

Licensees

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Big 12 Conference

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Champion Custom Products (12269)

9700 Commerce Parkway
 Lenexa, KS 66219
 Mr. Trey Ham
 Phone 913-693-3261
 Fax 913-693-3939
 www.Gearforsports.com
 tham@gearforsports.com
 Spec Agr Disclosed: 07/30/2007

Campus/Local Channel
 Mid Tier/Better Channel

Product Categories

- 01A (Men's/Unisex T-shirts)
- 01B (Men's/Unisex Outerwear)
- 01C (Headwear)
- 01H (Men's Fashion Apparel)
- 01I (Women's Apparel)
- 01J (Men's/Unisex Fleece)

Distribution Channel(s)

Campus/Local Channel
 Mid Tier/Better Channel

Product Categories

- 01A (Men's/Unisex T-shirts)
- 01B (Men's/Unisex Outerwear)
- 01J (Men's/Unisex Fleece)

Cotton Exchange-The (11647)

PO Box 825
 Wendell, NC 27591
 Ms. Theresa Barbour
 Phone 919-365-5900 17
 Fax 919-365-5999
 www.Thecottonexchange.com
 tbarbour@cottonx.com
 Spec Agr Disclosed: 04/02/2007

Hunter Mfg. LLP (11518)

201 West Loudon Avenue
 Lexington, KY 40508
 Ms. Shannon Hisle
 Phone 859-254-7573 3024
 Fax 859-254-7614
 www.HunterMfg.com
 shannon.hisle@huntermfg.com
 Spec Agr Disclosed: 03/15/2007

Distribution Channel(s)

Campus/Local Channel
 Direct Sales
 Mass Channel
 Mid Tier/Better Channel
 Restricted Channel

Product Categories

- 02C (Personal Accessories)
- 03A (Domestics)
- 03B (Furniture/Furnishings)
- 03C (Office Products)
- 03D (Housewares)
- 04D (Gifts & Novelties - Miscellaneous)
- 05A (Stationery)
- 05D (School Supplies)

Distribution Channel(s)

None Specified

Product Categories

- 01A (Men's/Unisex T-shirts)
- 01D (Men's/Unisex Combo-Packaged Goods)
- 01F (Infant/Toddler Apparel)
- 01G (Youth Apparel)
- 01I (Women's Apparel)
- 01J (Men's/Unisex Fleece)
- 03A (Domestics)

Gear For Sports (11666)

9700 Commerce Parkway
 Lenexa, KS 66219
 Mr. Trey Ham
 Phone 913-693-3261
 Fax 913-693-3939
 www.Gearforsports.com
 tham@gearforsports.com
 Spec Agr Disclosed: 07/30/2007

Distribution Channel(s)

adidas Team Inc (36296)

951 32nd Ave. SW
 Cedar Rapids, IA 52404
 Mr. Bob Leuenberger
 Phone 319-368-0338
 Fax 319-368-0314
 www.Valleyapparel.com
 bleuenberger@valleyapp.com
 Spec Agr Disclosed: 08/08/2007

Distribution Channel(s)

Campus/Local Channel
 Mid Tier/Better Channel
 Restricted Channel

Product Categories

- 01A (Men's/Unisex T-shirts)
- 01B (Men's/Unisex Outerwear)
- 01C (Headwear)
- 01G (Youth Apparel)
- 01I (Women's Apparel)
- 01J (Men's/Unisex Fleece)

Aminco International (USA) Inc. (16644)

20571 Crescent Bay Drive
 Lake Forest, CA 92630
 Ms. Melissa Ballack
 Phone 949-457-3261 228
 Fax 949-598-2864
 www.AmincoUSA.com
 melissa.b@amincousa.com
 Spec Agr Disclosed: 02/16/2007

Distribution Channel(s)

Campus/Local Channel
 Mass Channel
 Mid Tier/Better Channel
 Restricted Channel

Product Categories

- 02A (Jewelry)
- 02C (Personal Accessories)
- 03A (Domestics)
- 03B (Furniture/Furnishings)
- 03D (Housewares)
- 04D (Gifts & Novelties - Miscellaneous)
- 05C (Paper Products)
- 06A (Sports Equipment)

