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November 17, 2020

To whom it may concern,

Thank you for your interest in the Anne of Green Gables Licensing Authority Inc. (the "Anne" Authority). As you may know, the Anne Authority is jointly owned by the Province of Prince Edward Island and Heirs of L. M. Montgomery Inc. The Anne Authority was established to protect the integrity of the images of Anne, to preserve and enhance the legacy of L. M. Montgomery and her literary works, and to control the use of Anne of Green Gables and related trademarks and official marks, including Green Gables House ("Anne" trademarks"). By "images of Anne" we mean words and images depicting the fictional characters, places and events described in Montgomery's novel *Anne of Green Gables* and related novels.

As the sole licensing agent for Anne trademarks, the Anne Authority requires that any product, service, or event using images of Anne be licensed. Licences granted by the Anne Authority permit use of specified Anne trademarks for certain goods, services and events for a specified period and may be limited to geographic regions. Royalties are payable at the discretion of the Anne Authority.

All products, services and events using images of Anne must adhere to the following general guidelines:

1. They must be appropriate to the image of Anne (or other characters, e.g. Diana Barry, Marilla, Matthew, or place, e.g. Green Gables House) as depicted by L. M. Montgomery;
2. They must be of high quality and meet standards specified by the Anne Authority; and
3. They must be appropriate to the use or purpose for which they were intended.

*"Anne of Green Gables" is a
trademark and Canadian official
mark of the Anne of Green Gables
Licensing Authority Inc.*

In addition to the above guidelines, the Anne Authority will give consideration to the number of similar products already licensed and other factors which it deems relevant.

Attached is the licence application form. Please return the completed form to the Anne Authority at the appropriate address below with a cheque or money order in the amount of \$50.00 for the application fee, and made payable to the Anne of Green Gables Licensing Authority Inc.

Anne of Green Gables Licensing Authority Inc.,
29 Commercial Rd., Suite 205
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416-432-2574
katemacdonaldbutler@lmmontgomery.com

Yours sincerely,

A handwritten signature in black ink that reads "Kate Macdonald Butler". The signature is written in a cursive, flowing style.

Kate Macdonald Butler,
ANNE OF GREEN GABLES
LICENSING AUTHORITY INC.