

Southeastern Conference

Southeastern Conference

adidas Team Inc (36296)

951 32nd Ave. SW
Cedar Rapids, IA 52404
Mr. Bob Leuenberger
Phone 319-368-0353
Fax 319-368-0314
www.Adidas.com
bob.leuenberger@reebok.com
Spec Agr Disclosed: 02/06/2009

Distribution Channel(s)

Better Dept Stores/Boutiques
Campus/Local Channel
Department Stores
Golf Specialty
Internet/TV/Catalog Mid-Tier
Off-Price/Closeout
Related Retail/Direct
Restricted Channel
Specialty Mid-Tier
Sporting Goods/Sports Specialty/Fan Shops
Super Center/Wholesale Clubs

Product Categories

01A (Men's/Unisex T-shirts)
01B (Men's/Unisex Outerwear)
01C (Men's/Unisex Other Headwear)
01D (Men's/Unisex Combo-Packaged Goods)
01E (Jerseys/Uniforms)
01F (Infant/Toddler Apparel)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)
01L (Men's/Unisex Performance Apparel)
01M (Clothing Accessories)
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)
02A (Jewelry)
04D (Gifts & Novelties - Miscellaneous)
06A (Sports Equipment)
07D (Infant Products)
07E (Footwear)

Aminco International (USA) Inc. (16644)

20571 Crescent Bay Drive
Lake Forest, CA 92630
Ms. Melissa Ballack
Phone 949-457-3261 228
Fax 949-598-2864
www.AmincoUSA.com
melissa.b@amincousa.com
Spec Agr Disclosed: 01/05/2009

Distribution Channel(s)

Grocery/Drug/Convenience Stores
Internet/TV/Catalog Mid-Tier

Product Categories

02A (Jewelry)
02C (Personal Accessories)
03A (Domestics)
03B (Furniture/Furnishings)
03D (Housewares)
04D (Gifts & Novelties - Miscellaneous)
05C (Paper Products)

Bacon & Company (11649)

PO Box 78
Knoxville, TN 37901-0078
Mr. Jed Dance
Phone 865-523-9181
Fax 865-546-2212
www.Baconco.com
jedd@baconco.com
Spec Agr Disclosed: 12/18/2008

Distribution Channel(s)

Grocery/Drug/Convenience Stores
Specialty Mid-Tier

Product Categories

01A (Men's/Unisex T-shirts)
01B (Men's/Unisex Outerwear)
01D (Men's/Unisex Combo-Packaged Goods)
01E (Jerseys/Uniforms)
01F (Infant/Toddler Apparel)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)
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)
03A (Domestics)
03D (Housewares)
04A (Automobile Products)
04D (Gifts & Novelties - Miscellaneous)
06A (Sports Equipment)
07B (Consumables)

Bayou Apparel (49412)

P.O. Box 40886
Baton Rouge, LA 70835
Mr. Daniel McNamara
Phone 225-928-9090
Fax 225-928-9091
bayouapparel@cox.net
Spec Agr Disclosed: 07/08/2008

Distribution Channel(s)

Campus/Local Channel
Restricted Channel
Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
01F (Infant/Toddler Apparel)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01J (Men's/Unisex Fleece)

Licensees

Licensed as of 2/2009

Southeastern Conference

Champion Custom Products (12269)

9700 Commerce Parkway
 Lenexa, KS 66219
 Mr. Trey Ham
 Phone 913-693-3261
 Fax 913-693-3939
 www.Gearforsports.com
 tham@gearforsports.com
 Spec Agr Disclosed: 08/29/2008

Distribution Channel(s)

Campus/Local Channel
 Department 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)
 01B (Men's/Unisex Outerwear)
 01J (Men's/Unisex Fleece)

DMI (37205)

47 Richards Avenue
 Norwalk, CT 06857
 Mr. Jason Brenner
 Phone 203-854-9400 2448
 Fax 203-853-0647
 www.Mbi-inc.com
 jrbrenner@mbi-inc.com
 Spec Agr Disclosed: 07/31/2008

