

## EXHIBIT KKK

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

## LICENSE AGREEMENT

This Agreement is made and entered into this 25th day of April, 2006, by and among Electronic Arts Inc. ("EA"), a Delaware corporation, with offices at 209 Redwood Shores Parkway, Redwood City, CA 94065 and Electronic Arts C.V. ("EACV"), a Netherlands limited partnership, whose address is Suite 203, 2<sup>nd</sup> Floor, Lauriston House, Lower Collymore Rock, Bridgetown, Barbados (collectively, hereinafter "Licensee"), National Football Museum, Inc. dba THE PRO FOOTBALL HALL OF FAME, a corporation with offices at 2121 George Halas Drive, Canton, Ohio 44708 (hereinafter "HOF") and NATIONAL FOOTBALL LEAGUE PLAYERS INCORPORATED, a corporation with offices at 2021 L Street, N.W., Washington, D.C. 20036 ("Players Inc"). This Agreement shall be effective as of the date of the full-execution of this Agreement (the "Effective Date").

### 1. REPRESENTATIONS.

(A) HOF represents: that it is a non-profit corporation which annually conducts a process for the selection and enshrinement of retired pro football players, coaches and contributors; that it shall use reasonable commercial efforts during the term of this Agreement to secure the right for Licensee to utilize the names and likenesses of the players and coaches who have become enshrined into the Hall of Fame as contemplated herein; that the HOF has been duly appointed to act on behalf of the Hall of Fame-member football players listed on Exhibit A attached hereto (as amended from time to time) (the "Players"), and the Hall of Fame-member coaches listed on Exhibit B attached hereto (as amended from time to time) (the "Coaches"), who authorize HOF from time to time to represent such Players and such Coaches for specific HOF licensed programs; and that in such capacity HOF has the right to negotiate this contract and the right to grant rights and licenses described herein. HOF represents that, unless otherwise expressly set forth on Exhibit A or Exhibit B hereto, as applicable, subject to the terms and conditions of this Agreement, the rights secured for each Player or Coach licensed hereunder shall be secured through March 31, 2010.

(B) Players Inc represents that it is a licensing affiliate of the National Football League Players Association ("NFLPA"); that the NFLPA has been duly appointed and is acting on behalf of the football players of the National Football League who have entered into a Group Licensing Assignment, which have been assigned to Players Inc. Licensee acknowledges that Players Inc also on occasion secures authorization for inclusion in Players Inc licensing programs from players, including but not limited to the HOF Players referenced above and other retired players, who have not entered into such Group Licensing Authorization, but who, nevertheless, authorize Players Inc to represent such players for designated Players Inc licensed programs. In such capacity, Players Inc has granted Licensee certain rights as set forth in a license agreement effective March 1, 2006 (the "Players Inc License Agreement").

### 2. GRANT OF LICENSE.

(A) Upon the terms and conditions set forth in this Agreement, HOF hereby grants to Licensee and Licensee hereby accepts (i) the non-exclusive right, license and privilege of utilizing the trademarks and names of HOF which may be amended from time to time by HOF in and in connection with the marketing of the licensed products, (ii) the names, likenesses (including, without limitation, numbers), pictures owned by HOF, photographs owned by HOF, facsimile signatures and/or biographical information (hereinafter "identity") of the Players, in Licensee's line of football entertainment software product(s) currently known as "Madden NFL Football" and (iii) the non-exclusive right, license and privilege of utilizing the names, likenesses, pictures, photographs, voices, facsimile signatures and/or

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EA000135

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

biographical information (hereinafter "identity") of the Coaches, in Licensee's line of football entertainment software product(s) currently known as "NFL Head Coach"; in the form of video and computer football simulation (Madden NFL Football) and manager games (NFL Head Coach), respectively, for: current and successor game console platforms developed by Sony, Nintendo, and Microsoft; personal computers and Apple computers; Nokia N-Gage and its cartridge-based successors; arcade units; Pocket PC and Palm products and other handhelds using a Palm or similar operating system; Linux computers and handheld systems; Internet and online; wireless/mobile gaming devices; personal gaming devices GameBoy, GameBoy Advanced, PlayStation Portable, and Nintendo DS and their successors; and any new platforms that may emerge to compete with any of the foregoing during the term of this Agreement (collectively, hereinafter referred to as "the licensed product(s)" and which shall include all features and functionality that enable or enhance gameplay through player/network connectivity but shall not include interactive television). For the avoidance of doubt, "Madden NFL Football" and "NFL Head Coach" licensed products may include fantasy football games only to the extent that such fantasy football games are an element of such licensed products. For the avoidance of doubt, Licensee shall also have the right to create and exploit other wallpaper, and animated images based upon the "Madden NFL Football" and "NFL Head Coach" licensed products. The specific manner in which the rights licensed hereunder are to be used on the licensed product(s) in question shall require the prior written approval of HOF as provided in Section 9 below.

