

ESTTA Tracking number: **ESTTA1011546**

Filing date: **10/28/2019**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

**Petition for Cancellation**

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

**Petitioner Information**

Name	PLAYLEARN USA, INC.		
Entity	Corporation	Citizenship	New York
Address	8 VANDENBERG CIRCLE GARNERVILLE, NY 10923 UNITED STATES		

Correspondence information	Mark Berkowitz Amster, Rothstein & Ebenstein LLP 90 Park Avenue New York, NY 10016 UNITED STATES pcodocket@arelaw.com 2123368000
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**Registration Subject to Cancellation**

Registration No.	5049910	Registration date	09/27/2016
Registrant	VIAHART, LLC 1321 UPLAND DR. HOUSTON, TX 77043 UNITED STATES		

**Goods/Services Subject to Cancellation**

Class 028. First Use: 2013/11/19 First Use In Commerce: 2014/02/16 All goods and services in the class are subject to cancellation, namely: Children's educational toys for developing fine motor skills and engineering skills; Construction toys; Stacking toys; Toy building blocks; Toy building blockscapable of interconnection; Toy construction sets
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**Grounds for Cancellation**

The mark is merely descriptive	Trademark Act Sections 14(1) and 2(e)(1)
The mark is or has become generic	Trademark Act Section 14(3), or Section 23 if on Supplemental Register

Attachments	Petition to Cancel.pdf(2310033 bytes ) Ex. A to Petition to Cancel.pdf(198866 bytes ) Ex. B to Petition to Cancel.pdf(1454341 bytes )
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Signature	/Mark Berkowitz/
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Name	Mark Berkowitz
Date	10/28/2019

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

PLAYLEARN USA, INC.,

Petitioner,

v.

VIAHART, LLC,

Registrant.

Cancellation No.

Mark: BRAIN FLAKES

Serial No. 87021780

Reg. No.: 5049910

Filed: May 3, 2016

Registered: September 27, 2016

**PETITION FOR CANCELLATION**

Petitioner, Playlearn USA, Inc., (hereinafter “Petitioner”), believes that it will be damaged by the continued registration of the mark BRAIN FLAKES (“Registrant’s Mark”) for “Children’s educational toys for developing fine motor skills and engineering skills; Construction toys; Stacking toys; Toy building blocks; Toy building blocks capable of interconnection; Toy construction sets” in International Class 28 as shown in Registration No. 5,049,910 (the “Registration”), and hereby petitions to cancel same.

In support of its Petition, Petitioner alleges as follows:

1. Petitioner is a New York corporation having a place of business in Garnerville, New York.
2. Petitioner has sold in the United States educational toys, including sets of snow flake-shaped connectors used by children to construct various projects.
3. On information and belief, Registrant is a Texas limited liability company with a place of business at 1321 Upland Drive, Houston, Texas 77043.
4. On information and belief, Registrant has sold in the United States educational toys, including sets of snow flake-shaped connectors, under Registrant’s Mark.

5. Through widespread use by third parties, “Brain Flakes” has lost any source indicative significance it may have once possessed within the United States.

6. Registrant has repeatedly attempted to exclude Petitioner from the United States market by invoking the Registration sought to be cancelled herein, this despite the above referenced longstanding and widespread third-party use of “Brain Flakes” and its failure to function as a source indicator in the United States.

7. If Registrant is permitted to maintain the registration herein sought to be cancelled, (a) Registrant will remain in a position to cause annoyance and to harass Petitioner, and (b) Petitioner and the public could be deprived of their lawful rights to continue to use this term in the United States.

8. Petitioner would thus be injured by the Registrant’s continued registration of Registrant’s Mark.

**Genericness**

9. If a term or phrase is generic (the common name for a product or service), it is ineligible for registration because the public has an inherent right to call a product or service by its generic name.

10. A mark is generic if it is a common description of products or services and refers to the genus of which the particular product or service is a species.

11. If the primary significance of a trademark is to describe the type of product or service rather than the producer or provider, the trademark is a generic term and cannot be a valid trademark.

12. The term “brain flakes” has become generic in the industry due to extensive third-party use of the term to identify a set of construction toy discs designed to promote spatial thinking.

