Addendum A

Professional Athletes’ Trademarks as documented on TESS
REVIS ISLAND

Word Mark: REVIS ISLAND

Mark Drawing Code: (4) STANDARD CHARACTER MARK
Serial Number: 77907325
Filing Date: January 7, 2010
Current Basis: 1A
Original Filing Basis: 1B
Published for Opposition: November 30, 2010
Registration Number: 4407286
Registration Date: September 24, 2013

Owner: Revis, Darrelle INDIVIDUAL UNITED STATES 102 Carrol St. Aliquippa PENNSYLVANIA 15001

Attorney of Record: Matt Greenberg
Type of Mark: TRADEMARK
Register: PRINCIPAL
Other Data: The name(s), portrait(s), and/or signature(s) shown in the mark identifies Darrelle Revis, whose consent(s) to register is made of record.

Live/Dead Indicator: LIVE
BEAST MODE

Word Mark: BEAST MODE
Goods and Services:
- IC 014. US 002 027 028 050. G & S: Bracelets, namely, bracelets made of silicone; rubber or silicone wristbands in the nature of bracelets
- IC 018. US 001 002 003 022 041. G & S: All-purpose sport bags, all-purpose athletic bags, all-purpose carrying bags, athletic bags, backpacks, book bags and duffel bags
- IC 025. US 022 039. G & S: Men's, women's and children's clothing, namely, tops, tank tops, pants, shorts, long-sleeved shirts, polo shirts, short-sleeved shirts, sweat pants and socks; full line of athletic clothing, namely, jackets, pull-overs, sports jerseys, moisture-wicking sports pants, moisture-wicking sports shirts, base layer bottoms, base layer tops, athletic uniforms, baseball uniforms; wristbands, sweat bands; footwear, namely, athletic footwear, running shoes, training shoes, sneakers, football shoes, football cleats, baseball shoes and baseball cleats; headwear, namely, headbands, baseball caps, skull caps and beanies
- IC 028. US 022 023 038 050. G & S: Football gloves, baseball gloves, running gloves

Standard Characters Claimed
Mark Drawing Code: (4) STANDARD CHARACTER MARK
Serial Number: 86975129
Filing Date: September 9, 2013
Current Basis: 1B
Original Filing Basis: 1B
Owner: (APPLICANT) Lynch, Marshawn INDIVIDUAL UNITED STATES 832 Sansome Street, 1st Floor San Francisco CALIFORNIA 94111
Attorney of Record: Doreen Small
Prior Registrations: 3650781;4254213
Type of Mark: TRADEMARK
Register: PRINCIPAL
Other Data: The name "BEAST MODE" identifies a living individual whose consent is of record.
Live/Dead Indicator: LIVE
FEAR THE BEARD

<table>
<thead>
<tr>
<th>Word Mark</th>
<th>FEAR THE BEARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goods and Services</td>
<td>(ABANDONED) IC 003. US 001 004 006 050 051 052. G &amp; S: Hair care preparations, hair dressings for men, shampoo, lotions for beards, hair color</td>
</tr>
<tr>
<td></td>
<td>(ABANDONED) IC 008. US 023 028 044. G &amp; S: Moustache and beard trimmers, hair cutters, electric and non-electric razors, razor blades</td>
</tr>
<tr>
<td></td>
<td>(ABANDONED) IC 016. US 002 005 022 023 029 037 038 050. G &amp; S: Posters, printed paper signs, bumper stickers, decals, all such goods associated with major league baseball player Brian Wilson</td>
</tr>
<tr>
<td></td>
<td>(ABANDONED) IC 025. US 022 039. G &amp; S: Clothing, namely, t-shirts, sweatshirts, caps, jackets, all such goods associated with major league baseball player Brian Wilson</td>
</tr>
<tr>
<td>Standard Characters Claimed</td>
<td></td>
</tr>
<tr>
<td>Mark Drawing Code</td>
<td>(4) STANDARD CHARACTER MARK</td>
</tr>
<tr>
<td>Serial Number</td>
<td>85188570</td>
</tr>
<tr>
<td>Filing Date</td>
<td>December 1, 2010</td>
</tr>
<tr>
<td>Current Basis</td>
<td>1B</td>
</tr>
<tr>
<td>Original Filing Basis</td>
<td>1B</td>
</tr>
<tr>
<td>Owner</td>
<td>(APPLICANT) Wilson, Brian INDIVIDUAL UNITED STATES 1880 Century Park East, Suite 1511 c/o Dan Lozano, MVP Sports Group Los Angeles CALIFORNIA 90067</td>
</tr>
<tr>
<td>Attorney of Record</td>
<td>Paul D. Supnik</td>
</tr>
<tr>
<td>Disclaimer</td>
<td>NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE &quot;BEARD&quot; APART FROM THE MARK AS SHOWN</td>
</tr>
<tr>
<td>Type of Mark</td>
<td>TRADEMARK</td>
</tr>
<tr>
<td>Register</td>
<td>PRINCIPAL</td>
</tr>
<tr>
<td>Live/Dead Indicator</td>
<td>DEAD</td>
</tr>
<tr>
<td>Abandonment Date</td>
<td>May 1, 2013</td>
</tr>
</tbody>
</table>
LOVEE

Word Mark LOVEE
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Cosmetics; non-medicated skin care preparations, namely, after sun skin gels, anti-friction skin creams, body butters, cosmetic creams for skin care, facial and skin cleansers, facial moisturizers, hand and body skin moisturizers, lotions for skin, non-medicated foot cream, non-medicated skin serum, skin moisturizers, sugar body scrub, sun-block lotions, and sunscreen lotions and sprays; fragrances

Standard Characters Claimed

Mark Drawing (4) STANDARD CHARACTER MARK
Code

Serial Number 86074518

Filing Date September 25, 2013

Current Basis 1B

Original Filing Basis 1B

Published for Opposition February 18, 2014

Owner (APPLICANT) Williams, Serena INDIVIDUAL UNITED STATES c/o Hillary Hughes/Garvey Schubert Barer 100 Wall Street, 20th Floor New York NEW YORK 10005

(APPPLICANT) Williams, Venus INDIVIDUAL UNITED STATES Hillary Hughes/Garvey Schubert Barer 100 Wall Street, 20th Floor New York NEW YORK 10005

Attorney of Record Hillary H. Hughes

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE
LIVESTRONG

Word Mark: LIVESTRONG
Goods and Services: IC 036. US 100 101 102. G & S: Mutual fund investment and brokerage services; investment consulting and management; financial services, namely, an investment security; insurance underwriting in the field of health, dental, disability, life, and catastrophic event coverage; insurance administration and consulting. FIRST USE: 20060530. FIRST USE IN COMMERCE: 20060530

Standard Characters Claimed: (4) STANDARD CHARACTER MARK

Serial Number: 78821024

Filing Date: February 22, 2006

Current Basis: 1A

Original Filing Basis: 1B

Published for Opposition: October 17, 2006

Change In Registration: CHANGE IN REGISTRATION HAS OCCURRED

Registration Number: 3493993

Registration Date: August 26, 2008

Owner: (REGISTRANT) Lance Armstrong Foundation NON-PROFIT CORPORATION TEXAS 2201 E. 6th Street Austin TEXAS 78702

(LAST LISTED OWNER) THE LIVESTRONG FOUNDATION NON-PROFIT CORPORATION TEXAS 2201 E. SIXTH STREET AUSTIN TEXAS 78702

Assignment Recorded: ASSIGNMENT RECORDED

Attorney of Record: Heather A. Dunn, Esq.

