



May 15, 2025

VIA EMAIL (ANeufeld@wsgc.com)

Williams-Sonoma, Inc.,
and its wholly owned subsidiaries
3250 Van Ness Avenue
San Francisco, CA 94109

Re: Customs Release Letter

Sanrio Company, Ltd. exclusively owns and controls all rights, including copyright, trademark, manufacturing, distribution, licensing, and merchandising rights in and to Sanrio-branded products and services. Sanrio, Inc. ("Sanrio") is a wholly owned subsidiary of Sanrio Company, Ltd. and licensor of the rights granted within this customs release letter.

This letter confirms **Williams-Sonoma, Inc., and its wholly owned subsidiaries** ("Williams-Sonoma") is an authorized licensee of Sanrio pursuant to the terms of the Merchandise License Agreement dated November 1, 2023 (34809 – MLA2023059) ("Agreement"). In accordance with the rights specified in the attached Exhibits A and B, Williams-Sonoma may engage in the following actions solely with respect to the properties and products specified in the attached Exhibits and may present this letter to any port authority as authorization to do so:

- (i) Williams-Sonoma may import and/or export Sanrio-branded products
- (ii) Shipping brokers of Williams-Sonoma may import and/or export Sanrio-branded products

Williams-Sonoma agrees to indemnify Sanrio for any claims arising from or related to the use of this Customs Release Letter by any third party Williams-Sonoma authorizes to export and/or import Sanrio-branded products on their behalf. **This Customs Release Letter supersedes all prior letters, and shall remain effective through December 31, 2025,** at which time it must be renewed with Sanrio in accordance with the terms of the Agreement. Concerns regarding the authenticity or contents of this letter may be directed to NA.LicLegal@sanrio.com.

Regards,

Yumi Nancy Suemori
Manager, Intellectual Property Protection & Enforcement



EXHIBIT A

Licensed Rights

Licensed Property(ies)	<ul style="list-style-type: none"> ➤ Hello Kitty ➤ Hello Kitty And Friends 		
Licensed Territory(ies)	<ul style="list-style-type: none"> ➤ United States (including its territories, possessions, and the Commonwealth of Puerto Rico) 		
	<ul style="list-style-type: none"> ➤ Anguilla ➤ Antigua and Barbuda ➤ Aruba ➤ Australia ➤ Bahamas ➤ Bahrain ➤ Bangladesh ➤ Barbados ➤ Belize ➤ Bolivia ➤ Brazil ➤ British Virgin Islands ➤ Brunei Darussalam ➤ Cambodia ➤ Canada ➤ Cayman Islands ➤ Chile ➤ Costa Rica ➤ Curaçao ➤ Dominica ➤ Dominican Republic 	<ul style="list-style-type: none"> ➤ Ecuador ➤ El Salvador ➤ Grenada ➤ Guadeloupe ➤ Guatemala ➤ Haiti ➤ Honduras ➤ Hong Kong ➤ India ➤ Indonesia ➤ Jamaica ➤ Japan ➤ Kuwait ➤ Macao ➤ Martinique ➤ Mexico ➤ Monaco ➤ Montserrat ➤ Netherland Antilles ➤ New Zealand ➤ Nicaragua ➤ Pakistan 	<ul style="list-style-type: none"> ➤ Paraguay ➤ Peru ➤ Philippines ➤ Qatar ➤ Saint Barthélemy ➤ Saint Kitts and Nevis ➤ Saint Lucia ➤ Saint Martin ➤ Saint Vincent and the Grenadines ➤ Singapore ➤ Sint Maarten ➤ South Korea ➤ Sri Lanka ➤ Taiwan ➤ Thailand ➤ Trinidad and Tobago ➤ Turks and Caicos Islands ➤ Turkey ➤ United Arab Emirates ➤ United Kingdom

[Exhibit continues on next page]



Licensed Rights (cont.)