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JanSport Inc. (11946)

PO Box 1817
 Appleton, WI 54912-1817
 Ms. Dawn Brown
 Phone 920-735-1918
 Fax 920-831-7743
 www.Jansport.com
 Dawn_Brown@vfc.com
 Spec Agr Disclosed: 08/17/2007

Distribution Channel(s)

Campus/Local Channel
 Related Retail Sales

Product Categories

01A (Men's/Unisex T-shirts)
 01B (Men's/Unisex Outerwear)
 01G (Youth Apparel)
 01H (Men's Fashion Apparel)
 01J (Men's/Unisex Fleece)
 06A (Sports Equipment)

K2 Licensed Products (14565)

5818 El Camino Real
 Carlsbad, CA 92008
 Mr. Robb Gamboa
 Phone 760-494-5700
 Fax 760-494-5784
 www.K2inc.net
 rgamboa@k2lp.com
 Spec Agr Disclosed: 03/30/2007

Distribution Channel(s)

Mid Tier/Better Channel

Product Categories

06A (Sports Equipment)
 06B (Balls)

Knights Apparel Inc. (14948)

2015 Spring Rd. Suite 350
 Oak Brook, IL 60523
 Ms. Janell Monacelli
 Phone 630-928-8600 620
 Fax 630-684-0159
 www.Knightsapparel.com
 jmonacelli@knightsapparel.com
 Spec Agr Disclosed: 09/12/2007

Distribution Channel(s)

Mass Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)
 01J (Men's/Unisex Fleece)

Lakeshirts Inc. dba Step Ahead Sportswear

750 Randolph Rd
 Detroit Lakes, MN 56501
 Ms. Carrie Ulschmid
 Phone 218-846-3065
 Fax 218-846-3069
 www.Prairie-graphics.com
 carrieu@lakeshirts.com
 Spec Agr Disclosed: 01/30/2007

Distribution Channel(s)

Campus/Local Channel
 Mid Tier/Better Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)
 01J (Men's/Unisex Fleece)

New Agenda (13507)

5320 Rusche Drive
 Comstock Park, MI 49321
 Mr. Todd Dufford
 Phone 616-785-9091 23
 Fax 616-785-9312
 www.Perrinwear.com
 tdufford@perrinwear.com
 Spec Agr Disclosed: 06/14/2007

Distribution Channel(s)

Campus/Local Channel
 Mass Channel
 Mid Tier/Better Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01J (Men's/Unisex Fleece)

New World Graphics (12892)

145 Coile Dr.
 Athens, GA 30606
 Ms. Amber Hutton
 Phone 706-353-2517
 Fax 706-353-7489
 www.Nwg.cc
 amber@nwg.cc
 Spec Agr Disclosed: 02/16/2007

Distribution Channel(s)

Campus/Local Channel
 Mid Tier/Better Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01B (Men's/Unisex Outerwear)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01H (Men's Fashion Apparel)
 01J (Men's/Unisex Fleece)

Photo File Inc. (14743)

333 North Bedford Rd.
 Suite #130
 Mt. Kisco, NY 10549
 Mr. Zak Raffel
 Phone 914-375-6000 131
 Fax 914-375-6009
 www.Photofile.com
 zraffel@photofile.com
 Spec Agr Disclosed: 09/28/2006

Distribution Channel(s)

Campus/Local Channel
 Mass Channel
 Mid Tier/Better Channel

Product Categories

05A (Stationery)
 05E (Publishing)

Red Oak Sportswear by Knights Apparel (1

2015 Spring Road Suite 350
 Oak Brook, IL 60523
 Ms. Janell Monacelli
 Phone 630 928 8600 620
 Fax 630-684-0159
 www.Knightsapparel.com
 jmonacelli@knightsapparel.com
 Spec Agr Disclosed: 05/07/2007

Distribution Channel(s)

Mass Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01J (Men's/Unisex Fleece)

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Rico Industries/Tag Express (11709)

7000 N. Austin Avenue
Niles, IL 60714
Mr. Bernie Schack
Phone 312-427-0313
Fax 312-427-1887
www.Ricoinc.com
bernies@ricoinc.com
Spec Agr Disclosed: 08/25/2007

