

Spin Master Receives U.S. and Chinese Patents Covering Hatchimals® Technology



TORONTO, Feb. 21, 2017 /CNW/ - Spin Master Corp. (TSX:TOY), a leading global children's entertainment company, today announced it was granted a U.S. Patent and a Chinese Utility Model Patent on the innovation behind the award winning Hatchimals® toy. The patents – U.S. Patent No. 9,550,128 and Chinese Utility Model No. 201620518129.6 – generally cover the Hatchimals character emerging from its shell.



Hatchimals are magical and interactive creatures that embody the wonder of surprise. Children nurture the shell and through touch, help the Hatchimal hatch by activating the patented technology. To date, there have been more than a million hatches around the world.

Spin Master has patent applications for the Hatchimals technology pending in the European Patent Office, Canada, and other major territories, including additional applications in the U.S. Spin Master is recognized for its innovation and consistent ability to develop toys, games and entertainment properties at the leading edge of fun; the new patents covering Hatchimals technology strengthen this position.

"Hatchimals quickly became a global sensation and one of our best-selling brands following the October 2016 launch," said Ben Gadbois, COO and Global President, Spin Master Ltd. "We believe the innovation and ingenuity of Hatchimals' ground-breaking technology was a significant contributor to the brand's success. We are currently developing new features and have filed several additional patent applications globally to cover other features of the unique play pattern."

Hatchimals recently received the prestigious Innovative Toy of the Year award from the Toy Industry Association of America and was also named Toy of the Year at the UK Toy Industry Awards.

On February 18th, 2017, Spin Master officially revealed the latest additions to the Hatchimals family at The American International Toy Fair in New York City including Hatchimals® Glitter, sparkly and shimmering versions of the beloved creatures, and Hatchimals® Colleggtibles, adorable collectible figures.

About Spin Master

Spin Master (TSX:TOY) is a leading global children's entertainment company that creates, designs, manufactures and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer™ Dino, Bakugan Battle Brawlers™, Air Hogs®, and 2017 Toys of the Year, Hatchimals, Air Hogs and PAW Patrol. Since 2005, Spin Master has received 82 TIA Toy of The Year (TOTY) nominations with 21 wins across a variety of product categories. Spin Master has been recognized with 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. Spin Master is among a limited number of companies that not only develop and produce global entertainment properties, characters and content, but also monetize that content through the creation, sale and licensing of products. To date, Spin Master has produced six television series, including 2007 hit series Bakugan Battle Brawlers and its current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,000 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

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