

PROSPECTIVE SUBLICENSEE APPLICATION

Thank you for your interest in a Fanatics Licensing Management (FLM) sublicense. Outlined below is general information on the sublicensing program and the procedure for obtaining a sublicense.

This application is an expression of interest only and not a promise of an actual agreement or grant of a sublicense. Final acceptance as a sublicensee is subject to negotiation and execution of a definitive agreement containing terms and conditions acceptable to Fanatics, Inc. and the Property by an authorized representative of FLM, as well as satisfactory completion of a diligence process including sanctions and restricted party screening. Unless and until such a definitive agreement is fully executed by authorized representatives of both parties, you are not authorized to produce any products on behalf of Fanatics, Inc. or the Property. You may be required to submit additional information as part of the process.

All information provided by you to FLM may be shared with the Property or its affiliates and may be used by either party to process your application or for other business purposes.

PROCEDURE FOR OBTAINING A SUBLICENSE

Email your completed form to licensee@fanatics.com

- Please include with application a recent Dun & Bradstreet report (D&B), or a substantially equivalent credit report in your own country if a D&B is not available, as well as your company's sales brochure, appropriate advertising, and presentation materials.
- If Fanatics and the Property feel your proposed product fits within the current sublicensing strategy, you will be contacted to discuss next steps in the process.
- Complete this form in its entirety. If you cannot respond to a question, or if it is inapplicable, please mark "N/A".

PROSPECTIVE SUBLICENSEE INFORMATION FORM

- | | |
|---|---|
| <input type="checkbox"/> Aston Villa | <input type="checkbox"/> Hockey Canada |
| <input type="checkbox"/> BIG3 | <input type="checkbox"/> Major League Soccer (MLS) |
| <input type="checkbox"/> DFB | <input type="checkbox"/> Paris Saint-Germain |
| <input type="checkbox"/> Everton | <input type="checkbox"/> Schalke 04 |
| <input type="checkbox"/> The FA | <input type="checkbox"/> Major League Baseball (MLB)* |
| <input type="checkbox"/> FC Bayern Munich | |

*APPLICATION FEE

Please note that if you are applying to become licensed with Major League Baseball there is a two hundred fifty dollar (\$250.00) non-refundable processing fee is due upon submission of the application.

Please remit payments via ACH to Bank of America:

Account Number: 898078591818

Routing number: ACH/EFT 063100277

SWIFT Code: INTLWIREB BOFAUS3N

Account Name: FANATICS INC

Account Address: 8100 NATIONS WAY

JACKSONVILLE, FL 32256-4405

*Please include MLB Application in payment reference

I. COMPANY INFORMATION

Legal Name

Address

Email

Phone

If a corporation or partnership, list state, province or country of formation:

Years in Business

Principal Contact/Title

Country

Company Website

Other names under which company conducts business (DBAs/AKAs, etc.):

II. PRINCIPAL OFFICERS

President

Vice President

Vice President

Marketing Director

Licensing Director

Finance Director

III. COMPANY BACKGROUND

Please provide a detailed overview and/or any background information on your company that would be helpful for general knowledge

IV. LICENSING EXPERIENCE

Does your company sell and market products under other licensing contracts? If yes, specify other top licenses below.

PROPERTY #1

Property Name

Address

Address

Years Licensed

Key Contact

Key Contact Email

Key Products

Distribution Channels

PROPERTY #2

Property Name

Address

Address

Years Licensed

Key Contact

Key Contact Email

Key Products

Distribution Channels

PROPERTY #3

Property Name	Address
<input type="text"/>	<input type="text"/>
Address	Years Licensed
<input type="text"/>	<input type="text"/>
Key Contact	Key Contact Email
<input type="text"/>	<input type="text"/>
Key Products	Distribution Channels
<input type="text"/>	<input type="text"/>

V. PRODUCT INFORMATION

Please provide 1-2 photos of each requested product via product catalogue or separate document with the items numbered according to their submission.

Product Name:	Wholesale price and MSRP (or price range):
<input type="text"/>	<input type="text"/>
Description of the product:	Associated Brand/Label:
<input type="text"/>	<input type="text"/>

*** For MLB, MLS, BIG3 or Hockey Canada licenses, please submit a sample/prototype of each product to:**

***For European licenses, please submit a sample/prototype of each product to:**

Fanatics
 Attn: Fanatics Licensing Management
 1440 Dutch Valley Place NE, Suite 101
 Atlanta, GA 30324

Attn: Younes Layati
 c/o Fanatics Licensing Management
 53 avenue Emile Zola
 92100 Boulogne-Billancourt
 France

SAMPLES WILL NOT BE RETURNED

VI. SALES & DISTRIBUTION INFORMATION

Your company's sales for the previous year (all products):	Your company's projected sales for this year (all products):	Sales force description (indicate number of people):
<input type="text"/>	<input type="text"/>	<input type="text"/>

Annual Sales Projections for the Property's Licensed Products:

Mass Market			
YEAR 1	YEAR 2	YEAR 3	TOTAL
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Mid-Tier			
YEAR 1	YEAR 2	YEAR 3	TOTAL
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sports Specialty			
YEAR 1	YEAR 2	YEAR 3	TOTAL
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Sporting Goods

YEAR 1	YEAR 2	YEAR 3	TOTAL

Internet Retailer

YEAR 1	YEAR 2	YEAR 3	TOTAL

Direct to Consumer

YEAR 1	YEAR 2	YEAR 3	TOTAL

Official Store (league/club)

YEAR 1	YEAR 2	YEAR 3	TOTAL

Other

YEAR 1	YEAR 2	YEAR 3	TOTAL

Channels of distribution in which your current line has a significant presence (please check all that apply).