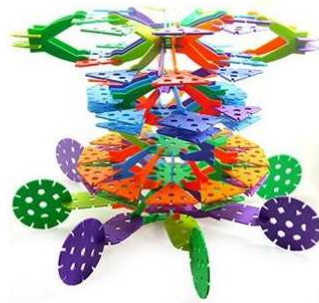
13. Representative third-party uses of the term “brain flakes” to describe or identify a set of construction toy discs designed to promote spatial thinking are shown below:



**QuadPro Brain Flakes** (<https://toynotes.com/quadpro-570-piece-brain-flakes-set-review>)

Skoolzy Jumbo Brain Flakes Toddler Toys Creative STEM Toys for Boys and Girls  
120pc Occupational Therapy Sensory Toys Connectin

Description



**Skoolzy Jumbo Brain Flakes** (<https://www.sears.com/skoolzy-jumbo-create-o-flakes-creative-brain-building/p-SPM11594381025>)



Yeelan Brain Flakes Building Stacking Blocks  
Educational Toy Set 500 Piece

Write a review Yeelan

\$49.02

Earn 5% back Learn how

Qty:

1

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Free delivery

Arrives by Friday, Oct 25

Pickup not available

More delivery & pickup options

**Yeelan Brain Flakes** (<https://www.walmart.com/ip/Yeelan-Brain-Flakes-Building-Stacking-Blocks-Educational-Toy-Set-500-Piece/793361435>)



Jarrby Educational STEM Toys Boys  
Girls Brain Flakes, A Creative  
Educational Building Toys / Lego  
Alternative to Building Blocks | Tested  
Children's Safety

Save 42% \$53.58 \$30.99

Brand: Jarrby

Edition: STEM Toys

Features:

- ★ CREATIVITY AND SCIENCE AT IT'S BEST - JARRBY (TM)  
STEM Flakes (brain disks) are awesome top rated education brain  
sets of interlocking plastic discs in many brilliant colors and

**Jarrby Brain Flakes** (<https://www.keeboshop.com/products/jarrby-educational-stem-toys-boys-girls-brain-flakes-a-creative-educational-building-toys-lego-alternative-to-building-blocks-tested-childrens-safety?view=quick>)

14. Registrant is aware and has repeatedly admitted and acknowledged that Registrant's Mark has become generic.

15. Specifically, Registrant advertises and markets its product as the *"The Original Brain Flakes"*.

16. In other words, Registrant recognizes that the term "brain flake" is used to reference a generic item, but contends that its product was the "original."

17. Registrant advertises and markets its product as the "The Original Brain Flakes" on its own e-commerce website:

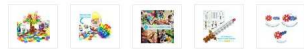


VIAHART Brain Flakes 500 Piece Interlocking Plastic Disc Set | A Creative and Educational Alternative to Building Blocks | Tested for Children's Safety | A Great STEM Toy for Both Boys and Girls!

\$14.99

★★★★★ (1 review) Write a Review

UPC: 854857003154



Quantity: 1

Add to Cart

### Product Details

- The Original Brain Flakes! | Includes over 500 interconnecting discs and a durable plastic jar for easy storage! | Every set comes with an idea booklet with instructions to build a Brain Flakes ball! | Discs easily click together for ages 5+ (some children as young as 3 have no problem)

18. A true and correct copy of a printout from Registrant’s e-commerce website, captured on or about October 23, 2019, from <https://www.viahart.com/construction-toys/viahart-brain-flakes-500-piece-interlocking-plastic-disc-set-a-creative-and-educational-alternative-to-building-blocks-tested-for-childrens-safety-a-great-stem-toy-for-both-boys-and-girls/> is attached as Exhibit A hereto.

19. Registrant also advertises and markets its product as the “The Original Brain Flakes” on Amazon.com (“Amazon”):



VIAHART Brain Flakes 500 Piece Interlocking Plastic Disc Set | A Creative and Educational Alternative to Building Blocks | Tested for Children's Safety | A Great STEM Toy for Both Boys and Girls!

by VIAHART  
★★★★★ 1,724 ratings | 53 answered questions

List Price: \$49.99  
Price: \$14.98 & FREE Shipping on orders over \$25.00 shipped by Amazon. Details & FREE Returns  
You Save: \$5.01 (23%)

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card.

