IN THE SUPREME COURT OF NEW ZEALAND **SC 13/2026**
I TE KŌTI MANA NUI

BETWEEN	**LEGO HOLDING A/S** **First Appellant**
	LEGO A/S **Second Appellant**
AND	**ZURU NEW ZEALAND LIMITED** **First Respondent**
	ZURU TOYS NEW ZEALAND LIMITED **Second Respondent**
	ZURU INC **Third Respondent**

CHRONOLOGY

Dated:30 September 2026

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CHRONOLOGY

Date	Event	Reference
14 Mar 2017	ZURU first approached Walmart about supplying brick-based construction toys.	Mowbray at [17]-[19] **[[201.0001]]**
Mar - Jun 2018	ZURU undertook development work on the "MAX Build More" products and packaging.	Chan at [56]-[65] **[[201.0085]]**
7 Dec 2017	Walmart advised that it did not want the LEGO trade mark to appear on the packaging	**[[301.0258]]**
16 Oct 2018	Launch by ZURU and Walmart of MAX Build More range in Walmart Stores in the United States bearing the statement "COMPATIBLE WITH MAJOR BRANDS!": 	1 Mowbray at [52] **[[201.0001]]**
Nov 2018	International launch of Max Build More range, including in New Zealand through The Warehouse, carrying the statement "LEGO® BRICK COMPATIBLE": 	1 Mowbray at [54] **[[201.0001]]**
21 Dec 2018	Cease and desist letter from the LEGO Group's New Zealand counsel to ZURU New Zealand Ltd and The Warehouse	1 Mowbray at [59] **[[201.0001]]** Roose at [7.1] **[[202.0580]]**
27 Dec 2018	The Warehouse withdrew the MAX Build More products bearing the LEGO trade mark	1 Mowbray at [63] **[[201.0001]]**

Date	Event	Reference
Jan - Feb 2019	Legal correspondence between ZURU and the LEGO Group's NZ counsel. The Warehouse agreed to restock MAX Build More products once "LEGO BRICK COMPATIBLE" was covered over with stickers saying "Compatible with Major Brands".	1 Mowbray at [65]-[69] **[[201.0001]]** Roose at [7.2]-[7.8] **[[202.0580]]**
Feb 2021	ZURU reintroduced the "LEGO® Brick Compatible" statement on its MAX Build More figures in New Zealand, without prior notice.	1 Mowbray at [70] **[[201.0001]]**
30 Mar to 7 Apr 2021	Correspondence and discussions between the LEGO Group, The Warehouse and ZURU regarding the change to ZURU's packaging.	1 Mowbray at [72]-[73] **[[201.0001]]** Stenner at [23]-[24] **[[202.0649]]**
1 April 2021	ZURU proposed alternative statements	1 Mowbray at [74] **[[201.0001]]**; **[[302.1132]]**
May 2021	Exchange of correspondence between lawyers regarding labelling, ZURU's alternatives were not acceptable to the LEGO Group.	**[[302.1190]]** **[[302.1192]]**
17 May 2021	Commencement of proceedings by ZURU.	

Counsel certify that the submission is suitable for publication.