

NFHS Authenticating Mark Program (AMP)



Administered for the NFHS by LRG Prep

AMP Process Outline

- Phase I: Application
- Phase II: License Agreement
- Phase III: Product Testing
- Phase IV: Artwork Approvals
- Phase V: Finished Samples
- Phase VI: Product Authentication



Phase I: Application

Step 1 of 2

- ❑ Email LRG Prep LLC at licensing@lrgprep.com to receive a licensee application.

Step 2 of 2

Return the following items to LRG Prep, 101 North Cherry St., Ste 503, Winston-Salem, NC 27101:

- ❑ Completed application;
- ❑ One-time \$500 application fee payable to LRG Prep LLC;

LRG **PREP** **NFHSO** 442 Century Lane
Suite 100
Holland, MI 49423

Please return your completed licensing application, a representative sample of each ball/puck you wish to produce, corresponding product test results, and a one-time \$500 application fee.

ABOUT YOUR COMPANY

COMPANY NAME AS IT APPEARS ON FOUNDATIONAL DOCUMENTS: _____
Note: This company name must be the same name found on any Federal Tax ID documents or insurance certificates.

OTHER NAMES UNDER WHICH YOU DO BUSINESS: _____

OTHER TRADE NAMES, BRAND NAMES OR LABELS USED BY YOUR BUSINESS: _____

YEAR BUSINESS BEGAN OPERATIONS: _____ FEDERAL TAX ID NUMBER: _____

TYPE OF ORGANIZATION Corporation Partnership Sole Proprietorship

Type of Business: Other (please explain): _____
 Manufacturer Distributor Enhancer
 Retailer Ad Specialty
 Other (please explain): _____

STATE OF INCORPORATION (IF APPLICABLE): _____

CURRENT ANNUAL SALES OF BALLS/PUCKS: \$ _____

COMPANY LOCATION INFORMATION

PRIMARY ADDRESS: Street or PO Box: _____ State: _____ Zip Code: _____
City: _____ Facsimile: (____) _____
Telephone: (____) _____
Website Address: _____

NFP Application for License -- Page 1

Phase II: License Agreement

Once your initial application is approved, LRG Prep will send you a License Agreement for your consideration along with an invoice for the required annual royalty advance.

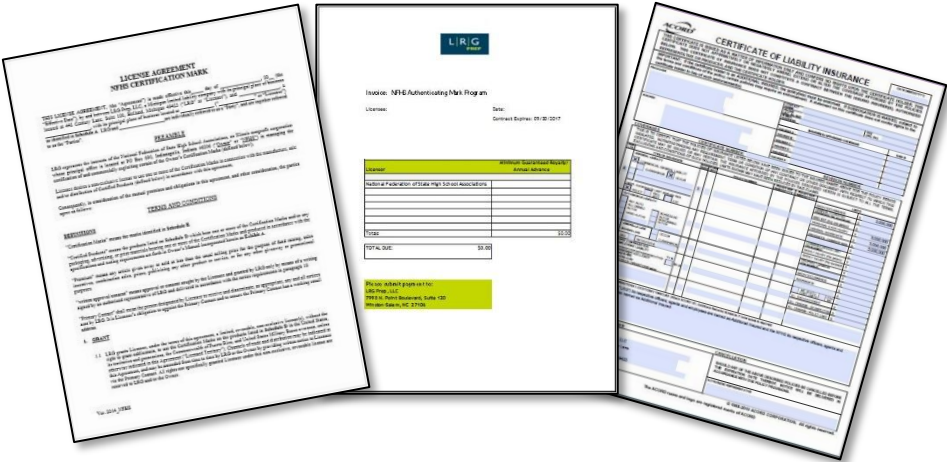
The following three (3) items must be returned to:

*LRG Prep LLC
101 North Cherry St., Ste 503
Winston-Salem, NC 27101*

- Completed/signed License Agreement
- Annual \$400 (year one may be pro-rated) royalty advance payable to LRG Prep, LLC
- Certificate of Insurance.

A fully executed license shall be returned to you from LRG Prep for your records, and you will be granted access to download the Authenticating Mark via Trademarx.

NOTICE: artwork approval, 'pass' test results, a finished sample for each ball/puck and an Authentication Certificate is required prior to marketing or selling a ball/puck bearing the Authenticating Mark.



Phase III: Product Testing

Submit a **minimum of six (6)** specimens of the balls/pucks you seek to authenticate to a qualified testing laboratory (e.g., one that meets the standards of the American Council of Independent Laboratories or the American Society for Testing and Materials).

Balls/pucks should be tested in accordance with the NFHS Manual standards.

Passing test results are submitted to LRG Prep electronically via: Licensing@LRGPrep.com

Qualified Testing Laboratories

The following testing laboratories are neither endorsed by nor affiliated with LRG Prep, LLC or the NFHS. This list is an example of qualified testing laboratories and is not all inclusive.

