

Prospective Licensee Name:

For NFLP use only

Date received:

Received by:

NFL PROPERTIES LLC

PROSPECTIVE LICENSEE INFORMATION PACKAGE

Thank you for your interest in becoming a licensee of NFL Properties LLC (for a domestic license) and/or NFL International LLC (for an international license) or any of their respective affiliates (collectively, “NFLP”). As you may know, NFLP serves as the exclusive representative of the National Football League (the “NFL” or the “League”) and its professional football member clubs (“Member Clubs” or “Teams”) for the licensing of its and their trademarks and logos (the “Marks”). The Marks include, among others, the NFL Shield design, the Super Bowl and Pro Bowl logos, and Team names, nicknames, colors, symbols, emblems, helmet designs and uniform designs.

NFLP licenses commercial uses of the Marks including but not limited to the manufacture, distribution and sale of products bearing any of the Marks. NFLP undertakes these licensing activities to promote and support NFL football, enhance fan interest and loyalty, and ensure that fans have access to a broad range of quality products representing the League and its Member Clubs.

NFLP grants licenses to companies that will support its promotional efforts. A **retail product license** with NFLP requires a commitment to market products that support and enhance fans’ enjoyment of NFL football, routine payments of royalties to NFLP based on a percentage of product sales, an annual payment of an advance against royalties, an annual payment of a minimum royalty guarantee of at least \$100,000 (unless otherwise determined, on a case-by-case basis, by NFLP) based on actual sales of the products, and maintenance of insurance from a licensed and admitted insurance carrier with a rating not less than A-VIII from an A.M. Best rated insurance company that must include: comprehensive commercial general liability insurance, on an occurrence form, with a combined single limit for bodily injury and property damage, including products liability (including completed-operations coverage), and including coverage for contractual liability, independent contractors, broad form property damage, personal and advertising injury, in an amount of at least Six Million Dollars (\$6,000,000.00) per occurrence and Twelve Million Dollars (\$12,000,000.00) in the aggregate. A **premium/promotional product license** with NFLP generally has similar requirements as a retail product license, except that royalty payments will be structured on a per-project basis. The requirements and conditions of either a retail product license or a premium/promotional product license may vary, in certain instances due to the nature of the products offered and/or the prospective licensee’s business.

Additionally, all product licenses contain detailed quality control guidelines and other requirements related to a licensee’s performance under the license including but not limited to the requirement that

the licensee manufacture units of the licensed product: (i) with the Marks of each of the Member Clubs individually, and (ii) in accordance with (X) all applicable laws, rules and regulations and (Y) appropriate standards regarding fair labor and other human rights.

If you wish to apply for a license, please complete the information requests in this Prospective Licensee Information Package, which includes without limitation a General Authorization, and return it with a product sample and letter of credit from a financial institution to the following address:

New Products Division
NFL Properties LLC
280 Park Avenue
New York, New York 10017
newproducts@NFL.com

NFLP will then review these items and provide you with a decision on your license request. **Please note that NFLP does not have any obligation to grant you a license by providing you with this information package or by reviewing your completed submission and/or product sample(s).**

Thank you for your interest in the NFL.

I. INSTRUCTIONS / REQUEST FOR APPLICATION

Before submitting this information request (this “Application”) to NFLP, please review this Application carefully for completeness. You (hereafter, “Company”) must answer all questions or write “N/A” or “Not Applicable” if an item does not apply to Company. Failure to respond to any item will disqualify Company from further participation in the NFLP licensing program. This Application must be physically signed to be considered.

THIS APPLICATION AND THE REQUEST FOR INFORMATION IN IT DO NOT CONSTITUTE AN OFFER TO LICENSE OR A SOLICITATION BY NFLP TO OFFER A LICENSE TO COMPANY.

