

EXHIBIT 39



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What are UPCs, EANs, ISBNs. and ASINs?

UPC

Universal Product Code (UPC) is a 12-digit bar code used extensively for retail packaging in United States.



EAN

The European Article Number (EAN) is a barcode standard, a 12- or 13-digit product identification code. Each EAN uniquely identifies the product, manufacturer, and its attributes; typically, the EAN is printed on a product label or packaging as a bar code. We require EAN codes to improve quality of search results and the quality of the catalog as a whole. You can obtain EANs from the manufacturer. If your products do not have manufacturer EANs, and you need to buy EAN codes, you; should go directly to GS1 UK <http://www.gs1uk.org>

For example, the EAN of "Colgate Total 75 ml" is 4011200296908



ISBN

The International Standard Book Number (ISBN) is a unique commercial book identifier barcode. Each ISBN code identifies uniquely a book. ISBN have either 10 or 13 digits. All ISBN assigned after 1 Jan 2007 have 13 digits. Typically, the ISBN is printed on the back cover of the book.

For example, the ISBN code for J.K.Rowling's "Harry Potter and the Deathly Hallows", Adult Edition, Paperback, UK edition is 978-0747595823, and this code identifies uniquely this book and edition.



ASINs

Amazon Standard Identification Numbers (ASINs) are unique blocks of 10 letters and/or numbers that identify items. You can find the ASIN on the item's product information page at Amazon.com. For books, the ASIN is the same as the ISBN number, but for all other products a new ASIN is created when the item is uploaded to our catalogue. You will find an item's ASIN on the product detail page alongside further details relating to the item, which may include information such as size, number of pages (if it's a book) or number of discs (if it's a CD).

ASINs can be used to search for items in our catalogue. If you know the ASIN or ISBN of the item you are looking for, simply type it into the search box (which can be found near the top of most pages), hit the "Go" button and, if the item is listed in our catalogue, it will appear in your search results.

For example, the ASIN for Hasbro's "Monopoly" game is B00005N5PF.

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