NFHS Authenticating Mark Program (AMP)

Administered for the NFHS by K12 Licensing
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
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
8900 Keystone Crossing, Suite 605
Indianapolis, IN 46240

- 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 K12 Licensing 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 Authenticating Mark Program: contacts

**K12 Licensing**
Jared Harding  
General Manager  
317-663-7434  
jharding@k12licensing.com

Brandon Tucker  
Director – Operations  
317-660-7146  
btucker@k12licensing.com

**NFHS**
Shane Monaghan  
Manager of Marketing and Events  
smonaghan@nfhs.org