Auburn University

Iron Bowl

B.S.I. Products Inc. (17845)
9510 Berger Road
Columbia, MD 21046
Mr. Scott Robinson
Phone  888-381-2596
Fax  410-995-6268
sales@bsiproducts.com
Spec Agr Disclosed: 12/16/2010

Distribution Channel(s)
- Campus/Local Channel
- Department Stores
- Grocery/Drug/Convenience Stores
- Internet/TV/Catalog Mid-Tier
- Specialty Mass/Value Catalog
- Sporting Goods/Sports Specialty/Fan Shops
- Super Center/Wholesale Clubs

Product Categories
- 03B (Furniture/Furnishings)
- 03D (Housewares)
- 04A (Automobile Products)
- 04C (Signage Products)
- 04D (Gifts & Novelties - Miscellaneous)

College Vault by Wincraft Inc. (80858)
PO Box 888
Winona, MN 55987
Ms. Sherry Otterness
Phone  507-454-5510
Fax  507-453-6780
www.Wincraft.com
sotterness@wincraft.com
Spec Agr Disclosed: 02/22/2010

Distribution Channel(s)
- Better Dept Stores/Boutiques
- Campus/Local Channel
- Department Stores
- Grocery/Drug/Convenience Stores
- Internet/TV/Catalog Mid-Tier
- Off-Price/Closeout
- Specialty Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

Product Categories
- 01A (Men's/Unisex T-shirts)
- 01C (Men's/Unisex Other Headwear)
- 01G (Youth Apparel)
- 01H (Men's Fashion Apparel)
- 01I (Women's Apparel)
- 01N (Men's/Unisex Structured Closed Back Headwear)
- 01O (Men's/Unisex Structured Stretch Fit Headwear)
- 01P (Men's/Unisex Unstructured Closed Back Headwear)
- 01Q (Men's/Unisex Adjustable Wool Blend Headwear)
- 01R (Men's/Unisex Adjustable Non-Wool Headwear)
- 04D (Gifts & Novelties - Miscellaneous)

Campus Collection (AL) (11729)
PO Box 2904
Tuscaloosa, AL 35403
Mr. Chet Goldstein
Phone  205-758-0678
Fax  205-758-4848
www.Campuscollection.net
chet@campuscollection.net
Spec Agr Disclosed: 01/17/2011

Distribution Channel(s)
- Better Dept Stores/Boutiques
- Campus/Local Channel
- Department Stores
- Grocery/Drug/Convenience Stores
- Internet/TV/Catalog Mid-Tier
- Off-Price/Closeout
- Specialty Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

Product Categories
- 01A (Men's/Unisex T-shirts)
- 01C (Men's/Unisex Other Headwear)
- 01G (Youth Apparel)
- 01H (Men's Fashion Apparel)
- 01I (Women's Apparel)
- 01J (Men's/Unisex Fleece)
- 03A (Domestics)

Dixie Pride dba Bama Fever&Tiger Pride (1:)
241-B Mendel Parkway
Montgomery, AL 36117
Mr. Keith Tomlinson
Phone  205-621-0393
Fax  205-621-3563
dpmtg@bellsouth.net
Spec Agr Disclosed: 12/16/2009

Distribution Channel(s)
- Related Retail/Direct

Product Categories
- 01A (Men's/Unisex T-shirts)
- 01B (Men's/Unisex Outerwear)
- 01F (Infant/Toddler Apparel)
- 01G (Youth Apparel)
- 01H (Men's Fashion Apparel)
- 01I (Women's Apparel)
- 01J (Men's/Unisex Fleece)
- 07D (Infant Products)

Cotton Exchange-The (11647)
PO Box 825
Wendell, NC 27591
Ms. Rhonda Miller
Phone  919-365-5900  137
Fax  919-365-5999
www.Thecottonexchange.com
rmiller@cottonx.com
Spec Agr Disclosed: 11/29/2010
### Auburn University

<table>
<thead>
<tr>
<th>Licensees: JanSport a division of VF Outdoor Inc. (119)</th>
<th>Licensees: Knights Apparel Inc. (14948)</th>
<th>Licensees: Master Graphics (12715)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PO Box 1817, Appleton, WI 54912-1817, Ms. Dawn Brown</td>
<td>5475 North Blackstock Rd., Spartanburg, SC 29303, Ms. Heather Bishop</td>
<td>175 South Gay, Auburn, AL 36830, Mr. Robert Lunday</td>
</tr>
</tbody>
</table>

#### Distribution Channel(s)

- **JanSport a division of VF Outdoor Inc. (119)**
  - Campus/Local Channel
  - Department Stores
  - Related Retail/Direct
  - Specialty Mid-Tier
  - Sporting Goods/Sports Specialty/Fan Shops

- **Knights Apparel Inc. (14948)**
  - Distribution Channel(s)
    - Off-Price/Closeout
    - Super Center/Wholesale Clubs

- **Master Graphics (12715)**
  - Distribution Channel(s)
    - Campus/Local Channel
    - Restricted Channel

