

Action Figures

Action Figures, Playsets and Accessories

Includes licensed and theme figures that have an action-based play pattern. Also includes clothing, vehicles, tools, weapons or play sets to be used with the action figure.

Role Play (non-costume)

Includes role play accessory items that are both action themed and generically themed. This category does not include dress-up or costume items, which have their own category.

Arts and Crafts

Chalk, Crayons, Markers Paints and Pencils

Includes singles and sets of these items. (e.g., box of crayons, bucket of chalk).

Reusable Compounds (e.g., Clay, Dough, Sand, etc.) and Kits

Includes any reusable compound, or items that can be manipulated into creating an object. Some examples include dough, sand and clay. Also includes kits that are intended for use with reusable compounds.

Design Kits and Supplies – Reusable

Includes toys used for designing that have a reusable feature or extra accessories (e.g., extra paper). Examples include Etch-A-Sketch, Aquadoodle, Lite Brite, magnetic design boards, and electronic or digital design units. Includes items created on the toy themselves or toys that connect to a computer or tablet for designing / viewing.

Design Kits and Supplies – Single Use

Includes items used by a child to create art and sculpture projects. These items are all-inclusive kits and may contain supplies that are needed to create the project (e.g., crayons, paint, yarn). This category includes refills that are sold separately to coincide directly with the kits. Also includes children's easels and paint-by-number sets.

Battling Toys

Battling Toys, Playsets and Accessories

Includes toys that have an "action" based play pattern (e.g., battling and combat). This category would also include playsets as well as battling tops. These toys do not have a full body figure.

Building and Construction

Building Sets and Accessories

Includes items that have interlocking pieces that can be taken apart and allow for building in multiple ways. Also includes any accessories that go along with the building set (wheels, mini figures, etc). This category includes building toys for all ages but does not include traditional blocks, which would be included in the infant and preschool categories for which they are age-appropriate.

Collectible Trading Cards and Toys

Collectible Trading Cards

Includes cards that are designed to be collected and traded. There is no game play involved.

Collectible Trading Toys and Accessories

Includes toys that are designed to be collected and traded by children. Can include bracelets, trading cards, stickers, and pencil tops / erasers. Does not include toys that have met the criteria to be placed within another existing category (e.g., Action figures, Dolls, Plush)

Costume and Dress-Up

Costume and Dress-Up and Accessories

Includes all dress-up items and Halloween costumes. Also includes nail art, hair chalk and glitter, etc.

Dolls

Display Dolls and Accessories

Includes dolls / figures of any size and their accessories that are meant primarily for display and not generally intended for play. Higher-end fashion themed dolls with a retail price of over \$100 are included in this category.

Dollhouses and Accessories

Includes dollhouses with a high degree of detail, as well as furniture or any other accessory designed for use within the dollhouse. These items are miniature versions of real life items. Does not include dollhouse play sets intended for use by fashion dolls and or mini dolls.

Fashion and Styling Dolls, Play sets and Accessories

Includes dolls / figures that are fashion themed (i.e. various outfits and accessories are available for the doll). The primary play is fashion and / or hair play. Clothing and accessories intended for fashion-themed dolls are included in this category. Dollhouses intended for fashion dolls would be categorized here.

Mini, Figurines and Playsets and Accessories

Includes dolls / figurines that are up to including 4.5 inches in height. These dolls can be human or non-human in appearance, such as mermaids, ponies, turtles.

Nurturing Dolls and Accessories

Includes dolls that have general characteristics of a baby or infant. The play pattern revolves around caretaking similar to how a parent would care for a baby (e.g., feeding, changing, strolling, etc). This would also include special feature nurturing dolls that talk, wet, feed, etc., as well as nurturing doll clothing and accessories (stroller, car seat) intended for the nurturing doll.

Educational

Electronic Learning Systems (for 5+)

Includes electronic learning toys (including tablets) created for kids ages 5+.

Infant- Electronic Learning

Includes electronic learning toys created for kids up to age 3.

Preschool Electronic Learning

Includes electronic learning toys created for kids ages 3 to 5.

Maps, Globes, etc.

Includes special feature and non-special feature maps, globes, etc.

Science

Includes all toys that teach kids about the sciences (e.g., astronomy, chemistry, earth science, archaeology, etc.)

Games & Puzzles

Brainteasers

Includes games that are characterized by problem-solving and are challenging to a players' mind. The games may be two dimensional or three dimensional and include shapes, colors, numbers, and letter / word problems.

Cards – Basic

Includes games with cards that can be played in a group or alone. Would not include cards created primarily for trading or collecting.

Cards – Strategic Trading

Includes the collection of strategic trading-type cards that may be licensed and involve a level of strategy, as well as game play between more than one player. Trading cards that are limited to collection and or swapping with no game play would not fall in this category. Those would be found in collectible trading cards and toys.

