

EXHIBIT A



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About CLC

The Collegiate Licensing Company (CLC) is the nation's leading collegiate trademark licensing and marketing company, assisting collegiate institutions in protecting, managing and developing their brands.

The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. As such, CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers, and consumers.

Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the nation and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA (including the Men's and Women's Final Four, the College World Series, and all NCAA Championships).

CLC is a full-service licensing and marketing company, which employs a staff of 80 licensing professionals with the capability to establish and manage every aspect of a collegiate licensing program.



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History

In 1981, while working for Golden Eagle Enterprises in Selma, Alabama, CLC founder and chairman Bill Battle signed the legendary coach Paul "Bear" Bryant to a licensing agreement. In the process of developing a licensing program for Coach Bryant, Battle discovered that The University of Alabama did not have a licensing program. Alabama soon signed on as CLC's first university client. Eight other schools quickly followed, and in 1983, Battle bought out the rights to the licensing business and moved the newly formed Collegiate Licensing Company to Atlanta.



Since its early days in 1981, CLC's mission has been to serve as the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. As such, our company and staff have dedicated ourselves to being a center of excellence in providing licensing services of the highest quality to institutions, licensees, retailers, and consumers.

The consolidated approach to licensing offered by CLC provides every institution with a greater voice in the market, increased exposure, the broadest range of available licensing services, and reduced administration expenses, while still allowing for independent decision-making by each and every client. This approach, combined with our committed staff and industry-leading services has helped to guide and shape the \$4.0 billion annual market for collegiate licensed merchandise. CLC's long-standing relationships with retailers and licensees have also been essential to the growth of the industry and the success of each client's individual licensing program.

Today, the CLC Consortium represents the consolidated retail power of the many colleges, universities, athletic conferences, bowl games, and other collegiate institutions that comprise the CLC Consortium. The collective efforts that have contributed to the growth of the collegiate licensing industry will remain an important cornerstone of the industry in the future. As the market for collegiate merchandise continues to evolve, our partnerships with clients will remain focused on the goal of protecting, preserving, and maintaining both the integrity and long-term brand value of our clients' trademarks, while ensuring that consumers have access to quality licensed merchandise across all distribution channels.



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Brand Protection

Brand Management

Brand Development



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Brand Protection

The cornerstone of any effective trademark licensing program is brand protection. Since its inception in 1981, CLC's brand protection resources have served as the backbone of our service to clients.

From the early days of collegiate licensing, which saw many lawsuits to establish legal precedent over trademark ownership, through the modern era of licensing, CLC's brand protection efforts have been unparalleled in the industry.

Today, CLC is the only agency with an in-house legal team that works to resolve compliance and infringement issues involving clients' trademarks. All contract compliance and cease and desist matters are handled by CLC, which alleviates the time and money that many institutions spend on internal and external counsel.

As the market continues to mature and global brand protection challenges continue to evolve in the digital age, CLC will remain committed to providing its clients with industry lending services and experienced personnel to accomplish their goals.





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Trademark Enforcement

Hologram Labeling

Labor Code Compliance



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Trademark Enforcement

CLC has the ability and resources to respond quickly and aggressively to all enforcement problems. With an experienced legal staff, CLC successfully resolves many trademark infringements through its in-house cease and desist program.



CLC's Legal Department is responsible for facilitating nationwide enforcement efforts through alliances with industry organizations devoted to the protection of intellectual property rights; gathering data and conducting analysis on the results from local marketplace surveys and enforcement actions at major athletic events; and providing a trademark watch service. Additionally, the Legal Department advises Consortium institutions on issues related to risk management and product liability insurance. Over the past several years, the Legal Department has led CLC's efforts to assist collegiate institutions and licensees in developing labor codes and monitoring systems.