Distribution Channel(s)

Campus/Local Channel
Mass Channel
Mid Tier/Better Channel

Product Categories

04C (Signage Products)

01A (Men's/Unisex T-shirts)
01B (Men's/Unisex Outerwear)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)

Distribution Channel(s)

Mass Channel

Product Categories

01A (Men's/Unisex T-shirts)
01G (Youth Apparel)
01J (Men's/Unisex Fleece)

Schutt Sports Inc. (16483)

1200 East Union Ave
Litchfield, IL 62056
Mr. Brad Haley
Phone 217-324-2712 2130
Fax 217-324-2855
www.Schuttsports.com
bhaley@schutt-sports.com
Spec Agr Disclosed: 12/06/2006

Distribution Channel(s)

Campus/Local Channel
Mid Tier/Better Channel

Product Categories

04B (Collectibles)
06A (Sports Equipment)

Top Of The World (11871)

3001 36th Avenue NW
Norman, OK 73072
Mr. Mike Ross
Phone 405-360-9856 319
Fax 405-360-0373
www.Towcaps.com
mross@towcaps.com
Spec Agr Disclosed: 07/31/2007

Distribution Channel(s)

Campus/Local Channel
Mid Tier/Better Channel

Product Categories

01C (Headwear)

Riddell Inc. (12342)

9801 West Higgins Rd. Suite 800
Rosemont, IL 60018
Mr. Ken Draznik
Phone 773-481-7163
Fax 773-794-1108
www.Riddellsports.com
kdraznik@riddellsports.com
Spec Agr Disclosed: 05/10/2007

Distribution Channel(s)

Campus/Local Channel
Direct Sales
Mass Channel
Mid Tier/Better Channel

Product Categories

04D (Gifts & Novelties - Miscellaneous)

Sewing Concepts (11819)

4824 Q Street
Omaha, NE 68117
Mr. Ken Aylor
Phone 402-731-8181
Fax 402-731-9291
www.Scflags.com
sewingconcepts@prodigy.net
Spec Agr Disclosed: 03/15/2007

Distribution Channel(s)

None Specified

Product Categories

04A (Automobile Products)
04C (Signage Products)

Tri-Lake Inc. (11707)

3601 W. Main St. - Hwy. 44 West
Leesburg, FL 34748
Mr. J.R. Hirschfeld
Phone 352-728-3389 25
Fax 352-728-6002
www.TIsportswear.com
jr@tisportswear.com
Spec Agr Disclosed: 05/21/2007

Distribution Channel(s)

Campus/Local Channel
Mid Tier/Better Channel
Restricted Channel

Product Categories

01A (Men's/Unisex T-shirts)
01J (Men's/Unisex Fleece)

Russell Corporation (11533)

3330 Cumberland Blvd Suite 700
Atlanta, GA 30339
Ms. Sonya Holmes
Phone 678-742-8126
Fax 678-742-8409
www.Russellathletic.com
holmessonya@russellcorp.com
Spec Agr Disclosed: 09/07/2007

Distribution Channel(s)

Related Retail Sales

Product Categories

Starter by Knights Apparel Inc. (42400)

2015 Spring Road, Suite 350
Oak Brook, IL 60523
Ms. Janell Monacelli
Phone 630 928 8600 620
Fax 630-684-0159
www.Knightsapparel.com
jmonacelli@knightsapparel.com
Spec Agr Disclosed: 09/12/2006

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Ultimate Athletic (14653)

1407 East Spruce Suite A
Olathe, KS 66061
Mr. John Doole
Phone 913-782-3133
Fax 913-782-9128
www.Ultimateathletic.com
jdoolep@aol.com
Spec Agr Disclosed: 10/25/2005

Distribution Channel(s)

Direct Sales

Product Categories

01A (Men's/Unisex T-shirts)
01J (Men's/Unisex Fleece)

Top Of The World (11871)

3001 36th Avenue NW
Norman, OK 73072
Mr. Mike Ross
Phone 405-360-9856 319
Fax 405-360-0373
www.Towcaps.com
mross@towcaps.com
Spec Agr Disclosed: 07/31/2007