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- The Original Brain Flakes! | Includes over 500 interconnecting discs and a durable plastic jar for easy storage! | Every set comes with an idea booklet with instructions to build a Brain Flakes ball! | Discs easily click together for ages 5+ (some children as young as 3 have no problem)
- Child safe | BPA, lead, heavy metal, and phthalate free! | Compliant with ASTM US CPSIA safety regulations
- Develops spatial intelligence and thinking | A great solo or collaborative group activity for school classrooms, Makerspaces, Montessori, daycares, libraries, or home! | Countless design possibilities and hours of skill building play | Engineers Start Here!
- SIZE AND WEIGHT | Product Measures 5 x 5 x 8 in inches | 12.7 x 12.7 x 20.4 in centimeters | Product Weighs Approximately 1.9 lbs / 0.9 kgs | Discs measure 1.3 Inches (3.3cm) across. | These dimensions and weight do not include the packaging | Watch our video to learn more about this product: youtube.com/watch?v=CHJqV45zpk
- GUARANTEE | 90 day warranty for all manufacturer's defects | 30 day no questions asked return policy for all other issues | If there is an issue with your order, please send a photo of the issue by text or email and we'll refund you without the hassle of a return.



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- GUARANTEE | 90 day warranty for all manufacturer's defects | there is an issue with your order, please send a photo of the iss return.

20. A true and correct copy of a printout from Registrant's Amazon listing page, captured on or about October 23, 2019 from <https://www.amazon.com/VIAHART-Interlocking-Educational-Alternative-Childrens/dp/B00N7CD4BK> is attached as Exhibit B hereto.

21. Accordingly, Registrant's Mark should be cancelled under Section 14(3) of the Trademark Act, 15 U.S.C. § 1064(3), on the ground that the term "brain flakes" is the generic name for the identified goods and is incapable of functioning as a mark.

**Merely Descriptive**

22. The term "brain flakes" is commonly used to describe a set of construction toy discs designed to promote spatial thinking.

23. Accordingly, Registrant's Mark should be cancelled under section 2(e)(1) of the Trademark Act, 15 U.S.C. § 1052(e)(1), on the ground that the term "brain flakes" is merely descriptive of Registrant's goods.

WHEREFORE, Petitioner requests that the cancellation be sustained and Registrant's Mark be cancelled.



Respectfully submitted,

Dated: New York, New York  
October 28, 2019

By:           / Mark Berkowitz /            
Mark Berkowitz

AMSTER, ROTHSTEIN & EBENSTEIN LLP  
90 Park Avenue  
New York, New York 10016  
Phone: (212) 336-8000

Attorneys for Petitioner

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that on October 28, 2019, a copy of the foregoing **PETITION FOR CANCELLATION** is being electronically filed with the United States Patent and Trademark Office, Trademark Trial and Appeal Board, at <http://estta.uspto.gov/>.

*/Mark Berkowitz/*

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Mark Berkowitz

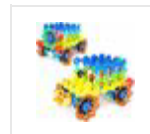
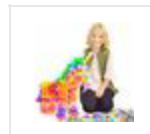
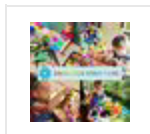
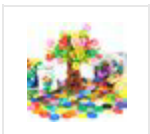
*VIAHART Brain Flakes 500 Piece Interlocking Plastic Disc Set | A Creative and Educational Alternative to Building Blocks | Tested for Children's Safety | A Great STEM Toy for Both Boys and Girls!*

\$14.99

★★★★★ (1 review) [Write a Review](#)

UPC:

854857003154



Quantity:

▼ 1 ▲

*Add to Cart*



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## Description

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### Product Description

Brain Flakes® brand discs from VIAHART are a new construction toy which teaches both boys and girls spatial thinking and lets their imaginations run wild! Every jar contains over 500 discs, which means hours of endless fun and engineering education. In addition to brain building, Brain Flakes discs will improve the coordination and dexterity of young children, keeping both their minds and bodies active! The discs measure 1.3 inches across and are 1/10th inch thick. They click together and apart easily for all ages and levels of motor skills. They come in a great reusable plastic jar (PET). The discs themselves are made from safe and tested polyethylene (PE). The cap of the jar is made from polypropylene (PP). Our discs are a revolutionary addition to the world of children's and adults' construction toys. Get a Brain Flakes set today! Patent Pending.