(B) The rights, licenses and privileges granted by HOF hereunder shall not constitute or be used by Licensee as a testimonial or an endorsement of any product, service, or event by all or any of the Players, Coaches, or by HOF. In the event Licensee is interested in securing an individual Player's or Coach's personal endorsement, Licensee further agrees and acknowledges that such endorsement will require the personal approval of the individual Player or Coach and the execution of a separate license agreement or amendment hereto as the parties shall mutually agree. Licensee may contact any individual Player, Coach or such individual's agent solely for the purposes of promoting Licensee's products or services and/or to indicate Licensee's interest in securing a Player's or Coach's endorsement and/or services related to the respective licensed products authorized hereunder; provided, however, that all negotiations for such endorsement and/or services shall be conducted solely through Players Inc and HOF and any contract for player's or coach's endorsement and/or services will be entered by Licensee with Players Inc and HOF.

(C) HOF agrees that nothing herein shall be deemed to prevent Licensee from working to secure separately through Players Inc the right to incorporate any individual Player or Coach enshrined into the Hall of Fame whose rights have not been secured by HOF, following HOF's good-faith efforts to do so; provided that Licensee agrees that it shall not pay any such Player or Coach a higher cash payment for collective-use rights of the same scope as provided under this Agreement than Players Inc and/or HOF has paid the other Players and Coaches secured hereunder. In such event, Licensee shall so notify HOF of its intention to work to secure such rights separately and HOF agrees to provide any reasonable cooperation in such efforts as reasonably requested by Licensee.

3. TERRITORY AND DISTRIBUTION. Licensee shall have the right to utilize the rights granted hereunder for distribution of the licensed product(s) worldwide.

#### 4. TERM.

(A) The term of this Agreement shall extend from the Effective Date to March 31, 2010, unless terminated in accordance with the provisions hereof. The period of time from the Effective Date through March 31, 2007 shall be referred to as the "First License Period". The period of time from April 1, 2007 through March 31, 2008 shall be referred to as the "Second License Period". The period of time from

April 1, 2008 through March 31, 2009 shall be referred to as the "Third License Period". The period of time from April 1, 2009 through March 31, 2010 shall be referred to as the "Fourth License Period". Each year of the term may be referred to as a "License Period".

#### 5. PAYMENT.

(A) EA shall pay Players Inc on behalf of HOF a one-time, flat-fee payment of (i) \$400,000 for its use of the rights licensed hereunder for the First License Period, plus the amount of \$2,000 per newly elected Player or Coach enshrinee added by HOF during the 2006 calendar year (provided that, should HOF succeed in obtaining the rights to any additional enshrines that were elected during the 2005 calendar year or before, the parties agree that payments with respect to such additional enshrines would be deemed to be included in the initial \$400,000 payment); (ii) a one-time, flat-fee payment of \$400,000 for the Second License Period, plus the amount of \$2,000 per newly elected Player or Coach enshrinee added by HOF during the Second License Period; a one-time, flat-fee payment of \$400,000 for the Third License Period, plus the amount of \$2,000 per newly elected Player or Coach enshrinee added by HOF during the Third License Period; and a one-time, flat-fee payment of \$400,000 for the Fourth License Period, plus the amount of \$2,000 per newly elected Player or Coach enshrinee added by HOF during the Fourth License Period. Such payments shall be due and payable as of April 1 of each License Period (or within 30 days of EA's receipt of the appropriate HOF invoice, with respect to the any additional enshrines added during the respective License Period).

(B) Such flat fee payments shall be made by Licensee as specified herein whether or not Licensee uses the rights licensed hereunder, and no part of such payments shall be repayable to Licensee.