Prior Registrations: 3052284

Type of Mark: SERVICE MARK

Register: PRINCIPAL

Affidavit Text: SECT 15. SECT 8 (6-YR).

Live/Dead Indicator: LIVE
KAEPERNICKING

Word Mark: KAEPERNICKING

Mark Drawing Code: (4) STANDARD CHARACTER MARK
Serial Number: 85822700
Filing Date: January 14, 2013
Current Basis: 1A
Original Filing Basis: 1A
Published for Opposition: August 27, 2013
Registration Number: 4431402
Registration Date: November 12, 2013

Owner: (REGISTRANT) Kaepernick, Colin INDIVIDUAL UNITED STATES P.O. Box 1725 Madison WISCONSIN 53701-1725

(LAST LISTED OWNER) INKED FLASH, INC. CORPORATION CALIFORNIA 5900 WILSHIRE BOULEVARD, SUITE 2250 LOS ANGELES CALIFORNIA 90036

Assignment Recorded: ASSIGNMENT RECORDED
Attorney of Record: Bruce H. Bernstein
Type of Mark: TRADEMARK
Register: PRINCIPAL
Other Data: The name "Colin Kaepernick" identifies a living individual whose consent is of record.
Live/Dead Indicator: L
LINSANITY

Word Mark LINSANITY
Goods and Services IC 018. US 001 002 003 022 041. G & S: Duffel bags, knapsacks, all purpose sport bags, backpacks, handbags
IC 021. US 002 013 023 029 030 033 040 050. G & S: Cups, mugs, aluminum water bottles sold empty, plastic water bottles sold empty, reusable stainless steel water bottles sold empty, insulating sleeve holders for beverage cans, insulating sleeve holders for bottles
IC 025. US 022 039. G & S: Clothing, namely, shirts, t-shirts, sweatshirts, hooded sweatshirts, jackets, hooded jackets, coats, headbands, sports jerseys, nightshirts, pajamas, pants, rain coats, rain wear, robes, scarves, shorts, socks, sweaters, sweatpants, underwear, warm-up suits, wristbands, sweatbands, belts; footwear, namely, shoes, slippers, sandals, athletic footwear, sneakers; headwear, namely, caps, hats, visors, bandanas
IC 028. US 022 023 038 050. G & S: Toys, namely, action figures; sporting goods, namely, basketballs, shooting sleeves in the nature of body limb sleeves for use in basketball

Standard Character Claimed Mark (4) STANDARD CHARACTER MARK
Drawing Code Serial Number 85541426
Filing Date February 13, 2012 Current Basis 1B
Original Filing Basis 1B
Published for Opposition August 5, 2014
Owner (APPLICANT) Lin, Jeremy INDIVIDUAL UNITED STATES c/o Arent Fox LLP, 1717 K St., NW Washington D.C. 200065344
Attorney of Record Pamela M. Deese
Type of Mark TRADEMARK
Register PRINCIPAL
Other Data The name "LINSANITY" identifies Jeremy Lin, whose consent to register this mark is made of record.
Live/Dead Indicator LIVE
# HOME COURT BY LEBRON JAMES

<table>
<thead>
<tr>
<th>Word Mark</th>
<th>HOME COURT BY LEBRON JAMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IC 035, US 100 101 102. G &amp; S: Retail store services featuring furniture. FIRST USE: 20101130. FIRST USE IN COMMERCE: 20101130</td>
</tr>
<tr>
<td>Standard Characters Claimed</td>
<td>(4) STANDARD CHARACTER MARK</td>
</tr>
<tr>
<td>Mark Drawing Code</td>
<td></td>
</tr>
<tr>
<td>Serial Number</td>
<td>77849544</td>
</tr>
<tr>
<td>Filing Date</td>
<td>October 15, 2009</td>
</tr>
<tr>
<td>Current Basis</td>
<td>1A</td>
</tr>
<tr>
<td>Original Filing Basis</td>
<td>1B</td>
</tr>
<tr>
<td>Published for Opposition</td>
<td>June 8, 2010</td>
</tr>
<tr>
<td>Registration Number</td>
<td>4006761</td>
</tr>
<tr>
<td>Registration Date</td>
<td>August 2, 2011</td>
</tr>
<tr>
<td>Owner</td>
<td>(REGISTRANT) American Signature, Inc. CORPORATION OHIO 4300 East Fifth Avenue Columbus OHIO 43219</td>
</tr>
<tr>
<td></td>
<td>(LAST LISTED OWNER) LBJ TRADEMARKS, LLC LIMITED LIABILITY COMPANY DELAWARE 3800 EMBASSY PARKWAY SUITE 360 AKRON OHIO 44333</td>
</tr>
<tr>
<td>Assignment Recorded</td>
<td>ASSIGNMENT RECORDED</td>
</tr>
<tr>
<td>Attorney of Record</td>
<td>Theodore R. Remaklus</td>
</tr>
<tr>
<td>Type of Mark</td>
<td>TRADEMARK, SERVICE MARK</td>
</tr>
<tr>
<td>Register</td>
<td>PRINCIPAL</td>
</tr>
<tr>
<td>Other Data</td>
<td>The name(s), portrait(s), and/or signature(s) shown in the mark identifies &quot;LeBron James&quot;, whose consent(s) to register is made of record.</td>
</tr>
<tr>
<td>Live/Dead Indicator</td>
<td>LIVE</td>
</tr>
</tbody>
</table>
Addendum B

Johnny Manziel’s Trademark for “Johnny Football” as documented on TESS
JOHNNY FOOTBALL

Word Mark: JOHNNY FOOTBALL
IC 025. US 022 039. G & S: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Clothing for athletic use, namely, padded elbow compression sleeves being part of an athletic garment; Clothing for athletic use, namely, padded pants; Clothing for athletic use, namely, padded shirts; Clothing for athletic use, namely, padded shorts; Clothing, namely, arm warmers; Clothing, namely, athletic sleeves; Clothing, namely, base layers; Clothing, namely, neck tubes; Gloves as clothing; Headbands for clothing; Hoods; Infant and toddler one piece clothing; Jackets; Jerseys; Ties; Triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; Wearable garments and clothing, namely, shirts; Women's clothing, namely, shirts, dresses, skirts, blouses; Wrist bands; Wristbands

