

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 K12 Licensing at btucker@k12licensing.com to receive a licensee application.

Step 2 of 2

Return the following items to K12 Licensing, 8900 Keystone Crossing, Suite 605, Indianapolis, IN 46240

- ❑ Completed application;
- ❑ One-time \$500 application fee payable to K12 Licensing

442 Century Lane
Suite 100
Holland, MI 49423

LIRG
Licensing

NFHSO

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: _____

AMP Application for License -- Page 1



Phase II: License Agreement

Once your initial application is approved, K12 Licensing will send you a License Agreement for your consideration along with an invoice for the required annual royalty advance.

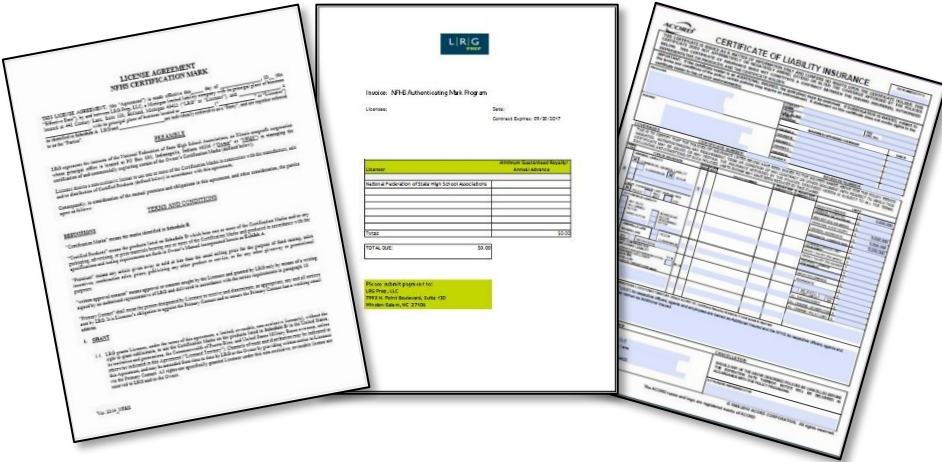
The following three (3) items must be returned to:

*K12 Licensing
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 K12 Licensing
- Certificate of Insurance.

A fully executed license shall be returned to you from K12 Licensing 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: btucker@k12licensing.com

Qualified Testing Laboratories

The following testing laboratories are neither endorsed by nor affiliated with K12 Licensing 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

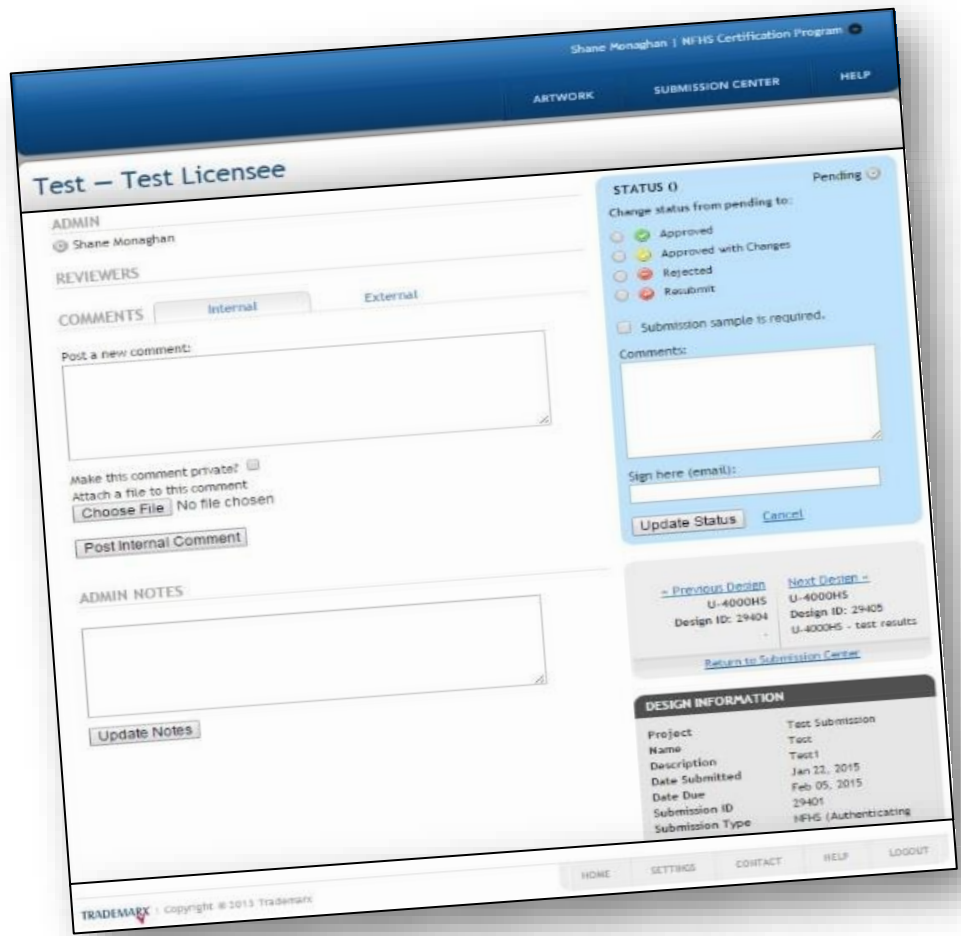
107 Angelica Street
Reading, PA 19611-1999
Phone #: 610-374-5129
Website: www.mjreider.com



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, K12 Licensing 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: _____ C56-HS-B

Meets the following NFHS standards:

BASEBALL The ball shall be a sphere fitted by mechanical means to a small core of cork, rubber or other material, surrounded by a layer of cork, bound in a number of white leather lumps, and held together. It shall be: weight: 5-ozs to 5 1/4-ozs circumference: 9 in. to 9 1/4 in. The coefficient of restitution (COR) of baseballs shall not exceed .50.	AMP Approved Logo: 8/18/18 
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TESTING FACILITY: _____
PASS TEST DATE(S): _____

Additional notes for: _____

_____ AUTHENTICATED BY: _____
DATE: 9/8/18

LING
Ling Prep LLC
111 N. Cherry St., Ste. 105
Winston-Salem, NC 27101
308.896.7967, x.205
www.CatchK12.com



NFHS Authenticating Mark Program: contacts

K12 Licensing

Jared Harding
General Manager
317-669-0809
jharding@k12licensing.com

Brandon Tucker
Director – Operations
317-669-0807
btucker@k12licensing.com

NFHS

Shane Monaghan
Development Coordinator
smonaghan@nfhs.org