Southern Impact Research Center, LLC

304 Dunavant Drive
Rockford, TN 37853
Phone #: 865-523-1662
Fax #: 865-523-1233
Email: sirc@soimpact.com
Website: www.soimpact.com

ICS Inc. Laboratories

1072 Industrial Parkway North
Brunswick, OH 44212
Phone #: 330-220-0515
Fax #: 330-220-0516
Email: info@icslabs.com
Website: www.icslabs.com

Intertek

3933 US Route 11
Cortland, NY 13045
Phone #: 607-758-6357
Fax #: 607-756-4173
Website: www.intertek.com

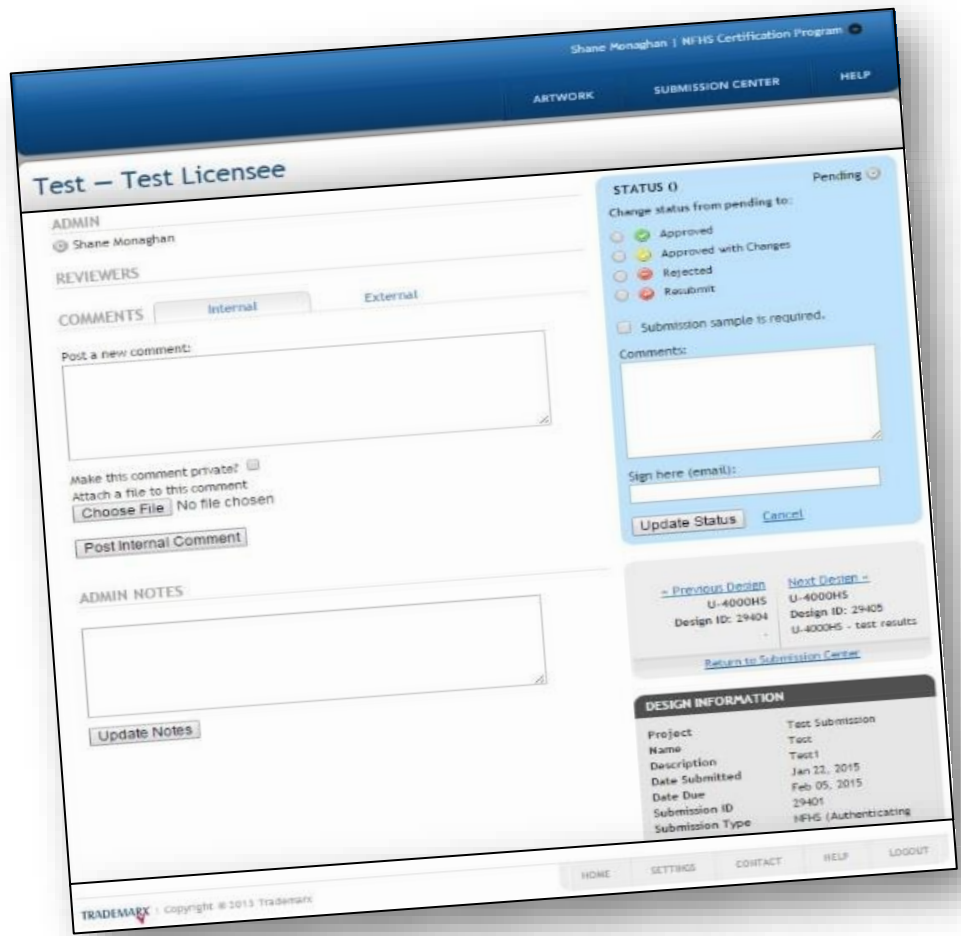
M.J. Reider Associates

107 Angelica Street
Reading, PA 19611-1999
Phone #: 610-374-5129
Website: www.mjreider.com

Phase IV: Artwork Approvals

Submit new artwork designs for approval:

- ❑ Upload product images to Trademarx (<http://nfhscertprogram.trademarxonline.com/>) for approval by the NFHS



Phase V: Finished Sample(s)

Submit finished sample(s) for approval:

- ❑ Once artwork is approved via Trademarx, and passing test results have been furnished, ship one (1) top-of-production finished sample of each corresponding ball/puck to:

NFHS Distribution Center
Attn: Shane Monaghan
1802 Alonzo Watford Sr. Dr.
Indianapolis, IN 46202

- ❑ The finished sample(s) will be inspected to ensure its dimensions/weight/texture/color as well as the NFHS' logo placement & size match both i) the test results and ii) artwork previously submitted via Trademarx.



Phase VI: Product Authentication

Once the finished sample(s) have been approved by the NFHS, LRG Prep will send a certificate of authentication stating that the ball/puck model(s) have been approved for production and have met all NFHS requirements.

Any new ball/puck model(s) must complete the Authenticating Mark Program (AMP) process in its entirety. No new ball/puck model may be produced or sold prior to receiving its Authentication Certificate.

NFHS
NFHS Certificate of Authentication

The following _____ meets NFHS standards for Authentication and is approved for high school competition.

BRAND: _____ CHAMPION: _____
STYLE/MODEL/SPU: _____ CBS-HIS/B: _____

Meets the following NFHS standards:

BASEBALL

Detail description of a sphere formed by two rounded hemispheres of cork, rubber or other material, encased in a cover of white leather or other suitable light-colored material.

It shall be:
weight: 5-5.25 oz.
circumference: 9-9.25 in.

The coefficient of restitution (COR) of baseballs shall not exceed .50.

Approved Approval Date: 8/18/18



TESTING FACILITY: _____
PASS TEST DATE(S): _____

Additional notes for: _____

AUTHENTICATED BY: _____
DATE: 9/8/18


LRG Prep LLC
111 N. Cherry St., Ste. 105
Winston-Salem, NC 27101
308.896.7967, x.205
www.CatchClay.com

NFHS Authenticating Mark Program: contacts

LRG Prep

Tim Sears
General Manager, High School Division
336-896-7907, x.210
tsears@learfieldlicensing.com

Matt Hoffman
Licensing Coordinator, High School Division
336-896-7907, x.203
mhoffman@learfieldlicensing.com

NFHS

Shane Monaghan
Development Coordinator
smonaghan@nfhs.org