Distribution Channel(s)

None Specified

Product Categories

None Specified

Game - The (11499)

PO Box 2516
 Phenix City, AL 36868-2516
 Ms. Keeli Floyd
 Phone 334-291-5151 107
 Fax 334-448-2313
 www.2thegame.com
 keelifloyd@2thegame.com
 Spec Agr Disclosed: 05/06/2008

Distribution Channel(s)

Campus/Local Channel
 Department Stores
 Internet/TV/Catalog Mid-Tier
 Off-Price/Closeout
 Restricted Channel
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01C (Men's/Unisex Other Headwear)
 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)

Gear For Sports (11666)

9700 Commerce Parkway
 Lenexa, KS 66219
 Mr. Trey Ham
 Phone 913-693-3261
 Fax 913-693-3939
 www.Gearforsports.com
 tham@gearforsports.com
 Spec Agr Disclosed: 08/29/2008

Distribution Channel(s)

Better Dept Stores/Boutiques
 Campus/Local Channel
 Department 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)
 01B (Men's/Unisex Outerwear)
 01J (Men's/Unisex Fleece)

K2 Licensed Products (14565)

510 Maryville University Drive, Suite 110
 St. Louis, MO 63141
 Mr. Brian Finegan
 Phone 314-819-2915
 Fax 314-819-2986
 www.k2lp.com
 brian.finegan@licensedproducts.com
 Spec Agr Disclosed: 01/08/2008

Distribution Channel(s)

Grocery/Drug/Convenience Stores
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

06A (Sports Equipment)
 06B (Balls)

Knights Apparel Inc. (14948)

5475 North Blackstock Rd.
 Spartanburg, SC 29303
 Ms. Heather Bishop
 Phone 864-587-9690
 Fax 864-587-9959
 www.Knightsapparel.com
 hbishop@knightsapparel.com
 Spec Agr Disclosed: 08/18/2008

Distribution Channel(s)

Off-Price/Closeout
 Super Center/Wholesale Clubs

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)
 01J (Men's/Unisex Fleece)

Licensees

Licensed as of 2/2009

Southeastern Conference

Lakeshirts Inc. dba Step Ahead Sportswear

750 Randolph Rd
 Detroit Lakes, MN 56501
 Ms. Carrie Ulschmid
 Phone 218-846-3065
 Fax 218-846-3069
 www.Lakeshirts.com
 carrieu@lakeshirts.com
 Spec Agr Disclosed: 01/27/2009

Distribution Channel(s)

Better Dept Stores/Boutiques
 Department Stores
 Internet/TV/Catalog Mid-Tier
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan
 Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)

MBI Inc. (17930)

47 Richards Ave.
 Norwalk, CT 06857
 Mr. Jason Brenner
 Phone 203-854-9400 2448
 Fax 203-853-0647
 www.Danburymintsports.com
 jbrenner@mbi-inc.com
 Spec Agr Disclosed: 07/31/2008

Distribution Channel(s)

None Specified

Product Categories

None Specified

New World Graphics (12892)

145 Coile Dr.
 Athens, GA 30606
 Mr. Philip Reeves
 Phone 706-353-2517
 Fax 706-353-7489
 www.Nwg.cc
 philip@nwg.cc
 Spec Agr Disclosed: 02/17/2009

Distribution Channel(s)

Campus/Local Channel
 Internet/TV/Catalog Mid-Tier
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan
 Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01J (Men's/Unisex Fleece)

Rico Industries/Tag Express (11709)

7000 N. Austin Avenue
 Niles, IL 60714
 Mr. Bernie Schack
 Phone 312-427-0313
 Fax 312-427-1887
 www.Ricoinc.com
 bernies@ricoinc.com
 Spec Agr Disclosed: 02/05/2009

Distribution Channel(s)

Amusement Park
 Better Dept Stores/Boutiques
 Campus/Local Channel
 Department Stores
 Grocery/Drug/Convenience Stores
 Internet/TV/Catalog Mid-Tier
 Off-Price/Closeout
 Specialty Mass/Value Catalog
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan
 Shops
 Super Center/Wholesale Clubs