YOUR RESPONSES SHOULD NOT INCLUDE ANY CONFIDENTIAL OR PROPRIETARY CREATIVE IDEAS OR PRODUCTS. IF ANY PROPRIETARY CREATIVE IDEAS OR PRODUCTS (“UNSOLICITED MATERIAL”) IS INCLUDED IN YOUR RESPONSES THE INQUIRIES INCLUDED HEREIN, (X) NFLP’S REVIEW OF YOUR APPLICATION MATERIALS WILL TERMINATE IMMEDIATELY AND YOUR COMPANY WILL BE DISQUALIFIED FROM PARTICIPATION IN THE NFLP LICENSING PROGRAM, AND (Y) YOU HEREBY AGREE TO RELEASE NFLP, NFL VENTURES, L.P. AND ITS DIRECT AND INDIRECT SUBSIDIARIES, THE LEAGUE AND ITS MEMBER CLUBS AND EACH OF THEIR RESPECTIVE AFFILIATES, OFFICERS, DIRECTORS, AGENTS, SUBSIDIARIES, SHAREHOLDERS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE “NFL ENTITIES”) FROM ANY CLAIMS WHATSOEVER WITH RESPECT TO SUCH UNSOLICITED SUBMISSIONS.

By signing this Application, Company acknowledges that NFLP regularly receives numerous licensing suggestions and that other parties, including NFLP’s own employees, may have submitted or may in the future submit to NFLP or to other parties, or make public, licensing ideas or product suggestions similar or identical to the licensing ideas or product suggestions Company may make in this Application or otherwise. Further, Company discloses such information at its own risk and acknowledges that NFLP may license at any time such similar or identical products and that Company will not have the right to any compensation deriving from such products or licensing ideas.

WHICH TYPE OF LICENSE ARE YOU APPLYING FOR? <i>(put “X” in applicable box)</i>	<input type="checkbox"/>	RETAIL LICENSE
	<input type="checkbox"/>	PREMIUM / PROMOTIONAL PRODUCTS LICENSE

II.

COMPANY INFORMATION

A. Biographical Information

Legal name:	
D/B/A name:	
Headquarters address:	
Telephone no.:	
Facsimile no.:	
Website address:	
Date of inception:	
Employer ID number:	
Legal form of company:	
State / Province / Country of Company formation:	
Name, title and contact information for principal contact:	
Company's primary business:	
Previous names for Company within last five (5) years:	

B. Principal Contact Information

Name:	
Address: <i>(if different)</i>	
Telephone no.:	
Facsimile no.:	
E-mail address:	

C. Ownership Information

Ownership:	<input type="checkbox"/>	Public	<input type="checkbox"/>	Private
Owners / Partners: <i>(List the name, address and telephone number of all owners (along with the applicable ownership percentage) and/or partners of Company)</i>				
For subsidiaries of larger companies: <i>(If Company is a subsidiary, please provide the parent company's name, address and telephone number)</i>				
For non C corporations: <i>(Please also provide the social security numbers of all owners and/or partners)</i>				
Predecessor(s)-in-interest: <i>(Please provide name(s) and address(es) of any predecessor(s)-in-interest to Company)</i>				

D. Affiliations

Corporate affiliations: <i>(Provide the name and address of all prior or currently existing entities in which Company or any of Company's principals had or has an ownership or controlling interest that is greater than ten percent (10%))</i>	
Director affiliations: <i>(Provide the name of any principal of Company who has served or is serving as an officer or director of another entity and the name and address of such corresponding entity or entities)</i>	

III.

COMPANY OFFICERS

Provide the names of the operating officers of Company and any other employee who would be significantly involved with the administration of an NFLP license, if granted. If the Company's legal form is anything other than a C Corporation (a standard business corporation), please also provide the social security number for all officers/employees identified below.

President / Chief Executive Officer

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Vice President(s)

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Chief Financial Officer / Treasurer

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Head of Sales

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Head of Marketing

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

Other (please specify):

Name:	
Contact information:	<i>Address</i>
	<i>Phone:</i>
	<i>E-mail:</i>
Social Security No.:	

IV.

FINANCIAL INFORMATION

A. Bank References

Provide two (2) bank references:

Name:	
Branch:	
Address:	
Bank contact and title:	
Contact telephone no.:	

Name:	
Branch:	
Address:	
Bank contact and title:	
Contact telephone no.:	

B. Credit References

Provide at least two (2) credit references:

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

V.

PRODUCT INFORMATION

A. Images of Samples

Please attach to your submission digital images of each product for which Company seeks an NFLP license (hereafter such products shall be referred to as “Proposed Products”). DO NOT SEND ACTUAL PRODUCT; IT WILL NOT BE RETURNED.