### Product Details

- The Original Brain Flakes! | Includes over 500 interconnecting discs and a durable plastic jar for easy storage! | Every set comes with an idea booklet with instructions to build a Brain Flakes ball! | Discs easily click together for ages 5+ (some children as young as 3 have no problem)
- Child safe | BPA, lead, heavy metal, and phthalate free! | Compliant with ASTM US CPSIA safety regulations
- Develops spatial intelligence and thinking | A great solo or collaborative group activity for school classrooms, Makerspaces, Montessori, daycares, libraries, or home! | Countless design possibilities and hours of skill building play | Engineers Start Here!
- SIZE AND WEIGHT | Look left for ruler and product photos | Product measures 5 x 5 x 8 in inches | 12.7 x 12.7 x 20.4 in centimeters| Product Weighs Approximately 1.9 lbs / 0.9 kgs | These dimensions and

weight do not include the packaging | Watch our video to learn more about this product:  
[youtube.com/watch?v=CHJojV43pzk](https://youtube.com/watch?v=CHJojV43pzk)

- GUARANTEE | 90 day warranty for all manufacturer's defects | 35 day no questions asked return policy for all other issues | If there is an issue with your order, please text a photo of the issue to 904-414-4094 and we'll refund you without the hassle of a return.

## Return Policy

At VIAHART, customer satisfaction is highly important to us, so please review the below policy for the condition that is applicable you. Returns must be filed within 30 days of receiving the item.

- If your item arrived later than the expected delivery date, we will pay for the return shipping, as well as issue a full refund + 10% off your next order.
- If your product has a defect, send us a clear picture to 904-414-4094 or in an email and we will refund you 100% of your order without a return.
- If you want to return the item, we will provide free return shipping and a full refund once the item arrives at our warehouse and is in good condition.

## Shipping and Fulfillment

Ships from our warehouse in Texas. 99% of orders to the continental US reach our customers in 1 to 4 business days.

## About the Manufacturer

VIAHART was founded in 2010 with a big idea and a single product. Today, we design and manufacture hundreds of different toys and sporting goods. We are headquartered in Texas from where we ship many products in addition to Amazon fulfillment centers. Our products are manufactured in China, Vietnam, and Cambodia under our strict supervision. If you have a question or if there's any way we can help, please contact us!

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*1 Review*

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*VIAHART Goodminton /  
The World's Easiest Racket  
Game / An Indoor Outdoor  
Year-Round Fun Racquet  
Game for Boys, Girls, and  
People of All Ages*  
\$9.99



*VIAHART Pepper The  
Pigeon / 9 Inch Animal  
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*VIAHART Brain Flakes  
Braingineer 3 in 1 Kit /  
Vroom The The Rescue /  
Instructions Included!*  
\$19.99

*VIAHAR  
/ 36 Inc  
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Tiger Ta*  
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How to Build Your Giraffe  
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## *Info*

VIAHART LLC  
21504 Interstate 20 Rd  
Wills Point, TX 75169

## *Categories*

Brain Flakes  
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Active Play  
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## VIAHART Brain Flakes 500 Piece Interlocking Plastic Disc Set | A Creative and Educational Alternative to Building Blocks | Tested for Children's Safety | A Great STEM Toy for Both Boys and Girls!

by VIAHART

★★★★★ 1,724 ratings | 53 answered questions

List Price: ~~\$19.99~~

Price: **\$14.98 & FREE Shipping** on orders over \$25.00 shipped by Amazon. [Details](#) & [FREE Returns](#)

You Save: **\$5.01 (25%)**

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card.