Distribution Channel(s)

Campus/Local Channel
Mid Tier/Better Channel

Product Categories

01C (Headwear)

Spirit Products Ltd./MA (12289)

88 Essex Street
Haverhill, MA 01832
Ms. Manon Camacho
Phone 978-372-2022 119
Fax 978-372-5399
www.Spiritproducts.com
mcamacho@spiritproducts.com
Spec Agr Disclosed: 07/13/2007

Distribution Channel(s)

None Specified

Product Categories

None Specified

Under Armour by Gear For Sports (KS) (611)

9700 Commerce Parkway
Lenexa, KS 66219
Mr. Trey Ham
Phone 913-693-3261
Fax 913-693-3939
www.Gearforsports.com
tham@gearforsports.com
Spec Agr Disclosed: 07/30/2007

Distribution Channel(s)

None Specified

Product Categories

None Specified

Conference Football Champions

AS (37575)

2101 Grace Street
Culloden, WV 25510
Ms. Sue Clark
Phone 304-743-7905
Fax 304-743-8578
suec@tsisportswear.com
Spec Agr Disclosed: 11/15/2006

Distribution Channel(s)

None Specified

Product Categories

None Specified

USA Screen Printing & Embroidery Co (140)

3100 South Meridian
Oklahoma City, OK 73119
Ms. Kim Wingert
Phone 405-946-3100 121
Fax 405-946-9647
www.Usaspe.com
kimd@usaspe.com
Spec Agr Disclosed: 03/20/2007

Distribution Channel(s)

Campus/Local Channel
Mass Channel
Mid Tier/Better Channel
Related Retail Sales

Product Categories

None Specified

Big 12 Conference Locker Room

Program

Lakeshirts Inc. dba Step Ahead Sportswear

750 Randolph Rd
Detroit Lakes, MN 56501
Ms. Carrie Ulschmid
Phone 218-846-3065
Fax 218-846-3069
www.Prairie-graphics.com
carrieu@lakeshirts.com
Spec Agr Disclosed: 01/30/2007

Distribution Channel(s)

Campus/Local Channel
Mid Tier/Better Channel

Product Categories

01A (Men's/Unisex T-shirts)

Collegiate Marketing Services (25511)

9111 Cody
Overland Park, KS 66214
Mr. Jeff Grantham
Phone 913-888-2160 110
Fax 913-888-2167
www.Cmssports.com
jgrantham@cmssports.com
Spec Agr Disclosed: 06/10/2007

Distribution Channel(s)

None Specified

Product Categories

None Specified

Special Projects

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Licensees

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EA Sports Baseball (58805)

4330 Sanderson Way
Burnaby, BC V5G 4X1
Mr. Trey Smith
Phone 604-456-3550
Fax
trey.smith@ea.com
Spec Agr Disclosed: 05/05/2000

Distribution Channel(s)

Direct Sales
Mass Channel
Mid Tier/Better Channel

Product Categories

07A (Video Games)

Take 2 Interactive (14023)

10 Hamilton Landing
Novato, CA 94949
Mr. Jerson Sapida
Phone 415-507-7727
Fax 415-507-7993
jsapida@2ksports.com

Distribution Channel(s)

Direct Sales
Mass Channel
Mid Tier/Better Channel

Product Categories

07A (Video Games)

EA Sports Basketball (34123)

4330 Sanderson Way
Burnaby, BC V5G 4X1
Ms. Gina Ferranti
Phone 604-456-4259
Fax 604-456-5015
www.Easports.com
gferranti@ea.com
Spec Agr Disclosed: 05/05/2000

Distribution Channel(s)

Direct Sales
Mass Channel
Mid Tier/Better Channel

Product Categories

07A (Video Games)

32 Licensees

31 Special Agreements

31 Disclosed

EA Sports Football (34122)

1950 Summit Park Drive
Orlando, FL 32810
Mr. Adam Thompson
Phone 407-386-4440
Fax 407-386-4001
www.Easports.com
athompson@ea.com
Spec Agr Disclosed: 05/05/2000

Distribution Channel(s)

Direct Sales
Mass Channel
Mid Tier/Better Channel

Product Categories

07A (Video Games)