B. Description of Proposed Products*Proposed Product 1*

Description:			
Est. wholesale selling price per unit:	\$		
Est. annual wholesale dollar volume:	\$		
Does the company currently sell this type of product?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Where will product be manufactured?	<input type="checkbox"/> DOMESTIC	<input type="checkbox"/> FOREIGN	<input type="checkbox"/> BOTH
Manufacturer's information: (Provide name, address, telephone no., and contact name/title; if Company is the manufacturer, provide the name and address of each manufacturing plant)			

Proposed Product 2

Description:			
Est. wholesale selling price per unit:	\$		
Est. annual wholesale dollar volume:	\$		
Does the company currently sell this type of product?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Where will product be manufactured?	<input type="checkbox"/> DOMESTIC	<input type="checkbox"/> FOREIGN	<input type="checkbox"/> BOTH

Manufacturer's information:

(Provide name, address, telephone no., and contact name/title; if Company is the manufacturer, provide the name and address of each manufacturing plant)

Proposed Product 3**Description:****Est. wholesale selling price per unit:**

\$

Est. annual wholesale dollar volume:

\$

Does the company currently sell this type of product?**YES****NO****Where will product be manufactured?****DOMESTIC****FOREIGN****BOTH****Manufacturer's information:**

(Provide name, address, telephone no., and contact name/title; if Company is the manufacturer, provide the name and address of each manufacturing plant)

Proposed Product 4

Description:			
Est. wholesale selling price per unit:	\$		
Est. annual wholesale dollar volume:	\$		
Does the company currently sell this type of product?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Where will product be manufactured?	<input type="checkbox"/> DOMESTIC	<input type="checkbox"/> FOREIGN	<input type="checkbox"/> BOTH
Manufacturer's information: <i>(Provide name, address, telephone no., and contact name/title; if Company is the manufacturer, provide the name and address of each manufacturing plant)</i>			

Please describe any other proposed product(s):

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C. Product Design

Provide the following information about the individuals responsible for Company's product design and artwork:

Product/Artwork Designer(s)

Name:	
Title:	
Address:	
Telephone no.:	

Name:	
Title:	
Address:	
Telephone no.:	

D. Miscellaneous Product Information

Quality control process: <i>(Describe Company's quality control program (including, if applicable, compliance with any third-party regulations or testing standards))</i>	
Trade or brand names: <i>(List all trade and/or brand names used in connection with products manufactured or sold by Company)</i>	
Territories: <i>(List all countries for which you seek to sell the products listed in Section B)</i>	

Other products:

(List other products that Company manufactures and sells (other than those products listed in Section B))

**PLEASE FILL OUT SECTION VI BELOW ONLY IF YOU ARE APPLYING FOR A RETAIL LICENSE.
IF YOU ARE APPLYING FOR A PREMIUM LICENSE, SKIP TO SECTION VII.**

VI. SALES AND DISTRIBUTION INFORMATION

A. Sales

Annual dollar volume for similar products: <i>(If Company markets similar type(s) of product to the Proposed Product(s), list the wholesale dollar volume for such product in the most recent fiscal year)</i>	
Primary selling season:	

B. Distribution Capability

Does your Company have the capability to sell products regionally? <i>(e.g. to regionally based retailers)</i>	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
If yes, in which region(s) does the Company have such capabilities:				

C. Sales Force Description

Number of salespeople Company employs:	
Number of independent sales representatives Company uses:	
Number of distributors Company uses and the names and addresses of each such distributor:	
Percent of product sold directly versus percent of product sold through distributors:	
Description of other types of sales force:	

D. Distribution Summary

Please provide below a list, by category, of top retail accounts to which Company currently distributes as well as the top retail accounts to which Company plans to distribute:

National Chain Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Regional Chain Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Mass Market Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Sporting Goods Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Food / Drug Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Convenience Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Team Concessionaires

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Toy Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Direct to Consumer (e.g., Company website, Company retail stores)

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Catalog / Direct Response (e.g., sales to third party catalog companies)

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Military Base Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

E-Commerce Retailers

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Hobby Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Jewelry Stores

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

Other (please specify):

Percent of Company sales volume sold in this category:	
Name of current leading account(s): <i>(i.e. retailer(s) that represents Company's highest percentage of sales in this category)</i>	
Expected percent of Proposed Products sales volume sold in this category:	
Name of proposed leading account(s): <i>(i.e. retailer(s) that will Company proposes would represent highest percentage of Proposed Product sales of in this category)</i>	

E. Trade Shows

List all trade shows in which Company has participated in the last five years:	
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F. Trade Contacts

Provide three (3) trade contacts with whom Company currently does business:

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

Name:	
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Address:	
Contact and title:	
Contact telephone no.:	

VII.