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Brand Management

As the market for officially licensed collegiate merchandise has expanded and matured during the past quarter century, so too has the approach that many institutions have taken in managing their licensing programs. Today, trademark licensing has evolved into a more strategic component of many institution's external marketing efforts, providing valuable consumer exposure across a wide range of retail distribution channels. The services provided by the CLC Consortium have changed throughout this



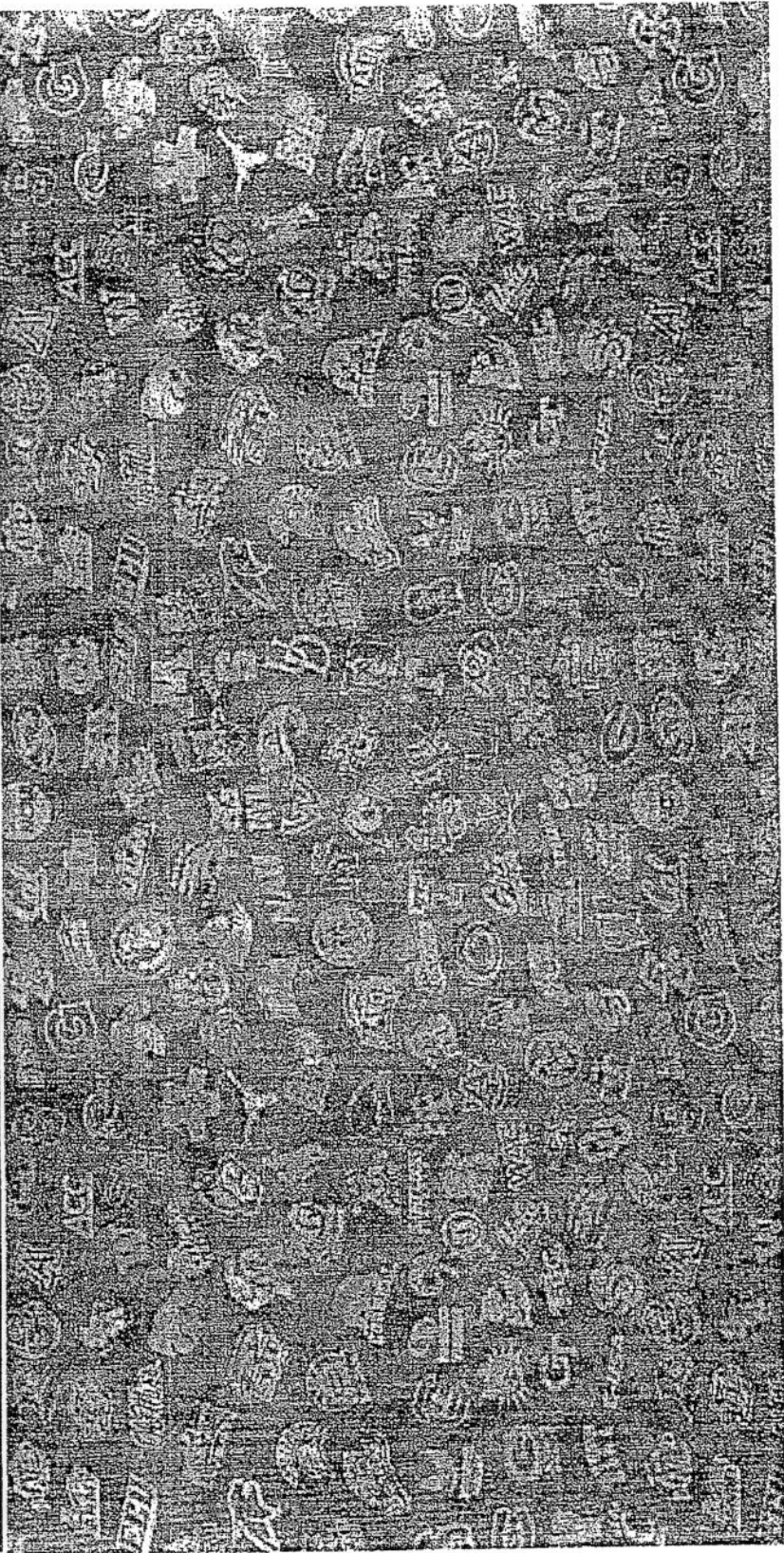


evolution, allowing CLC's clients to tap into experienced personnel, industry trends, and valuable licensing data to make informed decisions in managing their brands. As the industry continues to expand, the strategic role of licensing within each institution's brand management function will continue to expand as well.