6. PAYMENT, INTEREST AND NOTICES: All payments, and all notices, approvals and other communications, shall be sent to or made payable in the name of National Football League Players Incorporated, or its assignee where applicable. In addition to all other rights contained in this Agreement, HOF shall be entitled to collect and Licensee shall pay daily interest at the rate of one and one-half percent (1 1/2%) monthly, or the maximum interest permitted by law if less, on all payments not timely made by Licensee. All correspondence, notices, approvals and other communications to Licensee shall be with Joel Linzner, EVP Business and Legal Affairs with a copy to General Counsel at the same address.

#### 7. INDEMNIFICATION.

(A) Licensee agrees that it will not during the term of this Agreement, or thereafter, attack the rights of HOF in and to the trademarks or names owned by or licensed to HOF or any of the rights licensed hereunder as specified in Paragraph 2 of this Agreement, or in any way attack the validity of this Agreement.

(B) Licensee further agrees to assist HOF to the extent necessary in the procurement of any protection or to protect any of the rights conveyed hereunder, and HOF, if it so desires, may commence or prosecute at its own expense any claims or suits in its own name or in the name of Licensee or join Licensee as a party thereto. Licensee shall notify HOF in writing of any infringement by others of the rights covered by this Agreement which may come to Licensee's attention, and HOF shall have the sole right to determine whether or not any action shall be taken on account of any such infringement. Licensee shall not institute any suit or take any action on account of any such infringement without first obtaining the written consent of HOF to do so and HOF shall reasonably consider any such request;

provided, however, that Licensee shall have the right to take action without HOF's prior consent with respect to any infringement of Licensee's intellectual property rights in the licensed product(s).

(C) Licensee for its own acts hereby indemnifies HOF and undertakes to defend HOF from and against any and all claims, suits, losses, damages, and expenses (including reasonable attorney's fees and expenses) arising out of the manufacture, marketing, sale, distribution, or use of the licensed product(s) which are the subject of this Agreement. Licensee agrees to obtain, at its own expense, general liability insurance, providing adequate protection for Licensee and HOF against any such claims or suits in amounts not less than Three Million Dollars (\$3,000,000.00). Within thirty (30) days from the date hereof, Licensee shall submit to HOF a fully paid policy or certificate of insurance naming HOF as an additional insured party, requiring that insurer will not terminate or materially modify such without written notice to HOF at least twenty (20) days in advance thereof.

(D) HOF hereby indemnifies Licensee and undertakes to defend Licensee against, and hold Licensee harmless from any liabilities, losses, damages, and expenses (including reasonable attorney's fees and expenses) resulting from claims made or suits brought against Licensee challenging the ownership by, or authority of HOF to license, the rights licensed in Paragraph 2 strictly as authorized in this Agreement.

#### 8. TRADEMARK NOTICES.

(A) Any use of HOF's trademarks appearing on the licensed product(s) and on all materials in connection with the licensed product(s) distributed or relating to such licensed product(s), shall appear precisely according to the specifications set forth in Exhibit C attached hereto, which may be amended from time to time by HOF, without variation, with the letter "R" enclosed within a circle.

#### 9. APPROVALS.

(A) The list of Players and Coaches for whom HOF has secured authorization is attached hereto as Exhibit A and Exhibit B, respectively. Notwithstanding the foregoing:

(i) HOF agrees that it shall use reasonable efforts during each License Period to secure rights for the newly elected class of HOF enshrinee players and coaches and those players and coaches who have either not yet responded to HOF's request(s) to become Players or Coaches licensed hereunder or who have previously declined to participate in the licensing program contemplated hereunder.

(ii) HOF shall notify Licensee in writing of any additional Players or Coaches for whom HOF has secured rights hereunder.

(iii) If HOF removes any Player's or Coach's name from the listing of approved Players or Coaches after the later of March 1 of the then-current License Period or a specific licensed product Beta date in any Licensed Period, HOF acknowledges that Licensee will not have the ability to remove such Player's or Coach's name and likeness from its licensed products for the applicable football season. Therefore, the use of such Player's or Coach's name in such case shall not constitute a breach of this Agreement, and HOF agrees that the indemnity in Paragraph 7(D) above shall apply to resulting claims or suits brought against Licensee.

