

EXHIBIT Q

to the Declaration of Ryan Hilbert
in Support of Plaintiffs' Opposition to
Defendants' Motion for Summary Judgment



NFLPLAYERS.COM



HOME PLAYERS NEWS RETIRED FANTASY GAMES AUDIO/VIDEO ABOUT US SEARCH Go

ABOUT US



Download Press Kit PDF

MISSION HISTORY EVENTS & PROPERTIES

MEDIA FAQS LICENSING CONTACT

FREQUENTLY ASKED QUESTIONS

What is PLAYERS INC'S relationship to the NFLPA?
 What is PLAYERS INC'S relationship to the NFL?
 What is group licensing?
 What is the group licensing agreement?
 How does PLAYERS INC generate revenue?
 How is PLAYERS INC structured?

What is PLAYERS INC'S RELATIONSHIP TO THE NFLPA? (top)

PLAYERS INC is a subsidiary of the NFLPA for all NFL player group licensing and marketing activity. A portion of the revenue generated by PLAYERS INC funds the operation of the NFLPA.

What is PLAYERS INC'S RELATIONSHIP TO THE NFL? (top)

In August, 2000, PLAYERS INC and the NFL entered into a historic internet and sponsorship partnership. NFLPlayers.com became part of the NFL Internet Network and NFL players became available to NFL sponsors exclusively through PLAYERS INC. As part of this partnership, PLAYERS INC and the NFL manage the NFL Auction on eBay and PLAYERS INC licenses NFL.com's fantasy football game.

PLAYERS EXTRA

JOURNALS //

RECENT UPDATES

- Kevin Mawae
- Alex Smith
- Dallas Clark
- Willie Whitehead
- Kerry Rhodes
- Ciatrick Fason

More journals >

Subscribe

PERSONAL SITES //

Search by team or position:

Team Position

Or by name: Go

PLAYER TRIVIA //

No trivia is available today.

PLAYERS POLL //

Which player were you rooting for most in Super Bowl XLI?

- Rex Grossman
- Marvin Harrison
- Peyton Manning
- Mushin Muhammad



Gain access to behind-the-scenes coverage of some of the hottest events that took place during the week of Super Bowl XLI in Miami. [more >](#)

TELEVISION //



Four NFL players are featured in their roles off the field in *Helmets Off: The Home Game*. [more >](#)

5 QUESTIONS

Get the answers from three of the NFL's top players. [more >](#)

ALL-ACCESS REPORT //

Sign up to get the latest info on all your favorite players. [more >](#)

MERCHANDISE //



EXHIBIT
3

game.

What is GROUP LICENSING? (top)

Group licensing programs are defined as those programs in which a licensee utilizes a total of six (6) or more NFL players in conjunction with or on products that are sold at retail or used as promotional or premium items. The player's may be depicted individually on a product as a part of a series or collectively with other players.

Some PLAYERS INC group licensing programs utilize as few as 6 players and others as many as 1,800 league-wide. PLAYERS INC works with more than 80 licensees whose products include: Trading cards (500+ players), Videogames (1,500+ players), Apparel (1,000+ players), and Collectibles (75+ players).

What is THE GROUP LICENSING AGREEMENT? (top)

When a player signs an NFLPA Group Licensing Assignment (GLA) or assigns his group licensing rights to the NFLPA, he gives the NFLPA the exclusive right to use his name, number, likeness, voice, facsimile signature, photograph, picture and/or biographical information (collectively "image") in licensed programs involving six or more players. The NFLPA has assigned, and will continue to assign, those rights to PLAYERS INC.


It is not the intent of PLAYERS INC to interfere with or compete with player's individual marketing opportunities. Players who sign the GLA have the opportunity to exclude themselves from a particular program if they notify the NFLPA or PLAYERS INC that they have an existing individual exclusive deal with a competing company for a program that includes five or fewer players.

HOW DOES PLAYERS INC GENERATE REVENUE? (top)

PLAYERS INC does business with more than 80 companies, including license agreements with more than 60 companies in categories such as trading cards and collectibles, videogames, fantasy football, apparel and novelties and other licensed products. Those companies pay royalties to PLAYERS INC on the sale of the licensed products. Royalties are paid to PLAYERS INC by licensed companies for the use of players' names and images. These fees are usually based on a percentage of sales revenue received by the licensed company for the first sale of the licensed products. PLAYERS INC also receives revenue on an annual basis from the NFL Internet and Sponsorship Agreements.

Any players who are singled out to promote licensed products are paid additional fees for being highlighted on product packaging, point of sale, print ads or other collateral material, for autographs, appearances, product endorsements and commercials.

PLAYERS INC also generates additional revenue from its licensees and sponsors to support sponsor programs such as the NFL Players Rookie Premiere, the NFL Players Grid Iron Gala


NFL HOBBY SHOP PROGRAM
Get information on the officially
authorized NFL Hobby Shop
program. [more >](#)



NFL Players Rookie Premiere, the NFL Players Grid Iron Gala featuring the JB Awards, PLAYERS INC Live at the NFL Experience, NFL Players Week on Wheel of Fortune and other promotional opportunities.

HOW IS PLAYERS INC STRUCTURED? (top)

PLAYERS INC is the for-profit subsidiary of the NFLPA. It is governed by a Board of Directors and employs a staff of 35 professionals who provide management and administrative support for various PLAYERS INC departments. Those departments include trading cards and collectibles, multimedia and interactive, apparel, special events, corporate marketing, player marketing, internet and communications.

The Board of Directors includes Gene Upshaw, who serves as Chairman of PLAYERS INC, as well as Executive Director of the NFLPA, Doug Allen, who serves as President of PLAYERS INC and Assistant Executive Director of the NFLPA, Pat Allen, Executive Vice President and Chief Operating Officer of PLAYERS INC, Steve Saxon, attorney with Groom Group in Washington, D.C., who also serves as tax counsel to the NFLPA and PLAYERS INC, and Marvin Zimmerman, a Chicago businessman who has been involved with the NFLPA for over 30 years.

PLAYERS INC executive staff includes the following:

Gene Upshaw - Chairman
Andy Feffer - Executive Vice President and Chief Operating Officer
Dawn Ridley - Senior Vice President
Pam Adolph - Vice President, Apparel & Operations
Dexter Santos - Vice President, Player Marketing
Karen Bush - Assistant Vice President, Trading Cards & Collectibles
Felice Jones - Assistant Vice President, Special Events
Josh Goodstadt - Assistant Vice President, Multimedia
Angela Manolakas - Assistant Vice President, Player Marketing
Lara Potter - Assistant Vice President, Communications
Joe Nahra - Staff Counsel

©2005 PLAYERS INC

Photos courtesy of AP Photos, Getty Images and NFL Photos. Stats courtesy of CBS SportsLine.
Contact us | Privacy policy