IC 041. US 100 101 107. G & S: Educational and entertainment services, namely, providing motivational and educational speakers; Educational and entertainment services, namely, providing motivational and educational speakers in the field of self- and personal improvement; Entertainment and educational services in the nature of competitions in the field of entertainment, education, culture, sports, and other non-business and non-commercial fields; Entertainment in the nature of football games; Entertainment services, namely, participation in football games; Entertainment services, namely, personal appearances by a sports celebrity

Standard Characters Claimed

Mark Drawing Code
85839336
Filing Date
February 2, 2013
Current Basis
1B
Original Filing Basis
1A
Owner
(APPLICANT) Johnathan Paul Manziel AKA Johnny Manziel INDIVIDUAL UNITED STATES 110 W. 8th St. Tyler TEXAS 75701
(APPLICANT) JMAN2 Enterprises, LLC LIMITED LIABILITY COMPANY TEXAS 110 W. 8th St. Tyler TEXAS 75701

Attorney of Record
Derek Gilliland

Prior Registrations
4395332;4526572;4526574;AND OTHERS

Disclaimer
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOOTBALL" FOR "ATHLETIC APPAREL, NAMELY, SHIRTS, PANTS, JACKETS, FOOTWEAR, HATS AND CAPS, ATHLETIC UNIFORMS; CLOTHING FOR ATHLETIC USE, NAMELY, PADDED ELBOW COMPRESSION SLEEVES BEING PART OF AN ATHLETIC GARMENT; CLOTHING FOR ATHLETIC USE, NAMELY, PADDED PANTS; CLOTHING FOR ATHLETIC USE, NAMELY, PADDED SHORTS; CLOTHING, NAMELY, ARM WARMERS; CLOTHING, NAMELY, ATHLETIC SLEEVES; CLOTHING, NAMELY, BASE LAYERS; CLOTHING, NAMELY, NECK TUBES; GLOVES AS CLOTHING; HEADBANDS FOR CLOTHING;
HOODS; JACKETS; JERSEYS; TIES; TRIATHLON CLOTHING, NAMELY, TRIATHLON TIGHTS, TRIATHLON SHORTS, TRIATHLON SINGLETs, TRIATHLON SHIRTS, TRIATHLON SUITS; WEARABLE GARMENTS AND CLOTHING, NAMELY, SHIRTS; WOMEN'S CLOTHING, NAMELY, SHIRTS, DRESSES, SKIRTS, BLOUSES; WRIST BANDS; WRISTBANDS," IN INTERNATIONAL CLASS 25, AND "ENTERTAINMENT AND EDUCATIONAL SERVICES IN THE NATURE OF COMPETITIONS IN THE FIELD OF ENTERTAINMENT, EDUCATION, CULTURE, SPORTS, AND OTHER NON-BUSINESS AND NON-COMMERCIAL FIELDS; ENTERTAINMENT IN THE NATURE OF FOOTBALL GAMES; ENTERTAINMENT SERVICES, NAMELY, PARTICIPATION IN FOOTBALL GAMES; ENTERTAINMENT SERVICES, NAMELY, PERSONAL APPEARANCES BY A SPORTS CELEBRITY," IN INTERNATIONAL CLASS 41 APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Other Data The name(s), portrait(s), and/or signature(s) shown in the mark identifies Johnathan Manziel, whose consent(s) to register is made of record.
Live/Dead Indicator LIVE
<table>
<thead>
<tr>
<th>JOHNNY CLEVELAND</th>
<th>TSDR</th>
<th>LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHNNY CLEVELAND</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>JOHNNY CLEVELAND</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>JOHNNY CLEVELAND</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>JOHNNY CLEVELAND</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
</tbody>
</table>
**Trademarks > Trademark Electronic Search System (TESS)**

**TESS was last updated on Thu Oct 15 03:21:00 EDT 2015**

Please logout when you are done to release system resources allocated for you.

Start List At: _ OR _ Jump to record: _

16 Records(s) found (This page: 1 ~ 16)

Refine Search [JMAN2 Enterprises][OW]

Current Search: S4: (JMAN2 Enterprises)[OW] docs: 16 occ: 32

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Reg. Number</th>
<th>Word Mark</th>
<th>Check Status</th>
<th>Live/Dead</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>86179128</td>
<td>JIIM</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>2</td>
<td>86178848</td>
<td>JFF</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>3</td>
<td>86178842</td>
<td>JIIM</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>4</td>
<td>86139307</td>
<td>JMAN</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>5</td>
<td>86139295</td>
<td>JMAN2</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>6</td>
<td>86179135</td>
<td>MANZIEL</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>7</td>
<td>86178825</td>
<td>MANZIEL</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>8</td>
<td>86370885</td>
<td>JOHNNY CLEVELAND</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>9</td>
<td>86178965</td>
<td>THE HOUSE THAT JOHNNY BUILT</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>10</td>
<td>85839336</td>
<td>JOHNNY FOOTBALL</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>11</td>
<td>85814656</td>
<td>4395332</td>
<td>JUANITO FUTBOL</td>
<td>TSDR</td>
</tr>
<tr>
<td>12</td>
<td>85791617</td>
<td>4526577</td>
<td>JOHNNY SOCCER</td>
<td>TSDR</td>
</tr>
<tr>
<td>13</td>
<td>85791594</td>
<td>4526576</td>
<td>JOHNNY GOLF</td>
<td>TSDR</td>
</tr>
<tr>
<td>14</td>
<td>85791587</td>
<td>4526575</td>
<td>JOHNNY SPORTS</td>
<td>TSDR</td>
</tr>
<tr>
<td>15</td>
<td>85791517</td>
<td>4526574</td>
<td>JOHNNY BASKETBALL</td>
<td>TSDR</td>
</tr>
<tr>
<td>16</td>
<td>85791489</td>
<td>4526572</td>
<td>JOHNNY BASEBALL</td>
<td>TSDR</td>
</tr>
</tbody>
</table>
Addendum C

Examples of registrations for various coaches as documented on TESS
Record 1 out of 1

HURRY UP NO HUDDLE

Word Mark
HURRY UP NO HUDDLE

Goods and Services
IC 021. US 002 013 023 029 030 033 040 050. G & S: BEVERAGE GLASSWARE

IC 025. US 022 039. G & S: CLOTHING, NAMELY, HEADWEAR, PANTS, SHIRTS AND SHORTS

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86117397

Filing Date November 13, 2013

Current Basis 1B

Original Filing Basis 1B

Published for Opposition October 21, 2014

Owner (APPLICANT) HUNH, LLC LIMITED LIABILITY COMPANY ARKANSAS 3613 LACOSTE DRIVE JONESBORO ARKANSAS 72404

Attorney of Record JAMES E. SHLESINGER

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE
Record 1 out of 1

HUNH

Word Mark
Goods and Services
IC 021. US 002 013 023 029 030 033 040 050. G & S: BEVERAGE GLASSWARE
IC 025. US 022 039. G & S: CLOTHING, NAMELY, HEADWEAR, PANTS, SHIRTS AND SHORTS

Mark Drawing Code
(4) STANDARD CHARACTER MARK
Serial Number
86117416
Filing Date
November 13, 2013
Current Basis
1B
Original Filing Basis
1B
Published for Opposition
October 21, 2014
Owner
(APPLICANT) HUNH, LLC LIMITED LIABILITY COMPANY ARKANSAS 3613 LACOSTE DRIVE JONESBORO ARKANSAS 72404
Attorney of Record
JAMES E. SHLESINGER
Type of Mark
TRADEMARK
Register
PRINCIPAL
Live/Dead Indicator
LIVE
Trademark Electronic Search System (TESS)

TESS was last updated on Tue Jun 2 03:22:51 EDT 2015

Logout. Please logout when you are done to release system resources allocated for you.