✓prime | Try Fast, Free Shipping ▾

- The Original Brain Flakes! | Includes over 500 interconnecting discs and a durable plastic jar for easy storage! | Every set comes with an idea booklet with instructions to build a Brain Flakes ball! | Discs easily click together for ages 5+ (some children as young as 3 have no problem)
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- SIZE AND WEIGHT | Product Measures 5 x 5 x 8 in inches | 12.7 x 12.7 x 20.4 in centimeters | Product Weighs Approximately 1.9 lbs / 0.9 kgs | Discs measure 1.3 Inches (3.3cm) across. | These dimensions and weight do not include the packaging | Watch our video to learn more about this product: [youtube.com/watch?v=CHJojV43pzk](https://www.youtube.com/watch?v=CHJojV43pzk)
- GUARANTEE | 90 day warranty for all manufacturer's defects | 30 day no questions asked return policy for all other issues | If there is an issue with your order, please send a photo of the issue by text or email and we'll refund you without the hassle of a return.

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644  
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Arrives: **Mon, Oct 28**

Fastest delivery: **Wed, Oct 23**

Order within 24 hrs 57 mins

[Mark - New York](#)

**In Stock.**

Qty: 1 ▾

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### Bargain Finds

 **Coogam Wooden Tetris Puzzle Brain Toy**  
Coogam  
**\$7.99** ✓prime  
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★★★★★ 118

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Total price: **\$48.95**

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- ✓ **This item:** VIAHART Brain Flakes 500 Piece Interlocking Plastic Disc Set | A Creative and Educational... **\$14.98**
- ✓ Straw Constructor STEM Building Toys 300 pcs-Colorful Interlocking Plastic Engineering Toys- Fun... **\$16.99**
- ✓ EMIDO Building Blocks Kids Educational Toys STEM Toys Building Discs Sets Interlocking Solid Plastic... **\$16.98**

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100  
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 <p>Creative Kids Flakes - 600 Piece Interlocking Plastic Disc Set for Fun, Creative Bu... ★★★★☆ 144 <b>\$14.99</b> ✓prime</p>	 <p>Creative Kids Flakes - 1400 Piece Interlocking Plastic Disc Set for Safe, Fun, Crea... ★★★★☆ 111 <b>\$24.99</b> ✓prime</p>	 <p>PlayShire Fun Flakes - Large 500 + 100 Extra Pieces STEM Toy Set. Free 30+ Designs ... ★★★★☆ 171 <b>\$15.99</b> ✓prime</p>	 <p>LINCOLN LOGS Centennial Edition Tin (Amazon Exclusive) ★★★★☆ 310 <b>\$43.58</b> ✓prime</p>	 <p>TOWO Wooden Logs Toys Farm Playset- Wooden Logs Building Set Farm House Wooden Cons... ★★★★☆ 22 <b>\$34.99</b> ✓prime</p>	 <p>STEM Toys Kit, Arts and Crafts Building Block Gifts for Boys &amp; Girls Age 3,4,5,6+ Y... ★★★★☆ 24 <b>\$29.99</b> ✓prime</p>	 <p>AveryLu 500 PCS Building Toy Building Blocks Bars Different Shape Educational Const... ★★★★☆ 33 <b>\$16.99</b> ✓prime</p>	 <p>1100 PCS Building Brick 17 Popular Colors and 1 Mixed Shapes, Classic Creativ... ★★★★☆ 57 <b>\$21.95</b> ✓prime</p>
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## Product description

### Product Description

Patent Pending Brain Flakes brand discs from VIAHART are a new construction toy that teaches children spatial thinking and lets imaginations run wild! Every jar contains over 500 discs, which means hours of endless fun and engineering education. In addition to brain building, Brain Flakes discs improve the coordination and dexterity of young children, keeping both their minds and bodies active! The discs measure 1.3 inches across and are 1/10th inch thick. They click together and apart easily for all ages and levels of motor skills. They come in a great reusable plastic jar (PET). The discs themselves are made from safe and tested polyethylene (PE). The cap of the jar is made from polypropylene (PP). Our discs are a revolutionary addition to the world of children's and adults' construction toys. Get a Brain Flakes set today!

### Return Policy

At VIAHART, customer satisfaction is important to us, so please review the below policy for the condition that is applicable you. Returns must be filed within 30 days of receiving the item.

- If your item arrived later than the expected delivery date, we will pay for the return shipping, as well as issue a full refund + 10% off your next order.
- If your product has a defect, send us a clear picture by text or email and we will refund 100% of your order without a return.
- If you want to return the item, we will provide free return shipping and a full refund once the item arrives at our warehouse and is in good condition.


### Shipping and Fulfillment

This product ships from an Amazon warehouse.