#### Product Categories

- **JanSport a division of VF Outdoor Inc. (119)**
  - 01A (Men's/Unisex T-shirts)
  - 01G (Youth Apparel)
  - 01H (Men's Fashion Apparel)
  - 01I (Women's Apparel)
  - 01J (Men's/Unisex Fleece)
  - 02C (Personal Accessories)
  - 06A (Sports Equipment)

- **Knights Apparel Inc. (14948)**
  - Product Categories
    - 01A (Men's/Unisex T-shirts)
    - 01B (Men's/Unisex Outerwear)
    - 01E (Jerseys/Uniforms)
    - 01F (Infant/Toddler Apparel)
    - 01G (Youth Apparel)
    - 01H (Men's Fashion Apparel)
    - 01I (Women's Apparel)
    - 01J (Men's/Unisex Fleece)

- **Master Graphics (12715)**
  - Product Categories
    - 01A (Men's/Unisex T-shirts)
    - 01B (Men's/Unisex Outerwear)
    - 01J (Men's/Unisex Fleece)

### Jones Sportswear Co. Inc. (11605)

<table>
<thead>
<tr>
<th>Licensees:</th>
<th>Distribution Channel(s)</th>
<th>Product Categories</th>
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</thead>
<tbody>
<tr>
<td>1600 Second Ave. South, Birmingham, AL 35233-1792, Mrs. Diane Howell</td>
<td>Sporting Goods/Sports Specialty/Fan Shops</td>
<td>01A (Men's/Unisex T-shirts)</td>
</tr>
<tr>
<td>Phone: 205-326-6264, Fax: 205-324-9647, <a href="http://www.Jonessportswear.com">www.Jonessportswear.com</a>, <a href="mailto:jonessportwear@gmail.com">jonessportwear@gmail.com</a></td>
<td>Super Center/Wholesale Clubs</td>
<td>01G (Youth Apparel)</td>
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<tr>
<td>Spec Agr Disclosed: 01/04/2011</td>
<td></td>
<td>01H (Men's Fashion Apparel)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>01I (Women's Apparel)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>01J (Men's/Unisex Fleece)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>02C (Personal Accessories)</td>
</tr>
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</table>

### Lakeshirts Inc. dba Blue 84 (11808)

<table>
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<tr>
<th>Licensees:</th>
<th>Distribution Channel(s)</th>
<th>Product Categories</th>
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<tbody>
<tr>
<td>750 Randolph Rd, Detroit Lakes, MN 56501, Ms. Carrie Ulrich</td>
<td>Better Dept Stores/Boutiques</td>
<td>01A (Men's/Unisex T-shirts)</td>
</tr>
<tr>
<td>Phone: 218-846-3065, Fax: 218-846-3069, <a href="http://www.Lakeshirts.com">www.Lakeshirts.com</a>, <a href="mailto:carrie@lakeshirts.com">carrie@lakeshirts.com</a></td>
<td>Campus/Local Channel</td>
<td>01B (Men's/Unisex Outerwear)</td>
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<td>Department Stores</td>
<td>01G (Youth Apparel)</td>
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<td>Internet/TV/Catalog Mid-Tier</td>
<td>01H (Men's Fashion Apparel)</td>
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<tr>
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<td>Specialty Mid-Tier</td>
<td>01I (Women's Apparel)</td>
</tr>
<tr>
<td></td>
<td>Sporting Goods/Sports Specialty/Fan Shops</td>
<td>01J (Men's/Unisex Fleece)</td>
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<td>02C (Personal Accessories)</td>
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### New World Graphics (12892)

<table>
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<th>Licensees:</th>
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<tr>
<td>145 Coile Dr, Athens, GA 30606, Ms. Michele Short</td>
<td>Campus/Local Channel</td>
<td>01A (Men's/Unisex T-shirts)</td>
</tr>
<tr>
<td>Phone: 706-353-2517, Fax: 706-353-7489, <a href="http://www.Nwg.cc">www.Nwg.cc</a>, <a href="mailto:michele@nwg.cc">michele@nwg.cc</a></td>
<td>Internet/TV/Catalog Mid-Tier</td>
<td>01F (Infant/Toddler Apparel)</td>
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<tr>
<td>Spec Agr Disclosed: 03/12/2010</td>
<td>Specialty Mid-Tier</td>
<td>01G (Youth Apparel)</td>
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<tr>
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<td>Sporting Goods/Sports Specialty/Fan Shops</td>
<td>01H (Men's Fashion Apparel)</td>
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<tr>
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<td></td>
<td>01I (Women's Apparel)</td>
</tr>
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<td>01J (Men's/Unisex Fleece)</td>
</tr>
</tbody>
</table>
Auburn University

**Pro-Ad Sports Inc. (13345)**

PO Box 184
Lookout Mountain, TN 37350
Ms. Leah Daniel
Phone 706-861-3211 124
Fax 706-861-3266
www.Pro-adspors.com
Idaniel@pro-adspors.com
Spec Agr Disclosed: 05/10/2010

**Distribution Channel(s):**
- Grocery/Drug/Convenience Stores
- Specialty Mass/Value Catalog
- Super Center/Wholesale Clubs