Record 1 out of 5

GUS BUS

Word Mark
GUS BUS

Goods and Services
IC 025, US 022 039, G & S: T-shirts. FIRST USE: 20121207. FIRST USE IN COMMERCE: 20121207

Standard Characters Claimed

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Serial Number
86256419

Filing Date
April 18, 2014

Current Basis
1A

Original Filing Basis
1B

Published for Opposition
September 30, 2014

Owner
(APPLICANT) Auburn University state university ALABAMA 303 Samford Hall Auburn ALABAMA 36849

Attorney of Record
Timothy A. Bush, Esq.

Type of Mark
TRADEMARK

Register
PRINCIPAL

Other Data
The name(s), portrait(s), and/or signature(s) shown in the mark identifies the nickname of GUS MALZAHN, a living individual, whose consent(s) to register is made of record.

http://tmssearch.uspto.gov/bin/showfield?f=doc&state=4806:1ujww.4.1

1/2
DABO SWINNEY

Word Mark: DABO SWINNEY
Goods and Services: IC 025, US 022 039, G & S: Clothing, namely, shirts. FIRST USE: 20090400. FIRST USE IN COMMERCE: 20090400

Mark Drawing Code: (4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code: LETTER-3-OR-MORE DABO Combination of three or more letters as part of the mark
Serial Number: 77746591
Filing Date: May 28, 2009
Current Basis: 1A
Original Filing Basis: 1B
Published for Opposition: March 2, 2010
Registration Number: 3890848
Registration Date: December 14, 2010

http://tmsearch.uspto.gov/bin/showfield?f=doc&state=4800:1u:jww.5.1

1/2
Record 1 out of 1

(Use the "Back" button of the Internet Browser to return to TESS)

DABO'S ALL IN TEAM

Word Mark: DABO'S ALL IN TEAM

IC 036, US 100 101 102. G & S: Charitable fundraising services. FIRST USE: 20090100. FIRST USE IN COMMERCE: 20090100

Standard Characters Claimed:

Mark Drawing Code: (4) STANDARD CHARACTER MARK

Trademark Search Facility Classification Code: NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters, punctuation and mathematical signs, zodiac signs, prescription marks

Serial Number: 77714358
Filing Date: April 15, 2009
Current Basis: 1A
Original Filing Basis: 1A; 1B
Published for Opposition: February 9, 2010
Registration Number: 3901294
Registration Date: January 4, 2011
Owner: (REGISTRANT) Swinney, William C. INDIVIDUAL UNITED STATES P.O. Box 1585 Clemson

http://tmssearch.uspto.gov/bin/showfield?f=doc&state=4806:1ujwv.6.1
<table>
<thead>
<tr>
<th>Attorney of Record</th>
<th>Carrie A. Johnson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Mark</td>
<td>TRADEMARK, SERVICE MARK</td>
</tr>
<tr>
<td>Register</td>
<td>PRINCIPAL</td>
</tr>
<tr>
<td>Other Data</td>
<td>The name &quot;DABO&quot; identifies a living individual whose consent is of record.</td>
</tr>
<tr>
<td>Live/Dead Indicator</td>
<td>LIVE</td>
</tr>
</tbody>
</table>
STRONGHORNS

Word Mark  STRONGHORNS
Goods and Services  IC 025. US 022 039. G & S: Athletic shirts; Button down shirts; Camouflage shirts; Collared
shirts; Golf shirts; Hooded sweat shirts; Hunting shirts; Long-sleeved shirts; Polo shirts; Shirts; Shirts and
short-sleeved shirts; Short-sleeved shirts; Sports caps and hats; Sweat shirts; T-shirts

Mark Drawing   (4) STANDARD CHARACTER MARK
Code Serial Number   88157867
Filing Date   January 6, 2014
Current Basis   1B
Original Filing Basis   1B
Owner   (APPLICANT) WANSOT GROUP, LLC LIMITED LIABILITY COMPANY TEXAS 4200 WEST VICKERY
BOULEVARD FORT WORTH TEXAS 76107
Assignment Recorded
Attorney of Record   Andy I. Corea

http://tmssearch.uspto.gov/bin/showfield?docstate=48061ujww.7.7
Saban Life

Word Mark: SABAN LIFE
Goods and Services:
IC 025. US 022 039. G & S: Blouses; Cloth bibs; Hats; Jackets; Jerseys; Maternity clothing, namely, shirts, pants; shorts, and socks; One piece garment for infants and toddlers; Pants; Shirts; Socks; Ties; Underwear

Drawing Code: (4) STANDARD CHARACTER MARK
Serial Number: 85967608
Filing Date: June 24, 2013
Current Basis: 1B
Published for Opposition: November 12, 2013
Owner: (APPLICANT) Helms, Jay INDIVIDUAL UNITED STATES #615 16284 Perdido Key Dr Pensacola FLORIDA 32507

Type of Mark: TRADEMARK
Register: PRINCIPAL
URBAN MEYER KNOWS - Trademark Details

Status: 688 - Notice Of Allowance - Issued

URBAN MEYER KNOWS

Serial Number 85917372
Word Mark URBAN MEYER KNOWS
Status 688 - Notice Of Allowance - Issued
Status Date 2014-10-07
Filing Date 2013-04-29
Mark Drawing 4000 - Standard character mark Typeset
Published for Opposition Date 2014-08-12
Attorney Name Joseph R. Dreiker
Law Office Assigned Location Code M10
Employee Name Benjamin, Sara Nicole

Statements
Goods and Services Clothing items for men, women, and children, namely, shirts and t-shirts
Name/Portrait Description and/or Consent Statement The name(s), portrait(s), and/or signature(s) shown in the mark identifies "URBAN MEYER", whose consent(s) to register is made of record.