(B) Licensee agrees to furnish HOF free of cost, for its written approval as to quality and use, samples of the HOF trademarks, Player and/or Coach rights licensed hereunder, together with any

packaging, hangtags, and wrapping material incorporating such rights, before their manufacture, sale or distribution, whichever occurs first, and no licensed product(s) shall be manufactured, sold or distributed by Licensee without such prior written approval of such materials. HOF shall respond to requests for such approval from Licensee within ten (10) business days. Any request by Licensee for such approval that is received by HOF and not responded to within ten (10) business days shall be deemed approved. Any material submitted by Licensee for approval that is disapproved by HOF within the ten (10) business day period shall be resubmitted to HOF with changes and HOF shall respond in writing as to approval or disapproval as soon as practicable.

(C) Licensee may choose to use Player and Coach names and/or likenesses in a collective manner (i.e., six (6) or more players or coaches – whether current or former – shown) to promote the respective licensed product(s) on or in radio or television commercials, any material pertaining to packaging, hangtags, wrapping material, print ads, flyers, point-of-purchase displays, press releases, catalogues, trade show booths and exhibits, sales catalogues and other sales/marketing materials, or any other written material or medium, including but not limited to electronic or interactive use; provided, however, that such use shall require the prior written approval of HOF and may require an amendment to this Agreement or a separate agreement, as mutually agreed-upon by the parties hereto. Licensee may, with notification to, and the approval of, HOF, contact any individual Player, Coach or such individual's agent for the purposes of promoting Licensee's products or services and/or to indicate Licensee's interest in securing a Player's or Coach's endorsement and/or services related to any licensed product.

(D) In the event Licensee wishes to secure an individual Player or Coach to make appearances to promote licensed product(s) or to autograph licensed product(s), the selection of such Player or Coach shall be subject to mutual agreement between Licensee and HOF; provided, however, that such use shall require an amendment to this Agreement or a separate agreement, as mutually agreed-upon by the parties hereto. Licensee may, with notification to, and the approval of, HOF, contact any Player or Coach (or their agent) solely for the purposes of promoting Licensee's products or services and/or to indicate Licensee's interest in securing a Player's or Coach's endorsement and/or services related to any licensed product.

#### 10. SPECIFIC UNDERTAKINGS OF LICENSEE.

(A) All rights relating to the rights licensed hereunder are specifically reserved by HOF except for the License herein granted to Licensee to use the rights as specifically and expressly provided in this Agreement.

(B) Upon expiration or termination of this Agreement, all rights granted hereunder shall immediately revert to HOF, and Licensee will refrain from further use of such rights or any further reference thereto, direct or indirect, except as provided in Paragraph 11(D) below. Licensee acknowledges that its failure to cease the use of such rights at the termination or expiration of this Agreement will result in immediate and irreparable damage to HOF, and/or individual retired players and coaches, and to the rights of any subsequent licensee(s).

#### 11. TERMINATION BY HOF

(A) In the event Licensee files a petition in bankruptcy or is adjudicated as bankrupt, or if a petition in bankruptcy is filed against Licensee or if Licensee becomes insolvent, or makes an assignment for the benefit of its creditors or an arrangement pursuant to any bankruptcy laws, or if Licensee discontinues its business, or if a receiver is appointed for it or its business, all rights granted

hereunder, without notice, shall terminate automatically upon the occurrence of any such event. In the event of such termination, neither Licensee nor its receivers, representatives, trustees, agents, administrators, successors, and/or assigns shall have any right to sell, exploit or in any way deal with the rights granted hereunder or with any licensed product(s), or any carton, container, packaging or wrapping material, advertising, promotional or display material pertaining to any licensed product(s).

(B) If Licensee shall violate any of its other material obligations under the terms of this Agreement, HOF shall have the right to terminate this Agreement upon fifteen (15) days' notice in writing, and such notice of termination shall become effective unless Licensee shall completely remedy the violation within the fifteen (15) day period and shall provide reasonable proof to HOF that such violation has been remedied. If this Agreement is terminated under this paragraph, all amounts theretofore accrued shall become due and payable immediately to HOF, and HOF shall not be obligated to reimburse Licensee for any payments made by Licensee to HOF.

(C) Failure to resort to any remedies referred to herein shall not be construed as a waiver of any other rights and remedies to which HOF is entitled under this Agreement or otherwise.

(D) Upon termination of this Agreement, Licensee shall have one hundred twenty (120) days to dispose of and liquidate all inventory. Any remaining licensed product(s) in Licensee's inventory shall not be available to consumers after this one hundred twenty (120) day period expires. Such disposition shall conform to this Agreement in all respects.

12. PARTNERSHIP. Nothing herein contained shall be construed to place HOF and Licensee in the relationship of partners or joint venturers, and Licensee shall have no power to obligate or bind HOF in any manner whatsoever.

