

# Dealers Exhibitors Licensing & Bootleg Guide

*Note that this is intended as a guide and not a categorical set of rules. We reserve the right to make changes as required.*

The Following items are allowed -

1. Any item that is licensed in the UK to which proof of licensing can be provided. We may ask for an invoice which shows the JEN code number so we can check this on an international database. Typical items which are licensed are figmas, anime DVDs, manga, anything Pokemon related, anything Marvel/DC related and indeed anything more mainstream TV/Movie related (such as Doctor Who, Lord of the Rings etc).
2. Anything that is categorically not licensed in this country, to which is beyond reasonable doubt, and as such can not be mistaken for something licensed. Typical examples include wallets, t-shirts, wall-scrolls, posters etc based off various anime (with a notable exception of Pokemon and a few others – if in doubt ask us). You must also not try and claim or pass off such items as licensed.
3. Transformative pieces of work (ie: fanart) that are drawn and sold at the event or drawn beforehand and is clearly intended as a bespoke item for an individual. This can be for anything and is allowed under fair-use.

The Following Items are NOT allowed -

1. Anything that is licensed in the UK to which the company or individual does not hold that license or can not provide it. Typical examples are knock-off figmas, anime DVDs, games and manga.
2. Anything that we believe may be licensed in the UK, to which proof of license can not be provided. This is based on our judgement and we reserve the right to ask you to remove that stock if we are not sure on whether it is licensed or not.
3. An item which is licensed in the UK to which you hold the license but from another country. It must be licensed to be sold in the UK in this case.
4. Something that is being passed off as an official product (ie: is made by the original company that owns the title) but only has licensing certificates (ie: made by a third party) or is unlicensed. This would be misrepresentation.