Classification Information
International Class 25 - Clothing, footwear, headgear. - Clothing, footwear, headgear.
US Class Codes 022, 039
Class Status Code Active
Class Status Date 2013-05-03
Primary Code 025

Current Trademark Owners
Party Name The Ohio State University
Party Type 20 - Owner at Publication
Legal Entity Type 99 - Other (Indicates Entity-Statement should appear).
Address Please log in with your JUSTIA account to see this address.

Trademark Owner History
Party Name The Ohio State University
Party Type 20 - Owner at Publication
Legal Entity Type 99 - Other (Indicates Entity-Statement should appear).
Address Please log in with your JUSTIA account to see this address.
Party Name The Ohio State University
Party Type 10 - Original Applicant
Legal Entity Type 99 - Other (Indicates Entity-Statement should appear).
Address Please log in with your JUSTIA account to see this address.

http://trademarks.justia.com/859/17/urban-meyer-knows-85917372.html
Correspondences

Name: JOSEPH R. DREITLER
Address: Please log in with your Justia account to see this address.

Trademark Events

Event Date Event Description
2013-05-02 NEW APPLICATION ENTERED IN TRAM
2013-05-03 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
2013-05-31 ASSIGNED TO EXAMINER
2013-06-01 NON-FINAL ACTION WRITTEN
2013-06-01 NON-FINAL ACTION E-MAILED
2013-06-01 NOTIFICATION OF NON-FINAL ACTION E-MAILED
2013-06-03 TEAS RESPONSE TO OFFICE ACTION RECEIVED
2013-06-03 CORRESPONDENCE RECEIVED IN LAW OFFICE
2013-06-03 TEAS/EMAIL CORRESPONDENCE ENTERED
2013-06-06 TEAS AMENDMENT OF USE RECEIVED
2013-06-07 USE AMENDMENT FILED
2013-06-07 AMENDMENT TO USE PROCESSING COMPLETE
2013-06-25 USE AMENDMENT ACCEPTED
2013-06-25 NON-FINAL ACTION WRITTEN
2013-06-25 NON-FINAL ACTION E-MAILED
2013-06-25 NOTIFICATION OF NON-FINAL ACTION E-MAILED
2013-06-26 NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGED USE E-MAILED
2013-12-19 TEAS RESPONSE TO OFFICE ACTION RECEIVED
2013-12-19 CORRESPONDENCE RECEIVED IN LAW OFFICE
2013-12-19 TEAS/EMAIL CORRESPONDENCE ENTERED
2013-12-21 NON-FINAL ACTION WRITTEN
2013-12-21 NON-FINAL ACTION E-MAILED
2013-12-21 NOTIFICATION OF NON-FINAL ACTION E-MAILED
2014-06-20 TEAS RESPONSE TO OFFICE ACTION RECEIVED
2014-06-24 TEAS CHANGE OF CORRESPONDENCE RECEIVED
2014-07-01 ASSIGNED TO LIE
2014-07-07 CORRESPONDENCE RECEIVED IN LAW OFFICE
2014-07-07 TEAS/EMAIL CORRESPONDENCE ENTERED
2014-07-08 APPROVED FOR PUB - PRINCIPAL REGISTER
2014-07-08 LAW OFFICE PUBLICATION REVIEW COMPLETED
2014-07-23 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
2014-08-12 PUBLISHED FOR OPPOSITION
2014-08-12 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED
2014-10-07 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

Today on Verdict

Why the Supreme Court Should Reject the Arizona Legislature's Challenge to the Arizona Independent Redistricting Commission

U.C. Davis law professor Vikram David Amar evaluates the merits of the arguments of the Arizona legislature in its Supreme Court challenge to the Arizona Independent Redistricting Commission.

By Vikram David Amar

Ask a Lawyer

Enter your question here, e.g., Do I need a bankruptcy lawyer?

Question:

If you have additional details about your question fill them here

Add question details More Information:

Ask Question

http://trademarks.justia.com/859/17/urban-meyer-knows-85917372.html
URBAN MEYER - Trademark Details

Status: 686 - Published For Opposition

Serial Number 86329914
Word Mark URBAN MEYER
Status 866 - Published For Opposition
Status Date 2014-12-02
Filing Date 2014-07-07
Mark Drawing 4000 - Standard character mark Typeset
Published for Opposition Date 2014-12-02
Attorney Name Joseph R. Dreifler
Law Office Assigned Location Code 90
Employee Name FINK, GINA M

Statements

Goods and Services: Clothing items for men, women, and children, namely, hats, caps, shirts, and T-shirts
Name/Portrait Description and/or Consent Statement: The name(s), portrait(s), and/or signature(s) shown in the mark identifies "URBAN MEYER", whose consent(s) to register is made of record.

Classification Information

International Class 025 - Clothing, footwear, headgear. - Clothing, footwear, headgear.
US Class Codes 022, 039
Class Status Code 6 - Active
Class Status Date 2014-07-11
Primary Code 025

Current Trademark Owners

Party Name: The Ohio State University
Party Type 20 - Owner at Publication
Legal Entity Type 99 - Other (Indicates Entity-Statement should appear).
Address Please login with your Justia account to see this address.

Trademark Owner History

Party Name: The Ohio State University
Party Type 20 - Owner at Publication
Legal Entity Type 99 - Other (Indicates Entity-Statement should appear).
Address Please login with your Justia account to see this address.

http://trademarks.justia.com/86329914/urban-86329914.html
Correspondences

Name: JOSEPH R. DREITLER
Address: Please log in with your Justia account to see this address.

Trademark Events

Event Date Event Description
2014-07-10 NEW APPLICATION ENTERED IN TRAM
2014-07-11 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
2014-10-16 ASSIGNED TO EXAMINER
2014-10-22 APPROVED FOR PUB - PRINCIPAL REGISTER
2014-11-12 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
2014-12-02 PUBLISHED FOR OPPOSITION
2014-12-02 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED
2015-01-07 NOTICE OF PUBLICATION

Today on Verdict
Why the Supreme Court Should Reject the Arizona Legislature’s Challenge to the Arizona Independent Redistricting Commission

U.C. Davis law professor Vikram David Amar evaluates the merits of the arguments of the Arizona legislature in its Supreme Court challenge to the Arizona Independent Redistricting Commission.

By Vikram David Amar

Ask a Lawyer
Enter your question here, e.g., Do I need a bankruptcy lawyer?