13. WAIVER AND/OR MODIFICATION. None of the terms of this Agreement shall be waived or modified except by an express agreement in writing signed by both parties. There are no representations, promises, warranties, covenants or undertakings other than those contained in this Agreement, which represents the entire understanding of the parties. No written waiver shall excuse the performance of an act other than those specified therein. The failure of either party hereto to enforce, or delay by either party in enforcing any of its rights under this Agreement shall not be deemed a continuing waiver or modification thereof and either party may, within the time provided by applicable law, commence appropriate legal proceedings(s) to enforce any or all of such rights.

14. NON-ASSIGNABILITY. This Agreement and all rights and duties hereunder are personal to Licensee and shall not, without written consent of HOF, be assigned (unless approved in writing by HOF, which approval shall not be unreasonably withheld), mortgaged or otherwise encumbered by Licensee or by operation of law to any other person, or entity. Upon any such attempted unapproved assignment, mortgage, license or other encumbrance this Agreement shall terminate and all rights granted to Licensee hereunder shall immediately revert to HOF. If, in its sole discretion, HOF shall exercise such termination, all rights granted to Licensee hereunder shall immediately revert to HOF, subject to Paragraph 11(D) above. Each of EA and EACV represent and warrant that (i) EACV is a Limited Partnership, formed and existing under the laws of the Netherlands, for which Electronic Arts US Co., a Delaware corporation and a wholly-owned subsidiary of Electronic Arts Inc., is the General Partner ("EAUS") and EA is the Limited Partner; and (ii) EA has all right, power and authority to cause EAUS to cause EACV to perform its obligations hereunder, or to cause such obligations to be performed on behalf of EACV. EA covenants that it will cause EAUS to cause EACV to perform, or that it shall cause to be performed on behalf of EACV, and hereby guarantees the performance of, all of EACV's obligations hereunder. EA hereby guarantees the payment in full by EACV of any amounts payable by EACV

hereunder and agrees to pay such amounts on behalf of EACV as provided herein. Notwithstanding the foregoing, EACV shall have the right to assign all of its rights and obligations to any affiliate of EA which succeeds EACV during the Term of this Agreement (an "EACV Successor"); provided that EA's obligations and guarantees as set forth in this paragraph 1(h) shall equally apply to any such EACV Successor.

15. **TERMINATION BY LICENSEE.** Licensee shall have the right to terminate this Agreement, effective as of the end of the then-current License Period, in the event Licensee's agreement is terminated with either or both of Players Inc or NFL Properties.

16. **PLAYERS INC LICENSE AGREEMENT.** Licensee acknowledges and agrees that pursuant to the Players Inc License Agreement, Licensee is required to obtain Players Inc's consent to use any Player identity in and in connection with the licensed product(s) and to pay Players Inc for such use as applicable. Players Inc hereby consents to Licensee's use in the licensed product(s) of the rights granted by HOF in accordance with Paragraph 2 above. Notwithstanding the foregoing, as between Licensee and Players Inc only: (a) no provision hereunder is intended to nor shall it supersede any provision in the Players Inc License Agreement; and (b) in the event of any conflict between the provisions of this Agreement and the provisions of the Players Inc License Agreement, the provisions of the Players Inc License Agreement shall prevail. This provision shall not, nor is it intended to, affect the rights and/or obligations of HOF hereunder, and shall not, nor is it intended to, affect the rights provided in Paragraph 2 above.

17. **CONSTRUCTION.** This Agreement shall be governed by, and shall be construed in accordance with the laws of the State of Ohio of the United States of America. The parties consent to jurisdiction under the State of Ohio and designate the courts of the State of Ohio as the venue for any dispute arising out of, under or relating to this Agreement.

IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the day and date written first above.