Electronic Handheld / Tabletop Games

Includes electronic handheld games that have an LCD screen, and are electronic in nature. All other types of gaming units (Nintendo, PSP, DS, etc) that do not have product specifics of the TV gaming systems (specify what this means?), do not belong within the Toys Hierarchy – they are included in video games.

Game – Adult

Includes games developed for an older set due to the complexity of the game (16+).

Game – Children

Includes games developed for children (5+).

Game – Family

Includes dice and word games as well as family standard games (chess, checkers, bingo). Also includes family action and board games. Junior versions of these games belong in either preschool or children game categories depending on the intended audience.

Game -- Travel

Includes take-along portable games designed to be played on-the-go. These are games without an LCD screen and are only in game format.

Infant and Preschool Games and Puzzles

Includes games and puzzles developed for children under 5.

Plug N Play

Includes games that must plug directly into either a television, PC (via USB port) or other device for viewing game play. PNP TV viewing game units can either be consoles (base receiver), joysticks or controllers that use built-in proprietary software technology. These games are for entertainment only, learning-based products are found within the pre-school Electronic Learning category. Video game systems / software are not found within toy product categories.

Puzzles

Includes any puzzle developed for adults and children over 5 years of age.

Infant Toys

Bath

Includes toys developed for use in the bath for kids under 3 years of age.

Electronic Learning

Includes electronic learning toys created for kids up to 3 years of age.

Mobiles

Includes all types of mobiles that hang over an infant's crib, playpen or carriage.

Other Infant Toys

Includes all other infant toys that are not classified within any other infant class (activity mirrors, stacking blocks, puzzles, squeeze toys).

Play Gyms, Mats and Nests

Includes all types of play gyms, mats and nests that have basic activity play for infants. Also includes soft play mats, infant play tunnels and play quilts intended for infants.

Plush

Includes plush developed for infants (up to 3 years of age).

Rattles, Toy Pacifiers, Toy Teethers

Includes all toy rattles, toy pacifiers and toy teethers. Non-toy or functional teethers and pacifiers are excluded from this category.

Jumpers and Walkers

Includes infant items that have activity play in addition to wheels that can convert the toy to allow for walking. Also includes walkers that convert to a ride-on, walkers within an electronic learning component, and jumpers with activity play or an electronic learning component.

Miscellaneous

All Other

Includes a wide range of toys that are not included in any of the individual categories, such as working powered appliances and food mixers, spinning tops, yo-yos, pinwheels, banks, marbles, jacks, sponge balls, punch balls, non-collectible stickers, colorforms, etc.

Designer Art/Urban Vinyl Toys

Includes collectible figures and other toys, often based on pop culture or art intended for teens and adults.

Magic Activities

Includes toys that involve the use of magic.

Novelty

Includes lower-priced toys developed for kids of all ages, may often be licensed and reside near a check-out counter.

Projectors / Viewers and Accessories

Includes toys which allow children to view images of varying characters through projection reels. This does not include projection items that allow kids to draw.

Religious

Includes toys that have a religious theme or component.

Models

Models

Includes kits where a child builds a replica of varying types. The child either glues together or snaps individual pieces into an item which is not intended to be taken apart.

Musical Instruments and Toys

Musical Instruments and Toys

Includes instruments that are junior-sized or full-sized with which the child can create their own music.. Also includes musical toys for kids ages 5+.

Outdoor Seasonal Toys

Banners, Kites and Windsocks

Includes banners, kites and windsocks that are meant for outdoor use.

Bubble Solution and Playsets

Includes all bubble making toys and solutions, as well as accompanying playsets.

Lawn and Gardening Sets and Tool Kits

Includes items developed for use by children that mimic adult lawn and gardening sets and have real use. Items meant for role play would not be classified in this category; rather, they would be categorized in the infant and / or preschool categories.

Playground Equipment

Includes all outdoor gym centers, swing sets, trampolines, sand boxes, water tables and picnic tables made for children. Also includes children's outdoor patio and beach furniture. Some of these items can be used indoors as well, such as ball pits, beach tents, etc.

Pools, Water and Sand Toys and Accessories

Includes kiddie swimming pools that are not made with steel frames, are not sold with any pumps or filters, and cost up to \$150.. Includes all toys designed to be played in a pool or at the beach, as well as toys meant to be played outside with water such as sprinklers, slip and slide, etc. Does not include water blasters or outdoor waterboxes / sandtables.

Water and Other Blasters

Includes water and other blaster toys that are intended for use outdoors (may also have an indoor use function).

Plush

Infant

Includes plush developed for infants (up to 3 years of age).

Puppets

Includes all puppets that can be put on a child's hand or finger.

Special Feature

Includes plush toys that are battery powered or have a computer chip so that the toy can, walk, talk, sing, laugh, dance or interact with a child.

Traditional

Includes plush toys for ages 3+ that have no special feature or characteristic. This includes character shaped pillows or play faces.

Preschool Toys

Bath Toys

Includes toys developed for use in the bath for kids ages 3 to 5.