- | | | |
|---|--|--|
| <input type="checkbox"/> Airport Gift Shops | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Restaurants/Bars |
| <input type="checkbox"/> Amusement Park Gift Stores | <input type="checkbox"/> Furniture Stores | <input type="checkbox"/> Retailers' Websites |
| <input type="checkbox"/> Arts & Crafts Stores | <input type="checkbox"/> Gift Stores | <input type="checkbox"/> Soccer Specialty Stores |
| <input type="checkbox"/> Athletic Footwear Stores | <input type="checkbox"/> Gourmet Food Specialty Stores | <input type="checkbox"/> Souvenir Stores |
| <input type="checkbox"/> Automotive/Carwash Stores | <input type="checkbox"/> Greeting Card Stores | <input type="checkbox"/> Specialty Apparel Stores |
| <input type="checkbox"/> Baby Stores | <input type="checkbox"/> Grocery Stores | <input type="checkbox"/> Sporting Goods Stores |
| <input type="checkbox"/> Beauty Supply Stores | <input type="checkbox"/> Hobby and Model Stores | <input type="checkbox"/> Sports Specialty Stores |
| <input type="checkbox"/> Beverage/Liquor Stores | <input type="checkbox"/> Home Improvement Stores | <input type="checkbox"/> Sports Stadium Retailers |
| <input type="checkbox"/> Boutique Apparel Stores | <input type="checkbox"/> Home Specialty Stores | <input type="checkbox"/> Stationary Stores |
| <input type="checkbox"/> Candy/Confectionary Stores | <input type="checkbox"/> Internet Retailers | <input type="checkbox"/> Street Vendors |
| <input type="checkbox"/> Chain Book Stores | <input type="checkbox"/> Jewelry Stores | <input type="checkbox"/> Sublicensee Own Retail (DTC) |
| <input type="checkbox"/> Coffee Specialty Stores | <input type="checkbox"/> Kiosks | <input type="checkbox"/> Swap Meets/Flea Markets |
| <input type="checkbox"/> College/University Stores | <input type="checkbox"/> Luggage Stores | <input type="checkbox"/> Television Home Shopping |
| <input type="checkbox"/> Comic Book Stores | <input type="checkbox"/> Mass Retailers | <input type="checkbox"/> Toy Stores |
| <input type="checkbox"/> Commercial Facilities | <input type="checkbox"/> Mid-Tier Department Stores | <input type="checkbox"/> Upstairs (High-End) Department Stores |
| <input type="checkbox"/> Computer and Electronic Stores | <input type="checkbox"/> Military Stores | <input type="checkbox"/> Vending Machines |
| <input type="checkbox"/> Convenience Stores | <input type="checkbox"/> Music/Video Stores | <input type="checkbox"/> Wall Décor Stores |
| <input type="checkbox"/> Direct Response Solicitation | <input type="checkbox"/> Off-Price Department Stores | <input type="checkbox"/> Warehouse Club |
| <input type="checkbox"/> Discount Value Stores | <input type="checkbox"/> Office Specialty Stores | Other |
| <input type="checkbox"/> Drug Stores | <input type="checkbox"/> Party Stores | <input type="text"/> |
| <input type="checkbox"/> Fashion Accessory Stores | <input type="checkbox"/> Pet Stores | |

List all retail accounts to which you intend to sell the product if a sublicense is granted.

Drop Ship Capabilities?

Lead Times?

VII. MARKETING

Indicate a marketing plan that will be used to support the licensed products, including information on targeted launch date of proposed products if a sublicense is granted, who is the target audience, the advertising and promotion planned to support the proposed product, etc.

VIII. ADDITIONAL INFORMATION

Any additional information or capabilities that might be helpful in the evaluation of your application:

IX. REQUIRED DOCUMENTS

Applicants are required to provide the following documents to help supplement the information provided above in the licensing application:

- Credit Report
- Company Overview/Strategy Overview Deck
- Product Catalogue
- Brand/Label Images

X. PROSPECTIVE SUBLICENSEE STATEMENT

On behalf of the Sublicensee Applicant, I hereby affirm that my answers to the above questions are true and complete, except for questions that explicitly call for estimates, plans or projections, and have been answered by me in good faith and to the best of my knowledge.

In addition, I understand that Fanatics receives numerous sublicensing requests and suggestions, many of which are very similar to concepts, designs and/or products that it has previously developed on its own or that have been proposed by third parties, and I affirm that I have not submitted any information or material (including samples) in this sublicense application that is confidential or otherwise proprietary. I acknowledge and agree that (1) no confidential relationship is established between you and Fanatics or the Property, (2) Fanatics' or the Property's use and/or disclosure of any materials submitted as a part of this application will not give rise to any claims by you or anyone else against Fanatics, the Property, or any of their respective employees, representatives, agents or affiliates.

I agree to the above statement

Enter Your Full Name

Position

Date