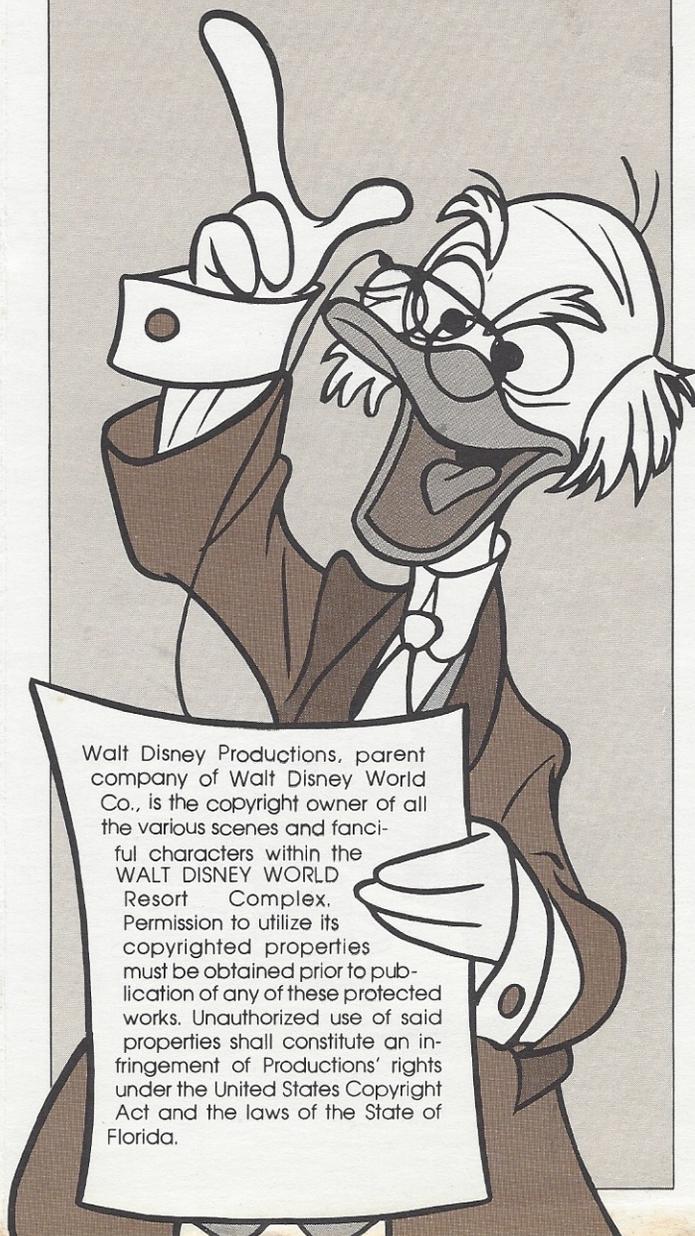


How to use ©opyrighted

Properties of Walt Disney
Productions



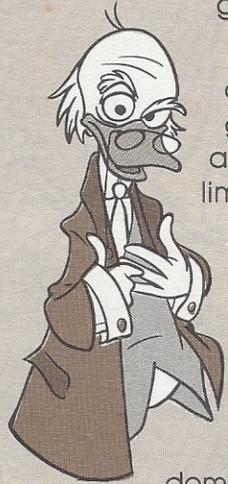
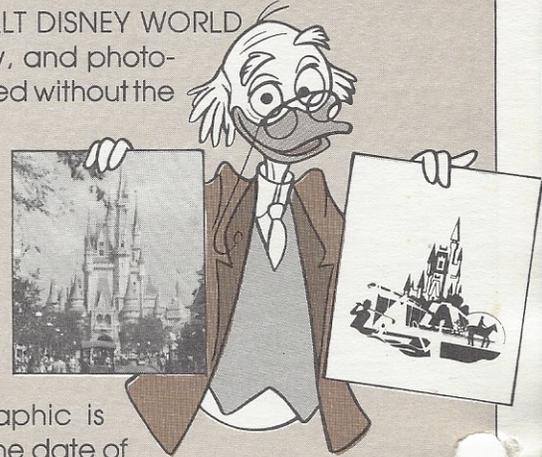
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by the Legal Department of:

Walt Disney World Co.
P.O. Box 40
Lake Buena Vista, FL 32830

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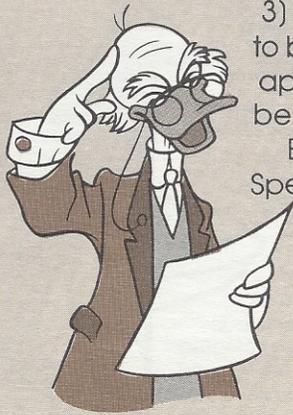
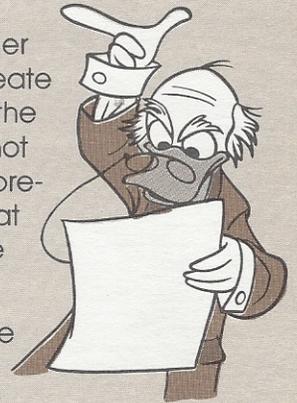


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2) A copyrighted photograph or graphic, provided by Marketing, should not appear on the cover of your brochure unless it is used with other Central Florida attraction photographs to create a montage effect. This same rule applies to the inside of the brochure. In other words, do not use the authorized copyrighted work so predominantly as to give the public the impression that the Disney organization sponsors or endorses the main subject matter of your promotional material.



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Example: © 1979 Walt Disney Productions
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Promotional Merchandise

To help accommodate your promotional merchandise needs, the following items can be purchased directly from our Merchandise Division:

- | | | |
|-----|---|------------|
| 1. | Mickey Mouse Ear BALLOONS | \$.30 ea. |
| 2. | LUCITE KEYCHAIN - Mickey Mouse, Minnie Mouse, Donald Duck, Goofy, or Mickey Mouse Club | 1.25 ea. |
| 3. | DECALS - Mickey Mouse, Pluto, Goofy, Donald Duck, Minnie Mouse, or Dopey | .20 ea. |
| 4. | MAGIC KINGDOM MAP | .50 ea. |
| 5. | SHOPPING BAGS | .75 ea. |
| 6. | SOUVENIR BOOKLET - Walt Disney World | 1.50 ea. |
| 7. | SOUVENIR BOOKLET - EPCOT Center | 2.00 ea. |
| 8. | SOUVENIR KEYCHAIN - Walt Disney World or EPCOT Center | 3.00 ea. |
| 9. | BUMPER STICKER - Walt Disney World or EPCOT Center | .50 ea. |
| 10. | MAGNETS - Mickey Mouse, Minnie Mouse, Donald Duck, Donald Tennis, Mickey Golf, Goofy Golf | .50 ea. |
| 11. | T-SHIRTS - Walt Disney World or EPCOT Center | |
| | Adults | 7.50 ea. |
| | Children | 5.50 ea. |

\$ 101 - \$ 500	=	10% Discount
\$ 501 - \$1000	=	15% Discount
\$1001 - \$3000	=	20% Discount
\$3001 - Up	=	25% Discount

CONTACT : Leo Bazinet, Merchandise Division, P.O. Box 40,
Lake Buena Vista, FL 32803, telephone (305) 824-4165

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