### About the Manufacturer

VIAHART was founded in 2010, and now we design and manufacture hundreds of different toys and sporting goods. Our products are manufactured in China, Vietnam, and the USA under our strict supervision. If you have a question or if there's any way we can help, please contact us!

## Product information

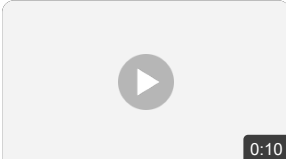
Product Dimensions	5 x 5 x 8 inches
Item Weight	1.9 pounds
Shipping Weight	2.1 pounds ( <a href="#">View shipping rates and policies</a> )
ASIN	B00N7CD4BK
Item model number	2724674948137
Manufacturer recommended age	3 years and up
Best Sellers Rank	#981 in Toys & Games ( <a href="#">See Top 100 in Toys &amp; Games</a> ) #33 in <a href="#">Preschool Building Sets</a> #89 in <a href="#">Toy Building Sets</a>
Customer Reviews	 1,724 ratings 4.8 out of 5 stars

## Feedback

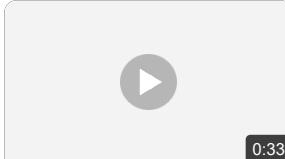
If you are a seller for this product, would you like to [suggest updates through seller support?](#)  
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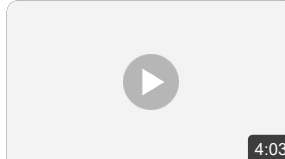
### Videos for this product



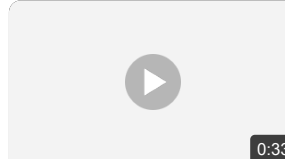
**Customer Review:** Great game for everyone to play and enjoy  
Amazon Customer



Added a pencil to use an axle and voila!  
Pat



**Customer Review:** Awesome! Easy to build with  
Michael W. Reed



**Customer Review:** I'm so glad to get my Kid off his IPAD.  
Pat

Upload your video

## Compare items

Compare with similar items

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**This item** VIAHART Brain Flakes 500 Piece Interlocking Plastic Disc Set | A Creative and Educational Alternative to Building Blocks | Tested for Children's Safety | A Great STEM Toy for Both Boys and Girls!

Add to Cart



Creative Kids Flakes - 1400 Piece Interlocking Plastic Disc Set for Safe, Fun, Creative Building - Educational STEM Construction Toy for Boys & Girls - Non Toxic - Ages 3 and Up

Add to Cart



Straw Constructor STEM Building Toys 300 pcs- Colorful Interlocking Plastic Engineering Toys- Fun-Educational- Safe for Kids- Develops Motor Skills- Construction Blocks- Best Gift for Boys and Girls ...

Add to Cart



Creative Kids Flakes - 600 Piece Interlocking Plastic Disc Set for Fun, Creative Building - Educational STEM Construction Toy for Boys & Girls - Non Toxic, Ages 3+

Add to Cart

Customer Rating	★★★★★ (1724)	★★★★☆ (111)	★★★★★ (166)	★★★★★ (144)
Price	\$14 <sup>98</sup>	\$24 <sup>99</sup>	\$16 <sup>99</sup>	\$14 <sup>99</sup>
Shipping	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25
Sold By	VIAHART	Creative Kids Brands	KIDSLAND	Creative Kids Brands
Item Dimensions	5 x 5 x 8 in	11 x 6.6 x 7.8 in	12.6 x 8.2 x 0.14 in	11 x 6.6 x 7.8 in
Item Weight	1.9 lbs	3.3 lbs	1.21 lbs	1.61 lbs
Number of Pieces	500	1,400	300	1,400



