

## EXHIBIT OO

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

**Amendment to the NFLPA – Players Inc Licensing Agreement**

WHEREAS, the National Football League Players Association ("NFLPA") and National Football League Players Incorporated ("Players Inc") previously entered into a licensing agreement as of March 1, 2000 (the "Agreement");

WHEREAS, pursuant to Section 14 of the Agreement, the Agreement may be amended by a written instrument signed by both the NFLPA and Players Inc;

WHEREAS, pursuant to Section 4(C) of the Agreement, either party may seek, periodically, to revise, either upward or downward, the royalty percentage specified in Section 4(B) and accordance with changes in market conditions;

WHEREAS, the NFLPA and Players Inc recognize the economic conditions underlying the Agreement have changed since its execution in 2000;

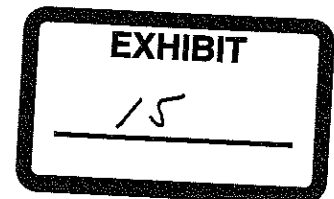
WHEREAS, the NFLPA and Players Inc agree that \$8,000,000 of "gross licensing revenue," as defined in Section 4(A) of the Agreement should be reallocated among the NFLPA and Players Inc;

WHEREAS, the NFLPA and Players Inc currently retain 30% and 33% respectively of marginal amounts of gross licensing revenue;

WHEREAS, the NFLPA and Players Inc agree that such allocation should apply to the amount described above with the NFLPA receiving 60% of such amount and Players Inc receiving 40% of such amounts; and

WHEREAS, the NFLPA and Players Inc agree that further adjustment may be necessary after completion of an independent, third-party evaluation of the value conferred by the players, the NFLPA, and Players Inc.

[continued on next page]



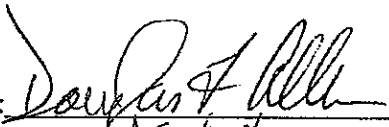
NOW THEREFORE, the NFLPA and Players Inc hereby amend the Agreement effective as of March 1, 2005, as follows:

2. A new Section 4(E) of the Agreement is added to read as follows:

(E) Notwithstanding the other provisions of this Section 4, \$8,000,000 of the amount described in Section 4(A) shall be paid out of the licensing revenue depository account established to disburse amounts payable to the NFLPA and Players Inc with the depository account paying 60% of such amount to the NFLPA and 40% of such amount to Players Inc.

Dated: February 28, 2006

National Football League Players Incorporated      National Football League Players Association

By:   
President

By: 