MARKETING AND ADVERTISING INFORMATION

A. Promotional Programs

List all promotional programs, including premiums programs, conducted by Company in the most recent fiscal year:

PLEASE FILL OUT SECTION B BELOW ONLY IF YOU ARE APPLYING FOR A RETAIL LICENSE. IF YOU ARE APPLYING FOR A PREMIUM LICENSE, SKIP TO SECTION C.

B. Promotion of Proposed Products

Indicate the marketing program by category that Company will use to support the Proposed Products:

Consumer Advertising

Medium	Yes / No		If "Yes", indicate regions where such promotions will be conducted
Television		YES	
		NO	
Radio		YES	
		NO	
Print		YES	
		NO	
Internet		YES	
		NO	

Trade Advertising

Medium	Yes / No		If "Yes", indicate regions where such promotions will be conducted
Television		YES	
		NO	

Radio		YES	
		NO	
Print		YES	
		NO	
Internet		YES	
		NO	

In-Store Materials

Medium	Yes / No		<i>If “Yes”, indicate regions where such promotions will be conducted</i>
Television		YES	
		NO	
Radio		YES	
		NO	
Print		YES	
		NO	
Internet		YES	
		NO	

Sales / Trade Incentives

Medium	Yes / No		If “Yes”, indicate regions where such promotions will be conducted
Television		YES	
		NO	
Radio		YES	
		NO	
Print		YES	
		NO	
Internet		YES	
		NO	

Cooperative Advertising

Medium	Yes / No		If “Yes”, indicate regions where such promotions will be conducted
Television		YES	
		NO	
Radio		YES	
		NO	
Print		YES	
		NO	
Internet		YES	
		NO	

Other (please specify):

Medium	Yes / No		If “Yes”, indicate regions where such promotions will be conducted
Television		YES	
		NO	
Radio		YES	

		NO	
Print		YES	
		NO	
Internet		YES	
		NO	

C. Advertising Agency

Provide the following information about Company's advertising agency:

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

PLEASE FILL OUT SECTIONS D AND E BELOW ONLY IF YOU ARE APPLYING FOR A RETAIL LICENSE. IF YOU ARE APPLYING FOR A PREMIUM LICENSE, SKIP TO SECTION VIII.

D. Presentation Dates

List the expected date by which Company would first present the Proposed Products to buyers:

Proposed Product 1:	
Proposed Product 2:	
Proposed Product 3:	
Proposed Product 4:	

E. Shipping Dates

List the expected date by which Company would be prepared to first ship the Proposed Product:

Proposed Product 1:	
Proposed Product 2:	
Proposed Product 3:	
Proposed Product 4:	

VIII.

OTHER LICENSES

A. Other Licensed Properties

List the top four (4) licensed properties for which Company currently produces other products:

Licensed property:	
Licensing company: <i>(if different from Licensed Property)</i>	
Address:	
Key contact name and title:	
Telephone no.:	
Number of years the Company has held this License:	

Licensed property:	
Licensing company: <i>(if different from Licensed Property)</i>	
Address:	
Key contact name and title:	
Telephone no.:	
Number of years the Company has held this License:	

Licensed property:	
Licensing company: <i>(if different from Licensed Property)</i>	
Address:	
Key contact name and title:	
Telephone no.:	

Number of years the Company has held this License:	
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Licensed property:	
Licensing company: <i>(if different from Licensed Property)</i>	
Address:	
Key contact name and title:	
Telephone no.:	
Number of years the Company has held this License:	

B. Previous NFL Licenses

Has the Company, any of its subsidiaries or affiliates, any of its principals or any of its officers are or ever have held an NFL license?	YES	NO
If yes, please provide details and explain the relationship:		

A. Bankruptcy

Indicate below whether any of the following have ever been the subject of any bankruptcy, insolvency, or receivership proceeding:

Company:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Company's predecessor-in-interest:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Any of Company's principals:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Any entity in which Company or any principal has or had an ownership or controlling interest of more than 10%:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
	<input type="checkbox"/>		