Electronic Learning

Includes electronic learning toys created for kids ages 3 to 5.

Figures Play sets and Accessories

Includes figures and play sets that are geared toward preschool children. Add-on items for play sets are in this category, as well as items that are sold separately but can be used for play within the play set.

Kitchen and Food

Includes all items that center around pretend play in a kitchen, grocery store, restaurant and supermarket. Includes pretend kitchen sets, food, pots, utensils, dinnerware, picnic related items and cash registers.

Learning

Includes all non-electronic items that have a basic learning function that are intended for preschool children.

Musical Instruments

Includes play musical instruments that are created for use by preschoolers. They may or may not have some type of recorded music, but do allow the child to play and create sounds.

Other Toy

Includes all preschool toys that do not fit into the other categories of toys designed for children between ages 3 and 5. Some examples include: preschool blocks, playhouses, play tents and tunnels, indoor rocking toys, etc.

Other Role Play

Includes all items for pretend play that are not centered on food, including doctor sets, gardening, construction, laundry, cleaning, camping, etc. Dress-up items are not included in this category.

Push & Pull

Includes all toys that involve either a “pushing” or “pulling” action as part of the play pattern.

Talking and Sound

Includes all preschool toys that have a talking and sound feature designed for fun play. The electronic feature is programmed into the toy. These items are not learning toys.

Ride Ons

Non-Pedal Ride-Ons

Includes seated ride-ons where there is no pedaling action for motion; instead, the ride-on is powered by the child (non-electrical). Includes wagons and balance bikes. Skates, scooters, and skateboards are included in Sports Toys.

Pedal Ride-Ons

Includes tricycles and other ride-on toys in which the child uses pedals to set the ride in motion. Does not include children’s bicycles.

Powered Ride-Ons

This category includes ride-ons that are powered by battery for movement.

Sports Toys

Balls, Games and Sports Activities

Includes sport-related activity items and games intended for children. Toy sporting equipment and all sizes of sports balls are included here.

Skates / Scooters and Skateboards

Includes all skates, scooters (stand-up) and skateboards for children. The item may be powered by the child or have a motor for movement.

Winter Sport Toys

Includes all types of sport toys that are developed for use in the snow.

Vehicles - Powered

Electric Train Sets

Includes any kind of electric train that runs on a track.

Friction / Pump / Pull-Back, Electric and Battery Vehicles

Includes any vehicle that is powered via pull back, friction, rubber band, rip cord or air / water pump or use a battery for movement (without a remote control). The scale does not matter.

Playsets and Accessories (for Powered Vehicles?)

Includes any kind of racing set for powered vehicles that includes a race track and is powered by electricity or by battery. The speed is controlled by a transformer.

Radio/RC Aircraft, Boats, Cars, Trucks and Planes

Contains all items that are set in motion through the use of a remote controller for kids ages 5+. This would also include RC Kits for assembly.

Vehicles- Non-Powered

Aircraft, Boats, Cars, Trains, Trucks and Planes

Includes all vehicles that are non-powered for movement that are 4 and larger.

Finger / Extreme Vehicle

Includes any type of finger sport item such as a skateboard, fingerboard, bike, scooter, etc. that is small and controlled by a child's finger.

Mini Vehicles

Includes any vehicle that is not powered for movement in any way and is less than 4" in size. They may have light and sound.

Play sets and Accessories (for Non-Powered Vehicles?)

Includes play sets for vehicles such as airports, garages and police stations. Any type of track set for a non-powered car (friction powered vehicles can move on the sets). The main feature of the item is the play set although vehicles may or may not be included.

Youth Electronics

App-Enabled, Interactive Playmates or Robotics

Includes high tech toys or "appcessories" where a physical toy interacts with a smartphone, tablet or gaming device. Also includes high tech toys that interact with a child or battle with similar toys. Toys can be shaped as robots, animals, vehicles and other creatures.

Electronic Entertainment

Includes items that are working devices that mimic adult electronics (CD player, DVD player, camera, cell phone).

NON-TOY PRODUCT CATEGORIES

Apparel/Fashion Accessories/Cosmetics

Apparel; Fashion Accessories; Children's Jewelry; Cosmetics

Books/Music

Audio Books; Comic Books; Educational and Bilingual Books; Word, Picture/Story Books; Blue Ray, CDs and DVDs

Software, Electronic Accessories and Video Games

Software; Computer and Electronic Accessories (non-app); Videogames

Gift, Party Goods and Paper

Balloons; Candy and Confections; Gift Wrap, Boxes and Accessories; Greeting Cards and Party Goods; Stationary, Calendars, Posters and Stickers

Other

Executive Desk Accessory (non-toy item intended for adult use); Collectibles (non-toy item intended for adult use)

Seasonal

Christmas decorations and trees; Halloween Merchandise (non-costume); Other holiday (Easter, Valentines Day, Hanukkah, Kwanza, etc.)

Room Décor/Children's Furniture

Room Décor; Children's Furniture