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Brand Control Systems
Types of Licenses



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Brand Control Systems

One of the major benefits to CLC Consortium member institutions is the ability to gain access to the leading brand control systems in the licensing industry. Since 1998, CLC has made major annual investments in building and expanding these systems to improve the speed and efficiency of the licensing process. There are three key elements of these services that allow institutions and licensees to interact in an end-to-end digital environment:

LOGOS ON DEMAND

The *Logos on Demand* program allows licensees to reproduce an institution's brand identity with 100% accuracy on merchandise since all logos are provided to licensees in production-ready formats. This service is provided free of charge to all CLC member institutions, and is available to participating licensees on a subscription basis. The program is managed by J. Patton, which also manages similar programs for many of the leading licensors in the industry. For more information on the Logos on Demand service, please visit <http://www.logosondemand.net/clc/>

STITCHES ON DEMAND

The *Stitches on Demand* program offers pre-approved digital embroidery files of many common logos for institutions in the CLC Consortium. Accessing these files allows licensees the ability to produce 100% accurate renditions of logos on embroidered goods, further enhancing the consistency of the institution's brand identity in the retail market. For more information on the Stitches on Demand service, please visit <http://www.logosondemand.net/clc/>

iCLC

CLC developed the first operational online design approval system in the entire licensing industry. While others have attempted to replicate the system, iCLC remains the industry leader given its many enhancements since its original launch in 1999. Today, more than 95% of all products and designs are submitted via iCLC for approval by licensing directors at CLC Consortium institutions, allowing licensees the ability to produce and distribute approved merchandise to retailers as quickly as possible.



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**Brand Control
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Types of Licenses

The CLC Consortium offers the following licenses to companies interested in producing licensed merchandise. All license applications are subject to the approval of the individual institutions.

Standard License: A Standard License is available to companies that wish to manufacture collegiate product for six or more institutions, and is typically reserved for larger manufacturers with well-established production, distribution, and marketing capabilities.

Local License: A Local License is available to smaller companies that wish to manufacturer collegiate product for up to five in-state institutions, and do not have plans to expand significantly beyond those local institutions.

Restricted License: A Restricted License is available to companies that wish to produce non-resale merchandise for "internal consumption" by institutions in the local area.

Crafter's License: A Crafter's License is reserved for in-state individuals that wish to produce handmade products for a single institution. This type of license is issued directly from the in-state institution and is not offered by all institutions.

NCAA/Bowl/Conference Licenses: These are special licenses that are available to companies that wish to obtain rights to use the trademarks of the NCAA, bowl games, or athletic conferences for use on licensed merchandise, either alone or in conjunction with an institution's trademarks. Licensing rights to these properties can be more expensive to obtain, depending on the event and the extent of the rights and product categories.

To download an application or obtain more detailed information about these types of licenses, please visit the Licensing Info menu at the top of this page.



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- Apparel and Non-Apparel Marketing
- Retail Marketing
- Promotional Licensing
- Championship and Post-Season Licensing
- Creative Services
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Creative Services

It has been said that image is everything. College logos are no exception. A fun, unique or cool mark can sell just about anything. CLC is the only agency that offers in-house design services to ensure that clients' trademarks meet industry-standard production guidelines. This service also helps clients to freshen up logos to spur consumer demand.



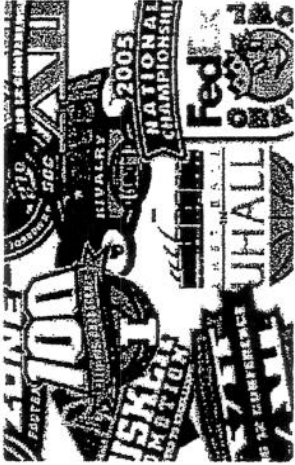
CLC routinely works with client institutions to develop exciting new primary logos, secondary marks, youth marks, and specialty marks for events, anniversaries, and theme programs in order to enhance their licensing programs. These logos can provide unique opportunities for growing the market through increased exposure and incremental revenue.