Question: If you have additional details about your question fill them here

Add question details More Information:

[Ask Question]

Connect with Justia

Find a Lawyer
Legal Issue or Lawyer Name Milwaukee, WI Search

Intellectual Property Lawyers near Milwaukee, Wisconsin

Christopher Kolb
Appeals & Appellate, Business Law, Intellectual Property, Securities Law
Milwaukee, WI

Deborah Gruchy Spanic
Business Law, Intellectual Property
Milwaukee, WI

See More Lawyers
Lawyers - Get Listed Now!
HURRY UP NO HUDDLE

Word Mark            HURRY UP NO HUDDLE
                      IC 025. US 022 039. G & S: CLOTHING

Standard Characters
Claimed
Mark Drawing Code    (4) STANDARD CHARACTER MARK
Serial Number         86117397
Filing Date           November 13, 2013
Current Basis         1B
Original Filing Basis 1B
Owner                 (APPLICANT) HUNH, LLC LIMITED LIABILITY COMPANY ARKANSAS 3613 LACOSTE
                      DRIVE JONESBORO ARKANSAS 72404
Attorney of Record    JAMES E. SHLESINGER
Type of Mark          TRADEMARK
Register              PRINCIPAL
Live/Dead Indicator   LIVE
In Saban We Trust

Word Mark  IN SABAN WE TRUST
Goods and Services  (ABANDONED) IC 025. US 022 039. G & S: A-shirts; Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Button down shirts; Camouflage shirts; Camp shirts; Children's and infant's apparel, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Children's and infants' cloth bibs; Clothing for athletic use, namely, padded shirts; Clothing shields, namely, pads applied to the underarms of shirts, blouses and sweaters; Collared shirts; Dress shirts; Fishing shirts; Footwear not for sports; Golf pants, shirts and skirts; Golf shirts; Head wear; Hooded sweat shirts; Hunting shirts; Infant wear; Knit shirts; Long-sleeved shirts; Moisture-wicking sports bras; Moisture-wicking sports pants; Moisture-wicking sports shirts; Night shirts; Open-necked shirts; Over shirts; Polo shirts; Rugby shirts; Shirts; Shirts and short-sleeved shirts; Ski wear; Sport coats; Sport shirts; Sport stockings; Sports bra; Sports caps and hats; Sports jackets; Sports jerseys; Sports pants; Sports shirts; Sports shirts with short sleeves; Sports vests; Surf wear; Swim caps; Swim suits; Swim trunks; Swim wear; Swim wear for gentlemen and ladies; Swimming costumes; Swimming trunks; Swimwear; Tennis wear; Turtle neck shirts; Wearable garments and clothing, namely, shirts; Wind coats; Wind resistant jackets; Wind shirts; Wind vests; Wind-jackets; Windshirts

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85123203

Filing Date: September 3, 2010
Current Basis: 1B
Original Filing Basis: 1B
Published for Opposition: February 1, 2011
Owner: (APPLICANT) Know Play Apparel, Inc. CORPORATION VIRGINIA 219 Jethro Lane Yorktown VIRGINIA 23692
Attorney of Record: B. Clay Chick
Type of Mark: TRADEMARK
Register: PRINCIPAL
Live/Dead Indicator: DEAD
Abandonment Date: October 31, 2011
DABO

Word Mark: DABO

Mark Drawing Code: (4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code: LETTER-3-OR-MORE DABO Combination of three or more letters as part of the mark
Serial Number: 77705273
Filing Date: April 2, 2009
Current Basis: 1A
Original Filing Basis: 1B
Published for Opposition: March 2, 2010
Registration Number: 3838777
<table>
<thead>
<tr>
<th>Registration Date</th>
<th>August 24, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>(REGISTRANT) Swinney, William C. INDIVIDUAL UNITED STATES P.O. Box 1585 Clemson SOUTH CAROLINA 29633</td>
</tr>
<tr>
<td></td>
<td>(LAST LISTED OWNER) KATBO, LLC LIMITED LIABILITY COMPANY SOUTH CAROLINA 104 SYCAMORE DRIVE CLEMSON SOUTH CAROLINA 296320001</td>
</tr>
<tr>
<td>Assignment Recorded</td>
<td>ASSIGNMENT RECORDED</td>
</tr>
<tr>
<td>Attorney of Record</td>
<td>Carrie A. Johnson</td>
</tr>
<tr>
<td>Type of Mark</td>
<td>TRADEMARK</td>
</tr>
<tr>
<td>Register</td>
<td>PRINCIPAL</td>
</tr>
<tr>
<td>Other Data</td>
<td>The name shown in the mark identifies William C. Swinney whose consent is made of record.</td>
</tr>
<tr>
<td>Live/Dead Indicator</td>
<td>LIVE</td>
</tr>
</tbody>
</table>
Addendum D

Assignment Agreement by and between The Ohio State University
and Urban Meyer
ASSIGNMENT

I, Urban F. Meyer ("Meyer"), a resident of the State of Ohio and an employee of The Ohio State University ("Ohio State") hereby assign to Ohio State the limited (in accordance with the terms of this agreement) right to use my name, voice, facsimile signature, photograph, image, likeness, distinctive appearance, and all other publicity rights (collectively "Persona") and derivatives thereof, and any other indicia identified with me, pursuant to the terms of §2741.01 et seq. of the Ohio Revised Code and the common law right of publicity, subject to the terms hereof. I also hereby consent to Ohio State registering, in the name of Ohio State, my name and likeness as a trademark ("Trademark") in the U.S. Patent & Trademark Office. I hereby assign to Ohio State the right to use my Persona and the Trademark on or in connection with the license, manufacture, sale, distribution, advertising, and promotion of products, merchandise, goods and all other mutually agreed upon commercial purposes, including but not limited to clothing, novelty items, hats, t-shirts, ties, mugs, cups, bumper stickers, pennants, flags and dolls (collectively the "Goods"). Notwithstanding anything herein to the contrary, Ohio State hereby agrees that Meyer may use, with the prior approval of Ohio State, which shall not be unreasonably withheld or delayed, the Persona and/or Trademark for (a) any charitable endeavors and (b) any opportunities presented to Meyer that do not conflict with Ohio State's business interests (e.g. a major sponsor). Furthermore, all proposed uses of my Persona and/or the Trademark are to be approved by me in advance and in writing. I hereby also assign to Ohio State all goodwill associated with the Trademark and all claims I may have for damages for past infringement of the Trademark that occurred as of the date of my employment by Ohio State. I

{00167936-1}Meyer Ohio State Assignment Agreement
hereby further assign to Ohio State the right to protect and enforce the rights in my Persona and Trademark through all legal means, and Ohio State, upon mutual agreement agrees to protect and enforce all rights in my Persona and Trademark either independently or at my direction, all of which will be done at Ohio State’s sole cost and expense. I will reasonably cooperate with Ohio State in its efforts to protect my Persona and Trademark. Ohio State will advise Meyer and his agent, Trace Armstrong, c/o Creative Artists Agency, L.L.C, 162 Fifth Avenue, 6th Floor, New York, NY 10010 (or such other agent as directed by Meyer), of any infringements of Meyer’s Persona and Trademark (and proposed responses thereto), and Meyer will cooperate with Ohio State in taking action Ohio State believes is necessary to stop such infringing activities, at Ohio State’s sole expense.

