Registration based on deposited pictorial authorship describing, depicting, or embodying character(s). Compendium 313.4(H).

Registration #: VA0002448156
Service Request #: 1-14934976307

Mail Certificate

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Fei Lin
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Suite 606 Glendale
Glendale, CA 91203 United States

Priority: Special Handling

Application Date: June 06, 2025

Correspondent

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
Email: overseas-legal@popmart.com
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Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Registration Number
VA 2-448-156
Effective Date of Registration:
June 06, 2025
Registration Decision Date:
June 09, 2025

Title

Title of Work: THE MONSTERS COCA-COLA SERIES-Vinyl Face Blind Box-SURPRISE SHAKE

Completion/Publication

Year of Completion: 2024
Date of 1st Publication: December 19, 2024
Nation of 1st Publication: China

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd.
Author Created: sculpture
Work made for hire: Yes
Domiciled in: China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

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Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: June 06, 2025

Correspondence: Yes
Copyright Office notes: Basis for Registration: Registration based on deposited pictorial authorship describing, depicting, or embodying character(s). Compendium 313.4(H).

Registration #: VA0002448155
Service Request #: 1-14935552967

Mail Certificate

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Glendale, CA 91203 United States

Priority: Special Handling

Application Date: June 06, 2025

Correspondent

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Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Registration Number
VA 2-448-155
Effective Date of Registration:
June 06, 2025
Registration Decision Date:
June 09, 2025

Title

Title of Work: THE MONSTERS - ANGEL IN CLOUDS Vinyl Face Doll

Completion/Publication

Year of Completion: 2024
Date of 1st Publication: October 24, 2024
Nation of 1st Publication: China

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd.
Author Created: sculpture
Work made for hire: Yes
Domiciled in: China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
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Address: 101 N Brand Blvd
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Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: June 06, 2025

Correspondence: Yes
Copyright Office notes: Basis for Registration: Registration based on deposited pictorial authorship describing, depicting, or embodying character(s). Compendium 313.4(H).

Certificate of Registration



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Registration Number

VA 2-451-849

Effective Date of Registration:

February 26, 2025

Registration Decision Date:

July 09, 2025

Title

Title of Work: LABUBU Timber Workshop Series-Playing on the Swing Plush Pendant Blind Box

Completion/Publication

Year of Completion: 2023
Date of 1st Publication: June 13, 2024
Nation of 1st Publication: China

Author

• **Author:** Beijing POP Mart Cultural & Creative Co. Ltd
Author Created: sculpture
Work made for hire: Yes
Domiciled in: China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd
Room 3606, 36th Floor Block A, Building 13 - 4 to 33, Floor 101, Wangjing Dongyuan, Beijing, China

Rights and Permissions

Organization Name: Beijing POP Mart Cultural & Creative Co. Ltd

Certification

Name: Fei Lin
Date: February 26, 2025

Correspondence: Yes

Certificate of Registration



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Registration Number

VA 2-451-895

Effective Date of Registration:

February 26, 2025

Registration Decision Date:

July 09, 2025

Title

Title of Work: THE MONSTERS - Exciting Macaron Vinyl Face Blind Box-Chestnut Cocoa

Completion/Publication

Year of Completion: 2022

Date of 1st Publication: October 20, 2023

Nation of 1st Publication: United States

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd.
Author Created: sculpture
Work made for hire: Yes
Citizen of: China
Domiciled in: China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc.
Name: Fei Lin
Email: overseas-legal@popmart.com
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Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: February 26, 2025

Correspondence: Yes

Certificate of Registration



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Registration Number

VA 2-451-935

Effective Date of Registration:

February 26, 2025

Registration Decision Date:

July 09, 2025



Title

Title of Work: THE MONSTERS - Have a Seat Vinyl Plush Blind Box-DUODUO

Completion/Publication

Year of Completion: 2024

Date of 1st Publication: July 05, 2024

Nation of 1st Publication: United States

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd
- Author Created:** sculpture
- Work made for hire:** Yes
- Citizen of:** China
- Domiciled in:** China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc.
Name: Fei Lin
Email: overseas-legal@popmart.com
Telephone: (747)361-3192
Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: February 26, 2025

Correspondence: Yes

Certificate of Registration



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Registration Number

VA 2-451-927

Effective Date of Registration:

February 26, 2025

Registration Decision Date:

July 09, 2025



Title

Title of Work: THE MONSTERS - Have a Seat Vinyl Plush Blind Box-HEHE

Completion/Publication

Year of Completion: 2024
Date of 1st Publication: July 05, 2024
Nation of 1st Publication: United States

Author

• **Author:** Beijing POP Mart Cultural & Creative Co. Ltd
Author Created: sculpture
Work made for hire: Yes
Citizen of: China
Domiciled in: China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
Email: overseas-legal@popmart.com
Telephone: (747)361-3192
Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: February 26, 2025

Correspondence: Yes

Certificate of Registration



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Registration Number

VA 2-451-839

Effective Date of Registration:

February 26, 2025

Registration Decision Date:

July 09, 2025

Title

Title of Work: THE MONSTERS Classic Series-LABUBU Figure (Brown)

Completion/Publication

Year of Completion: 2023

Date of 1st Publication: September 26, 2023

Nation of 1st Publication: China

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd.
- Author Created:** sculpture
- Work made for hire:** Yes
- Domiciled in:** China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
Email: overseas-legal@popmart.com
Telephone: (747)361-3192
Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: February 26, 2025

Correspondence: Yes

Certificate of Registration



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Registration Number

VA 2-451-857

Effective Date of Registration:

February 26, 2025

Registration Decision Date:

July 09, 2025

Title

Title of Work: THE MONSTERS - Have a Seat Vinyl Plush Blind Box-ZIZI

Completion/Publication

Year of Completion: 2024

Date of 1st Publication: July 05, 2024

Nation of 1st Publication: United States

Author

- Author:** Beijing POP Mart Cultural & Creative Co. Ltd
- Author Created:** sculpture
- Work made for hire:** Yes
- Citizen of:** China
- Domiciled in:** China

Copyright Claimant

Copyright Claimant: Beijing POP Mart Cultural & Creative Co. Ltd.
Room 3606, 36th Floor, Block A, Building 13 - 4 to 33, Floor 101, Wangjing
Dongyuan District 4, Chaoyang District, Beijing, China

Rights and Permissions

Organization Name: Pop Mart Americas Inc
Name: Fei Lin
Email: overseas-legal@popmart.com
Telephone: (747)361-3192
Address: 101 N Brand Blvd
Suite 606 Glendale
Glendale, CA 91203 United States

Certification

Name: Fei Lin
Date: February 26, 2025

Correspondence: Yes

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Registration Number

VA 2-452-110

Effective Date of Registration:

July 09, 2025

Registration Decision Date:

July 10, 2025

Title

Title of Work: The Monsters Lazy Yoga Series-Ab Roller

Completion/Publication

Year of Completion: 2023
Date of 1st Publication: August 09, 2024
Nation of 1st Publication: China

Author

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Author

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Author

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Title

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Title

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Nation of 1st Publication: China

Author

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Registration Number
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Title

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Title

Title of Work: FALL INTO SPRING-Vinyl Plush Doll

Completion/Publication

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Author

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Registration Number

VA 2-424-793

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Title

Title of Work: Have a Seat Bag

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Author

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VA 2-424-972

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