A big advantage to clients utilizing CLC's creative services staff is the ability to fully integrate the entire process from logo development to the external launch to licensees and retailers. By integrating legal clearances of new marks, pre-selecting industry standard thread and PMS colors, and providing confidential advance notice to retailers and licensees, clients are able to experience a seamless process from start to finish.

To view creative services design portfolio, please click the attachment below.



[CLC Design Services Portfolio1pg.pdf](#)



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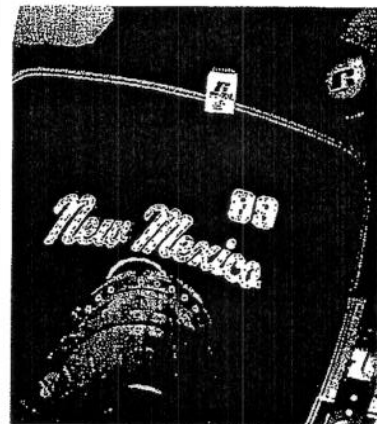
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Licensing Information

Licensing is the granting of rights to a third party that desires to associate itself commercially (for profit and not for profit) with an institution through the use of trademarks, names, logos, symbols and slogans.

The institutions that are members of the CLC Consortium own their respective trademarks and icons and have contracted with the Collegiate Licensing Company to aid in protecting, managing, and developing their brands.

A license must be obtained by anyone who wishes to use the names or icons of CLC member institutions. Licensing protects the institutions' names, reputation, and image by permitting only appropriate uses and assuring that only quality products are associated with the institutions.



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Authorized Manufacturers



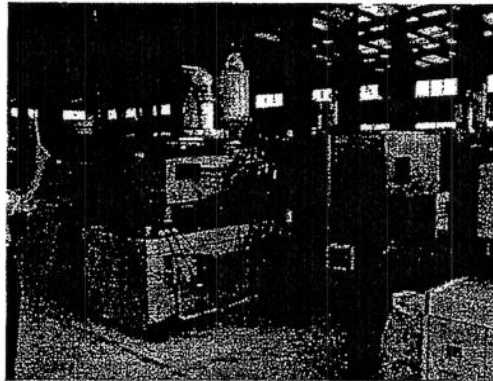
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Authorized Manufacturer's Agreement

An Authorized Manufacturer's Agreement ("AMA") allows a third-party manufacturer/factory to manufacture, print and/or embroider product incorporating the marks of CLC represented collegiate institutions specifically for orders placed by a licensee. The CLC License Agreement disallows third-party manufacturers from producing merchandise without the execution of the AMA. The licensee remains responsible for maintaining the License Agreement, obtaining all approvals, labeling and distributing all product, invoicing all accounts, and paying all royalties due.



To obtain authorization for a third-party manufacturer, please download the Authorized Manufacturer's Agreement below. Licensees must fill in their name and address in Paragraph (1) under Grant of Authorization and have an officer of the company sign the AMA. It should then be forwarded to the manufacturer they would like to authorize. The manufacturer must insert their name and address in the opening paragraph of the agreement, sign the agreement, fully disclose its factory site location(s), and return it to the licensee or CLC. To expedite the process, we strongly recommend that the authorized manufacturers/factories fax the AMA directly to CLC at 770-955-4491.

Once the AMA is received and signed by CLC, a fully executed copy will be returned to the licensee. The licensee is not permitted to sell or distribute the requested merchandise until a fully executed copy of the AMA is received from CLC.

If you have further questions about the AMA process, please visit the special section for Authorized Manufacturers in the FAQ section of the site located under the Resources menu, or simply use the search function on the top right corner of each page to find additional information.



Authorized Manufacturers Agreement.pdf