In exchange for this Assignment and other good and valuable consideration, the receipt and sufficiency of which Meyer acknowledges, Ohio State agrees that it will promptly, upon request from Meyer and at Ohio State’s sole expense, assign all rights in the Persona and Trademark back to Meyer upon termination or expiration of Meyer’s employment with Ohio State (the “Termination”). In addition, both Ohio State and Meyer agree that, if Meyer is no longer employed with Ohio State, Ohio State and its licensees and distributors have no further right to manufacture, sell, promote or distribute the Goods. Notwithstanding the above, for a post-Termination period not to exceed 180 consecutive days, Ohio State and its licensees and distributors have the right to distribute, promote and dispose of Goods which are on hand or which have been manufactured as of the date of Termination. Furthermore, Meyer grants to Ohio State the limited, revocable, right to monitor the marketplace on Meyer’s behalf with respect to infringements on his Persona and, with Meyer’s prior reasonable approval, to direct all
infringers to cease and desist any such infringing activity.

AGREED TO BY:

<table>
<thead>
<tr>
<th>URBAN F. MEYER</th>
<th>THE OHIO STATE UNIVERSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature: [Signature]</td>
<td>Signature: [Signature]</td>
</tr>
<tr>
<td>Printed Name: Urban F. Meyer</td>
<td>Printed Name: Geoffrey S. Chatas</td>
</tr>
<tr>
<td>Title: Head Football Coach</td>
<td>Title: Sr. VP for Business and Finance, CFO</td>
</tr>
<tr>
<td>Date: 5/31/12</td>
<td>Date:</td>
</tr>
</tbody>
</table>

STATE OF OHIO  

COUNTY OF FRANKLIN

On this day of May, 2012, before me appeared Urban F. Meyer, the person who signed this assignment and who acknowledged that he signed it as a free act on his own behalf.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

[Signature]  
Notary Public

STATE OF OHIO

COUNTY OF FRANKLIN

On this 31st day of May, 2012 before me, a Notary Public in and for said county and state, personally appeared Geoffrey Chatas, who executed and acknowledged that he/she is authorized to execute this assignment on behalf of The Ohio State University.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

[Signature]  
Notary Public

(00167936-1)Meyer Ohio State Assignment Agreement 3
Addendum E

License Agreement by and between Kansas State University and Bill Snyder
LICENSE AGREEMENT

This License Agreement (this "Agreement") is entered into and made effective as of September 1, 2009 by and between K-State Athletics, Incorporated ("KSA"), Kansas State University (the "University"), SSM, Inc., a Kansas corporation ("SSM"), and Bill Snyder ("Coach" or "Snyder").

WHEREAS, pursuant to that certain Kansas State University Football Head Coach Employment Agreement between KSA, the University and Coach, dated contemporaneously herewith (the "Employment Agreement"), Coach has agreed to serve Head Coach of the Team (as defined therein), with such duties and responsibilities in his capacity as Head Coach as specified therein;

WHEREAS, SSM desires to grant a license to KSA and the University to use certain intellectual property and KSA and the University desire to obtain and comply with the terms of such license.

NOW, THEREFORE, in consideration of the mutual covenants and promises contained in this Agreement, the parties agree as follows:

1. Grant of License. Subject to the terms and conditions of this Agreement, SSM hereby grants to KSA and the University, and KSA and the University hereby accept, a perpetual and, except as provided in Section 5 of this Agreement, non-transferable license of the names, nicknames, likeness, image, signatures, pictures, quotes, phrases, interviews, and coaching records, philosophies and methods of or attributable to Bill Snyder, the term Bill Snyder family, and all derivations thereof, for any current and future uses for promoting and developing the University, KSA, or the University's football program (the "License"). Except as provided in Section 5 of this Agreement, KSA and the University shall have no right to sublicense, transfer, or assign to any other party all or any part of the License without the prior written consent of SSM, which consent may not be unreasonably withheld. Notwithstanding anything contained in this paragraph 1 or elsewhere in this Agreement to the contrary, the license and the rights thereunder which are licensed to KSA and the University under this Agreement by SSM may be exploited and used by K-State Sports Properties, LLC ("LLC") without any additional consideration paid by LLC or KSA and University to the extent necessary for KSA and University to remain in compliance with the multi-media athletic promotion rights granted to LLC by KSA and University under a Multi-Media Athletic Promotion Agreement between LLC and KSA and University. LLC's rights under this Agreement terminate when LLC's multimedia athletic promotion rights with KSA and the University end.

Without limiting in any way the generality of the foregoing provisions of this Section, it is specifically agreed and understood that the License provided by this Agreement includes a license of all likenesses, images, pictures, quotes, phrases, interviews, and records of or relating to Snyder written, produced, obtained, made, given, taken, or created at any time while Snyder is serving as head football coach for the University and that the right of KSA and the University to use such intellectual property will be perpetual and will not end at such time as Snyder is no longer serving as head football coach for the University.
It is further acknowledged and agreed that the naming of the University's football stadium as the "Bill Snyder Family Stadium" or the "Bill Snyder Family Football Stadium" and the right to use such names is a right independent of this License that was previously acquired by the University from Snyder and for which no further consideration is required or to be provided.

If any current or future use of the subject matter of this License by KSA, the University, or any permitted sublicensee or assignee of the University or KSA is deemed by Coach or SSM to be in poor taste or to reflect negatively upon Coach, his family, or the football program, SSM may provide written notice of that concern to the University's Athletic Director. Upon receipt of such notice, the Athletic Director will review the concern, and if the Athletic Director determines that the concern is reasonable and cannot be addressed in any other manner, the Athletic Director will work with KSA, the University, or the sublicensee or assignee (as applicable) to modify or discontinue the use of the licensed rights at a time and in a manner deemed appropriate by the Athletic Director to address the concern.

2. License Fee.

(a) As a royalty for the License, so long as Snyder is then serving as the University's head football coach, KSA or the University shall pay to SSM Three Hundred Eight Thousand Three Hundred Thirty Three Dollars ($308,333.00) for the 2009-2010 Contract Year (defined below), Seven Hundred Fifty Thousand Dollars ($750,000.00) for the 2010-2011 Contract Year, Seven Hundred Seventy Thousand Dollars ($770,000.00) for the 2011-2012 Contract Year, Seven Hundred Eighty Thousand Dollars ($780,000.00) for the 2012-2013 Contract Year, Seven Hundred Ninety Thousand Dollars ($790,000.00) for the 2013-2014 Contract Year (the "License Fee"), after which the parties agree to renegotiate in good faith the License Fee for any subsequent Contract Year during which Snyder is serving as the University's head football coach. The License Fee for any Contract Year during which Snyder is serving as the University's head football coach for only a portion of the year will be prorated on a monthly basis. The License Fee for each Contract Year (or portion thereof) while Snyder is serving as the University's head football coach will be paid in equal monthly installments throughout such Contract Year (or portion thereof). For any period during which Snyder is not serving as the University's head football coach, the University will pay SSM a License Fee of $1 per year. Further, for any period during which Snyder is not serving as the University's head football coach, Snyder or SSM may license his right of publicity to, or otherwise enter into endorsement arrangements with, third parties, so long as any such license or arrangement does not infringe upon or in any way limit the exercise or use of the rights granted to KSA and the University under this Agreement. To avoid conflicts of interest, all such third party agreements must be approved by the Athletic Director (with approval not to be unreasonably withheld) as long as Snyder is an employee of KSA or the University.