The Foregoing is Acknowledged:

**NATIONAL FOOTBALL MUSEUM, INC. DBA  
THE PRO FOOTBALL HALL OF FAME**

By: Steph A. Perry  
Title: PRESIDENT/EXEC. DIRECTOR

Date: MAY 30, 2006

**NATIONAL FOOTBALL LEAGUE  
PLAYERS INCORPORATED**

By: David F. Allen  
Title: PRESIDENT

Date: 5/31/06

**ELECTRONIC ARTS INC.**

By: [Signature]  
Title: \_\_\_\_\_

Date: \_\_\_\_\_ (BW)

**ELECTRONIC ARTS C.V.**  
By its General Partner,  
Electronic Arts US Co.

By: [Signature]  
Title: SECRETARY

Date: 1 JUNE 2006



EXHIBIT A  
PLAYERS

Barry Sanders – rights granted for First License Period only

Herb Adderley	Mike Haynes	Merlin Olsen
Lance Alworth	Ted Hendricks	Jim Otto
Doug Atkins	Bill Hewitt*	Alan Page
Lem Barney	Elroy Hirsch*	Walter Payton*
Sammy Baugh	Paul Hornung	Joe Perry
Chuck Bednarik	Ken Houston	Pete Pihos
Bobby Bell	Sam Huff	Fritz Pollard*
Raymond Berry	Jimmy Johnson	Mel Renfro
Elvin Bethea	John Henry Johnson	Jim Ringo
Fred Biltmickoff	Charlie Joiner	Andy Robustelli
George Blanda	Deacon Jones	Barry Sanders
Mel Blount	Stan Jones	Gale Sayers
Bob Brown	Henry Jordan*	Joe Schmidt
Roosevelt Brown*	Sonny Jurgensen	Lee Roy Selmon
Willie Brown	Leroy Kelly	Billy Shaw
Buck Buchanan*	Frank Kinard*	Art Shell
Earl Campbell	Paul Krause	Mike Singletary
Tony Canadeo*	Jack Lambert	Jackie Slater
Dave Casper	Jim Langer	Jackie Smith
Jack Christiansen*	Willie Lanier	Bob St. Clair
George Connor*	Steve Largent	Ernie Stautner
Lou Creekmur	Yale Lary	Jan Stenerud
Larry Csonka	Dante Lavelli	Dwight Stephenson
Willie Davis	Bobby Layne*	Ken Strong*
Joe DeLamielleure	Alphonse "Tuffy" Leemans*	Joe Stydahar*
Dan Dierdorf	Bob Lilly	Fran Tarkenton
Mike Ditka	Larry Little	Charley Taylor
Tony Dorsett	James Lofton	Jim Taylor
Bill Dudley	George McAfee	Jim Thorpe*
Turk Edwards*	Tom Mack	Y.A. Tittle
Carl Eller	John Mackey	George Trafton*
Tom Fears*	Gino Marchetti	Charley Trippi
Dan Fortmann*	Ollie Matson	Gene Upshaw
Dan Fouts	Don Maynard	Steve Van Buren
Bennie Friedman*	Mike McCormack	Norm Van Brocklin*
Frank Gatski*	Tommy McDonald	Doak Walker*
Bill George*	Hugh McElhenny	Paul Warfield
Frank Gifford	John Blood McNally*	Bob Waterfield*
Joe Greene	Mike Michalske*	Mike Webster*
Forrest Gregg	Bobby Mitchell	Arnie Weinmeister*
Bob Griese	Ron Mix	Randy White
Lou Groza*	Lenny Moore	Bill Willis

Jack Ham	Marion Motley*	Larry Wilson
Dan Hampton	Mike Munchak	Kellen Winslow
Franco Harris	George Musso*	Alex Wojciechowicz*
	Bronko Nagurski*	Willie Wood
	Ozzie Newsome	Ron Yary
	Ray Nitschke*	Jack Youngblood
	Leo Nomellini*	
		*Deceased

EXECUTION

**EXHIBIT B  
COACHES**

<b>George Allen* - COACH</b>	<b>Curly Lambeau - COACH</b>	<b>Don Shula - COACH</b>
<b>Paul Brown* - COACH</b>	<b>Tom Landry* - COACH</b>	<b>Hank Stram* - COACH</b>
<b>Jimmy Conzelman* - COACH</b>	<b>Marv Levy - COACH</b>	<b>Bill Walsh - COACH</b>
<b>Weeb Ewbank* - COACH</b>	<b>Vince Lombardi* - COACH</b>	<b>Chuck Noll - COACH</b>
<b>Ray Flaherty* - COACH</b>		
<b>Joe Gibbs - COACH</b>		
<b>Sid Gillman* - COACH</b>		
<b>Bud Grant - COACH</b>		
<b>George Halas* - COACH</b>		
		<b>COACH - COACHES GAME ONLY</b>
		*Deceased

EXHIBIT C  
HOF TRADEMARKS AND USAGE GUIDELINES