**Product Categories:**
- 01A (Men's/Unisex T-shirts)
- 01F (Infant/Toddler Apparel)
- 01G (Youth Apparel)
- 01J (Men's/Unisex Fleece)

**Ruppshirts Inc. (11616)**

5245 Commonwealth Ave. Suite 100
Jacksonville, FL 32254
Ms. Olivia Shirah
Phone 904-271-4160
Fax 850-254-9893
www.Ruppshirts.com
olivia@ruppshirts.com
Spec Agr Disclosed: 08/23/2010

**Distribution Channel(s):**
- Campus/Local Channel
- Internet/TV/Catalog Mid-Tier
- Restricted Channel

**Product Categories:**
- 01A (Men's/Unisex T-shirts)
- 01F (Infant/Toddler Apparel)
- 01G (Youth Apparel)
- 01J (Men's/Unisex Fleece)

**Southern Shirt Company - The (82715)**

2032 Cribs Mill Lane
Tuscaloosa, AL 35404
Mr. Bryan J. Webb
Phone 205-533-8808
Fax 866-542-0618
www.Thesouthernshirtco.com
Spec Agr Disclosed: 11/08/2010

**Distribution Channel(s):**
- Restricted Channel

**Product Categories:**
- All

**Tervis Tumbler Company (12233)**

201 Triple Diamond Blvd.
North Venice, FL 34275
Ms. Megan Sinibaldi
Phone 941-966-2114 1332
Fax 941-441-2308
www.Tervis.com
msinibaldi@tervis.com
Spec Agr Disclosed: 06/25/2010

**Distribution Channel(s):**
- Better Dept Stores/Boutiques
- Campus/Local Channel
- Department Stores
- Golf Specialty
- Grocery/Drug/Convenience Stores
- Internet/TV/Catalog Mid-Tier
- Related Retail/Direct
- Specialty Mass/Value Catalog
- Specialty Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

**Team IP Sports LLC (38365)**

1756 S.E. South Niemeyer Circle
Port St. Lucie, FL 34952
Mr. Randy Sparks
Phone 772-398-4664
Fax 772-408-5086
www.Teamipsports.com
rsparks@teamipsports.com
Spec Agr Disclosed: 01/07/2011

**Distribution Channel(s):**
- Campus/Local Channel
- Related Retail/Direct

**Product Categories:**
- 01A (Men's/Unisex T-shirts)
# Licensees

## Auburn University

**TNT Custom T-shirts (60067)**

1032 15th Street  
Tuscaloosa, AL 35401  
Mr. Adam Benefield  
Phone 205-750-0690  
Fax 205-750-0690

Spec Agr Disclosed: 09/29/2010

**Distribution Channel(s)**
- Campus/Local Channel
- Restricted Channel

**Product Categories**
- 01A (Men's/Unisex T-shirts)
- 01G (Youth Apparel)

**Better Dept Stores/Boutiques**
- Campus/Local Channel
- Internet/TV/Catalog Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

**Product Categories**
- 01A (Men's/Unisex T-shirts)
- 01G (Youth Apparel)

**Under Armour by Gear For Sports (61528)**

9700 Commerce Parkway  
Lenexa, KS 66219  
Mr. Trey Ham  
Phone 913-693-3261  
Fax 913-693-3939

Spec Agr Disclosed: 08/20/2010

**Distribution Channel(s)**
- Better Dept Stores/Boutiques
- Campus/Local Channel
- Internet/TV/Catalog Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

**Product Categories**
- 01C (Men's/Unisex Other Headwear)
- 01E (Jerseys/Uniforms)
- 01G (Youth Apparel)
- 01I (Women's Apparel)
- 01L (Men's/Unisex Performance Apparel)
- 01M (Clothing Accessories)
- 01O (Men's/Unisex Structured Stretch Fit Headwear)
- 01R (Men's/Unisex Adjustable Non-Wool Headwear)
- 06A (Sports Equipment)

## Top Line Scrn Printing & Embroidery (3980)

4210 L.B. McLeod Rd. Ste 109  
Orlando, FL 32811  
Ms. Sara Vargas  
Phone 407-428-9515  
Fax 407-447-9539

Spec Agr Disclosed: 07/02/2010

**Distribution Channel(s)**
- Better Dept Stores/Boutiques
- Campus/Local Channel
- Internet/TV/Catalog Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

**Product Categories**
- 01A (Men's/Unisex T-shirts)
- 01G (Youth Apparel)
- 01i (Women's Apparel)
- 01J (Men's/Unisex Fleece)

## Tri-Lake Inc. (11707)

3601 W. Main St. - Hwy. 44 West  
Leesburg, FL 34748  
Ms. Victoria Vos  
Phone 800-727-3389  
Fax 352-728-6002

Spec Agr Disclosed: 04/13/2010

**Distribution Channel(s)**
- Better Dept Stores/Boutiques
- Campus/Local Channel
- Internet/TV/Catalog Mid-Tier
- Sporting Goods/Sports Specialty/Fan Shops

**Product Categories**
- 01A (Men's/Unisex T-shirts)
- 01G (Youth Apparel)
- 01i (Women's Apparel)
- 01J (Men's/Unisex Fleece)