



MGA Entertainment Granted Preliminary Injunction Against 79 Counterfeiters Sued for Making Fake L.O.L. Surprise!™ Toys

Van Nuys, Calif., January 10, 2018 – [MGA Entertainment, Inc. \(MGAE\)](#), one of the world’s leading privately held toy and family entertainment companies, has been granted a preliminary injunction against 79 counterfeiters that are being sued for making fake toys and attempting to capitalize off of the phenomenal success of L.O.L. Surprise!™.

The preliminary injunction continues without change to a previously granted temporary restraining order that enjoined all Defendants from selling L.O.L. Surprise! counterfeit products on any digital marketplace, and further froze their bank accounts. The digital marketplaces, including Alibaba.com and Aliexpress.com, have cooperated with MGAE in suspending the accounts of the Defendants. In addition, the financial institutions that the Defendants used for counterfeit sales, including PayPal.com and Alipay.com, have cooperated in freezing the financial accounts of the Defendants pending the outcome of the litigation. The preliminary injunction was granted on January 9, 2018, extending the terms of the temporary restraining order (granted on December 18, 2017) until full resolution of the litigation.

“This is a significant milestone in stopping counterfeiters from continuing this criminal activity,” said Isaac Larian, CEO of MGA Entertainment. “We will continue to be vigilant in protecting our brand and intellectual property and will use every legal avenue available to seek justice.”

MGA Entertainment is now tracking down all manufacturers and suppliers in China that provided the Defendants with counterfeit L.O.L. Surprise! products. Furthermore, MGAE is suing manufacturers and suppliers in China to stem the production of counterfeit products, and will sue all such manufacturers and suppliers that it identifies.

“We have developed an extraordinary toy that delivers a unique unboxing experience and we will continue to protect that experience from fraudulent knock-offs,” added Larian.

For more information on L.O.L. Surprise! please visit LOLSurprise.com.mgae.com

About MGA Entertainment

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as Little Tikes®, Lalaloopsy™, Project Mc²™, Bratz®, Num Noms™, L.O.L. Surprise!™, and Zapf Creation®. Visit us at www.mgae.com.

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