(b) As used in this Agreement, the term "Contract Year" means the twelve month period commencing each February 1st and ending the following January 31st, except that the first Contract Year will be a short year commencing September 1, 2009 and ending January 31, 2010. Each such Contract Year is designated by the calendar date September 1.
years in which it begins and ends (so that the Contract Year from February 1, 2010, through January 31, 2011, is referred to as the “2010-2011 Contract Year”).

3. **Term.** The term of this Agreement (“the Term”) shall commence on September 1, 2009 and will be perpetual, unless and until terminated by mutual agreement of the parties. But if any party to this Agreement materially breaches an obligation or duty owed to another party under this Agreement, then the non-breaching party will have the right to terminate this Agreement upon written notice given to the breaching party describing the alleged breach and the intent to terminate, unless, within 30 business days after receiving notice of the breach, the breaching party cures or substantially cures the breach described in the notice.

4. **Ownership.** Subject to the terms and conditions of this Agreement, all right, title, and interest in and to the subject matter of the License shall remain the exclusive property of SSM, unless otherwise agreed to by the parties hereto. SSM hereby represents and warrants that (i) it holds all right, title, and interest in and to the intellectual property licensed under this Agreement, (ii) it has full power and authority to license the rights granted to the University and KSA under this Agreement, and (iii) such rights may be held and exercised by the University and KSA free from claims of infringement by any third party. SSM agrees to provide the University and KSA, upon request, proof of its ownership of the intellectual property licensed under this Agreement, which proof will be provided in such form and manner as may be deemed necessary in the opinion of legal counsel for the University and/or KSA.

5. **Assignment.** The parties agree that SSM may assign all of its right, title and interest under this Agreement at any time without any express consent being required by KSA or the University. In the event of assignment, SSM will provide notice to KSA and the University that the Agreement has been assigned. The parties further agree that KSA and the University may assign all or any portion of the rights licensed to them under this Agreement to an organization controlled by or affiliated with the University without the consent of SSM and without KSA, the University, or such organization paying any fee or royalty beyond the amounts payable under this Agreement.

6. **Indemnification.**

   (a) KSA agrees to defend, hold harmless and indemnify SSM, its agents and employees, from and against any and all liabilities, claims, demands, expenses, fines, penalties, suits, proceedings, actions and causes of action of any and every kind and nature (collectively “Costs”) arising out of or in any way connected with the use by KSA, LLC, or any of its permitted sublicensees or assigns of the subject matter of the License in a manner inconsistent with the purpose of this Agreement.

   (b) SSM and Snyder agree to defend, hold harmless and indemnify KSA, the University, their affiliates, and all officers, directors, trustees, employees, or agents of the foregoing from and against any and all liabilities, claims, demands, expenses, fines, penalties, suits, proceedings, actions and causes of action of any and every kind and nature (collectively “Costs”) arising out of or in any way connected with any controversy involving in any way the License Fees paid pursuant to this Agreement or to the extent arising out of the actual or alleged infringement upon or misappropriation of any third
party's intellectual property right by reason of the License provided by this Agreement or the use or exercise of the rights licensed under this Agreement by any of the indemnified parties.

7. **Termination.** This Agreement will be perpetual and will be terminated only by mutual agreement of the parties or as provided in Section 3 of this Agreement.

8. **Miscellaneous.**

(a) This Agreement will be governed by and construed in accordance with the laws of the State of Kansas, and any lawsuit brought regarding the terms of this Agreement may only be brought in the District Court of Riley County, Kansas.

(b) If any provision of this Agreement is held by a court of competent jurisdiction to be unenforceable, invalid or illegal in any respect under applicable law, such unenforceability, invalidity or illegality will not affect any other provision of this Agreement and this Agreement will be construed as if such unenforceable, invalid or illegal provision had never been contained in this Agreement.

(c) This Agreement is for the sole benefit of the parties hereto and may not be enforced by any third party.

(d) The section and paragraph headings contained in this agreement are for reference purposes only and will not affect in any way the meaning or interpretations of this Agreement. The recitals at the beginning of this Agreement are, and shall be construed as, substantive provisions of this Agreement.

(e) This Agreement revokes and supersedes all prior agreements with respect to the License, constitutes the entire agreement between the parties hereto, and may be modified only in a writing signed by the parties hereto or their duly authorized representatives.

(f) This Agreement is binding on the parties hereto and their heirs, assigns, and successors in interest, which successors will include, but will not be limited to, successors by merger, acquisition, conversion, liquidation, assignment, sale, or other similar transfer, whether voluntary or involuntary.

[The remainder of this page is intentionally left blank.]
IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the date first written above.

SSM, INC.:

By: Bill Snyder, [Title]

BILL SNYDER:

Bill Snyder

K-STATE ATHLETICS, INCORPORATED:

By: John Currie, Chairman and CEO, by Authorization of the Board of Directors

KANSAS STATE UNIVERSITY:

By: Kirk Schulz, President
FIRST AMENDMENT TO THE LICENSE AGREEMENT

This Amendment, made and effective this February 1, 2013, is regarding the September 1, 2009 License Agreement ("the License Agreement") between Coach Bill Snyder, K-State Athletics, Incorporated ("KSA"), SSM, Inc. ("SSM") and the University.

The parties agree that all terms shall remain the same except for those additions, deletions and modifications, enumerated below.

1. In Section 2(a), the amount "Seven Hundred Ninety Thousand Dollars ($790,000.00) for the 2013-2014 Contract Year" shall be stricken and replaced with "One Million One Hundred Thousand Dollars ($1,100,000.00) for the 2013-2014 Contract Year".

2. Pursuant to Section 2(a), SSM shall be paid One Million One Hundred Forty Thousand Dollars ($1,140,000.00) for the 2014-2015 Contract Year, One Hundred Eighty Thousand Dollars ($1,180,000.00) for the 2015-2016 Contract Year, One Million Two Hundred Twenty Thousand Dollars ($1,220,000.00) for the 2016-2017 Contract Year, and One Million Two Hundred Sixty Thousand Dollars ($1,260,000.00) for the 2017-2018 Contract Year.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be duly executed as of the date first written above.

SSM, INC.:

[Signature]

By: Bill Snyder

BILL SNYDER:

[Signature]

Bill Snyder

K-STATE ATHLETICS, INCORPORATED:

[Signature]

By: John Currie, Chairman and CEO, by Authorization of the Board of Directors

KANSAS STATE UNIVERSITY:

[Signature]

By: Kirk Schulz, President
Addendum F

Examples of usage of trademarked images