Sponsored products related to this item



**IQ BUILDER | Sensory Toys | Creative Educational Art Play Sand for Boys and Girls A...**  
★★★★☆ 99  
\$19.97 ✓prime



**MEIGO STEM Toys - Toddlers Educational Construction Engineering Building Blocks Set...**  
★★★★★ 63  
\$28.95 ✓prime



**Haifeng Educational Toys Drill Stem Learning Creative Design Kit Original 193 Piece...**  
★★★★★ 34  
\$22.99 ✓prime



**Auoxer Building Block Toys, Snowflake Gear Flakes Connect Interlocking Plastic Disc...**  
★★★★★ 30  
\$14.98 ✓prime



**AveryLu 500 PCS Building Toy Building Blocks Bars Different Shape Educational Const...**  
★★★★☆ 33  
\$16.99 ✓prime



**Anksono STEM Learning Toys Kits 160 Pieces Creative Construction Engineering Fun Ed...**  
\$16.99 ✓prime



**ZP ZaoProteks 888 Pieces 3 in 1 Building Blocks, Building Sets, Educational and Cre...**  
★★★★★ 32  
\$19.80 ✓prime



**Fat Brain Toys GeoMagic Mosaics**  
★★★★★ 2  
\$29.95 ✓prime



**Fat Brain Toys K Spinagain Toy**  
★★★★★ 8  
\$29.95 ✓prime

Ad feedback



Ad feedback

Customer Questions & Answers

See questions and answers

Customer reviews

★★★★★ 4.8 out of 5

1,724 customer ratings

Customer images

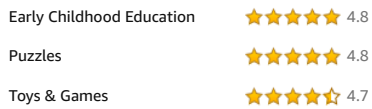


### By feature



See more

### By customer groups & interests



See more

Is this feature helpful?

### Review this product

Share your thoughts with other customers



Ad feedback



See all customer images

### Read reviews that mention

- brain flakes
- fine motor
- motor skills
- put together
- highly recommend
- snap together
- great toy
- much fun
- whole family
- old son
- old daughter
- different things
- huge hit
- good quality

### 1,712 customer reviews

Top Reviews

E Popxel

★★★★★ PAINLESS IF STEPPED ON, Awesome toy, encourages creativity and sharing! Sturdy, nothing to break.

March 15, 2017

Verified Purchase

Bought these as a Christmas gift but today was the first time I had been home to see if the child played with them. Three kids, ages about ten, six, and four, all building stuff from the same jar of pieces. The five year old girl made a bridal bouquet! The ten year old boy made a snowflake, then when one white piece short, reihhed to make a snowflake with a blue center. Eventually that became a carousel. The four year old boy made a bubble wand, then a motorcycle.

Most amazing, there were enough pieces to build all this and keep building!

Most impirtantly, they played quietly, encouraged one another, helped each other. No fussing, no fighting.

I am back to order more!

106 people found this helpful

|  |

Buzzkill

★★★★★ Brain Flakes are the BEST FLAKES!!!

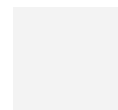
July 27, 2017

Verified Purchase

These are about the coolest and most original thing I have ever purchased for the kids. The adults love them just as much!

A great price and you get 500 which was plenty to build this Ferris Wheel and had a lot let over!

I recommend this product, you won't be disappointed! I love the catchy name too!!



63 people found this helpful

|  |

Kara

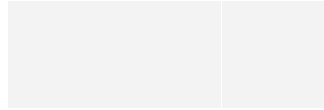
★★★★★ **My students LOVE Brain Flakes! (So, do I!)**

January 15, 2018

Verified Purchase

I incorporate the Viahart Brain Flakes into our Makerspace/STEM centers. The students love building and designing with Brain Flakes. They are easy for students as young as pre-school to use by themselves. Our 6th-grade students enjoyed building with Brain Flakes as well. The kit comes with 500 colorful pieces and a small project guide to assist students/adults who need a little help with creativity :) The pictures attached show students in K and 1 being "engineers" and creating their projects. I'll be honest, I love to mess around with them too! :D They would be great in a math center for teaching fractions, ratio, colors, etc.

It would be great if Viahart created glitter Brain Flakes too!



36 people found this helpful

Helpful

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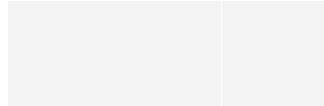
Rei

★★★★★ **Great!**

December 7, 2017

Verified Purchase

I bought these for my 6 and 2 year old boys with the intention of using them as just another way to build and create. I will say that I enjoyed building with them, but they didn't as much. My oldest is ADHD, SPD, and ODD - and extremely impatient. I think this would be more suited for children who have the patience, which he does not. I gave this item five stars because they have served a wonderful purpose in our home for not only imaginative play, but another filler for sensory boxes! They're awesome. As seen in the picture, they have been used for motor development and imaginary food. Im sure as they get older they will begin building. A+!