B. Litigation

Indicate below whether any of the following have ever been the subject of any proceeding or action arising out of trademark, copyright or patent infringements, or product liability:

Company:	<input type="checkbox"/>	YES	<i>If "Yes", explain: In January 2008, Ennova Direct filed a claim against Flash Ventures for infringing on a USB Flash Drive design. The claim was settled in 2008.</i>
	<input type="checkbox"/>	NO	
Company's predecessor-in-interest:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Any of Company's principals:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Any entity in which Company or any principal has or had an ownership or controlling interest of more than	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	

10%:			
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C. Federal Trade Commission (or similar foreign entity)

Indicate below whether any of the following have ever been the subject of any proceedings before the Federal Trade Commission (or similar foreign entity):

Company:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Company's predecessor-in-interest:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Any of Company's principals:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Any entity in which Company or any principal has or had an ownership or controlling interest of more than 10%:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
	<input type="checkbox"/>		

D. Human Rights

Please indicate the steps the Company currently takes, and will take during the period of the requested license, to ensure compliance with appropriate standards regarding fair labor standards and human rights, including any compliance, monitoring, audit, or other functions in place at the Company. Please also indicate whether the Company participates in any industry or other third-party accreditation process related to human rights issues (such as the Fair Labor Association).

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Please indicate whether any of the following have ever been the subject of any proceedings before the United States Department of Labor or any state Department of Labor (or similar foreign entities) arising out of alleged violations or violations of any human rights standards, or has been denied accreditation or other certification relating to fair labor standards by any third-party organization:

Company:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>
	<input type="checkbox"/>	NO	
Company's predecessor-in-interest:	<input type="checkbox"/>	YES	<i>If "Yes", explain:</i>

		NO	
Any of Company's principals:		YES	<i>If "Yes", explain:</i>
		NO	
Any entity in which Company or any principal has or had an ownership or controlling interest of more than 10%:		YES	<i>If "Yes", explain:</i>
		NO	

E. Nutritional Supplements

Indicate whether any of the following have ever manufactured and/or distributed nutritional supplements:

Company:		YES	<i>If "Yes", explain:</i>
		NO	
Company's predecessor-in-interest:		YES	<i>If "Yes", explain:</i>
		NO	
Any of Company's principals:		YES	<i>If "Yes", explain:</i>
		NO	
Any entity in which Company or any principal has or had an ownership or controlling interest of more than 10%:		YES	<i>If "Yes", explain:</i>
		NO	

F. Consultants

List the name of any party that Company has compensated and/or consulted to assist in Company's efforts to obtain a license from NFLP including, without limitation, any NFL player or Member Club:

Name:	
Address:	

Contact and title:	
Contact telephone no.:	

Name:	
Address:	
Contact and title:	
Contact telephone no.:	

G. NFL Players and Member Clubs

Indicate whether Company currently has or has had any affiliation with any NFL player(s) or NFL Member Club(s) and, if so, describe the nature of each such affiliation:

Name of Player or Member Club:	
Address:	
Contact and title:	
Contact telephone no.:	
Nature and dates of affiliation:	

Name of Player or Member Club:	
Address:	
Contact and title:	
Contact telephone no.:	
Nature and dates of affiliation:	

Name of Player or Member Club:	
Address:	
Contact and title:	
Contact telephone no.:	
Nature and dates of affiliation:	

X.

ADDITIONAL INFORMATION

Please supply any other information not requested above that Company would like NFLP to know (or, if additional space is needed for any response above, please cross reference the applicable response):

Please include with this Application the following:

- A. Company profile.
- B. Company's most recent annual report.
- C. Company's sales and product catalog(s)/literature.
- D. A detailed business plan for the Proposed Products, which should include, without limitation, the following:
 - 1. Marketing and advertising plan;
 - 2. Growth strategy for Proposed Products and potential new products;
 - 3. Cash flow analysis for Proposed Products; and
 - 4. Company's sourcing and distribution model, including, but not limited to:
 - a. Company's ability to chase hot market products; and
 - b. Sales strategy.
- E. Any additional information (that is not confidential or proprietary) Company wishes NFLP to consider.
- F. A Credit Reference from a financial institution.
- G. One of the following:
 - 1. Company's audited financial statements for the past two years including Income Statement, Balance Sheet and Statement of Cash Flows; or
 - 2. Company's tax returns for the past two years.