Product Categories

04C (Signage Products)

Riddell Inc. (12342)

9801 West Higgins Rd. Suite 800
 Rosemont, IL 60018
 Mr. Ken Draznik
 Phone 773-794-1994
 Fax 773-794-1108
 www.Riddellsports.com
 kdraznik@riddellsports.com
 Spec Agr Disclosed: 04/21/2008

Distribution Channel(s)

Campus/Local Channel
 Related Retail/Direct
 Sporting Goods/Sports Specialty/Fan
 Shops
 Super Center/Wholesale Clubs

Product Categories

04D (Gifts & Novelties - Miscellaneous)

Ruppshirts Inc. (11616)

2827 Industrial Plaza
 Tallahassee, FL 32301
 Ms. Leslie Rupp
 Phone 850-656-1223 102
 Fax 850-656-1758
 www.Ruppshirts.com
 leslie@ruppshirts.com
 Spec Agr Disclosed: 07/17/2008

Distribution Channel(s)

Campus/Local Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01J (Men's/Unisex Fleece)

Simon Signs Inc. (65996)

PO Box 19554
 Louisville, KY 40259
 Mr. Russ Simon
 Phone 502-968-3588
 Fax 502-968-3124
 www.Simonsigns.com
 russ@simonsigns.com
 Spec Agr Disclosed: 11/16/2007

Distribution Channel(s)

Campus/Local Channel
 Related Retail/Direct
 Sporting Goods/Sports Specialty/Fan
 Shops

Product Categories

03A (Domestics)
 04A (Automobile Products)

Southeastern Conference

Top Of The World (11871)

3001 36th Avenue NW
 Norman, OK 73072
 Mr. Mike Ross
 Phone 405-360-9856 319
 Fax 405-360-0373
 www.Towcaps.com
 mross@towcaps.com
 Spec Agr Disclosed: 02/17/2009

Distribution Channel(s)

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

Product Categories

01C (Men's/Unisex Other Headwear)
 01E (Jerseys/Uniforms)
 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)

Tri-Lake Inc. (11707)

3601 W. Main St. - Hwy. 44 West
 Leesburg, FL 34748
 Mr. Sam Inman
 Phone 800-727-3389 26
 Fax 352-728-6002
 www.tlsportswear.com
 sam@tlsportswear.com
 Spec Agr Disclosed: 04/30/2008

Distribution Channel(s)

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

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)
 01J (Men's/Unisex Fleece)

Under Armour by Gear For Sports (61528)

9700 Commerce Parkway
 Lenexa, KS 66219
 Mr. Trey Ham
 Phone 913-693-3261
 Fax 913-693-3939
 www.Gearforsports.com
 tham@gearforsports.com
 Spec Agr Disclosed: 08/31/2008

Distribution Channel(s)

Better Dept Stores/Boutiques
 Golf Specialty
 Internet/TV/Catalog Mid-Tier
 Specialty Mid-Tier

Product Categories

01A (Men's/Unisex T-shirts)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)

Weezabi LLC DBA All Conference Apparel

508 Mineral Trace
 Suite 102
 Hoover, AL 35244
 Mr. Seth Chapman
 Phone 205-682-2850
 Fax 205-682-2852
 www.Weezabi.com
 seth@weezabi.com
 Spec Agr Disclosed: 03/26/2008

Distribution Channel(s)

Department Stores
 Internet/TV/Catalog Mid-Tier

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)

Wincraft Inc. (11514)

PO Box 888
 Winona, MN 55987
 Ms. Sherry Otterness
 Phone 507-454-5510 6408
 Fax 507-453-6780
 www.Wincraft.com
 sotterness@wincraft.com
 Spec Agr Disclosed: 09/12/2008

Distribution Channel(s)

None Specified

Product Categories

02A (Jewelry)
 03A (Domestics)
 04A (Automobile Products)
 04C (Signage Products)

22 Licensees
22 Special Agreements
22 Disclosed