23 people found this helpful

Helpful

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Lynn S

★★★★★ **Unending possibilities! Kids, teens and adults have all played with these and love them!**

July 21, 2018

Verified Purchase

This brand is the best! I've bought this type of linking toy from another company in the past and it was a much thinner product and did not link and stay together as well. The bucket of 500 goes a long way but I ended up buying two buckets because I knew there would be a group that would be playing with them. Altogether it was two children, one teen, and two adults, one of them with dementia. The small booklet that came in the bucket showed many different possibilities for building items. The group that we had seemed to want to do their own thing and not look at the directions in the folder. This seem to be a much more creative way to play with these links although one of the children asked to keep the building pamphlet to try another time. With a little more than 500 links per container we definitely had enough to use to build a variety of different things. The links are easy to push to gather and just as easy to pull apart. I'm very happy to have bought these items! For much younger children it would be a good project to sort the links according to color or to set up patterns. As the information states in the product description, please don't use these links for children that put things into their mouth.

12 people found this helpful



Helpful

| Comment | Report abuse



christina piemonte

★★★★★ **QUALITY IS STILL ALIVE WITH VIAHART!!!**

October 12, 2015

Verified Purchase

This will be the most emotional review I've ever written. ..There are millions of different toys to choose from on this planet but to find toys to satisfy my children is quite an accomplishment. ..I have three boys and my children have Autism so for me to find such a toys like this that is so good for their motor skills and dexterity is amazing. This has to be the most brilliant toy i have ever purchased. ..so to this company pat yourself on the back for a job well done to you all..and from this moment forward you have a lifelong customer...Thank you Christina.. UPDATE..I just recently bought another set for my son he wanted to build larger projects so now we have 2 sets and he is building away now!...these pieces are so strong and well built...VIAHART restored my faith in fantastic quality toys...Christina P.

224 people found this helpful

Helpful

| Comment | Report abuse



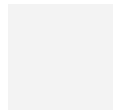
New Yorker

★★★★★ **TERRIFIC PURCHASE! !**

November 28, 2017

Verified Purchase

Not only does my 5 year old granddaughter love to build with these Brain Flakes, but all the adults who see the jar can't resist also building with the pieces. It encourages creativity, imagination and planning, and my granddaughter can work for hours with the pieces. You can see in the picture what she built the first time she opened the jar. In addition, there was an issue with the item when I received it and the company was extremely responsive in fixing the problem. I am very pleased with this purchase as well as with the company.



16 people found this helpful

Helpful

| Comment | Report abuse



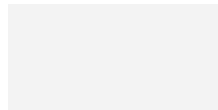
Denise33

★★★★★ **Ingeniously designed**

August 10, 2017

Verified Purchase

This is perhaps one of the most ingenious inventions of this decade. These interlocking circles yield hours and hours of creative fun. The sky is the limit to what one can conjure, even for adults. I purchased these for my special needs daughter to develop her pincher grasp; while the pieces are relatively simple to piece together, she had difficulty pulling them apart (we will keep trying). I find myself building things for her to play; I made balls that she threw endlessly across the floor. They were so sturdy they maintained their shape. I definitely recommend this product as the next best alternative to legos!



16 people found this helpful

Helpful

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There are 1,712 customer reviews and 1,724 customer ratings.

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### What other items do customers buy after viewing this item?



Creative Kids Flakes - 600 Piece Interlocking Plastic Disc Set for Fun, Creative Building -  
★★★★☆ 144  
\$14.99 ✓prime



Straw Constructor STEM Building Toys 300 pcs-Colorful Interlocking Plastic Engineering Toys-  
★★★★☆ 166  
\$16.99 ✓prime



Coogam Wooden Tetris Puzzle Brain Teasers Toy Tangram Jigsaw Intelligence Colorful 3D  
★★★★☆ 118  
\$7.99 ✓prime



Bristle Blocks by Battat – The Official Bristle Blocks – 112Piece – Creativity Building Toys  
★★★★☆ 337  
\$15.50 ✓prime

1,398

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