Licensed Article(s)			
<p>A Licensed Articles are limited to size and age ranges appropriate for "big kids" (ages 6 years and up)</p> <p>B Licensed Articles may be sold individually or in sets</p> <p>C Licensed Articles may not be distributed to the Licensed Territory of South Korea</p> <p>D Licensed Articles are limited to size and age ranges appropriate for "infants" (ages 0-12 months)</p> <p>E Limited to designs and styles appropriate for the age range of "kids" and "teens"</p>	<ul style="list-style-type: none"> ➤ accessory storage^E ➤ advent calendar^B ➤ Anywhere Chair^E ➤ aprons^{B and C} ➤ armoires^E ➤ baby blanket^{B and C} ➤ baby pajamas^{B, C, and D} ➤ baby quilts^B ➤ backpacks^E ➤ bags^E ➤ baskets^E ➤ bath wraps^E ➤ bathroom accessories^E ➤ bean bag chairs^E ➤ beauty carts^E ➤ beauty organizers^E ➤ bib^{B and C} ➤ book cases^E ➤ bowls^E ➤ burp cloth^{B and C} ➤ candles^E ➤ candy bowl^{B and C} ➤ cloche^B ➤ clocks^E ➤ coasters^{B and C} ➤ coin bank^{B and C} ➤ cookie jar^B ➤ cork mat^{B and C} ➤ cosmetic bags^E ➤ costumes^E ➤ crib fitted sheets^B ➤ crib mobile^{B and C} ➤ curtain holdbacks^E ➤ decorated artificial holiday tree^E ➤ decorations^E ➤ decorative pillows^E ➤ decorative wreath^E ➤ desk accessories^E ➤ desk chairs^E ➤ desktops^E ➤ doppel kits^E ➤ dressers^E ➤ drinkware^E ➤ duffle bags^E ➤ duvet^E ➤ earbuds^E 	<ul style="list-style-type: none"> ➤ easter baskets/buckets (must be unfilled)^E ➤ eye masks^E ➤ flameless candles^E ➤ floor mats^E ➤ food containers^E ➤ garbage bins^E ➤ garlands^E ➤ glassware^E ➤ hampers^E ➤ hats and bootie set^{B, C, and D} ➤ headboards^E ➤ headphones^E ➤ holiday stockings^E ➤ homework holders^E ➤ huggies^{B and C} ➤ jewelry boxes^E ➤ keychains ➤ lamps^E ➤ lap desks^E ➤ lounge chairs^E ➤ loveys^{B and C} ➤ luggage^E ➤ luminary^B ➤ lunch bags^E ➤ mirrors^E ➤ mugs^E ➤ nap mat^E ➤ night lights ➤ nightstands^E ➤ ornaments^E ➤ patches^E ➤ pencil cases^E ➤ phone cases^E ➤ picture frames^E ➤ planters^E ➤ plates^E ➤ play mat^{B and C} ➤ plush pillows^E ➤ plush toy^E ➤ pouch^E ➤ projection table lamp^E ➤ puzzle^{A and B} ➤ quilt/comforter^E ➤ rattles^{B and C} ➤ robes^E 	<ul style="list-style-type: none"> ➤ rugs^E ➤ seating accessories^E ➤ serving accessories^E ➤ shades^E ➤ sheet sets^E ➤ shower curtains^E ➤ sleeping bags^E ➤ sleepwear^E ➤ slippers^E ➤ snow globe^{B and C} ➤ snow globes^E ➤ sofa^E ➤ speakers^E ➤ stationery^E ➤ storage containers^E ➤ storage furniture^E ➤ string lights^E ➤ swaddle set^{B and C} ➤ tablecloths^E ➤ tabletop gift sets (may include plates, bowls, tumblers, or tabletop)^E ➤ tabletops^E ➤ tea sets^E ➤ tea towels^B ➤ teether^{B and C} ➤ throws^E ➤ thumbies^{B and C} ➤ tiered stands^E ➤ toddler quilt^{B and C} ➤ towels^E ➤ treat bags^E ➤ tree skirt^B ➤ tree toppers^E ➤ trinket dishes^E ➤ trunks^E ➤ tumblers^E ➤ utensils^E ➤ wall décor & art^E ➤ wall lights^E ➤ wallpaper^E ➤ water bottles^E ➤ window coverings^E ➤ window treatments^E ➤ writing accessories^E



EXHIBIT B

Approved Manufacturer(s)	
Allchon Insulation Vacuum Ware Company Limited	Pure Mars Limited
Changzhou Weiheng Textile Co., Ltd.	Q-Max Interior Company Limited
Chaozhou Hualida Ceramics Making Co. Ltd.	Quanzhou Hengshunfa Travel & Bags Co. Ltd.
Chaozhou Qingfa Ceramics Co., Ltd.	Qunxin Furniture Co., Ltd
Chia-Yi Chin Jwu Enterprise Co., Ltd.	Rugao Sucen Textile Co., Ltd.
Creative Education Sales Inc.	Sanxin Craft Processing Store
Decra Lite Ltd	Sapota International (HK) Limited
DongGuan Ruida Smart Home Technology Co., Ltd	Shanghai Cathaya International Trading Co., Ltd.
Dongguan Liown Electronics Co., Ltd	Shanghai Cathia International Co Ltd
Dongguan MaiWeiXun Electronic Co., Ltd	Shanghai Pure Mars Home Textile Manufacturing
Fashion Furniture Co. Limited	Shanghai Sino-touch International Trading Co., Ltd
FTI Corporation Limited	Shanghai Think Top Development Co., Ltd.
Glorious Home Company Limited	Shen Zhen New Prosperous Xin Hardware Co., Ltd.
Haining Home Style Intelligent Furniture Co., Ltd.	ShenZhen MaiWeiXun Electronic Co., Ltd
Hangzhou Auya Industrial Co., Ltd.	Shenzhen Vital Trading Co Ltd.
Hangzhou Di Seta Textile Co. Ltd	Shye John International Ltd.
Hape International (Ningbo) Ltd.	Siam Unicare Co., Ltd
Home Style Living Co., Ltd	Success Industry And Commerce (International) Company Limited
Hui Zhou Chai Jin Home Décor Co. Ltd	Sunvim Group Co., Ltd.
Hui Zhou Fei Di Technology Gifts	Sunvim Group Towel Mill 3 Co., Ltd.
Huian Maohuang Vanity & Garments Co., Ltd	Suzhou Yunchengyun Technology Co., Ltd
International A.I.M Corp	Systematic Trading Corp.
Jia Wei Lifestyle, Inc.	Taiwan Novelty (HONG KONG) Limited
JRL Corporation Inc	Timbertech Industry Co., Ltd
Lamplux Co., Ltd.	Tzeng Shyng Industries (He Yuan) Co.
Linhai Boli-Far Lighting-Producing Co., Ltd	Unine Industry Co., Limited
L&L Candle Company, LLC	Vietnam Yingtian Industrial Company Limited
Nantong Maoxin Artware Co., Limited	Warmth International (HK) Limited
Nantong Yintian Handicraft Product Co., Ltd.	Wonderful Mark Furniture Company Limited
Nature Craft Co., Ltd	Zhe Jiang Tai Zhou Huang Yan Xing Guang Gift Co. Ltd.
Nimbles Pte. Ltd.	Zhejiang Haoda Science & Technology Co., Ltd.
Ning Feng Craft Product Co., Ltd.	Zhejiang Yunuo Industry & Trade Co., Ltd.
Pinghu Sitong Luggage & Bag Co., Ltd.	Zhongshan Chap Mei Toys Company Limited
Power Star (Fujian) Industry & Trade Co., Ltd.	