XII.

PROSPECTIVE LICENSEE STATEMENT

- A. Company hereby affirms that the answers to the Application questions are true and complete, except for any such questions that explicitly call for estimates, plans or projections, which Company affirms have been answered in good faith and to the best of Company's knowledge. Company understands and agrees that any license granted to Company by NFLP will be subject to immediate termination, without the return of any amounts paid or the abatement of amounts due, should NFLP find that Company has supplied false, misleading, fraudulent or incomplete information in this Application.
- B. Company hereby acknowledges the proprietary nature of the names, logos and trademarks of the NFL and Member Clubs, and further acknowledges that all right, title and interest to such Marks belong to the individual Member Clubs, the NFL and/or NFLP. Company agrees that it will make no use of any of the Marks without prior written consent from NFLP.
- C. Company hereby acknowledges that the materials provided in connection with this form will be reviewed and accepted or rejected in NFLP's sole discretion. Company understands that acceptance of this Application does not constitute a license or that such acceptance requires NFLP to enter into any licensing agreement.
- D. Company hereby acknowledges and agrees that NFLP at all times has many products and projects in various stages of development and that the results of these endeavors may be similar or identical to the Company's own products or projects. If the Company submits any creative suggestions, ideas, notes, drawings, concepts, designs, or other information (collectively, "Unsolicited Submissions"), the Company hereby assigns to NFLP all rights of every nature and description, in perpetuity, throughout the world, in such Unsolicited Submissions. The Unsolicited Submissions shall be deemed, and shall remain, the sole property of NFLP. None of the Unsolicited Submissions shall be subject to any obligation of confidence on NFLP's part and NFLP shall not be liable for any use or disclosure of any Unsolicited Submissions. Without limitation of the foregoing, NFLP shall exclusively own all now-known and hereafter existing rights to the Unsolicited Submissions for any purpose whatsoever, commercial or otherwise, without compensation of any kind to the provider of the Unsolicited Submissions.
- E. Company certifies that neither Company nor any director, officer, employee, agent, or owner thereof has or shall, directly or indirectly, pay, promise to pay, or authorize the payment of any money, or give, promise to give, or authorize the giving of anything of value to any foreign Government Official or employee of any foreign government, or of any agency or instrumentality of any foreign government, or to any foreign political party or official thereof, or to any candidate for foreign political office, or to any official or employee of any public international organization, for the purpose of influencing any act or decision of such official or employee or otherwise promoting the business interests of NFLP in any respect. (Payments for fair market value of services or goods with no corrupt purpose are excluded from this paragraph.)
- F. Company acknowledges that the individual signing this form below has been duly authorized to sign on behalf of Company.

- G. The individual signing this Application acknowledges that he or she has carefully read the contents of the form, including but not limited to the Prospective Licensee Statement, and fully understands them.

Signature: _____
[physical signature required]

Date: _____

Name: _____
Company: _____
Title: _____

GENERAL AUTHORIZATION

On behalf of the company listed below (“Company”), I hereby authorize NFL Properties LLC and/or NFL International LLC or any of its respective affiliates (collectively, “NFLP”) to request and receive, including but not limited to requesting and receiving information from any references provided by Company herein, any information concerning Company and any of its officers, directors and employees from any persons, companies, corporations, partnerships, associations, banks, credit bureaus, law enforcement agencies, and licensing agencies.

I also authorize any of the above parties and any references provided by the Company herein to furnish to NFLP information and credit reports concerning Company and any of its officers, directors and employees as requested by NFLP. I further release all such parties, NFLP, NFL Ventures, L.P. and its direct and indirect subsidiaries, the NFL and its Member Clubs and each of their respective affiliates, officers, directors, agents, subsidiaries, shareholders, representatives and employees from any and all liability and responsibility arising in connection with the release of any such information or credit reports.

I certify that I have been duly authorized by Company to sign this authorization.

Signature: _____
[physical signature required]

Date: _____

Name: _____

Title: _____

Date of Birth: _____

Social Security Number: _____

Home Address: _____

Home Phone: _____

Company Name or D/B/A: _____

Company Address _____

Company Phone: _____

